



*** HOME FREE, LEE GREENWOOD, ***
AND THE UNITED STATES AIR FORCE BAND

GOD BLESS THE U.S.A.



EXCHANGE CLUB & VETERANS MATTER

"A perfect partnership"
Jeff Young

Fundraising

- Nearly 38,000 Veterans are currently experiencing homelessness
- Your club can make a difference in their lives – immediately.
- Fundraising means more Veterans housed – now!



Keep it simple.
Make it fun!

- American Flags
- Gift Card Raffle
- Food Truck Event
- Vendor Fair
- Club Events



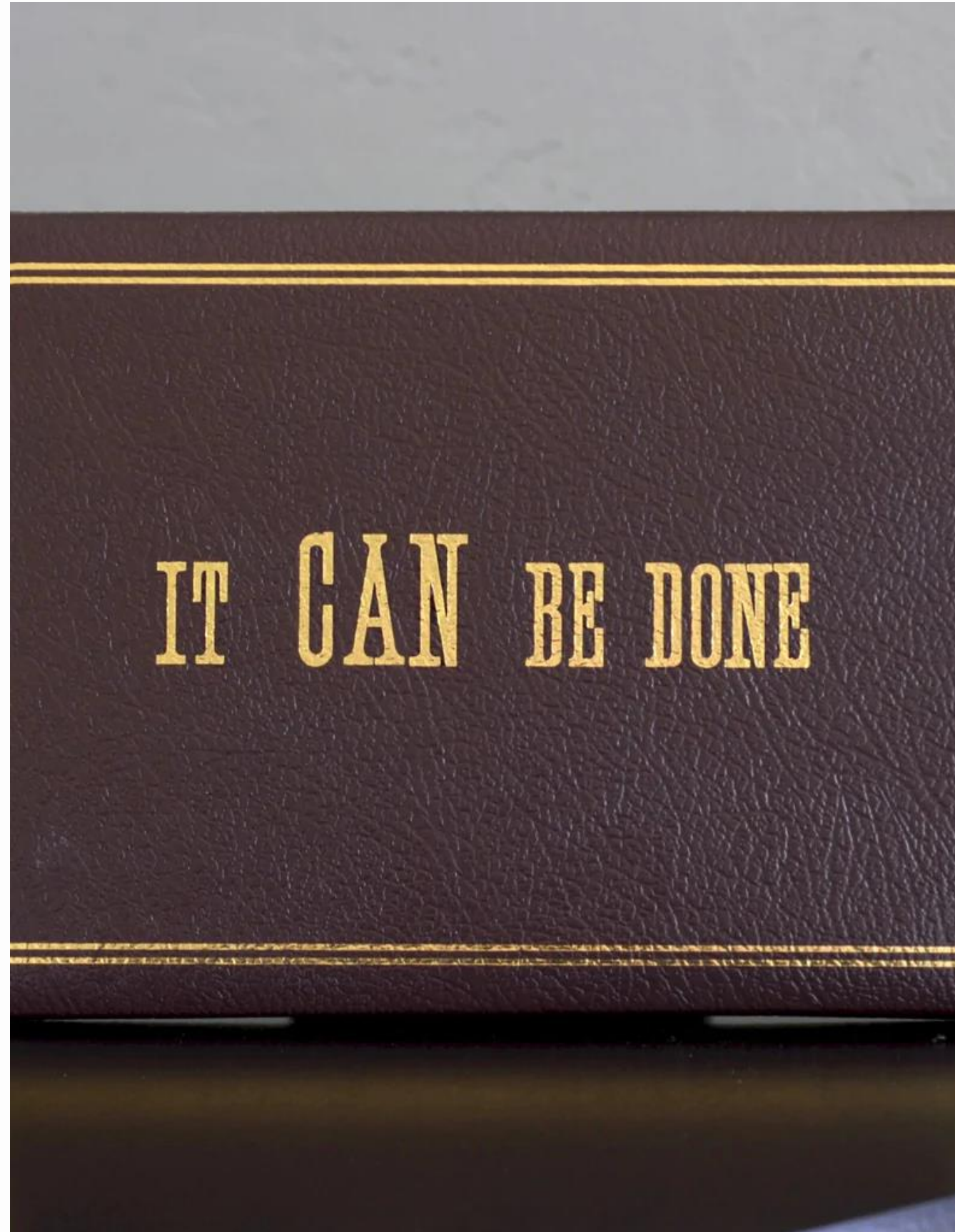
Keep it simple.

Make it fun!

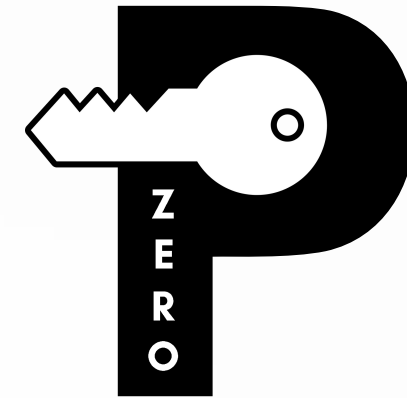
Many events are very low-cost to hold
but require club members to organize
and promote.

As always, your fundraisers are great
ways to recruit new members!





Project Zero



Plaque on President
Ronald Reagan's desk as
a reminder to all visitors
that in America,
everything is possible!

