

# **Exhibit A**

## **Representative Solicitation Materials**

**Our mission is helping  
severely injured vets  
and providing helpful  
information for all Vets.**



**Veterans Centers in all 50  
States provide treatment and  
support services to Veterans  
from all branches of service,  
Army, Navy, Marines, Air Force,  
and Coast Guard.**



**We Honor Our Veterans**

4/13 NAMS-HTV-306

# **Help The Vets**



**LET'S HELP OUR VETS  
WHO HAVE GIVEN  
SO MUCH FOR US!**

[www.helpthevets.org](http://www.helpthevets.org)





Program services approved to date include:

- 1) Awarding grants and educational scholarship moneys, as determined by our board of directors, to individuals with serious injuries, amputees, and paralyzed veterans from the Iraq or Afghanistan wars.
- 2) Providing a 24 hour veterans suicide hotline and veterans referral hotline, already posted on our website.
- 3) Providing awards and grants to disabled veterans who train and compete in athletic events despite their impairment.
- 4) Providing home physical therapy equipment to physically impaired veterans who cannot afford the equipment once they are released from active treatment at their clinic or hospital.
- 5) Coordinating with physician providers to allow reasonable, necessary, and related veteran treatment not provided by the Veterans Administration, including non-traditional care, including but not limited to chiropractic physician, access to acupuncture therapy and massage therapy care, nutritional counseling.
- 6) Organize and sponsor athletic events and educational events for the general public with significant veteran emphasis, participation, memorial significance and relevance; provide education to the public and responding citizens on veteran information through our website, mailings and direct communication.

Combat gear and front-line medicine has advanced in recent years, and more troops are surviving injuries that would have killed them in past wars and conflicts. This is certainly good news, but it presents long-term, lifelong challenges for our present day war survivors. Quality of life, mobility, employability and lifespan are often limited much more than hoped. Family members, friends and spouses must attempt to adjust to the problems brought home by the injured veterans.

Our injured veterans deal with post-traumatic stress disorder (PTSD), injuries to the neck, back and spine, disfigurement, traumatic brain injury, and more. It is estimated that 19% of the 1.8 million troops who have served in Iraq and Afghanistan (320,000) may have experienced a traumatic brain injury during deployment, according to the Rand corporation. <http://www.rand.org/>

**THEY FIGHT FOR US! SHOULDN'T WE FIGHT FOR THEM?**

**WE HELP Amputees and Severely Injured Veterans of the Iraq and Afghanistan wars who need physical therapy at home and counseling following their treatment at a VA Center.**



**Helping Severely Injured and Paralyzed U.S. Veterans and Amputees from the Iraq and Afghanistan Wars**



**SWEEPSTAKES FOR \$10,036.12 GRAND PRIZE**  
**OFFICIAL RULES \* NO CONTRIBUTION IS REQUIRED \* CONTRIBUTION WILL NOT IMPROVE CHANCES OF WINNING**

