

# VFW

VETERANS OF FOREIGN WARS.



NO ONE DOES MORE FOR VETERANS.



A TV PUBLIC SERVICE CAMPAIGN

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## **ABOUT THE VETERANS OF FOREIGN WARS OF THE U.S.**

The Veterans of Foreign Wars of the U.S. (VFW) is a nonprofit veterans service organization comprised of eligible veterans and military service members from the active, Guard and Reserve forces. The VFW and its Auxiliary are dedicated to veterans service, legislative advocacy, and military and community service programs.

For more information, please visit [www.vfw.org](http://www.vfw.org).

## Learn more about the Veterans of Foreign Wars of the U.S.

VFW



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Dear Public Service Director,

For members of the VFW, serving overseas was just the beginning. As many people struggle and face new challenges every day, the VFW is there in communities throughout our country serving, organizing, supporting and building in times of peace and crisis. Whether providing meals to the hungry or supplies to the sick, we help to bring resources to those in need. We also help our fellow veterans, no matter where they are or when they need us, to secure the benefits they've earned and stand by them until they get what they deserve. We know that service doesn't stop when we're done serving. It's what makes us the VFW.

Established in 1899, the Veterans of Foreign Wars of the United States (VFW) is an independent, congressionally-chartered nonprofit. As America's largest and oldest combat veterans organization, our mission is to serve and advocate for America's veterans, service members and their families, as well as our communities. Annually, VFW members and our affiliates volunteer 9.4 million hours to our communities and \$44.1 million to local community service projects. We also help veterans recoup \$11.9 billion in benefits and compensation annually from the Department of Veterans Affairs. We've distributed \$7.9 million in scholarships to veterans and have awarded approximately \$12 million in grants to struggling military families to help cover basic life necessities. Through these and other efforts, we work to ensure that veterans are respected for their service, always receive their earned entitlements, and are recognized for the sacrifices they and their loved ones have made on behalf of this great country.

We hope that you will help inform your viewers about the mission and work of the VFW by airing the new PSAs titled "**Our Service Doesn't Stop**" (:60, :30) and "**No One Left Behind**" (:60, :30). These PSAs demonstrate how the VFW helps make life better for veterans as well as those in need in communities throughout the country. The PSAs, which have **no end date for use**, also encourages your audience to visit [vfw.org](http://vfw.org) for more information.

For any questions or additional information, please contact our PSA distribution representative, Shaliza Thomas at Connect360 Multimedia, at 212.624.9187 or via email at [stthomas@c360m.com](mailto:stthomas@c360m.com).

Thank you in advance for your support and consideration.

Sincerely,



Randi Law  
VFW Communications & Public Affairs Manager

## Our Service Doesn't Stop

We ask that you please help us support our nation's veterans by airing the new PSAs titled **"Our Service Doesn't Stop"** (:60, :30) and **"No One Left Behind"** (:60, :30). These PSAs demonstrate how the VFW helps make life better for veterans as well as those in need in communities throughout the country. **There is no end date for use.**



<b>"Our Service Doesn't Stop" (:30)</b>	
1. Shot of truck driving down street, switch to shots of flags being raised.	<p><b><u>MUSIC UP AND UNDER</u></b></p> <p><b><u>NARRATOR V/O:</u></b> <i>Serving overseas was just the beginning.</i></p>
2. Shot of man saluting, switch to shots of VFW buildings, switch to shot of car driving away, switch to shot of man opening door	<p><b><u>NARRATOR V/O:</u></b> <i>We might be home from war but our mission continues in communities all across the country.</i></p>
3. Various shots of people serving, packing and delivering food and supplies.	<p><b><u>NARRATOR V/O:</u></b> <i>It's why we're out there in times of peace and crisis, providing meals to the hungry and supplies to the sick.</i></p>
4. Various shots of people packing supplies.	<p><b><u>NARRATOR V/O:</u></b> <i>It's why we're giving strength to those who are too weak and bringing resources to those without them.</i></p>
5. Various shots of people helping in communities, switch to shot of flag and VFW sign	<p><b><u>NARRATOR V/O:</u></b> <i>Service doesn't stop when we're done serving. It's what makes us the VFW.</i></p>
<p><b><u>GRAPHIC:</u></b>                      VFW logo                      VETERANS OF FOREIGN WARS                      NO ONE DOES MORE FOR VETERANS                      VISIT VFW.ORG</p>	<p><b><u>FADE SOUND AND PICTURE OUT</u></b></p>

