



THE VFW NATIONAL HOME FOR CHILDREN

GIVING GUIDE
2007-08



THE VFW NATIONAL HOME FOR CHILDREN
3573 S. WAVERLY ROAD
EATON RAPIDS, MI 48827

REFERRAL HELPLINE:
1-800-851-0238

GENERAL INFORMATION:
1-800-424-8360

TO MAKE A DONATION:
1-866-483-9642

WWW.VFWNATIONALHOME.ORG

Combined Federal Campaign (CFC) #: 12412

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INFORMATION REQUEST
THE VFW NATIONAL HOME FOR CHILDREN

Name _____
Address _____
City _____ State _____ Zip _____
Phone _____ Email _____

I want to get National Home mailings. Please add me to your mailing list.
 I would like to receive information on how to remember the National Home in my estate plans.
 I am interested in helping to raise money for the National Home. Please contact me to discuss.



Donate now at www.vfwnationalhome.org or call 866-4VFWNHHC



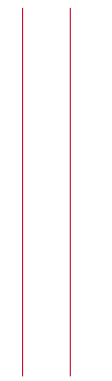
HOPE FOR STRUGGLING FAMILIES

The VFW National Home for Children is how America cares about the children and families of its veterans and active duty servicemen and women. Since 1925, the National Home has helped these children and families through its help line services and campus village. It's where a child or grandchild or a spouse with children of veterans can find solace in time of need. They may live on its campus or receive professional assistance remotely. Ultimately, the VFW National Home for Children is where those who bear the additional cost of war – the children and families - are remembered and served.

THE VFW NATIONAL HOME FOR CHILDREN IS A PRIVATE, NON-PROFIT 501(C)(3) ORGANIZATION SUPPORTED SOLELY BY THE CHARITABLE CONTRIBUTIONS OF PEOPLE LIKE YOU. THE NATIONAL HOME HAS BEEN SERVING THE CHILDREN OF OUR COUNTRY SINCE 1925.

WHILE IT RECEIVES NO PUBLIC FUNDING, THE NATIONAL HOME MEETS ALL LICENSING REQUIREMENTS OF THE STATE OF MICHIGAN.

NO POSTAGE
NECESSARY IF
MAILED IN THE
UNITED STATES



BUSINESS REPLY MAIL
FIRST CLASS MAIL PERMIT NO.5 EATON RAPIDS, MI

POSTAGE WILL BE PAID BY ADDRESSEE

VFW NATIONAL HOME FOR CHILDREN
3573 S. WAVERLY ROAD
EATON RAPIDS, MI 48827-9961

In late January 2008, every donor will receive our 06-07 Annual Report. A copy of our audit and 990 are available upon request.



★ REMEMBERING THE FAMILIES OF THOSE WHO SERVED ★

FUNDRAISING GOAL FOR 2007-08: \$5,100,000

This is what is needed, along with anticipated investment income, to provide enough income to pay all of the anticipated expenses for the 2007-08 fiscal year (July – June).

SPECIAL PROJECT FOR 2007-08

Health Care

For everything related to caring for the physical and emotional health of our residents - medical, dental and psychological care the National Home needs **\$95,000**. This is an essential component of our services. Your support this year for this will help us use unrestricted gifts for other areas where needed most. Please send your gift designated for “Health Care”.

MEANINGFUL EVERYDAY GIVING

It doesn't take much if a lot of people and organizations help. Call 866-483-9642 for any of these:

Recurring Gifts – Be one of our very special donors by making a monthly or quarterly gift by credit card or automatic checking/savings account withdrawal. You'll receive our newsletters and NO appeals will be mailed to you!



Tribute Gifts – give a gift in memory or in honor of someone or to celebrate an event. Upon request, a lovely notification will be sent to whomever you wish.

Responding to Appeals – Because we usually have to ask for a donation to get a donation, the National Home mails many appeals throughout the year. Responding to one or more of them is greatly appreciated. Call if you wish to get only one (fall) or two (fall and spring) appeals a year.

UNIQUE WAYS TO GIVE

Amazon.com Wish List – Buy something the National Home needs by going to www.amazon.com, clicking on Wish Lists in the lower left of the screen and searching for VFW National Home. Have the item shipped to the National Home and notify us via email or phone what is on its way. After an item is purchased, it falls off the list automatically. Using the registry eliminates us receiving duplicate items.