1. Sponsor – this sweepstakes is sponsored by Help The Vets, Inc. (HTV), [redacted], Orlando, Florida [redacted].
2. Prizes – there are two Prizes: 1) Grand Prize of \$10,036.12, and 2) Bonus Prize of \$100.00. Prizes are non-transferable and there are no substitutes.
3. Entry Instructions – to enter with or without a donation, return the reply form in the enclosed envelope postmarked before the entry deadline.
4. Prize Selection Process – 1) Grand Prize: the winning entry was randomly selected by an independent agency whose decision was final and binding before the promotion letters were mailed and was randomly seeded among mailed letters. If your eligible entry matches the pre-selected number, you will be notified that you have won the Grand Prize. 2) Bonus prize winner will be randomly selected from all qualifying entries.
5. Who is eligible – this sweepstakes is open to residents (18 years or older) of the United States and its possessions who receive the mailing. Employees, agents, vendors and staff of the Sponsor, Help The Vets, Inc. (HTV), [redacted], Orlando, Florida [redacted], its advertising and promotional agencies, and sweepstakes administrator (and their household members) are not eligible to win. The entry form will not be honored if not mailed in the enclosed envelope with sufficient postage by the entry deadline.
6. Entry Deadline: – the deadline for mailing your entry is January 21, 2017. Postmark determines date of entry.
7. General – Sweepstakes void where prohibited by law. All federal, state and local regulations apply. Winners will be notified by mail. By participating, entrants agree to be bound by these rules. Failure to comply with these or any other Official Rules will result in disqualification. Winner must sign and return an affidavit of eligibility, a liability release, and except where prohibited by law, a publicity release within 10 days of issuance of notification. If winner does not comply with the foregoing, or if a prize or prize notification is undeliverable, and/or if a selected winner does not comply with any portion of these Official Rules, such winner will be disqualified and, in the case of the Bonus Prize only, an alternate winner will be selected. Entrants agree that: 1) Sponsor shall have right and permission to use (if a winner) entrant's name and city of residence for advertising, trade and/or other purposes in perpetuity without further compensation (unless prohibited by law); and 2) Sponsor, its advertising and promotion agencies and each of their respective officers, directors, employees, representatives and agents shall have no liability and will be held harmless by entrants for any liability, loss, injury or damage to entrants or any other person or entity relating to this sweepstakes. Taxes sole responsibility of winner. Sponsor and its agencies are not responsible for late, lost, or misdirected mail or any printing or technical errors or malfunctions of any kind, by any human error that may occur in the processing of the entries in this Sweepstakes. If for any reason that corrupts or affects the administration, security, fairness, integrity, or proper conduct of this Sweepstakes so that it is not capable of being conducted as described in these rules, Sponsor shall have the right, at its sole discretion, to cancel, terminate, modify or suspend the Sweepstakes. Any person who supplies false information, enters by fraudulent means, or is otherwise determined to be in violation of these rules in an attempt to obtain any prize will forfeit any prize won. No gift or payment of any kind necessary to enter or win. Entries become the property of the Sponsor and will not be returned.
8. Winners – for the name of the Grand Prize winner, send a self-addressed stamped envelope to HTV Sweepstakes Winner, PO Box 20553, St. Louis, MO 63139-0553 on or within 60 days after the entry deadline date.
9. Odds of Winning – 1) Grand Prize: the number of entry forms mailed determines the odds of winning. Your odds of winning will be no greater than 1 in 1,973,000. 2) Bonus Prize: Odds of winning the Bonus Prize are dependent upon the number of qualifying entries returned.
10. Creative Presentations – this sweepstakes may be mailed with different creative presentations. The pre-selected winning Grand Prize number has been selected from all entry numbers for all creative presentations, and the winning Bonus Prize number has been selected from all entries received for all creative presentations. Guaranteed winners who enter multiple times during any 90 day period will be awarded only one guaranteed prize.
11. Mailing List Suppressions – if you do not wish to receive mailings of this type in the future please write to: HTV Name Removal, PO Box 20553, St. Louis, MO 63139-0553. Because winners are selected in advance and sweepstakes entries are printed in advance, it will take Six to Eight weeks before you stop receiving mail.
12. For additional information about this sweepstakes or sweepstakes in general, visit [www.sweepstakesconsumerguide.net](http://www.sweepstakesconsumerguide.net).

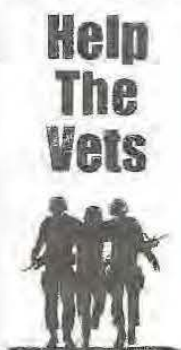
The HELP THE VETS Foundation is proud of its use of funds.

