

FREEDOM IS NOT FREE



USA
CARES



VETERAN & FAMILY
SUPPORT SYSTEM



WHAT WE DO

USA CARES' MISSION IS TO PROVIDE POST-9/11 MILITARY VETERANS, SERVICE MEMBERS, AND THEIR FAMILIES WITH EMERGENCY FINANCIAL ASSISTANCE AND POST-SERVICE SKILLS TRAINING TO CREATE A FOUNDATION FOR LONG-TERM STABILITY.

OUR SERVICES IMPROVE THE QUALITY OF LIFE FOR VETERANS AND THEIR FAMILIES AND REDUCE POTENTIAL FACTORS THAT CAN CONTRIBUTE TO VETERAN SUICIDE.

USA CARES



VETERAN & FAMILY
SUPPORT SYSTEM

A LETTER FROM THE PRESIDENT

In 2003, a small group of like-minded individuals came together over a mutual desire to give back to the brave men and women who have served their country. Forming a single community or family, these dedicated volunteers pooled their resources and raised funds to support the needs of post-9/11 military veterans and families in need of emergency financial assistance. This family of supporters became the foundation on which USA Cares was built.

Eighteen years later, USA Cares remains focused on achieving stability for these families.

There is much to be proud of within our great organization. To date, USA Cares has responded to well over 100,000 veterans and their families in all 50 states, several U.S. territories, and overseas military communities across all five branches of service, with millions of dollars in assistance grants. The COVID-19 Pandemic presented several significant challenges for the military community, and through our relief efforts, we showed the world our organization is as resilient as those we support. Throughout our organizational history, USA Cares has adapted to the ever-changing needs of those who seek our help, adjusting the scope and range of the assistance we provide. In recognition of our efforts in 2020 and being a leader in the non-profit sector, we recently received the Inc.Credible Non-Profit of the Year Award. This distinction was awarded by Greater Louisville, Inc., a nationally-renowned Chamber of Commerce serving 15 counties in 2 states, surrounding Greater Louisville and Southern Indiana.

Much of our growth and success is made possible by our generous individual donors, corporate donors, and foundation partners, wanting to “pay it forward” to those who have honorably served our country in uniform. In recent years, we’ve been blessed with opportunities for expansion within our programs and new partnerships to provide more help to military families. Together, we have built a foundation to better serve all who seek our assistance. However, our work is far from finished.

I ask you to join us as we strive to support more military families and consider how you can make a meaningful difference for those who have sacrificed so much for us all.

Thank You,

TRACE CHESSER
PRESIDENT/CEO, USA CARES



BRYAN ANDERSON

USA CARES' NATIONAL SPOKESPERSON



Bryan enlisted in the U.S. Army in April 2001 and deployed to the Middle East on September 11, 2001. He attained the rank of Sergeant in the Military Police (MP) and conducted police training courses in Baghdad, Iraq, where he served two tours.

In October 2005, Bryan was injured by an IED explosion in Baghdad, which resulted in the loss of both legs and left hand. As a result of his injuries, he was awarded a Purple Heart. Bryan received rehabilitation for a period of 13 months at Walter Reed Army Hospital and is one of the few triple amputees to have survived his injuries in Iraq. After a painful and lengthy recovery, Bryan refused to let his physical limitations slow him down. Bryan is an accomplished author, actor, motivational speaker and athlete, and is committed to inspiring others to never give up, no matter the challenge. Bryan spends much of his time traveling the country, sharing his journey of overcoming mental and physical challenges with thousands of individuals, both military and non-military. When he isn't traveling for speaking engagements, he spends his time participating in extreme sports and relaxing with his service dog, Mya.

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We receive hundreds of requests per week and assist these emergencies with thousands of dollars weekly. We have responded to over 100,000 requests for financial help with millions of dollars in granted assistance. In addition to individual donations, USA Cares has received support from several major foundations and corporations worldwide.

USA CARES PROGRAMS

COMBAT INJURED

This program pays necessary expenses for veterans diagnosed with post-traumatic stress disorder (PTSD), traumatic brain injury (TBI), and military sexual trauma (MST) while they receive treatment.

EMERGENCY ASSISTANCE

This program assists veterans, service members, and military families who are facing temporary financial hardship and unable to pay bills essential to their health and well-being. Clients receiving support in this program are required to participate in our Financial Planning Education Course.