Project Zero

- The Travesty
- The Opportunity
- How: Homelessness is the Elephant in the room. Eat the Elephant...One Bite at a Time
- The Result
- Why Did it Work
- The Challenge





The Travesty

- **38,000:** Number of Homeless Veterans in the United States
- **7,057:** Number of Service Members Killed In the War on Terror
- **30,177:** Number of Active Duty and Veterans that have committed suicide
 - Majority of the suicides committed by unhoused Veterans
- **A National travesty:** to those who pledged their lives to support and defend the freedoms we all enjoy

The Urgency

- **20:** Number of Veterans that commit suicide every day!
 - Attacking the Homeless Travesty is the best attack against suicide



The Opportunity

- The HUD/VASH Program has a 91% success rate in keeping Veterans Housed
- However, Many Homeless Veterans do not have the Initial Money (first month's rent and deposit) to Enter into the HUD/VASH Program
- 'Veterans Matter' (a Strategic Partnership of the National Exchange Club) was founded to bridge that funding gap



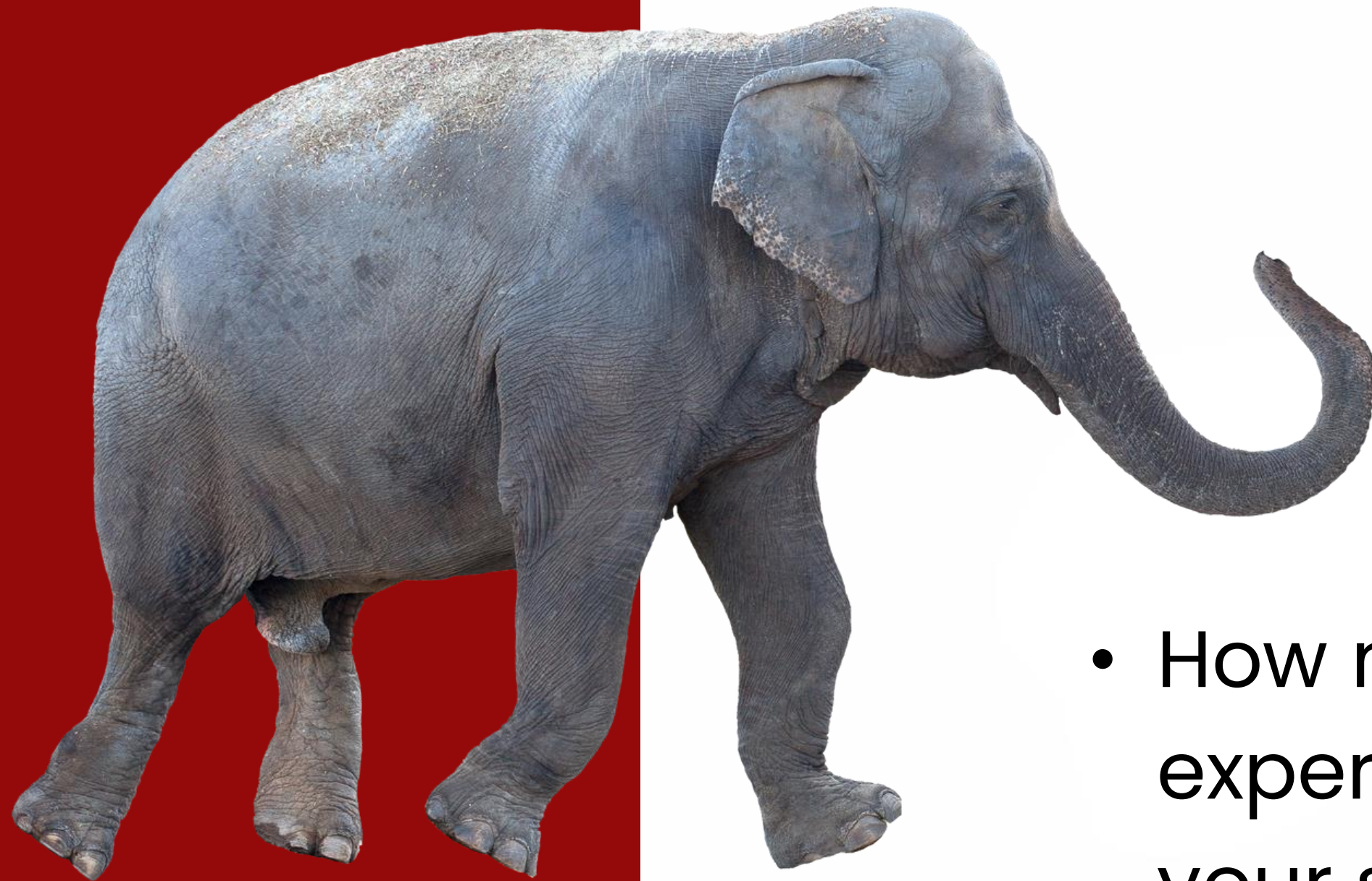
The Opportunity

All of our Exchange Clubs are encouraged to raise funds to leverage the HUD/VASH success in supporting our Veterans

