

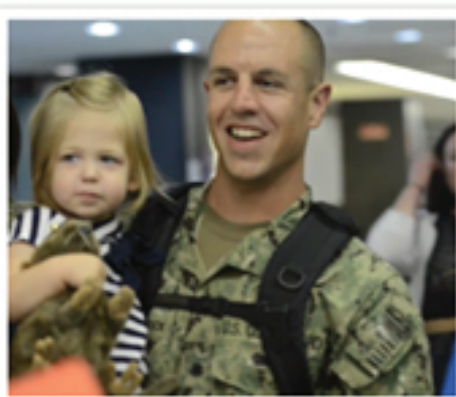
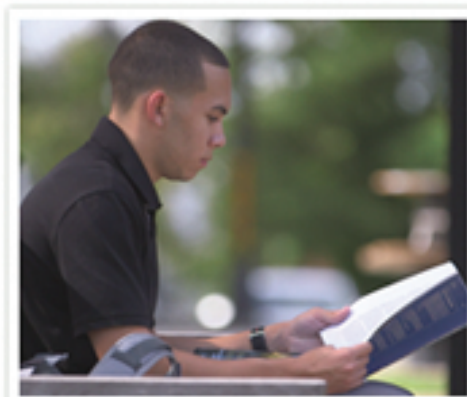


A TV PUBLIC SERVICE CAMPAIGN FROM THE COAST GUARD FOUNDATION



ABOUT THE COAST GUARD FOUNDATION

The Coast Guard Foundation is committed to ensuring all Coast Guard members and families have the resources they need to build resilience throughout their lives. Founded in 1969, we're a vital partner to the Coast Guard—tackling the toughest challenges confronting our heroes and strengthening the entire community. Coast Guard members sacrifice so much to protect our nation. We must stand together and show them our appreciation so they can remain always ready. **Join us at CoastGuardFoundation.org.**



Learn more about the Coast Guard Foundation

ABOUT



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Dear Public Service Director,

The men and women of the United States Coast Guard are the brave guardians of our country. They secure our ports and waterways, protect our environment, keep drugs off the streets, and save lives. Coast Guard members help us in so many important ways but who can they turn to when they need support?

We are the Coast Guard Foundation (a 501c3 nonprofit organization) and we answer the call to support Coast Guard members and their families. The Coast Guard Foundation provides scholarships for college, fulfills requests for fitness equipment to keep Coast Guard members ever-ready to fulfill their missions, and when tragedy strikes, the Coast Guard Foundation steps up to provide critical support to families who have suffered the loss of their Coast Guard member.

We hope you will be able to air our new campaign titled "**Answering the Call**" (:60), "**Supporting Coast Guard Members and Families**" (:30) and "**Support in Triumph and Tragedy**" (:15). These PSAs help viewers understand the role of the Coast Guard in our nation's defense and helping mariners at sea, and the important way the Coast Guard Foundation supports Coast Guard members and families who serve. The PSAs encourage viewers to visit CoastGuardFoundation.org for more information on how they can help the men and women of the United States Coast Guard and their families.

If your station has previously aired our public service announcements (PSAs), we thank you for your support and greatly appreciate your help in educating your viewers about our work. If your station has not had the opportunity to air our PSAs previously, we hope you will be able to add these to your rotation as soon and as often as possible. **They have no end date for use.**

For any questions regarding the PSAs, please contact our distribution representative, Shaliza Thomas, at Connect360 Multimedia (e-mail: stthomas@c360m.com; ph: 212-624-9187).

Thank you in advance for sharing these important messages.

Sincerely,



Susan P. Ludwig
President
Coast Guard Foundation

Answering the Call

The Coast Guard Foundation provides education, support and relief for the brave men and women, who enforce maritime law, protect our homeland and preserve the environment.

To learn more, please watch the public service announcement titled "**Answering the Call**" (:60). **This PSA has no end date for use.** We hope that you will air this campaign as soon and as often as possible.