HOUSING ASSISTANCE

When bills are past due as a result of a military service-related incident, we directly pay the landlord or mortgage lender to reduce any extra financial burdens from the veteran, service member, or their family.

CAREER TRANSITION

This program provides individuals with tools and resources to better prepare them for the hiring process and refers qualified candidates to corporate organizations with open positions of employment specific to their skillsets.

Additionally, this program helps pay an individual's essential expenses while they train for a new job or career.

Our services improve the quality of life for veterans and their families and reduce potential factors that can contribute to veteran suicide.

HOW IS USA CARES DIFFERENT?

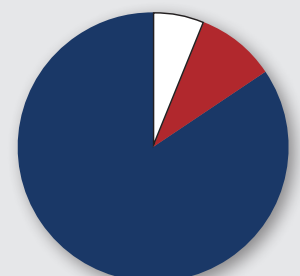
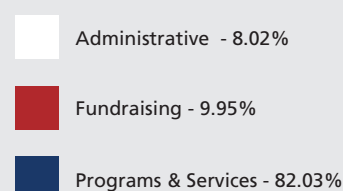
48-HOUR RESPONSE

When we receive a request for assistance, we respond to the applicant and can have a payment made within 48 hours.

A GRANT, NOT A LOAN

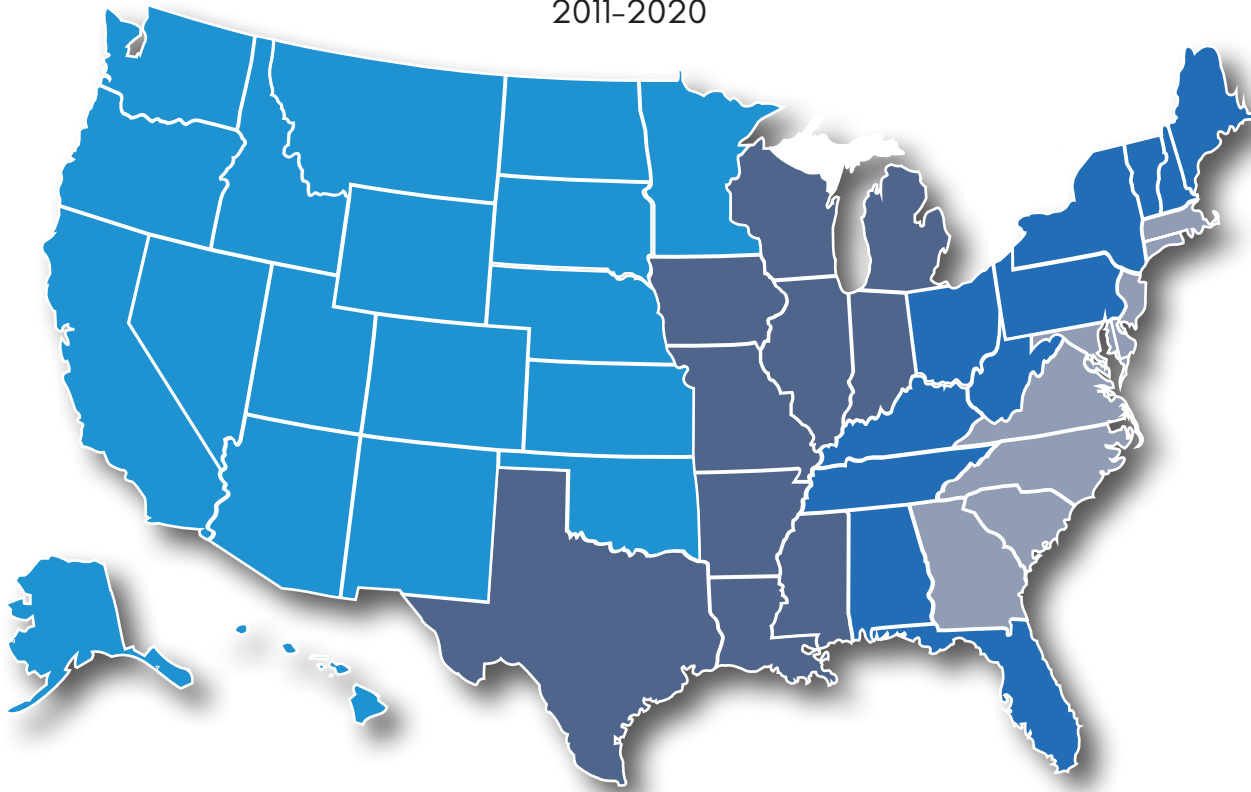
While many other military assistance programs provide loans which only compound a bad situation, we provide grants. The military family is never asked to pay the grant back.

