



# December Newsletter

2023

*USA Cares' mission is to provide post-9/11 military veterans, service members, and their families with 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.*

[MAKE A DONATION](#)



## MISSION MOMENT: Liam Duncan\*

Air Force Veteran Liam Duncan\* was three days away from eviction when USA Cares helped his family of six stay in their home. Through the stress and uncertainty, Liam remained committed to one day donating to the same charity that once helped him.

[READ HIS STORY](#)

Dear Friends,

I hope you'll take the time to click on the link and read December's feature story. USA Cares assisted Liam\* just two months ago and, while he said he's still financially recovering from four months of



unemployment, he was eager to give back the moment he could.

I don't think it's a coincidence that USA Cares was able to help Liam when we did. His generous spirit is exactly the reminder we all need during the holiday season.

As we decide between appliance models and sweater sizes, we should also stop to remember those of us whose holiday wish is just a place to call home on Christmas morning.

This year, we have several ways to support USA Cares while also checking off items on your Christmas shopping list. You can learn more about those in our News Section below.

You can also read about the tremendous staff and network of volunteers who are working tirelessly to highlight the obstacles veterans are facing and promote support of USA Cares.

With less than a month left in 2023, I hope you'll think of USA Cares when you decide where to leave your mark. I also encourage you to tell everyone that you know about your charitable giving. (Seriously, [science says it's contagious.](#))

Let Liam's gift be the spark for all of us to join in providing hope and support to veterans this holiday season.

Trace Chesser

President & CEO, USA Cares



YOUR DONATION'S **IMPACT**





## Year-to-Date Numbers



**843 Families**  
with  
**1,130 Children**  
Assisted



**\$1,483,276**  
of Financial Assistance  
Distributed



**529**  
Evictions/Foreclosures  
Stopped

## News

**Jeptha Creed Distillery and USA Cares Partner For 'Red, White & Blue' Bourbon Bottle**





Thank you to all those who joined us on Veterans Day at Jephtha Creed Distillery to celebrate the release of the their *Red, White & Blue Bourbon*!

Developed to show appreciation for current and past members of our military, a portion of the proceeds from the sale of these bottles will be donated to USA Cares! This bourbon will be available for purchase in the distillery gift shop, online to 41 states, and in select stores throughout KY and IN. Learn more at [jephthacreed.com](http://jephthacreed.com).