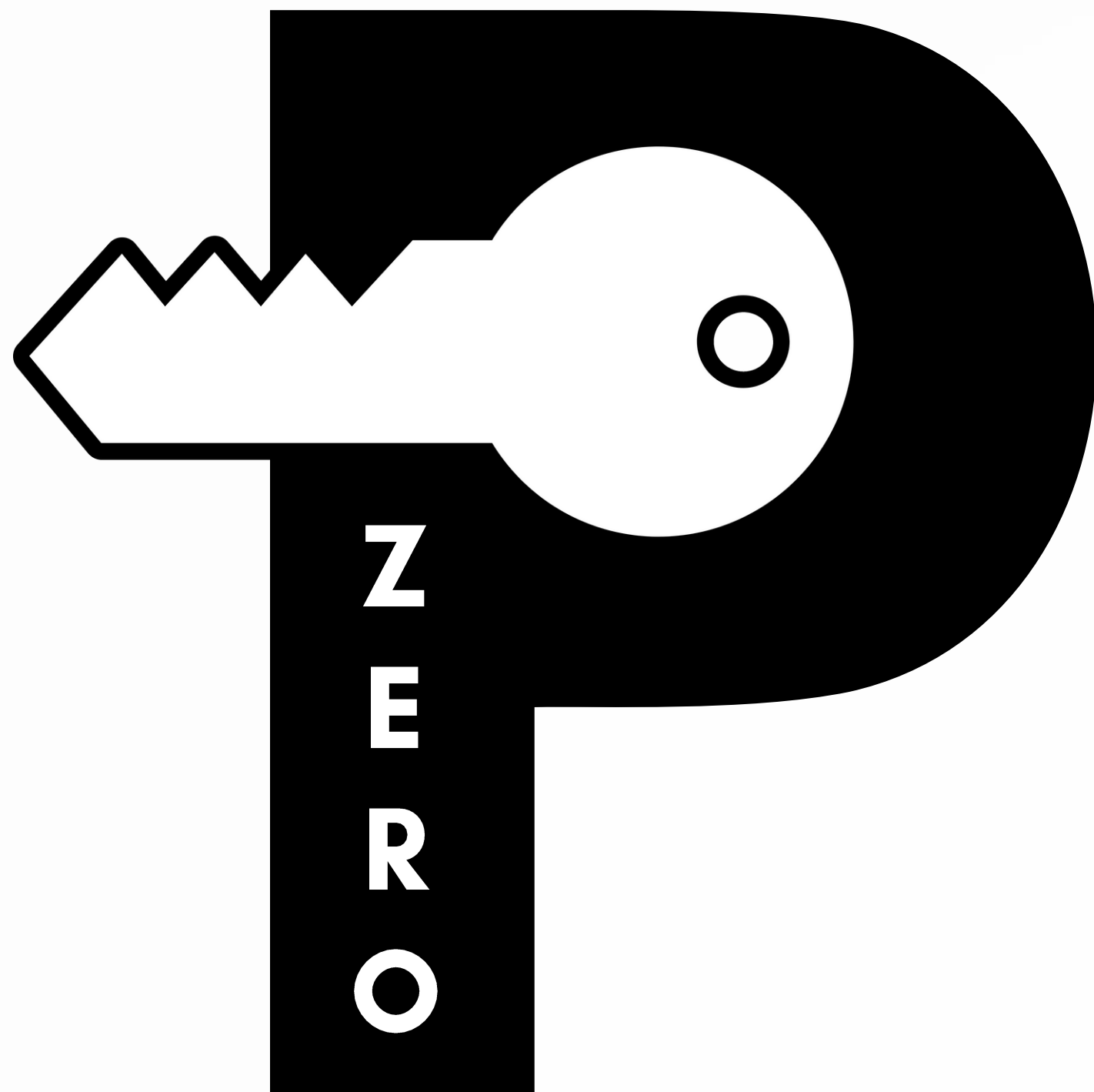


How

Eat the Elephant, One Bite at a Time...



- 38,000 Veterans to be housed through the VA by the end of 2022
- How many Veterans are experiencing homelessness in your state or town?



Project Zero

Drive the number
of unhoused
Veterans in your
state to ZERO!

The Result

- **Over \$170,000 was raised** by the Exchange Club of Daniel Island
 - Funds raised from November 2019 – December 2021 (25 months)
 - Two Veterans Dinners and extensive engagement and communication in the community (e.g., 17 visible programs, including our Field of Honor with 700 American Flags)