USA CARES FUNCTIONAL ALLOCATION: 2020



STATS BY REGION

2011-2020



GRANTS: \$ 2,020,238.81
HOMES SAVED: 992
FAMILIES ASST.: 2,211

GRANTS: \$ 2,183,822.00
HOMES SAVED: 1050
FAMILIES ASST.: 2,461

GRANTS: \$ 2,204,271.50
HOMES SAVED: 1051
FAMILIES ASST.: 2,430

GRANTS: \$ 2,082,412.72
HOMES SAVED: 1044
FAMILIES ASST.: 2,403

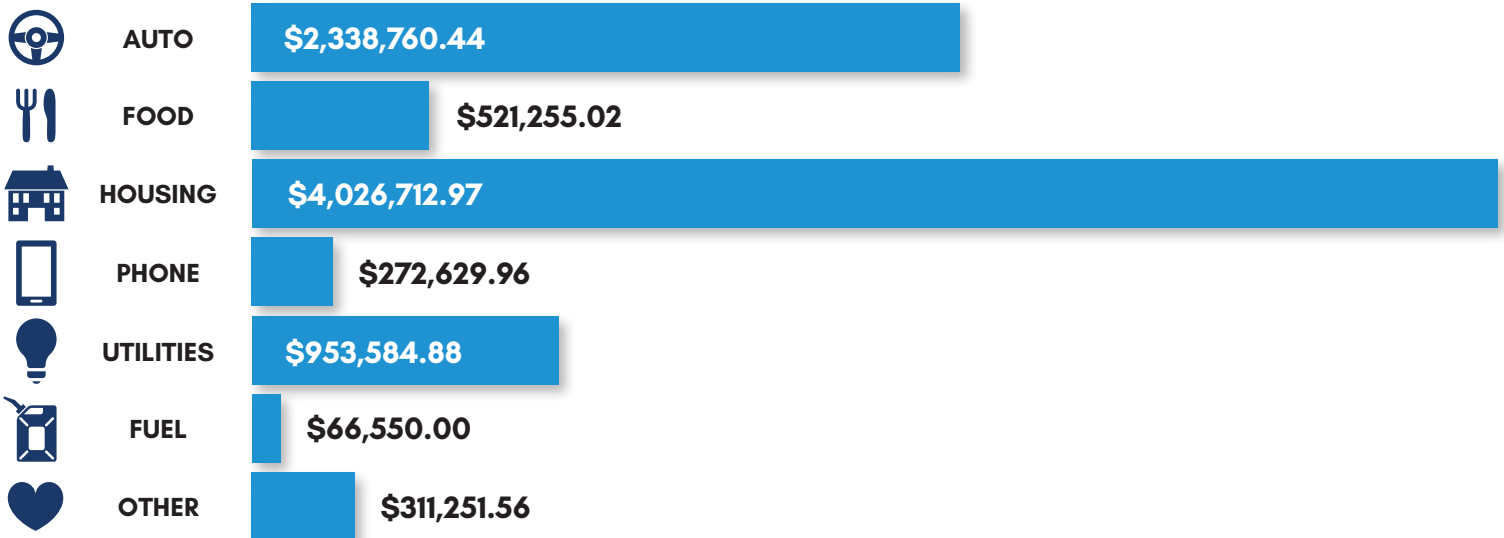
GRAND TOTAL: \$8,490,745.03

TOP FIVE STATES ASSISTED

TX	FL	CA	GA	NC
\$1.17M	\$820K	\$669K	\$600K	\$432K

ASSISTANCE BY NEED

2011-2020



FORT KNOX CAREER SKILLS PROGRAM

SENIOR LEADERS CORPORATE FELLOWSHIP

CONNECTING TRANSITIONING SERVICE MEMBERS TO EXCEPTIONAL PROFESSIONAL OPPORTUNITIES



THE FELLOWSHIP

Fort Knox's ACES, Fort Knox Transition Assistance Program (TAP), and USA Cares' Career Transition Program invite you to take advantage of the Fort Knox Career Skills Program - Senior Leaders Corporate Fellowship! The program provides skills development training for those preparing for the transition from military service into the civilian workforce. Through this program, each participant will have the opportunity to participate in a fellowship at a local organization within the Kentuckiana region.

