



VFW

VETERANS OF FOREIGN WARS.



"STILL SERVING"
RADIO PUBLIC SERVICE CAMPAIGN

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About the Veterans of Foreign Wars

The 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 visit vfw.org.



Learn more about The Veterans of Foreign Wars

STILLSERVING.ORG

VFW.ORG



FACEBOOK



INSTAGRAM



LINKEDIN



YOUTUBE

Dear Public Service Director,

Post-military life isn't the end of service, it's the new mission - and VFW is leading on the front line.

The Veterans of Foreign Wars (VFW) is the nation's largest and most impactful nonprofit veterans service organization with nearly 1 million members worldwide. 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.

Our "Still Serving" campaign is a celebration of continued commitment — showcasing how VFW members and veterans across the country are stepping up for their communities, leading advocacy efforts for fellow veterans and advancing to meet the needs of a changing world.

It's more than a tagline; it's a declaration that service doesn't stop when we're done serving. This campaign puts the spotlight on our national and local efforts to ensure veterans get the care and benefits they've earned, to better our communities, and to demonstrate that the VFW and its members are there for today's veterans, and those of tomorrow. Whether we're leading a local cleanup, mentoring youth, advocating for policy change, or simply showing up, we are the embodiment of what it means to be, Still Serving.

Please share the latest PSA campaign titled **"Still Serving" (:60, :30, :30, :15)** with your listeners. This powerful message aims to reshape the public's perception of life after military service, showcasing how veterans continue to serve their communities and their country long after they hang up the uniform. We hope you will air this PSA, which has **no end date for use**, as soon and as often as possible.

For any questions or additional information, please contact our distribution representative Shaliza Thomas at Connect360 Multimedia (email: sthomas@c360m.com; ph: 212-624-9187).

Thank you in advance for your support of this campaign.

Sincerely,



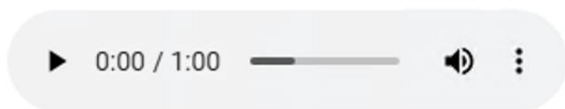
Dan West
VFW Adjutant General

Still Serving

As the nation's the largest and most established major war veterans organization, the VFW has an impeccable and longstanding record of service and stewardship.

The "**Still Serving**" campaign puts the spotlight on our national and local efforts to ensure veterans get the care and benefits they've earned, to better our communities, and to demonstrate that the VFW and its members are there for today's veterans, and those of tomorrow.

To learn more, listen to the latest PSA campaign titled "Still Serving". This PSA, which has **no end date for use**, is available in :60, :30 and :15 lengths.



"Still Serving" :60

RADIO PSA SCRIPTS

"Still Serving" (:60)

NARRATOR V/O:

What does a life after service look like? Kicking back? Taking it easy? We believe it looks a little different ... It looks like leading for all veterans — helping shape policies to make certain they get the benefits they've earned, and ensuring every veteran's voice is heard. It looks like advancing to meet today's veterans where they are—lifting them up and strengthening the bond that unites us. It looks like serving when disaster strikes - with boots on the ground helping our communities recover and rebuild. From the capital to our hometowns, we don't just show up when it's easy. We show up when it matters. Because a veteran's mission never truly ends. And neither does ours. The VFW. Still leading. Still advancing. Still serving.

Get involved at [Still Serving dot org](http://StillServing.org).

"Still Serving" (:30)

NARRATOR V/O:

What does a life of after service look like? Kicking back? Taking it easy? We believe it looks a little different...

Fighting for ALL veterans - making sure they get the benefits and care they've earned - Rebuilding communities after disaster strikes - and adapting to support today's veterans, meeting them where they are.
The VFW. Still leading. Still advancing. Still Serving.

Get involved at [Still Serving dot org](http://StillServing.org).

RADIO PSA SCRIPTS

"Still Serving" (:30)

NARRATOR V/O:

What does life after service look like? You might think it means slowing down or taking a step back. But for the VFW, it means stepping up. Fighting for veterans' benefits, rebuilding communities when disaster strikes, and evolving to meet today's veterans where they are. Because a veteran's mission never truly ends. And neither does ours. The VFW. Still leading. Still advancing. Still serving.

Get involved at [Still Serving dot org](http://StillServing.org).

"Still Serving" (:15)

NARRATOR V/O:

Fighting for ALL veterans, serving our community, and adapting to support today's veterans where they are. That's life after service. That's the VFW.

Get involved at [Still Serving dot org](http://StillServing.org).

AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

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

NO END DATE FOR USE

"Still Serving" (:60, :30, :30, :15)

Connect360 has developed an easier way for stations to report PSA airings via a new website. This replaces our PSA reply forms and sending responses by fax or e-mail.

Please visit the following website to provide PSA usage information for this campaign: <http://psa.c360m.com/?p=K145423>

Please let us know your preferences on receiving PSAs by contacting Shaliza Thomas via e-mail at 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
DLN:
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.

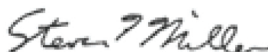
You are required to make your annual information return, Form 990 or Form 990-EZ, available for public inspection for three years after the later of the due date of the return or the date the return is filed. You are also required to make available for public inspection your exemption application, any 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.

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

VFW

VETERANS OF FOREIGN WARS.

STILL
SERVING