The Result

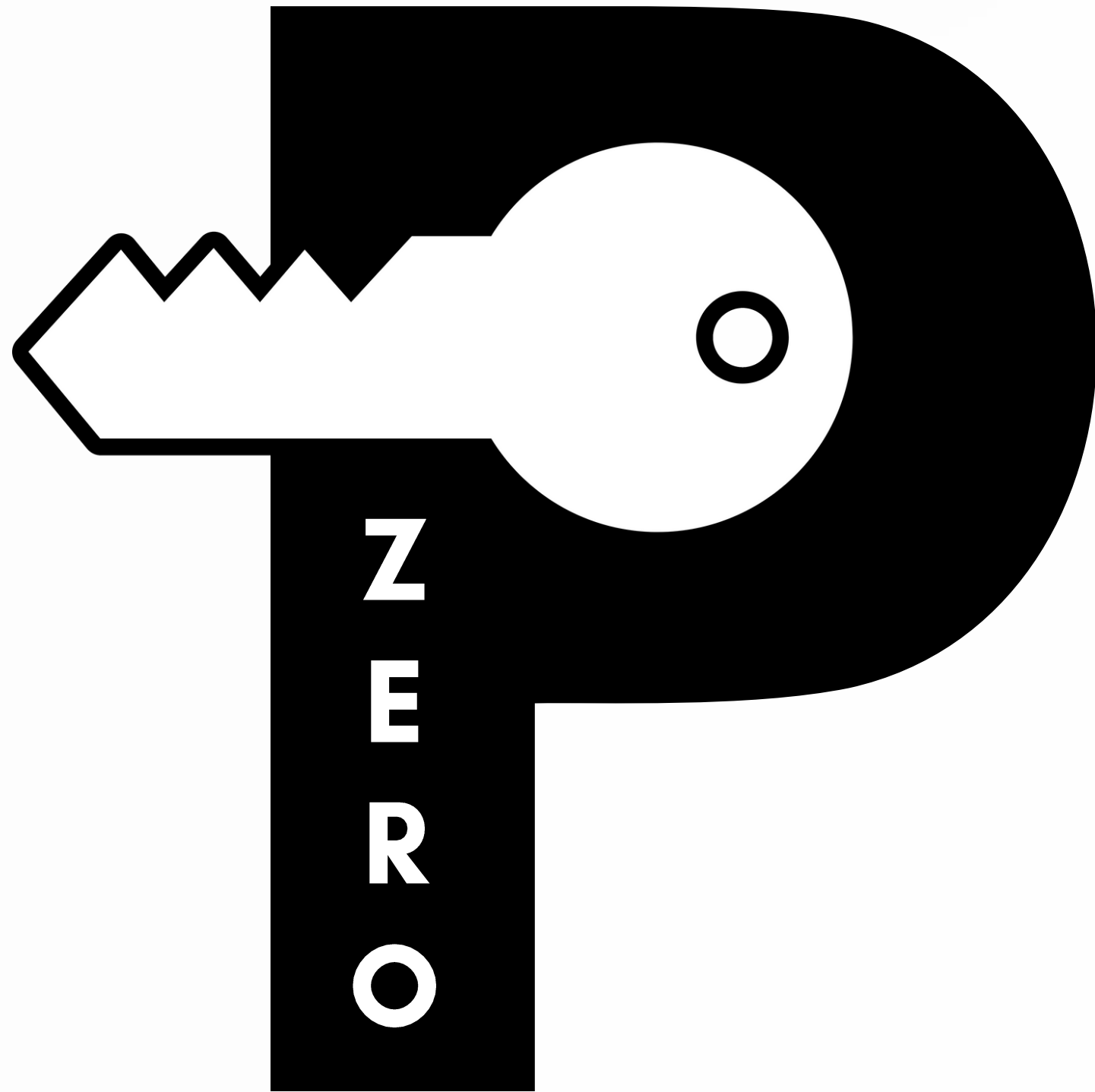
- **Sufficient Funds** to get all 119 Homeless Veterans in the Low Country into the HUD/VASH Program!
 - and a *great start* on housing all Veterans in South Carolina





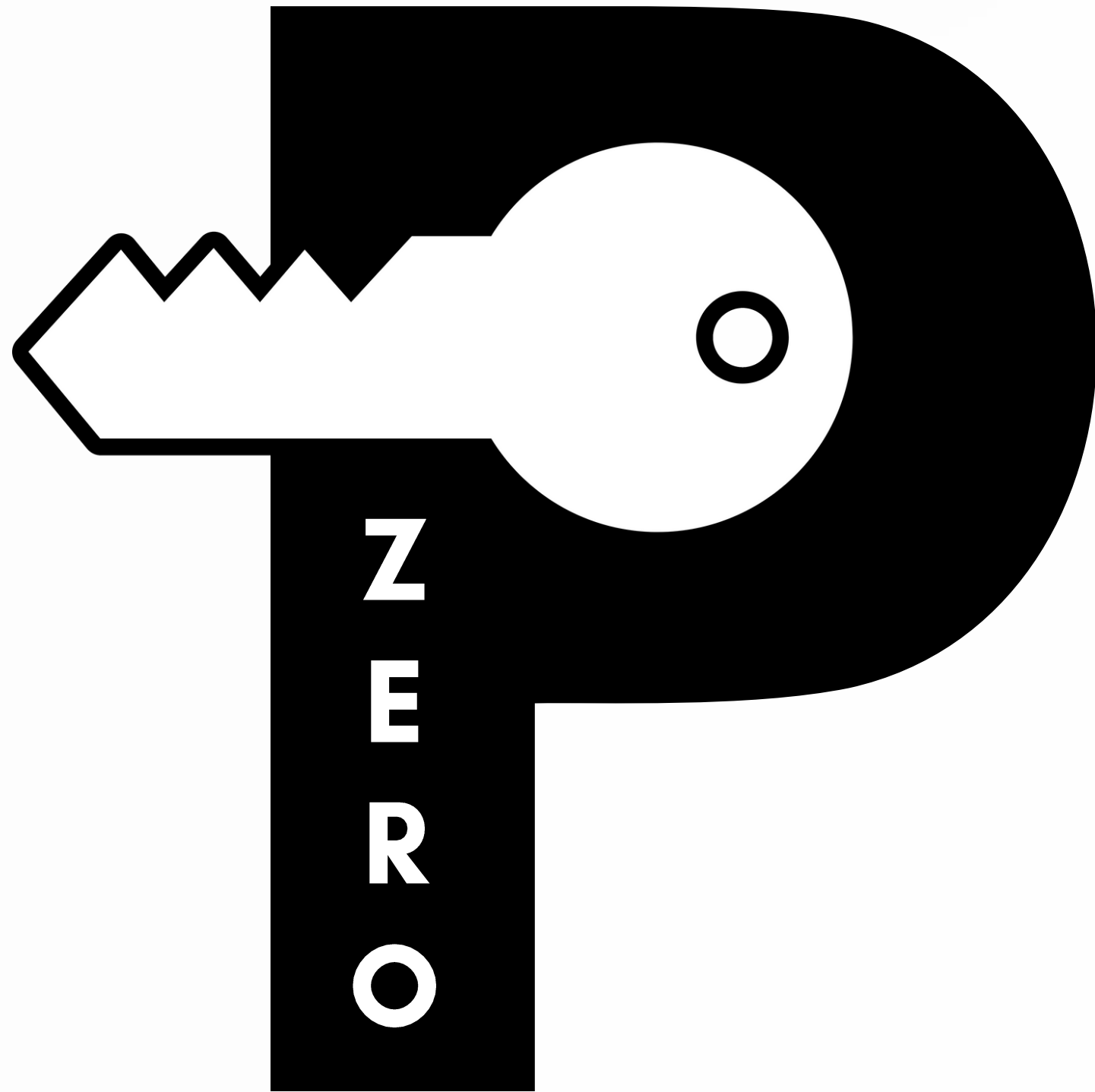
Why did it work ?