THE FELLOWSHIP

FELLOWSHIP

Participants will spend four days (Monday-Thursday) a week at their designated employer location. Fellowship hours are determined by the participants and their designated employers.

CLASSROOM WORKSHOPS/SEMINARS

For eight weeks, each participant will attend mandatory workshops at the Education Center. Workshop hours are 9:00 am - 3:00 pm, and workshops/seminars include the following:

1. Industry Research/Resumes
2. Social Media & Recruiting
3. Cover Letters & Portfolios
4. Interview Methods
5. Salary & Benefits Expectations
6. Networking & Communication
7. Nonprofit Organizations/Franchises
8. Capstone Project/Mock Interview



PARTICIPATING EMPLOYERS



GE APPLIANCES
a Haier company



CHURCHILL DOWNS



Metalsa
Quality as a way of life

Life Is On



BAPTIST HEALTH®

QUESTIONS & REGISTRATION

PAULA PRESLEY (800) 773-0387, ext. 115 - paula@usacares.org

SENIOR LEADERS SPOTLIGHT



JOE GONZALEZ

VETERAN/HELLO SPOKE

"As a combat veteran, I've seen and experienced some pretty extreme situations in my military career. However, I had no idea that one of the most challenging things I would face in my adult life would be my civilian transition. Through the Senior Leaders Corporate Fellowship Program, I learned valuable career skills and received resources that would better prepare me for the next stages of my career. My participating employer, HelloSpoke, has great respect for veterans and values the skills and experience that we bring to the table. After my fellowship, I was hired as a Network Engineer, now responsible for the installation and management of hosted voice over IP telephony systems. Thanks to the guidance I received from USA Cares, I felt much more prepared for the transition process and was provided with an amazing opportunity that I'm confident I wouldn't have had without their help."



"USA Cares' Senior Leaders Corporate Fellowship Program was instrumental in helping me advertise my experience and the abilities that I offer to the corporate world. But a good resume isn't always enough to get your foot in the door. Often it comes down to the people you know. As a result of the program, I'm now working as a Project Manager at Beam Suntory in Frankfort, Kentucky. I genuinely love being a part of the Beam Suntory team, and I'm proud to work with an organization that is so supportive of veterans and values the skills they bring to the workforce. USA Cares' willingness to use their network of connections to provide these opportunities to transitioning service members is priceless, and thanks to their program, I felt 1000 times more prepared to enter this next phase of my post-service career."

MATT ROBERGE

VETERAN/BEAM SUNTORY

MELANIE COOK

COO, GE APPLIANCES, A HAIER COMPANY



"The partnership between GE Appliances (GEA), a Haier company, and USA Cares was forged through a mutual dedication to assist service members as they transitioned out of military occupations into new civilian careers. GEA has always valued the leadership skills and expertise that veterans bring to the workforce and is a participating employer in the Senior Leaders Corporate Fellowship Program. This program immerses transitioning veterans in an eight-week fellowship at designated corporations. Of those participating at GEA, we are pleased and honored to have had the opportunity to hire 90% of them!

As our partnership with USA Cares grew, we gained a deeper understanding of their vast scope of services. Every year, their organization fields more than 250,000 calls from veterans with emergency needs from across the nation. USA Cares responds to these requests with resources and financial support funded through donations from individuals, foundations, and corporations like GEA.

Veterans put their lives on the line for our freedom and assisting them and their families during their time of need is a priority of our company. My goal is to help connect USA Cares with other corporations and non-profits to help strengthen their organization on a national level.

In 2019, GEA Executive Director and Plant Manager Tim Vibbert joined USA Cares' Board of Directors. Tim is an excellent leader, a proud veteran, and we are thrilled to have his leadership skills engaged with USA Cares as they make a positive difference for our veterans. I am confident that as other leaders learn of USA Cares' critical mission, they will want to play a role to support as well."