TV PSA SCRIPTS

"Answering the Call" (:60)	
1. Shots of boat taking on water, switch to shot of helicopter taking off, switch to shot of Coast Guard rescue.	MUSIC UP AND UNDER MAN 1 V/O: <i>Coast Guard. Coast Guard. We are taking on water.</i> NARRATOR V/O: <i>The United States Coast Guard. This is what they do.</i> MAN 2 V/O: <i>Get down, get down!</i>
2. Shot of cargo being moved, switch to shot of man standing next to cargo, switch to shot of Coast Guard members releasing turtle into water, switch to shot of turtle swimming, switch to shot of boat with drugs, switch to shot of Coast Guard members, switch to shot of Coast Guard rescue.	NARRATOR V/O: <i>They secure our ports and waterways, protect our environment, keep drugs away from our kids and save lives.</i>
3. Shot of William Gage Sr. speaking. GRAPHIC: William Gage Sr. Rescue Survivor	WILLIAM GAGE SR. V/O: <i>Without the Coast Guard,</i> WILLIAM GAGE SR. O/C: <i>my family wouldn't be here today.</i>
4. Shot of woman putting on vest, switch to shot of diver going into water, switch to shots of flooded neighborhood, switch to shots of Coast Guard boats in water.	NARRATOR V/O: <i>It's dangerous work. Sometimes in our own backyards. Sometimes, far from home.</i>

"Answering the Call" (:60) Continued	
<p>5. Shot of men running with flag, switch to shot of graveyard, switch to shot of family at funeral, switch to various shots of Coast Guard members with their families.</p> <p>GRAPHIC: Coast Guard Foundation logo</p>	<p>NARRATOR V/O: <i>We're the Coast Guard Foundation and in times of triumph or tragedy, we're here for them. The Coast Guard Foundation answers the call to support Coast Guard members and their families.</i></p>
<p>6. Shot of man reading, switch to shot of man handing out food, switch to shot of man standing in front of boat.</p>	<p>NARRATOR V/O: <i>We provide education, support and relief for our defenders.</i></p>
<p>7. Shot of people running, switch to shot of CWO Donald McQueen speaking, switch to shot of men running.</p> <p>GRAPHIC: CWO Donald McQueen United States Coast Guard</p>	<p>CWO DONALD MCQUEEN V/O: <i>You want somebody to have your back.</i></p> <p>CWO DONALD MCQUEEN O/C: And the Coast Guard Foundation.</p> <p>CWO DONALD MCQUEEN V/O: <i>has always had our back.</i></p>
<p>8.</p> <p>GRAPHIC: Coast Guard Foundation logo www.coastguardfoundation.org A public service message from the Coast Guard Foundation</p>	<p>NARRATOR V/O: <i>Learn more at Coast Guard Foundation dot org.</i></p> <p>FADE SOUND AND PICTURE OUT</p>

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

<https://psaconnect.c360m.com/cgf/>

No End Date For Use

Answering the Call (:60)
Supporting Coast Guard Members and Families (:30)
Support in Triumph and Tragedy (:15)

Please let us know your preferences on receiving PSAs by contacting Shaliza Thomas via e-mail at sthomas@c360m.com or by phone at (212) 624-9187.

501(c)(3) Certificate:



Department of the Treasury

Internal Revenue Service

P.O. Box 2508

Cincinnati OH 45201

In reply refer to: 0248344558

Apr. 12, 2013 LTR 4168C EO

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BODC: TE

COAST GUARD FOUNDATION INC
394 TAUGWONK RD
STONINGTON CT 06378-1807



001112

Employer Identification Number: 04-2899862

Person to Contact: Mr. Burns

Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Apr. 03, 2013, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in May 1984.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website www.irs.gov/eo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

Richard McKee, Department Manager
Accounts Management Operations



CoastGuardFoundation.org