Your gift is very much appreciated and fully deductible as a charitable contribution. A copy of the summary of the latest financial statement, or annual report, and registration filed by HELP THE VETS, may be obtained by contacting us at: Help the Vets, Inc., [redacted], St. Orlando, FL [redacted]. If you are a resident of one of these states, you may obtain financial information directly from the state agency: **FLORIDA** – A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE, 1-800-435-7352 (800-HELP-FLA) WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. **Florida Registration #CH37989.** **GEORGIA** – A full and fair description of the programs of HTV and our financial statement summary is available upon request at the office and phone number indicated above. **MARYLAND** – For the cost of copies and postage, Office of the Secretary of State, State House, Annapolis, MD 21401. **MISSISSIPPI** – The official registration and financial information of HTV may be obtained from the Mississippi Secretary of State's office by calling 1-888-238-6167. Registration by the Secretary of State does not imply endorsement. **NEW JERSEY** – INFORMATION FILED WITH THE ATTORNEY GENERAL CONCERNING THIS CHARITABLE SOLICITATION AND THE PERCENTAGE OF CONTRIBUTIONS RECEIVED BY THE CHARITY DURING THE LAST REPORTING PERIOD THAT WERE DEDICATED TO THE CHARITABLE PURPOSE MAY BE OBTAINED FROM THE ATTORNEY GENERAL OF THE STATE OF NEW JERSEY BY CALLING (973) 504-6215 AND IS AVAILABLE ON THE INTERNET AT <http://www.state.nj.us/treasury/charity.htm>. REGISTRATION WITH THE ATTORNEY GENERAL DOES NOT IMPLY ENDORSEMENT. **NEW YORK** – Office of the Attorney General, Department of Law, Charities Bureau, 120 Broadway, New York, NY 10271. **NORTH CAROLINA** – FINANCIAL INFORMATION ABOUT THIS ORGANIZATION AND A COPY OF ITS LICENSE ARE AVAILABLE FROM THE STATE SOLICITATION LICENSING BRANCH AT 1-888-830-4989. THE LICENSE IS NOT AN ENDORSEMENT BY THE STATE. **PENNSYLVANIA** – The official registration and financial information of HTV may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement. **VIRGINIA** – Virginia State Division of Consumer Affairs, Department of Agricultural and Consumer Services, PO Box 1163, Richmond, VA 23218. **WASHINGTON** – Charities Division, Office of the Secretary of State, State of Washington, Olympia, WA 98504-0422, 1-800-332-4483.

**Our mission is helping veterans from Iraq and Afghanistan wars.**



**Amputee Veterans**



**Paralyzed Veterans**

**Let's Help Our Vets Who Have Given So Much FOR US!**

**Program services include:**

- 1) Awarding grants and educational scholarships to individuals with serious injuries, amputees, and paralyzed veterans from the Iraq or Afghanistan wars.
- 2) Providing a 24 hour veterans suicide hotline and veterans referral hotline.
- 3) Providing awards and grants to disabled veterans who train and compete in athletic events despite their impairment.
- 4) Providing home physical therapy equipment to physically impaired veterans who cannot afford it once they are released from treatment at their clinic or hospital.
- 5) Coordinating with physician providers to allow reasonable, necessary, and related veteran treatment not provided by the Veterans Administration.
- 6) Organize and sponsor athletic events and educational events for the general public with significant veteran emphasis, participation, memorial significance and relevance; provide education to the public and responding citizens on veteran information.



Captain Neil G. Paulson, Sr. of Orlando, Florida, is a Disabled Veteran who served honorably in the US Army as a combat infantryman, enlisted and officer for 10 years.

**[www.helpthevets.org](http://www.helpthevets.org)**

**[www.helpthevets.org](http://www.helpthevets.org)**



**1. INTRODUCTION**

Good evening Mr. /Mrs. [REDACTED]. This is (Your name) with Donor Relations, LLC, a paid professional fundraiser, calling on behalf of Vets Fighting Breast Cancer located at [REDACTED] Street, Orlando, FL [REDACTED]. How are you?

**2. GET YES TO SUPPORT**

Mr. /Mrs. [REDACTED], the reason for the call is to let you know that the association is underway with its sponsor drive. Funds raised during this drive will be used towards the education, prevention and treatment of breast cancer in US Veterans. Programs include education, providing grants for screening, mammography, surgery, chemotherapy and follow up care not covered by the Veterans Administration.