- **Personalized & Localized :**
 - By Identifying the "real" number of unhoused Veterans in our community, it became personal, a number we could understand and attack.
- **An Aspirational Goal:**
 - 119 Became an aspirational goal for our community
 - Community Veterans engaged immediately to contribute for their fellow Veterans in their time of need
 - Articles in the local DI Newspaper exposed the challenge to the broader DI Community resulting in visibility to the Travesty and the Opportunity
- **Directly Contributed to Membership Growth:**
 - Club membership grew by over 10% increasing contributions



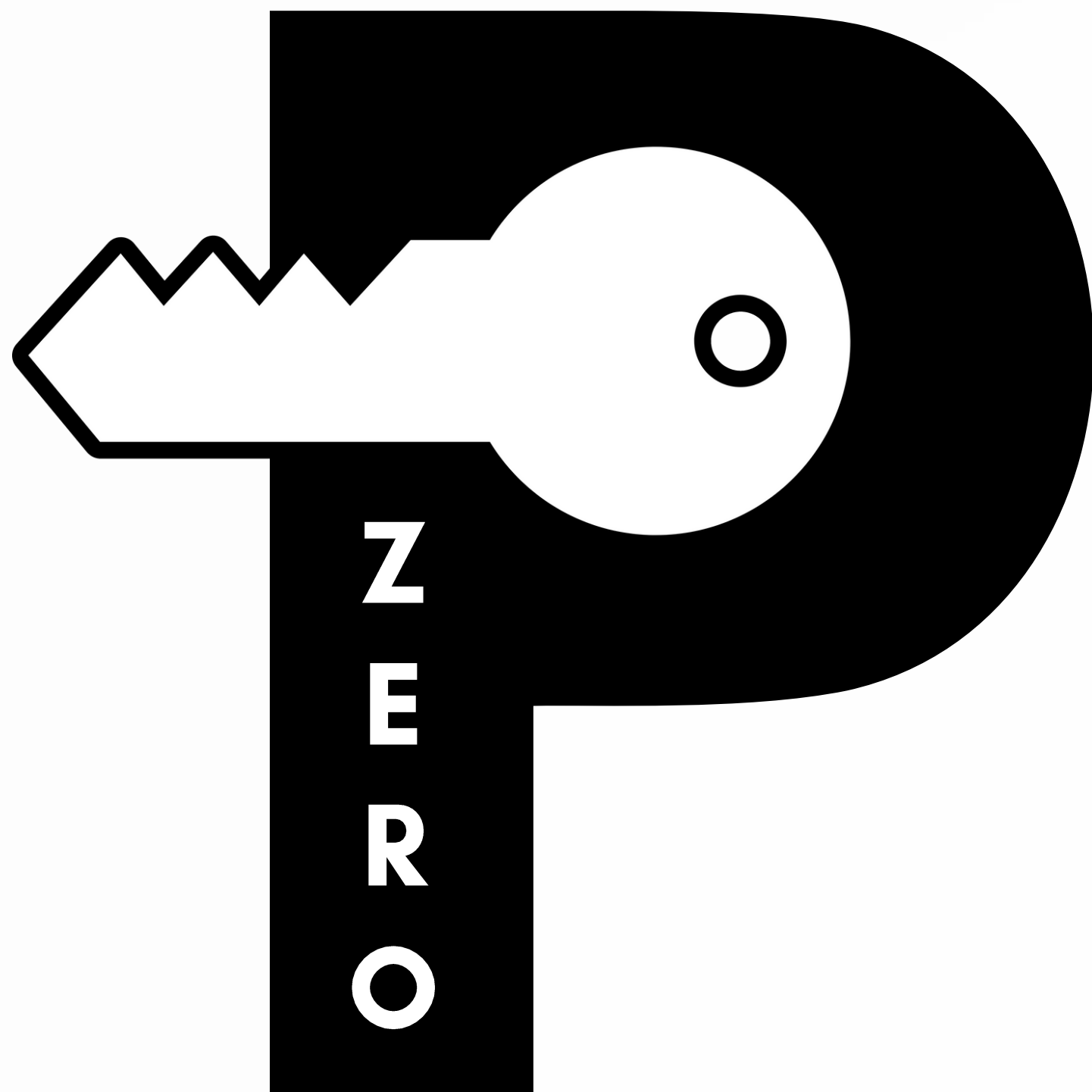
Project Zero

The key to the success of **Project Zero** is just that, finding individuals who truly care and want to see homelessness end for those who served us in the most patriotic way.