I Do Foundation – Getting married? Support the National Home by registering with the I Do Foundation. From honeymoons to invitations to wedding gifts to charitable wedding favors, the I Do Foundation allows couples and their guests to make wedding-related purchases that generate donations for charity. The I Do Foundation's Charity Registry service also makes it easy for guests to make donations in lieu of gifts. All of these services are available free of cost at www.IDoFoundation.org.

Good Search – Select the National Home as your charity at www.goodsearch.com and your Internet searches result in donations to the National Home.

Mission Fish – Selling on eBay? With www.missionfish.com you can dedicate a portion or all of the sale to the National Home (your listing indicates that, too).

Company Matching Gifts – If you're planning on giving a gift, check with your employer – they may have a matching gift program!

Soup labels – clip the UPC codes from approved Campbell's Soup products. The National Home has earned three vans in five years with this program. Go to www.labelsforeducation.com for the latest list of eligible products.

Tyson Project A+ – Clip and save Project A+ labels from participating Tyson products. The National Home can redeem

them for about 24 cents each for up to \$12,000 cash in one year! Go to www.tyson.com/projectaplus/ for more information.

SPECIAL TIMES OF THE YEAR

Christmas

Christmas is a wonderful time at the National Home. However, one of the most difficult issues we face during this time is to ensure unrealistic expectations are not created for the children by overwhelming them with gifts. The National Home also strives to keep Christmas a time to focus on celebration and family—not material items. We also do not want to create a situation for a single parent where after they have graduated from our program and have moved away, the children become disappointed in what the parent can provide on their own. But, we also want and need the children and families to experience the joy of giving and receiving gifts.



So, at the National Home we focus on moderation. Items donated to the Home specifically for Christmas will be used in our Santa's Shop. Gifts of money to purchase Christmas gifts will be put into our Santa's Helper Fund, which also helps with travel expenses for children to visit family members around the country.

Just before Christmas, the Community Center auditorium becomes a store where the children may shop for friend and family gifts. Purchases at Santa's Shop are made using community service hours that residents have accrued throughout the year. Many opportunities, both on-campus and off, are offered to residents to build a savings account. Each item is priced in community service hour increments needed to buy the item.

The unusual aspect of this program is Santa's Shop needs gifts appropriate for all ages ; children may be shopping for moms, dads, grandmas, grandpas, big brothers, little sisters, best friends and other special people.

To help with Santa's Shop, donate new items appropriate for all ages, but especially for adults to stock the shelves of this magical store. Please indicate your gift is for Santa's Shop. Call Donor Relations at (866)-483-9642 to learn what is needed. All Santa's Shop donations must be received by November 16, 2007 for this year's Santa's Shop.

Graduation

If you would like to give a gift to our graduating students, send a check payable to the "VFW National Home for Children" and note on it "For Graduates." This gift will be equally distributed amongst all high school graduates. Call (800) 424-8360 late in the school year to find out how many students will graduate this year.

PLANNED GIVING

Leaving a Bequest
Gift of Securities
Using Life Insurance
Charitable Gift Annuities
Gifts using Real Estate

Your ultimate gift can be made possible with planning. Call 866-483-9642 for a free brochure on any of these topics.

SPONSORSHIPS

Facility Sponsorships

Sponsoring the maintenance and improvements of facilities is a great way for an organization to focus on an annual project and connect with the National Home. Facilities available for sponsorship are:

Howard E. VanderClute Administration Building

The Pollett House

The Jack Carney Maintenance Building

The Donated Goods Store

National Home Museum

Transportation Department

The Scout Cabin

National Home Waterworks

Call for more information on how to become a facilities sponsor.

Event Sponsorships

Your organization can help by sponsoring one of our special events. Imagine the pride of saying “the National Home’s Veteran’s Day Program sponsored by Your Organization”.

Memorial Day Program

Veterans Day Program

Senior Trip to D.C.

Santa’s Shop Operations

THANKS, BUT NO THANK YOU

We ask that gifts for a specific resident or residents of a specific house not be given. It is important that moderation and fairness are observed, which is difficult to do if gifts are designated in this manner.

Stuffed toys, preschool toys, and school supplies are not needed right now. We have a plethora of those to still give away. We are unable to use General Mills/Betty Crocker box tops, used stamps, pop can tabs, and expired coupons.

ONLINE FUNDRAISING CUSTOMIZED FOR YOU!