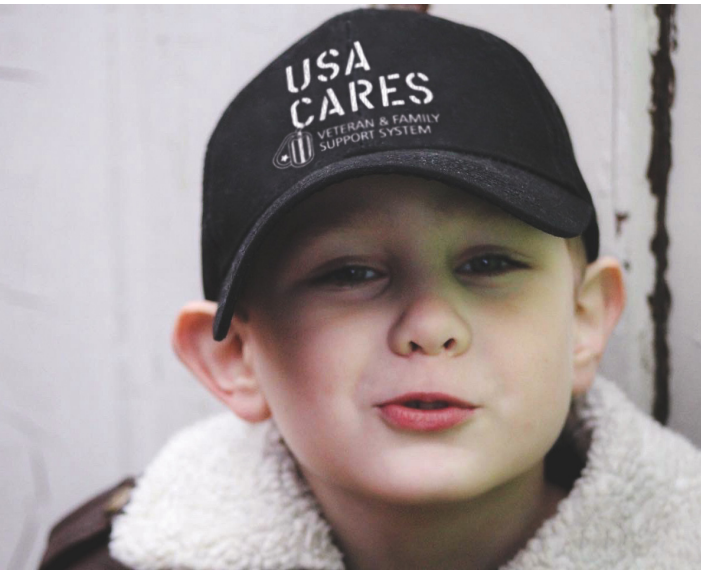
HARDEE'S/CARL'S JR.



USA Cares is honored to be a beneficiary of Stars for Heroes, an annual fundraising campaign hosted by CKE Restaurants Holdings, Inc. (CKE), the parent company of Carl's Jr. and Hardee's, the Independent Hardee's Franchisee Association (IHFA) and the Star Franchise Association (SFA).

The month-long campaign encourages restaurant guests to donate \$1 and receive a commemorative "Stars for Heroes" star-shaped cutout to personalize and place on display in the restaurant. As a thank you for their donation, customers receive \$10 worth of Carl's Jr. or Hardee's coupons to use toward future purchases. At the close of the campaign, Stars for Heroes donates the funds to military-focused charities that are active in the communities Carl's Jr. and Hardee's serve.

Since 2011, the Stars for Heroes campaign has raised over \$3,500,000 for USA Cares, which has enabled our organization to provide essential life needs for veterans and their families during times of service-connected hardship.



**OVER 3.5 MILLION DOLLARS
RAISED FOR OUR
NATION'S BRAVEST AND
THEIR FAMILIES**

**NEARLY 3,000
PARTICIPATING
LOCATIONS ACROSS THE
U.S. SINCE 2011**



**HARDEE'S OF
JEFFERSON, NC SOLD OVER
10K STARS IN 2018**

MACLELLAN INTEGRATED SERVICES



“USA Cares’ staff and volunteers are committed to their mission, with a dedication and passion that burns a hole in your heart. It just made sense to us that we needed to support their endeavor - it was simply the right thing to do. After MacLellan made its first donation to USA Cares, our employees started asking how they could also help. What initially started as a small weekly paycheck deduction quickly evolved into a significant source of funding for USA Cares’ mission. MacLellan began to match employee donations and, over the next three years, our collective giving grew to nearly a half-million dollars. In late 2018, we launched our ‘Million Dollar Givers’ campaign, committing to a 4-to-1 match of employee contributions. One year later, we achieved our goal of over \$1 million in total contributions to USA Cares.

You could say that in some ways, USA Cares was responsible for motivating us to be better and more charitable, as a company and as individuals. We are confident our giving is making a difference for veterans and their families, as it has undoubtedly made a difference in who we are and what we stand for.”

Donna Chaffin

Executive Assistant, MacLellan Integrated Services

MacLellan

Since 2013, MacLellan Integrated Services and its employees have donated over 1.12 million dollars in support for veterans and military families.

\$646K+
CORPORATE
GIVING

Since 2013, MacLellan has donated \$646,384.34 in corporate giving to support USA Cares' mission.



\$156K+
EMPLOYEE
GIVING

Since 2014, MacLellan's employees have donated \$156,522.93 to USA Cares through employee charitable giving.



\$326K+
CORPORATE
MATCH

Since 2014, MacLellan has matched employee giving by donating an additional \$326,829.37 to further assist veterans and military families.



1,231
VETERANS
ASSISTED


Since 2013, 1,231 veterans and military families have received life-changing assistance, thanks to charitable giving by MacLellan and its employees.