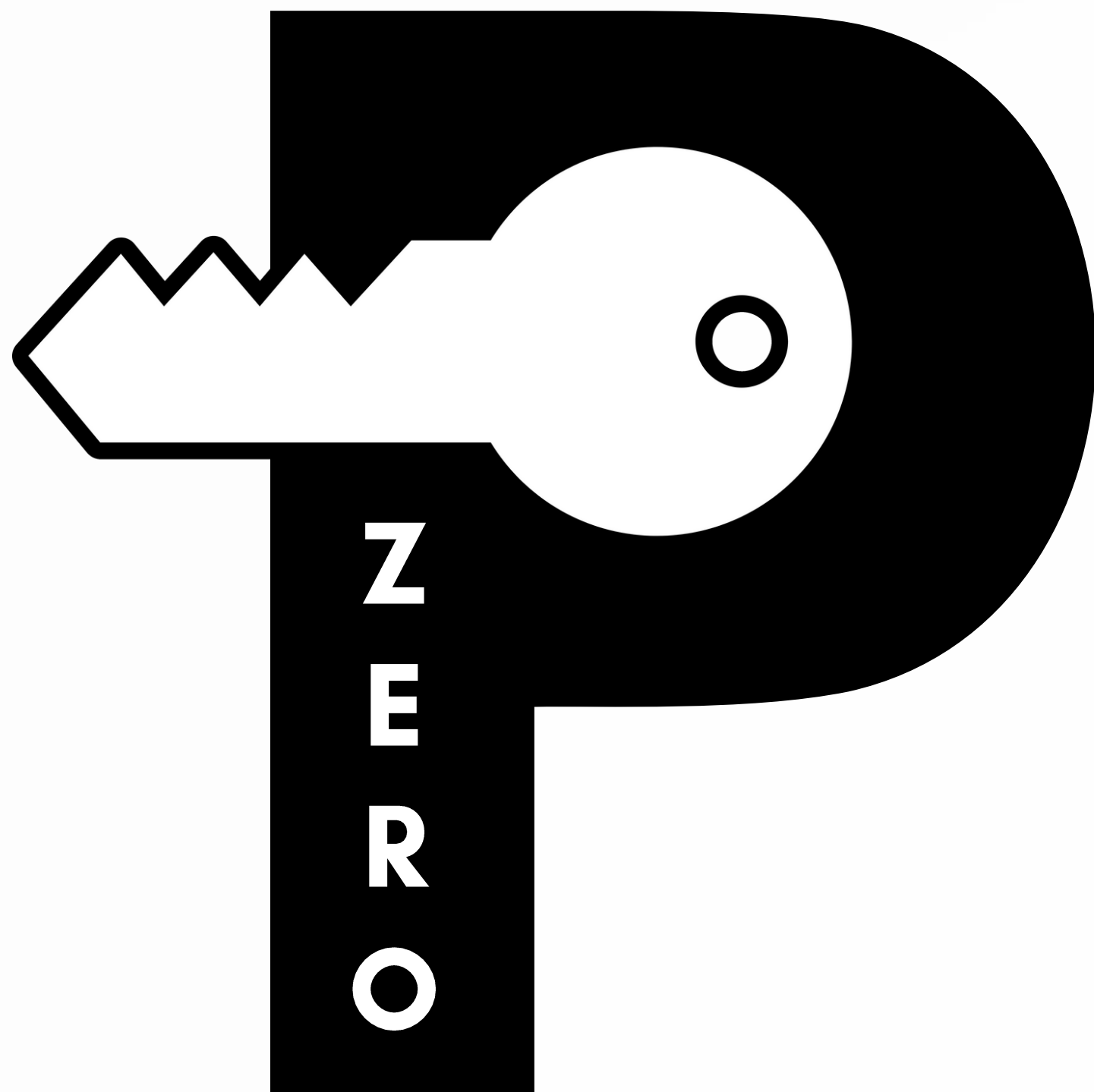
Project Zero

Identify how many unhoused veterans are in your area (city, county or state) and determine the amount of funds needed to get them into housing.



Project Zero

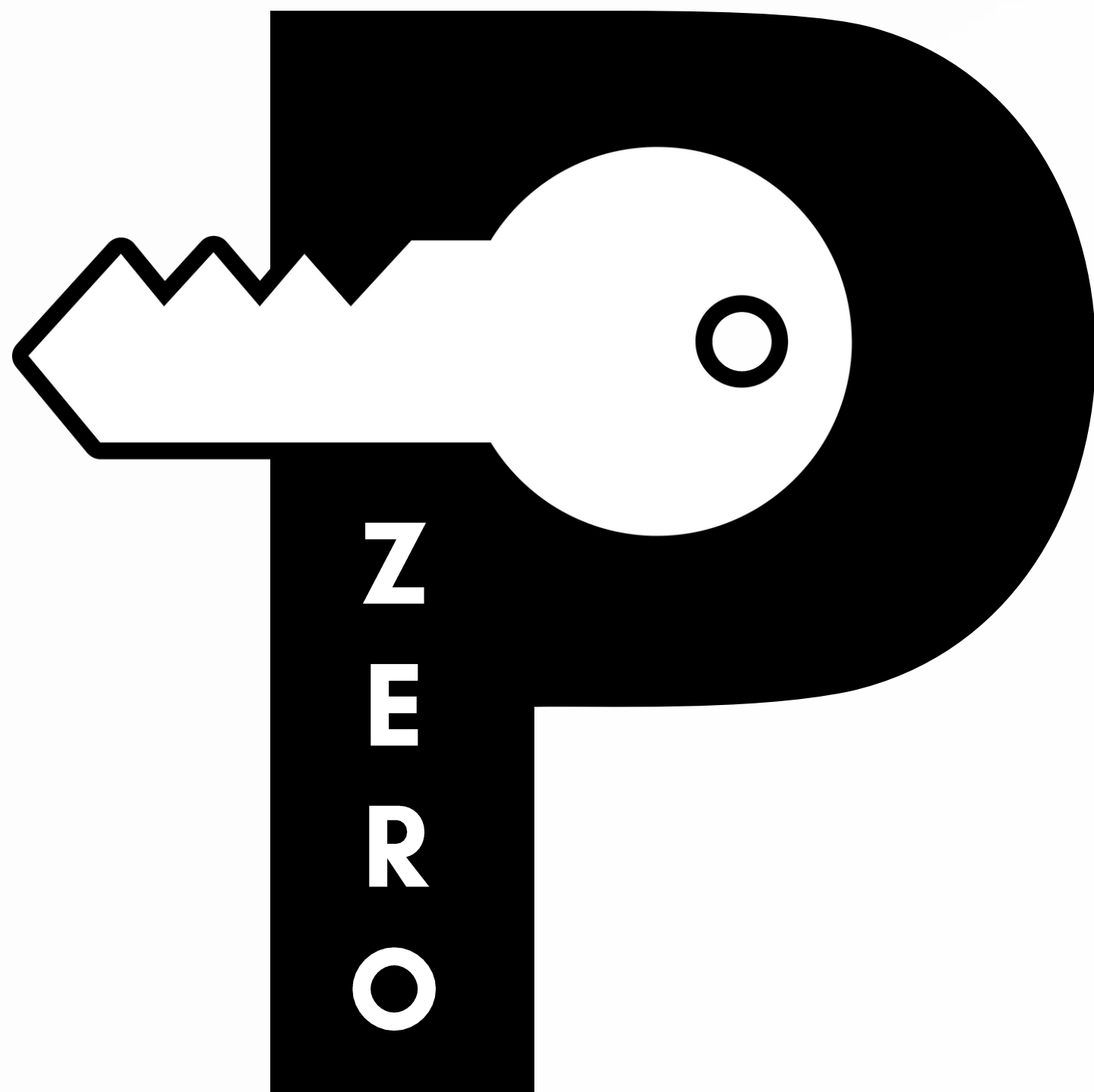
Contact the local Veterans Post or Veterans Administration serving your area and ask for their input. They may need to direct you to another agency to secure this information.