## USA Cares In The News

WHAS

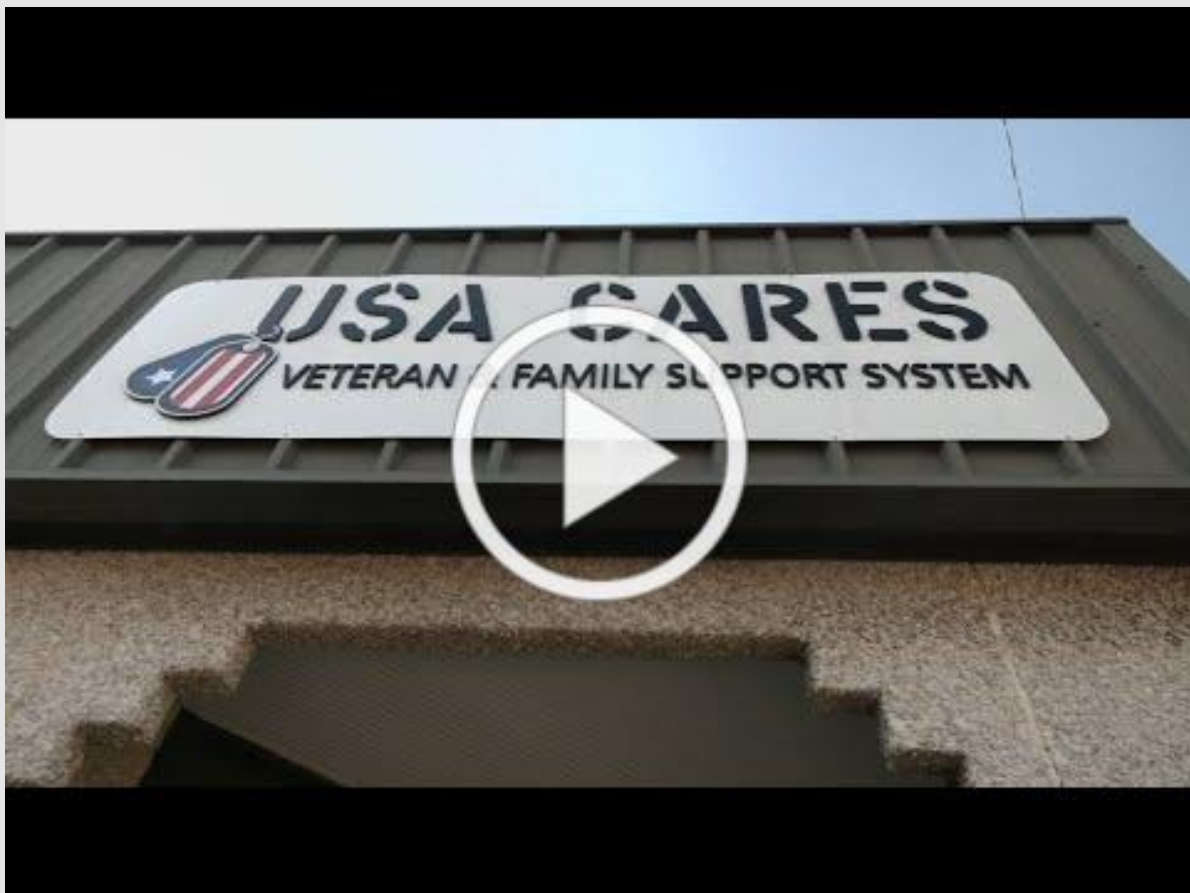
READ: ["The Impact of USA Cares This Veterans Day"](#)





WDRB

READ: ["USA Cares using \\$500,000 federal grant to help reintegrate homeless veterans"](#)



READ: ["Louisville nonprofit that helps veterans concerned allegations against other organization will drive away donors"](#)



READ: ["Louisville businesses, churches helping those in need during week of Thanksgiving"](#)



**WAVE**

WAVE Country with Dawne Gee 11/30/23





## Wrap Up Holiday Shopping With Trip to Target in Support of USA Cares



This is the last month we'll be a participating nonprofit in the Target Circle™ Rewards Program. This partnership makes it easy to get money to USA Cares by earning 'votes' every time you make a purchase at Target. Those votes (stored in your rewards program account) can be given to USA Cares through the My Target App or by logging into [target.com/circle](https://target.com/circle).

## Vote Before Dec. 31, 2023!

**NOTE:** *Only reward accounts with home addresses listed in these regions will feature USA Cares as a nonprofit to vote for. If the address on your rewards account is not in one of the regions below, USA Cares will not be listed as a nonprofit to submit votes for.*

California Southern Los Angeles

New York Central

Texas Western

Virginia Southern

Wisconsin Milwaukee

Southern Atlanta

California San Jose

Arizona Phoenix

Rhode Island Statewide

Minnesota Southern Twin Cities

Ohio Cincinnati Dayton

Oregon Portland

Minnesota Northern Twin Cities

Minnesota Central Twin Cities

Pennsylvania Western Philadelphia

Tennessee Western

North Carolina Western

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**'Early Bird' 2024 USA Cares Gala Tickets On Sale Through End of 2023**



# Early Bird Tickets!

## 2024 USA Cares 'We Salute You'



**Saturday, July 27, 2024**

We are proud to announce that our 2024 USA Cares "We Salute You" Gala will be held in historic downtown Louisville, KY at the Galt House Hotel on Saturday, July 27, 2024. Our Gala always sells out early, so we are offering "early bird" pricing for anyone who purchases a table of 10 or individual seats *before* January 1, 2024. Tables will be discounted \$500 and individual seats \$50. **INVOICING WILL BE SENT AFTER January 1, 2024.**

2024 Table pricing prior to 1-1-2024

\$3500 – Table of 10

\$350 – Individual tickets

2024 Table pricing after 1-1-2024

\$4000 – Table of 10

\$400 – Individual tickets

Please click the button below to grab your table/seats now! You won't want to miss this event!