A man in a military uniform, wearing a helmet, is holding a young child. The scene is bathed in a warm, reddish-orange light. The man is looking down at the child with a gentle expression.


"I can't begin to express how much USA Cares helped my family through our crisis. I am thankful for their help and will give back in donations so that other service men can receive their much needed support."

- WAYNE C., VETERAN

A woman in a military uniform is sitting on the ground, holding a baby. She is smiling and looking towards the camera. The background shows other people and chairs, suggesting an outdoor event.

"My family feels so blessed by USA Cares as this grant allowed us to stay in our home and pay some utilities. This act of generosity took the stress off me and helped me feel hopeful for the future."

- MELISSA B., VETERAN

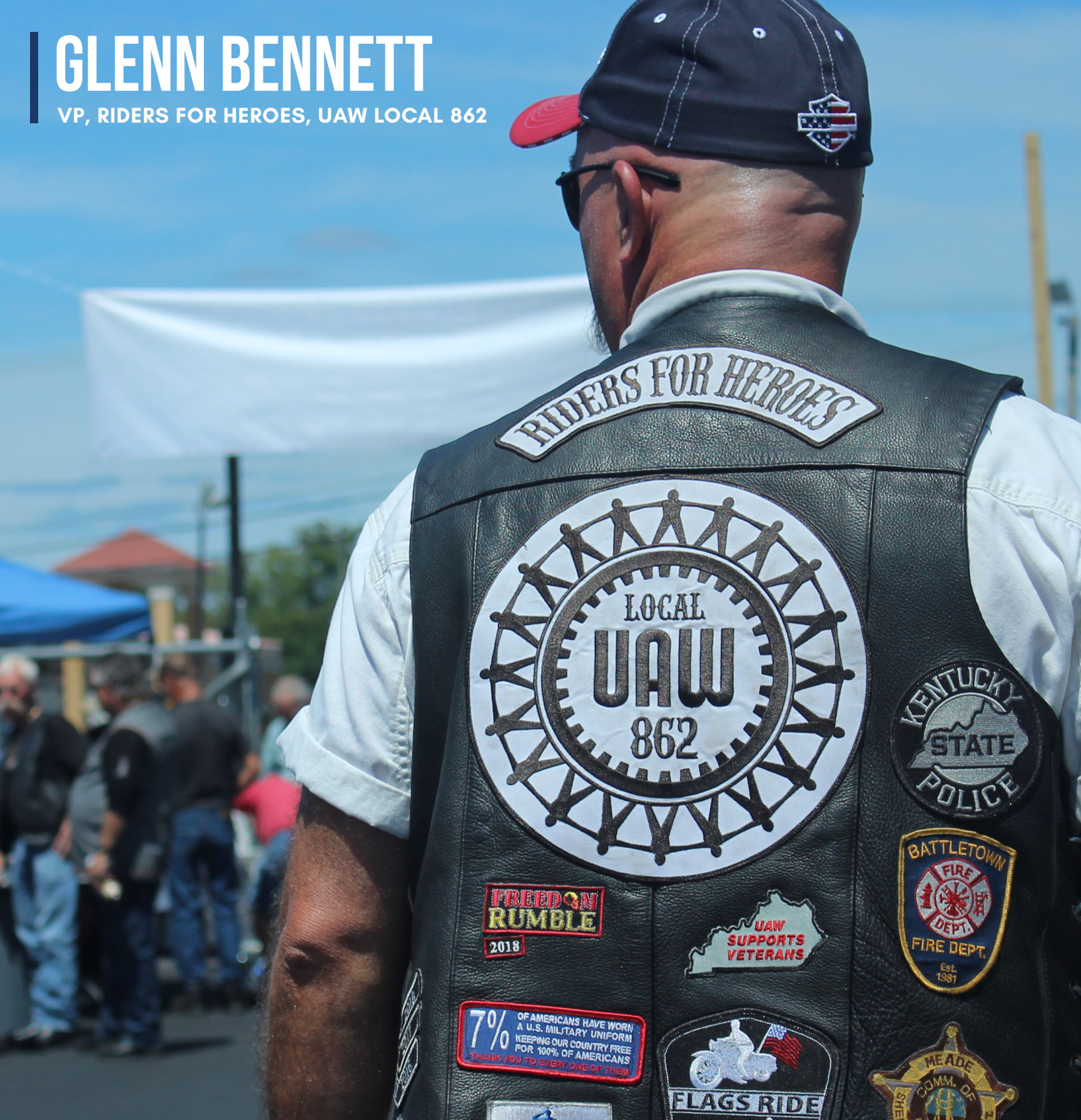
A man and a woman are embracing. The man is wearing a military uniform and a hat. The woman is wearing a white lace top. They are both smiling and looking at each other. The scene is bathed in a warm, reddish-orange light.