Project Zero

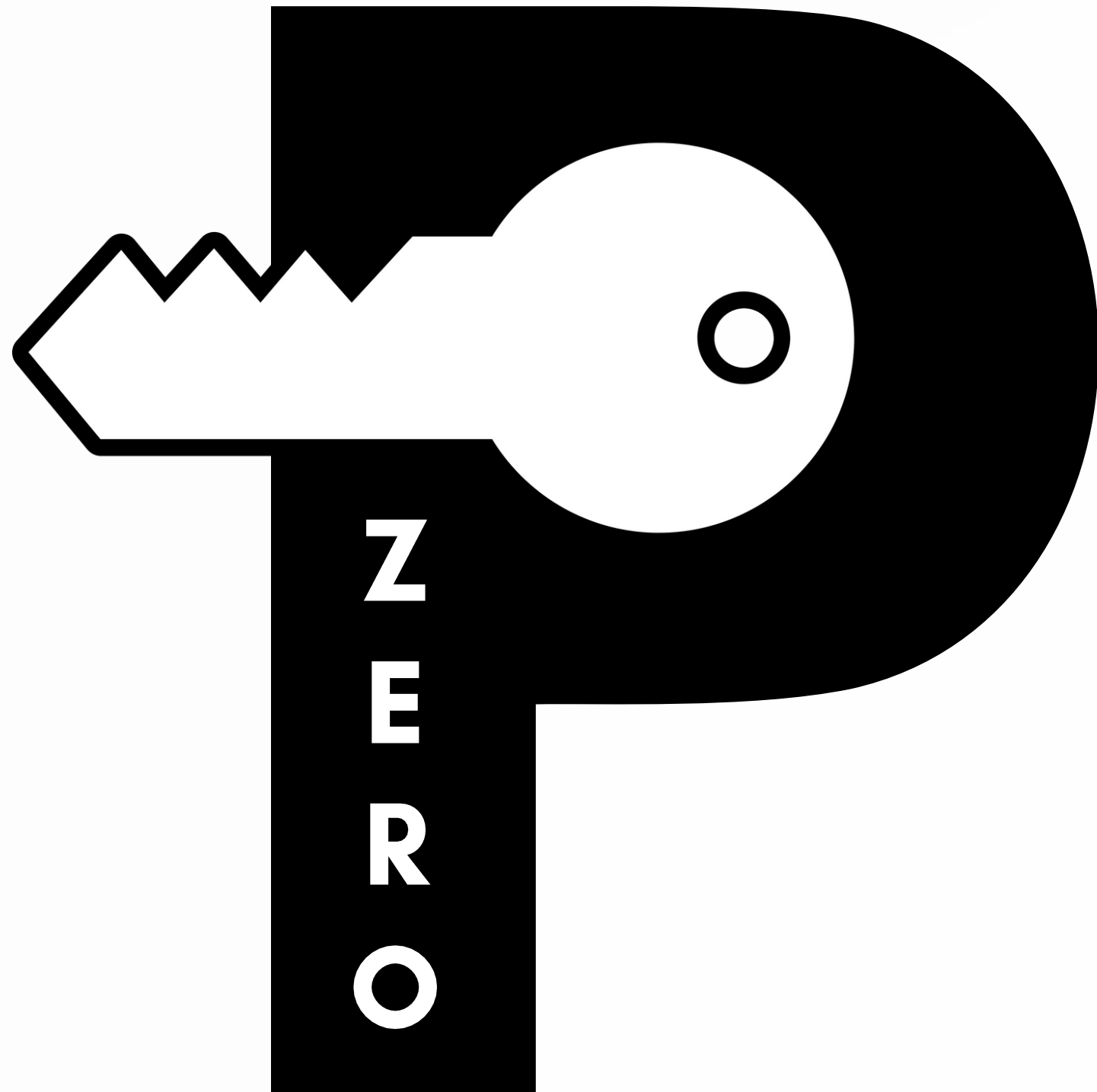


Contact **Veterans Matter**
to learn about the
average housing deposit
amount for your area.