<b>"No One Left Behind" (:30)</b>	
1. Shots of various people.	<p><b><u>MUSIC UP AND UNDER</u></b></p> <p><b><u>NARRATOR V/O:</u></b> <i>No man, no woman, no one left behind.</i></p>
2. Shots of people walking, switch to shot of man jogging, switch to shot of woman holding child, switch to shot of man walking.	<p><b><u>NARRATOR V/O:</u></b> <i>For the VFW, it's a credo that stands long after our fighting days are over. Because our service never stops.</i></p>
3. Shot of flag being raised, switch to shot of man looking out window, switch to close up shot of hands, switch to shot of woman looking out window.	<p><b><u>NARRATOR V/O:</u></b> <i>We're still serving. Which is why we pledge to help our own no matter where they are or when they need us.</i></p>
4. Shot of VFW sign, switch to various shots of people.	<p><b><u>NARRATOR V/O:</u></b> <i>Standing in lockstep with those who stood so courageously for everyone else.</i></p>
5. Shot of man with dog.	<p><b><u>NARRATOR V/O:</u></b> <i>It's what makes us the VFW.</i></p>
<p><b><u>GRAPHIC:</u></b>            VFW logo            VETERANS OF FOREIGN WARS            NO ONE DOES MORE FOR            VETERANS            VISIT VFW.ORG</p>	<p><b><u>FADE SOUND AND PICTURE OUT</u></b></p>

## AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

<http://www.c360m.com/PSACConnect/vfw/>

### **No End Date For Use**

Our Service Doesn't Stop (:60, :30)

No One Left Behind (:60, :30)

Please let us know your preferences on receiving PSAs by contacting Shaliza Thomas via e-mail at [stthomas@c360m.com](mailto:stthomas@c360m.com) or by phone at 212.624.9187.



# 501(c)(3) Certificate:

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date:

DEC 28 2000

VETERANS OF FOREIGN WARS FOUNDATION  
406 WEST 34TH ST  
KANSAS CITY, MO 64111

Employer Identification Number:  
43-1758998  
DOLN:  
17053344709020  
Contact Person:  
DAVID V SCIAN ID# 31369  
Contact Telephone Number:  
(877) 829-5500  
Our Letter Dated:  
October 1996  
Addendum Applies:  
No

Dear Applicant

This modifies our letter of the above date in which we stated that you would be treated as an organization that is not a private foundation until the expiration of your advance ruling period.

Your exempt status under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3) is still in effect. Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Code because you are an organization of the type described in section 509(a)(1) and 170(b)(1)(A)(vi).

Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(1) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act, or the substantial or material change on the part of the organization that resulted in your loss of such status, or if he or she acquired knowledge that the Internal Revenue Service had given notice that you would no longer be classified as a section 509(a)(1) organization.

You are required to make your annual information return, Form 990 or Form 990-EZ, available for public inspection for three years after the later of the due date of the return or the date the return is filed. You are also required to make available for public inspection your exemption application, any supporting documents, and your exemption letter. Copies of these documents are also required to be provided to any individual upon written or in person request without charge other than reasonable fees for copying and postage. You may fulfill this requirement by placing these documents on the Internet. Penalties may be imposed for failure to comply with these requirements. Additional information is available in Publication 557, Tax-Exempt Status for Your Organization, or you may call our toll free number shown above.

If we have indicated in the heading of this letter that an addendum applies, the addendum enclosed is an integral part of this letter.

VETERANS OF FOREIGN WARS FOUNDATION

Because this letter could help resolve any questions about your private foundation status, please keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown above.

Sincerely yours,



Steven T. Miller  
Director, Exempt Organizations

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**NO ONE DOES MORE FOR VETERANS.**



[www.vfw.org](http://www.vfw.org)