[Reserve Early Bird Tickets](#)

If you would like more information on sponsorship levels, please reach out to Whitney Hobbs by emailing [whitney@uscares.org](mailto:whitney@uscares.org).

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**Welcome, Whitney!**



We would like to extend a warm welcome to our new Vice President of Outreach & Development, Whitney Hobbs. With her, Whitney brings eight years of nonprofit experience. She has already hit the ground running and we are excited to see what she will help USA Cares accomplish!

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## Abound Credit Union Gifts USA Cares Veterans Day Donation



In honor of the Veterans Day holiday, retired US Army General John Tindall (and one of USA Cares' founders) accepted a check on behalf of USA Cares from Abound Credit Union.

Thank you so much to Abound, its employees and customers, for your support. You are helping us provide life-changing assistance to our nation's veterans and their families.

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## USA Cares Recognizes Eddie Marcellino's Generous Support





Eddie Marcellino was presented with a Certificate of Appreciation last month while visiting USA Cares headquarters with his father, retired US Army Lieutenant Colonel Chuck Marcellino. Eddie's famous 'Italian Stallion' Dinners have become a staple in the annual USA Cares Gala's live auction over the last six years. Thank you, Eddie, for honoring your father's service with your generous support of USA Cares.

## Enterprise Holdings Visits USA Cares Headquarters





Thank you to Jason Givens and his team with Enterprise Holdings for stopping by our headquarters to learn more about USA Cares. We are grateful for their support and look forward to continuing this great partnership in the Louisville community!

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### USA Cares' Matt Castor Testifies In Front of Ohio House



USA Cares Vice President of Government & Corporate Relations, Matt Castor, had the opportunity to testify as a proponent of Ohio House Bill 254. The bill is an enhancement to the Homestead Tax Exemptions that, if passed, would also include Ohio's disabled veterans.

USA Cares is working to promote legislation around the country that would help strengthen the home life of veterans. Our organization has seen first-hand how an unstable home can drastically increase the odds of veteran suicide. We encourage our supporters to remain active constituents that encourage their elected officials to support legislation that protects and provides for the veteran community.

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## Makers Mark and Beam Vets Host Veterans Day Recognition Lunch



Thank you Makers Mark and the Beam Vets EIG Leaders for hosting lunch for their veterans and inviting USA Cares to join in on the Veterans Day celebration! We loved meeting everyone and getting a chance to share the mission of USA Cares.

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## USA Cares Vets Visit North Oldham Middle School





President & CEO Trace Chesser, along with Admin Asst./Project Manager Nicole McCoy, visited North Oldham Middle School during Veterans Day Week to share their experiences serving in the Army, why they joined, and how their military service shaped them into who they are today.

The pens Trace and Nicole are holding were made by the students for veterans! We love it!

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**Federal Employees Can Give to USA Cares Through CFC**



# GIVE HAPPY

Are you a Federal employee or retiree? Then GIVE HAPPY to us through the CFC using charity code **12395**. Now until Jan. 15, 2024, you can join the CFC in its mission to promote and support philanthropy through a program that is employee focused, cost-efficient, and effective in providing all federal employees the opportunity to improve the quality of life for all.

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## USA Cares Needs Votes For Cadence Cares Holiday Giving Program



For the rest of December, Cadence Bank staff, clients and the community will have the opportunity to vote on the distribution of the \$150,000 in funds from the Cadence Bank Foundation. Voting will be open until 12/22/23 and donations will be awarded in January 2024.

If you are a Cadence Bank client, please see your local bank for more details on voting!

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### **USA Cares Chapter Update from Director Tim Metheny:**

Your copy should address 3 key questions: Who am I writing for? (Audience) Why should they care? (Benefit) What do I want them to do here? (Call-to-Action)

Create a great offer by adding words like "free" "personalized" "complimentary" or "customized." A sense of urgency often helps readers take an action, so think about inserting phrases like "for a limited time only" or "only 7 remaining"!