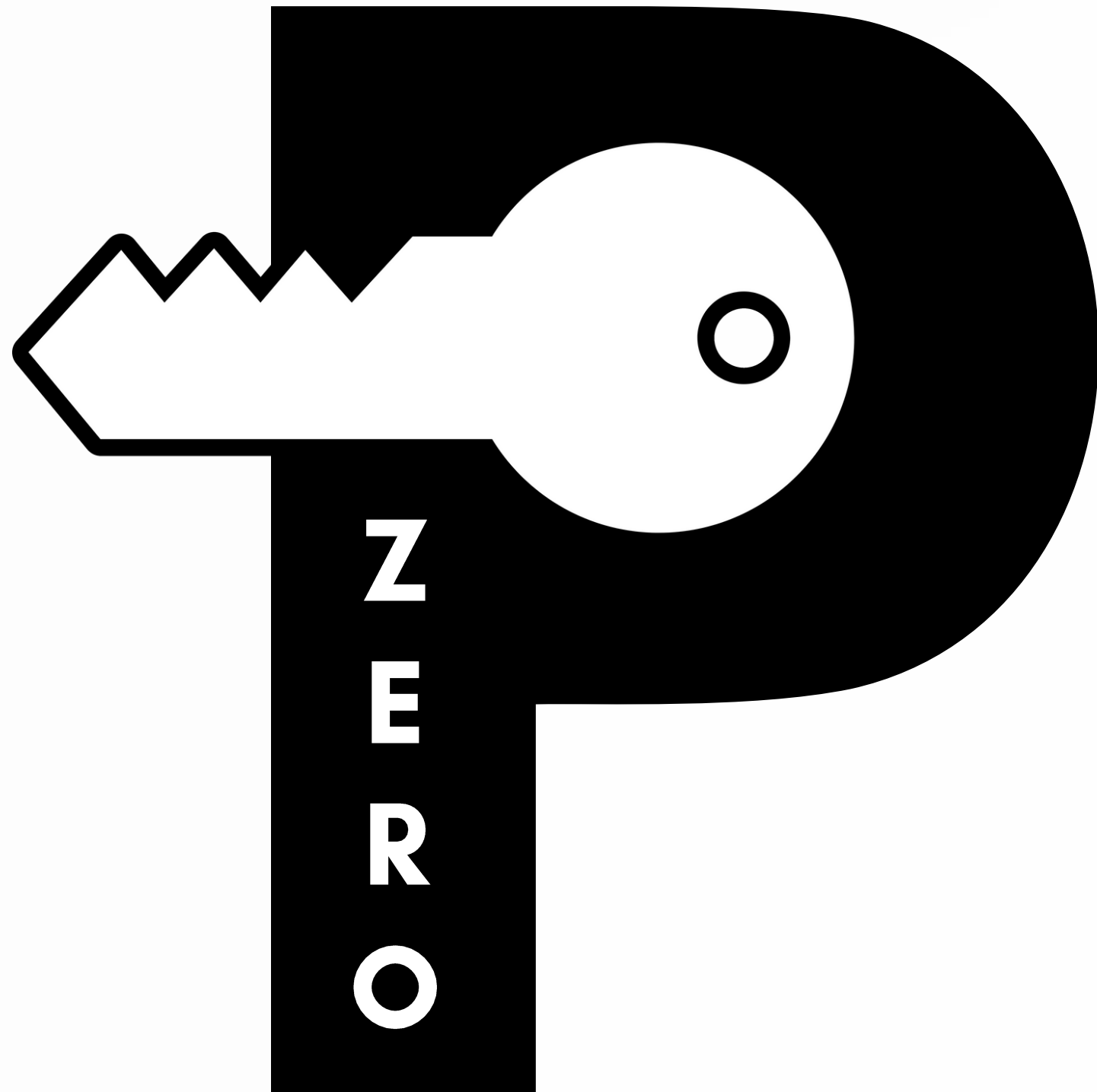
Project Zero

Multiply the number of unhoused Veterans times the average deposit amount and you will have your financial goal for **Project Zero**.



Project Zero

If you do not have unhoused veterans in your area, you can elect to raise funds to assist in other cities or states or provide funding to **Veterans Matter** for the next opportunity to house a Veteran.



Project Zero

Plan an event to raise the funds:

- Promote your event
- Local dignitaries or celebrity endorsements
- Plan a “kick-off” or release
- Celebrate your success!



Veterans Matter was started by Ken Leslie, a formerly homeless alcoholic turned CEO in Toledo, Oh to house 35 local veterans.

It grew after Dusty Hill, John Mellencamp, and Mitch Albom asked Ken to expand it to house the veterans in their home states of Texas, Indiana and Michigan.

Then **The National Exchange Clubs** and regular Americans like you and me stepped up to help ALL veterans get back to a home for the brave in the land of the free!



Since its inception, **nearly 6,000 Veterans and their families, to include almost 2,000 children,** have been housed in 28 states thanks, in large part, to our partnership



As leaders in the community, **we** have the power to change, even save the lives of the unhoused Veterans who have nowhere else to go.

Veterans Matter - How It Works



VA social workers work one-on-one with the Veteran to secure long term housing and the housing voucher.



The social workers contact Veterans Matter to provide the security deposit and first month's rent and the check is sent the same day.



Through their partnership with the VA and HUD-VASH, the program has a 91% success rate in keeping the Veterans housed.



EXCHANGE CLUB & VETERANS MATTER