**"When no one else cared, USA CARES was there for us. We will never forget what USA CARES did for us. They not only helped us but actually cared.
THANKS USA CARES!"**

- LAURA B., MILITARY SPOUSE

GLENN BENNETT

VP, RIDERS FOR HEROES, UAW LOCAL 862



“Formed by union members, Riders for Heroes is a group of motorcycle enthusiasts dedicated to giving back to those who serve our communities and our country. After discussing where our sponsorship should go for our annual Riders for Heroes motorcycle rally, we started looking into where our funds could have the most impact. USA Cares is well established in our community as a dedicated veteran support organization, and our goal was ultimately the same: to help veterans and their families. In the following months, Riders for Heroes and USA Cares worked together on several fundraising and outreach events, including our annual rally, which raised over \$21,000 in support for USA Cares’ mission. Through our partnership, we’ll have an opportunity to continue growing our Riders for Heroes rally, raising even more funds to support veterans and their families in both our community and on a national level.”



ADAM

VETERAN, ARMY

Adam, a combat veteran who retired from the U.S. Army in 2013, was suffering from devastating service-related injuries that prevented him from working. His wife was unemployed and battling cancer, so the couple relied on Adam's pension and VA disability check to take care of themselves and their young daughter.

When Adam's online benefits account got hacked, the family lost an entire month's worth of income at once. Adam was able to coordinate with the VA to resolve the issue, but it would take 4–6 weeks to return the thousands of dollars that were stolen from him. Adam quickly fell behind on his bills, and was unable to pay his rent, utilities and car payment. With his bank account in the negative and on the verge of losing power in his home, Adam turned to USA Cares for help.

Thanks to the generosity of our supporters, USA Cares was able to pay \$1,248.50 towards Adam's bills while he waited to receive back pay from the VA. Because of your donations, Adam, his wife and his daughter were able to make it through this financial hardship with a little more peace of mind.



After finishing her service in the Navy, Sarah found herself unable to find employment and began living with her young child in a women's shelter in order to escape her abusive spouse. After months of searching for work, Sarah finally found employment as a security guard. Her new earnings would be enough to support her and her child's needs, but it would be two weeks before she got her first check.

Sarah applied to USA Cares for financial support and through their Career Transition Program, USA Cares was able to cover Sarah's car payment so she would have transportation to her new job and start moving towards financial independence.

LESS THAN 1% OF AMERICANS ARE CURRENTLY SERVING OUR COUNTRY. WHAT ARE THE OTHER 99% OF US DOING?



USA Cares receives hundreds of assistance requests from veterans, active duty service members, and their families every week. The unfortunate truth is the need is far greater than our ability to assist.

Though we receive client referrals from numerous sources such as the Veterans Administration, United Way, and Volunteers of America, we do not receive any funding from these organizations or the government.

HOW WE FUND OUR MISSION:

CORPORATE ORGANIZATIONS

- Employee Giving Campaigns
- Corporate Grants
- Sponsorships
- Co-branding Opportunities
- Vendor/Supplier Partnerships
- Matching Gifts

PRIVATE FOUNDATIONS

- Grants
- Partnerships
- Operational Funding
- Program Funding

INDIVIDUAL GIVING

- Donations and Monthly Gifts
- Employee Giving Campaigns
- Loyalty Program Participation
- Matching Gifts
- Legacy and Planned Giving

VOLUNTEER OPPORTUNITIES

- Chapters
- Fundraising
- Event Support
- Virtual Committee

**BECAUSE THEY SERVED, WE BELIEVE IT'S OUR RESPONSIBILITY TO SUPPORT THEM.
HOW WILL YOU SERVE?**

**WWW.USACARES.ORG | 800-773-0387 | TAX ID# 05-0588761
11760 COMMONWEALTH DRIVE, LOUISVILLE, KY 40299**



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