**AK DISCLOSURE:** I also want to mention that you are also entitled to receive, upon request, a financial statement of the charitable organization for whom the solicitation is being made and a copy of the contract.

**MS DISCLOSURE:** Upon request, the professional fund-raiser and professional solicitor shall inform that person orally and then in writing within fourteen (14) days of the request of the fixed percentage of the gross revenue or the reasonable estimate of the percentage of the gross revenue that the non-profit organization or sponsor will receive as benefit from the solicitation campaign. In this case: 10% of gross revenues collected are retained by the charity.

**WA DISCLOSURE:** A Notice of Solicitation required by law is on file with the Washington Secretary of State. You may obtain additional financial disclosure information by contacting the Secretary of State at 1-800-332-GIVE or visiting [www.sos.wa.gov/charities](http://www.sos.wa.gov/charities).

The association feels very strongly about this program, but they cannot do it by themselves. That's why we're calling you...to make sure the association can count on your support this year. Can they count on you?

**3. ESTABLISH AMOUNT**

(FIRST NAME), we have three levels of support, let me know which one better suits your budget.

Our hero level is the largest, it costs the most but it helps the most and it's \$50

Our life saver level is \$35

And our first response level is \$20

Which one of these could you do for the foundation?

(IF TOO MUCH)

No problem, we have a small single support package and its just \$15 for the whole year.

**4. SALUTATION**

Thank you for your support, please hold on for mailing and they will confirm your commitment and address so you won't be bothered by a duplicate call! Here's mailing...





# VETS FIGHTING BREAST CANCER

*Everything that is done in the world is done by hope.*

Dear Mr John Doe,

**Thank you for your 6/16/16 pledge of \$20.00!**

Pledge#: 90-99-123456

Thank you for taking the time to speak with one of our callers and making a pledge of support. You have joined us in sharing concern for our veterans fighting breast cancer.

It is because of citizens like you that Vets Fighting Breast Cancer, a special project of Help the Vets, Inc. is able to continue its efforts on behalf of our veterans. The mission of Vets Fighting Breast Cancer is to provide education, prevention and treatment resources to US Veterans diagnosed and suffering with breast cancer including, but not limited to, providing grants for screening, mammography, surgery, chemotherapy and follow up care not covered by the Veterans Administration.

Your gift is fully tax-deductible as provided by law, as Help the Vets, Inc. dba Vets Fighting Breast Cancer is a 501(c)(3) organization. Please we need your help today! Our goals and success completely depends on promised commitments from people like you.

Thanks again for your support!

Vets Fighting Breast Cancer

When you provide a check as payment, you authorize us to either deposit the check as a check transaction or use information on your check to make a one-time electronic debit from your account.

***Please take a moment to mail your pledge today!***

**Vets Fighting Breast Cancer, has retained Donor Relations, LLC, a paid solicitor, to ensure the success of this campaign. Questions call xxx-xxx-xxxx.**

**Please Return This Portion With Your Check!**

☐ Yes, I will add an additional \$2 \$5 \$10 to my pledge

**Pledge #: 90-99-123456 6/16/16**

**Pledge Amt: \$20.00**

**Please Remit by: 6/26/16**

**REP1**

**Vets Fighting Breast Cancer**

**Donor Processing**

**PO BOX 250825**

**MILWAUKEE WI 53225-6513**

**Thank you.... Per phone conversation with: John Doe**

**Sponsor Confirmation**

**Remit to VFBC**

|||||  
MR JOHN DOE  
1234 ANY STREET USA  
Any City TN 53222-1234

Vets Fighting Breast Cancer  
Donor Processing  
PO BOX 250825  
MILWAUKEE WI 53225-6513

|||||

00123456789123456789



### **FAMILY COUNSELING TO RETURNING VETS:**

We support family counseling to help service members adjust back into their family. We provided \$95,000 in-kind to the Camaraderie Foundation, Inc. for private counseling, family support, mentoring and peer group support.