Create your own fundraising page at www.firstgiving.com/vfwnhc! Fundraise as a member of a team or go it alone. Each VFW and each Ladies Auxiliary Department is set up as a “team”. Promote your on-line fundraiser anytime from September 1, 2007 through March 31, 2008. The “team” that raises the most during this period wins a trip to visit the National Home* for the Department National Chairman of the winning “team” and a guest. The number one individual fundraiser, regardless of the team or if even on a team, also wins a trip for two to the National Home*.

It's this simple:

- Go to www.firstgiving.com/vfwnhc.
- Click on Get Started.
- Enter your email address to create a new account (or log back in if you already have created an account) and click continue.
- Enter information about yourself then continue.
- Choose which “team” you want to be on. (You can choose not to be on a team).
- Then customize your fundraising page and send emails to everyone you know asking them to go to your page to give a gift!

Anybody can do it! The top teams and individuals are always shown at www.firstgiving.com/vfwnhc

*(*A minimum of \$6,000 (all teams and individuals combined) must be raised by March 31, 2008 for trips to be awarded. Otherwise, National Home souvenirs gift certificates will be awarded. Trips must be used by June 30, 2009).*

AMY ROSS ENDOWMENT FUND

In January 2008, a pledge of \$500,000 will be fulfilled establishing a new permanently restricted endowment fund. The Board of Trustees met a challenge from the donors to match this gift, which means in January 2008, this new fund will have a \$1,000,000 start.

The parents of Joseph Robert Blake chose to make this generous gift in his memory. Joseph was killed in action

while serving with A Company, 1st Battalion, 32nd Infantry, 10th Mountain division, U.S. Army during Operation Enduring Freedom in Afghanistan. During his service, Joseph expressed concern about the families of those serving with him. By establishing this endowment fund, Joseph's parents hope to help continue the work of the National Home.

At the request of Joseph's parents, this new endowment is named after a very important person in the history of the National Home. It is named after Amy Ross, who in the early 1920s challenged the Veterans of Foreign Wars of the United States to help the families and children of veterans. The VFW and its auxiliary, The Military Order of the Cootie, responded to this challenge by creating The VFW National Home for Children.

The naming of this endowment fund after Amy Ross serves as a reminder that the challenge to serve the families and children of our nation's veterans is ever changing and forever needed. The gifts placed in this fund will generate annual income helping the National Home continue to meet Amy's original challenge.

Any gift designated for the Endowment Fund will be placed in this new fund. Life Membership fees will continue to be placed into the Life Membership Endowment Fund, which is restricted by the Board of Trustees.

You can leave the same kind of legacy by contributing to the Amy Ross Endowment Fund with a significant planned gift, outright gift, or bequest. Have your ultimate gift to the National Home benefit many generations of children and families.

RECOGNITION PROGRAMS

Star Donor

Individuals are awarded Star Donor recognition for their cumulative giving for the calendar year. A special pin will be mailed in January for the 2007 year (if you want your pin sooner, just call us). The levels are:

- 1 Star - \$50 - \$99
- 2 Star = \$100 - \$249
- 3 Star - \$250 - \$499
- 4 Star - \$500 - \$999
- 5 Star - \$1,000 - \$4,999

6 Star - \$5,000+

Organizations are awarded a Star Donor plaque for their cumulative giving during the July – June year.

Bronze Star - \$500-\$999

Silver Star - \$1,000 - \$1,999

Gold Star – \$2,000 - \$4,999

Platinum Star - \$5,000+

Five Points Family

Each year, individuals are honored for their loyal giving when they reach a milestone of consecutive years of having given a cash gift. These milestones are 5, 10, 15, 20 and 25 years of consecutive giving. These people are truly dedicated and loyal National Home supporters.

Life Membership Awards

VFW Posts and Auxiliaries may receive a plaque recognizing the number of National Home Life Members that are a member of their Post or Auxiliary. The recognition levels are 25, 50, 100, 250, 500, 750 and 1,000 Life Members. Posts and Auxiliaries are encouraged to ask for a Life Membership report to determine if they are eligible for an award.

Departments that have at least 100 members become a National Home Life Member during the July-June year receive two special plaques honoring this achievement – one in the Commander/President's name and one in the Department National Home Chairman's name.

LIFE MEMBERSHIP

Any VFW or Ladies Auxiliary member may become a Life Member of the National Home. All other individuals may become an Associate Life Member.

Life Membership signifies your commitment to the children and families of our nation's veterans. A Life Membership is just the beginning of your ongoing support and not the culmination! Call 866-483-9642 to apply or for applications.