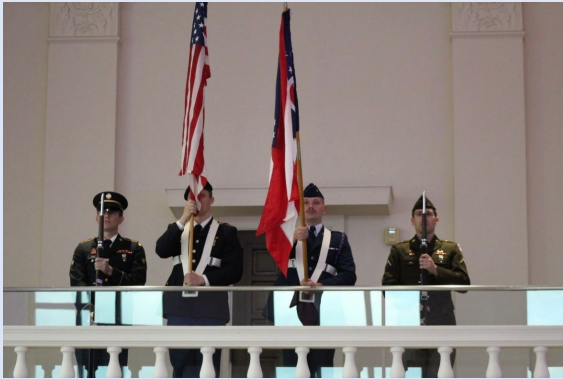






James Clark in Cincinnati hosted his second annual "American Heroes Breakfast" that brought together a tremendous group of veteran supporters. Special thanks to the sponsors and featured speaker, Middletown, OH Mayor Nicole Condrey.





We also joined the Veterans Day celebration at the Vietnam Wall Memorial in Perryville, MO before Beam Suntory's event at the Armory in St. Louis. While back in the area, I met with KSDK News reporter, Mark Maxwell, who shared my story, including my work with USA Cares. You can watch it below.



Additionally, one of our distinguished board members hosted a Topgolf event sponsored by Microsoft in Colorado Springs, CO. We also had an Employee Giving Day with a matching plan by Avant Healthcare in Orlando, FL. A very special thank you to all of our Executive Directors, Volunteers, Sponsors and Donors. You make a difference every day in the lives of our Nation's Warriors!



We look forward to closing out the year on a high note and we cannot wait to see what we will accomplish in 2024. We are excited to open new Chapters in Illinois, Pennsylvania and Missouri. Stay tuned into our social media channels and monthly newsletters to know how you can get involved!

Lastly, I would like to sincerely thank our Chapters Outreach Manager, James “JB” Bradham for all of your hard work and dedication to serving those who serve. As you move on to chase some personal ambitions, I am grateful for all the work, time and commitment that you have put in over the past eight months, and specifically your passion for service. Best of luck on your future endeavors and know that you will be missed.



We wish you all a very Merry Christmas! We ask that you pray for those who are away from their families this holiday season and remember this is not a joyous time for all of our Heroes. So, please continue to support USA Cares so we can continue to take care of our Soldiers, Sailors, Airmen and Marines (Happy 248<sup>th</sup> Birthday Devil Dogs).

Blessings,

*Tim Metheny*

Chapter Outreach Director



## Check Out This Week's Episode

Join Annice, Matt, and Josh every week for the podcast series that shares the voices of veterans, military members, and the people around them in an authentic, conversational setting.

November episodes include interviews with accomplished Navy veterans, **former Top Gun pilot retired Rear Adm. Mike Manazir and retired SEAL Cmdr. Jon Macaskill**. Make sure to subscribe so you don't miss an episode.



[Listen Here!](#)



Every donation USA Cares receives helps to change a veteran and their family's life. With the financial need for each veteran continuing to increase, many feel their single donation is not doing enough. This is where the Cadence Monthly Giving Program comes in.

An automated donation of \$35 every month (\$420/year) pays for a veteran's monthly grocery bill; \$50 per month (\$600/year) pays a monthly car payment; \$100 per month (\$1,200/year) helps pay a monthly mortgage payment. Your commitment provides USA Cares with a steady, reliable income stream and is the best way to allow us to focus on helping our veteran heroes and their families.



[USA Cares Merchandise Store](#)

Proudly show your support of USA Cares by shopping our merchandise store. You can find men's and women's styles for all types of weather, while knowing 25% of every purchase will be donated to our Military Assistance Response Program that helps veteran and military



families in crisis.

Comments or Questions?

[Send Us A Message](#)

Keep in Touch!



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