### ***Post Traumatic Stress Disorder Affects Returning Veterans***

- Exposure to a traumatic event with persistent re-experiencing.
- Persistent avoidance and numbing.
- Persistent symptoms of increased arousal.
- Significant distress or impairment duration of at least one month.

To treat PTSD there must be education to help the patient understand his condition and the process of recovery, a feeling of safety and support and a non-critical ear to emphasize that the patient is not alone. Exposure therapy can help the patient confront painful memories and feelings. Cognitive therapy can help process their thoughts and beliefs. Anxiety management and interpersonal therapies can assist patients in understanding the ways the traumatic event still affects aspects of their lives.



### **Veterans outreach projects we support with your giving include:**

#### **CHAPLAIN'S CLOSET:**

We send boxes of personal items and clothing to newly injured, hospitalized Veterans from Iraq and Afghanistan who arrive with often only the shirt on their backs from combat related injuries.

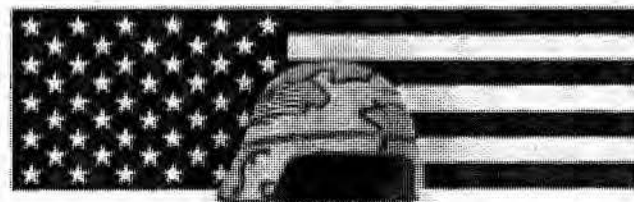
#### **VETERANS FIGHTING BREAST CANCER:**

We sponsor Breast Cancer research for a vaccine with Veteran participants involved in clinical trials.

#### **URBAN VETERANS CENTER:**

Helping Disabled Vets in Birmingham, Alabama who have substance abuse and homeless issues.

# REMEMBER



## THOSE WHO SERVED

#### **DONATIONS:**

Please make a donation to our 24/7 Suicide Hotline sponsored by American Disabled Veterans Foundation and Help The Vets, Inc., our parent corporation. We are rated Gold by Guidestar, a non-profit charity rating organization.

American Disabled Veterans Foundation  
c/o Help The Vets, Inc.

Orlando, FL

Or by phone:

NAMS-ADVF-306

# American Disabled Veterans Foundation

## Reach Out!

Let's Help our  
Disabled Veterans  
and their Families!



[www.amvetsfd.com](http://www.amvetsfd.com)

# Make a Difference in Disabled Veterans' Lives!

## HELP DISABLED VETERANS IN OUR COUNTRY!

For more than 200 years, American Veterans have devoted their energy to caring passionately for their own injured, needy and under-represented disabled servicemen and women. We veterans help each other, train our remaining abilities and help the families of those disabled veterans in need.

Since 9/11 over 2.3 million service members have been deployed. The Iraq and Afghanistan wars have left us with 55,000 newly wounded veterans who need your help! 20% of returning veterans suffer from Post Traumatic Stress Disorder. There are over 26,000 reported military sexual assaults and 22 Veterans will die each day from suicide unless we take action.

**Find out how you can contribute to the future of someone in need through donations of money or time.**



## OUR MISSION:

American Disabled Veterans Foundation is a vocal provider for the disabled and displaced veteran. 750,000 veterans nationwide are awaiting disability claims through the VA and the average wait is more than 340 days. Some treatment is only available for veterans with 100% disability. That is why we raised and donated over \$460,000 in medical care last year to veterans who were not receiving VA treatment.

## HELP US PREVENT SUICIDE BY DONATING TO OUR 24-7 SUICIDE PREVENTION HOTLINE! 22 VETERANS WILL DIE EACH DAY UNLESS WE DO SOMETHING.

According to the Department of Veterans Affairs Suicide Data Report, 2012, an estimated 22 Veterans will die each day from suicide each calendar year. Those who die are significantly more likely to be male and age 50 or older. Male Veterans who die by suicide are older than those non-Veteran males who die by suicide. The average age is 59.6 years among Veterans identified on state death certificates and 54.5 years of age among those who could be validated using VA Administration records.

The majority of Veterans who have committed suicide were last seen in a VA outpatient setting. A high prevalence of non-fatal suicide events result from overdose or other intentional poisoning. The question remains, if most of those Veterans who commit suicide have been seen in a VA outpatient setting, what is lacking in VA care that allows for suicide to occur? Private sources, like American Disabled Veterans Foundation and its parent corporation, Help The Vets, Inc., as well as YOU and I, have a duty to help all Veterans, including those Veterans who have been seen by the VA on an outpatient setting, and CAN BE SAVED!

As a result, our organization is sponsoring a 24/7 Veterans Suicide Hotline for Veterans who are having thoughts of harming themselves. Manned by a trained Veteran with a psychology degree, we sponsor this program and have 5-6 calls a month for help, counseling and referral. Our Hotline number is [REDACTED] Please give this number to anyone you think may be considering suicide, suffering from depression or need help. Please support this project with your donations and your prayers! God Bless!



**Neil G. Paulson, Sr., US Army, retired**  
Our Executive Director, a Disabled Veteran

## FOUNDATION HISTORY:

1980 - Private Neil Paulson enlists in the US Army Infantry, graduates from Officer Candidate School, goes overseas to a Combat Alert Site and his life changes forever.

1983 - Injured in training, Captain Paulson receives surgery and months of Physical Therapy to help his body continue to move.

2014 - American Disabled Veterans Foundation starts to provide grants to help thousands of Disabled Veterans and their families while raising funds from non-corporate donors.

2014 - Help the Vets, Inc., our parent organization, and American Disabled Veterans Foundation was recognized by Guidestar.org for efforts which provided over \$1,000,000 of benefits to injured Veterans in 2013.





2016 \*City\* Area Annual Fund Drive  
Help The Vets  
P.O. Box 758543  
Topeka, KS 66675-8543

## Annual Fund Drive Voluntary Reply Form

ITEM	SUGGESTED AMOUNT:
2016 *City* Area Annual Fund Voluntary Donation Amount:	\$10

**VOLUNTARY DONATION REQUESTED BY:**

\*maildate+1 mo.\*

\*Full Name\*  
\*Street Address\*  
\*City, State ZIP\*  
\*Barcode\*

\*findernumber\* \*mailkey\*

Please make your check or money order payable to: HTV. No contribution is required.  
See HTV Facts. Your gift to HTV is tax deductible to the full extent allowed by law.

RETURN TOP PORTION (WHITE) WITH YOUR VOLUNTARY DONATION. KEEP BOTTOM COPY (YELLOW) FOR YOUR RECORDS.

Dear Friend,

How many times have you said, "I'd give an arm and a leg" for that special something--those expensive shoes, that new car, that watch...

But for thousands of disabled veterans who served in Iraq and Afghanistan, "giving an arm and a leg" isn't simply a figure of speech--it's a harsh reality.

Many of these vets literally gave their arms and their legs in battle to preserve your freedom, your prosperity, and your family's future.

That's why I'm asking you to send your gift of \$10 or more to our 2016 Annual Fund Campaign.

Remember, you don't have to "give an arm and a leg" to help our disabled veterans. You can help now by sending us your gift of \$10 or more to Help The Vets (HTV).

Your \$10 gift will mean so much to a disabled veteran.

Sincerely,

*Neil G. Paulson, Sr.*

Neil G. Paulson, Sr., President  
US Army Reserve, Infantry-Retired

P8482R-AL

HELP THE VETS • P.O. Box 758543, Topeka, KS 66675-8543 • [www.helpthevets.org](http://www.helpthevets.org)

2016 \*City\* Area Annual Fund Drive  
Help The Vets  
P.O. Box 758543  
Topeka, KS 66675-8543

## Annual Fund Drive Voluntary Reply Form

ITEM	SUGGESTED AMOUNT:
2016 *City* Area Annual Fund Voluntary Donation Amount:	\$10

\*Full Name\*  
\*Street Address\*  
\*City, State ZIP\*  
\*Barcode\*

### VOLUNTARY DONATION REQUESTED BY:

\*maildate+1 mo.\*

\*findernumber\* \*mailkey\*

Please make your check or money order payable to: HTV. No contribution is required.  
See HTV Facts. Your gift to HTV is tax deductible to the full extent allowed by law.

RETURN TOP PORTION (WHITE) WITH YOUR VOLUNTARY DONATION. KEEP BOTTOM COPY (YELLOW) FOR YOUR RECORDS.

### Do you know a military vet who has any of the following symptoms:

- ☐ Yes ☐ No Has nightmares about an experience, or thinks about the experience when they do not want to?
- ☐ Yes ☐ No Tries hard not to think about an experience or goes out of their way to avoid situations that remind him/her of the experience?
- ☐ Yes ☐ No Is constantly on guard, watchful, or easily startled?
- ☐ Yes ☐ No Feels numb or detached from others, activities or surroundings?

If the answer is "yes" to any of these questions, it may be symptomatic of Post Traumatic Stress Disorder (PTSD). We suggest a visit with your family mental health professional or you may obtain help through the VA. According to researchers, 11-20% of the veterans of the conflicts in Afghanistan and Iraq developed PTSD and 30% of Vietnam veterans.

If you are having thoughts about harming yourself or others, call the 24 hour Help The Vets suicide referral hotline (407)376-7000



**American Disabled Veterans Foundation, Inc.**

**[REDACTED]**  
[www.amvetsfd.com](http://www.amvetsfd.com)

**1. INTRODUCTION**

Good evening Mr. /Mrs. \_\_\_\_\_. This is (Your name) with Courtesy Call, Inc., a paid professional fundraiser, calling on behalf of American Disabled Veterans Foundation located at \_\_\_\_\_ Street, Orlando, FL \_\_\_\_\_. How are you?

**2. GET YES TO SUPPORT**

Mr. /Mrs. \_\_\_\_\_, the reason for the call is to let you know that the Foundation is underway with its sponsor drive. Funds raised during this drive will be used towards grants to help thousands of Disabled Veterans and their families. We send boxes of personal items and clothing to newly injured, hospitalized Veterans from Iraq and Afghanistan who arrive with often only the shirt on their backs from combat related injuries. We also assist Disabled Vets who have substance abuse and homeless issues. You are also entitled to receive, upon request, a financial statement of the charitable organization for whom the solicitation is being made and a copy of the contract.

The Foundation feels very strongly about this program, but they cannot do it by themselves. That's why we're calling you...to make sure the Foundation can count on your support this year. Can they count on you?

**3. ESTABLISH AMOUNT**

(FIRST NAME), we have three levels of support, let me know which one better suits your budget.

- Our Warrior level is the largest, it costs the most but it helps the most and it's \$50
- Our Hero level is \$35
- And our Life Saver level is \$20

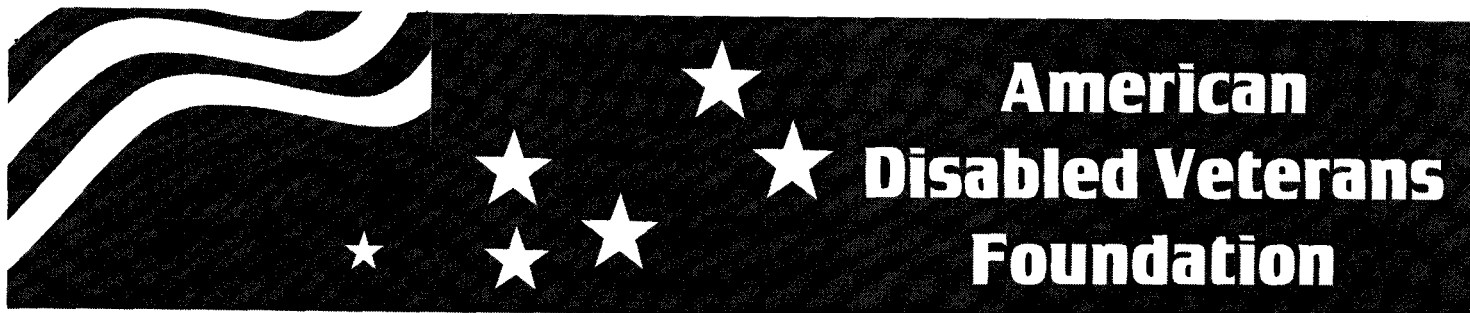
Which one of these could you do for the foundation?

**(IF TOO MUCH)**

No problem, we have a small single support package and its just \$15 for the whole year.

**4. SALUTATION**

Thank you for your support, please hold on for mailing and they will confirm your commitment and address so you won't be bothered by a duplicate call! Here's quality control...



## REACH OUT! Let's Help our Disabled Veterans and their Families!

Dear John Doe:

Pledge # 90-99-123456

Thank you for your 8/1/14 pledge of \$20.00!

Thank you for taking the time to speak with one of our callers and making a pledge of support. You have joined us in sharing concern for each and every disabled and displaced veteran and their families.

It is because of citizens like you that American Disabled Veterans Foundation, Inc. is able to continue its efforts on behalf of those afflicted with combat related injuries, substance abuse and homeless issues.

The mission of American Disabled Veterans Foundation is to provide grants to help thousands of Disabled Veterans and their families while raising funds from non-corporate donors. We send boxes of personal items and clothing to newly injured, hospitalized Veterans from Iraq and Afghanistan who arrive with often only the shirt on their backs from combat related injuries.

Your gift is fully tax-deductible as provided by law, as American Disabled Veterans Foundation, Inc. is a 501(c)(3) organization.

Please we need your help today! Our goals and success completely depend on promised commitments from people like you.

Please take a moment to mail your pledge today!

Thanks again for your support!

ADVF-9014

ADVF has retained Courtesy Call, Inc., a paid solicitor, to ensure the success of this campaign.

For any questions pertaining to this invoice, please call toll free 855-284-6749.

Please return this statement along with your gift in the envelope provided.

☐ Yes, I will add an additional \$2 to my pledge

Rep 1

Pledge # 90-99-123456

Pledge Amount: \$20.00

Please remit by: 8/11/14



American Disabled Veterans Foundation

8/1/14

Donor Processing

PO Box 14129

West Allis, WI 53214-0455

Thank you...per phone conversation with John Doe

Please take a moment to mail your pledge today!

Remit to: ADVF

Sponsor Confirmation



MR. JOHN DOE

1234 ANY STREET USA

ANY CITY STATE 11111

American Disabled Veterans Foundation, Inc.

Donor Processing

PO Box 14129

West Allis, WI 53214-0455

00123456789123456789



I've never forgotten  
what you did for me...

## Annual Fund Drive Voluntary Reply Form

ITEM	SUGGESTED AMOUNT:
2017 Orlando Area Annual Fund Voluntary Donation Amount:	\$3

[REDACTED] St  
Orlando, FL [REDACTED]



VOLUNTARY DONATION REQUESTED BY:

May 1, 2017

0000000125 H9468L

Please make your check or money order payable to: HTV  
See HTV Facts. No contribution is required. Your gift to HTV  
is tax deductible to the full extent allowed by law.

RETURN TOP PORTION (WHITE) WITH YOUR VOLUNTARY DONATION.  
KEEP BOTTOM COPY (YELLOW) FOR YOUR RECORDS.

Dear Friend,

You've probably said it many times...

A friend, a co-worker, a relative "did you a favor" or "gave you break" and it was a big help to you. Years later you bump into them on the street and say, "You know, I've never forgotten what you did for me..."

Today there are tens of thousands of soldiers in hospitals and rehab clinics who didn't just "do us a favor" or "give us a break". These soldiers risked their lives for you and me in Korea, Vietnam, the Gulf War, and most recently in Afghanistan and Iraq. Many of these soldiers are now crippled, blind, disabled, and in many cases, sadly forgotten.

You have been a generous past supporter of Help The Vets (HTV).

That's why we're counting on you to send your gift for \$10 or more to help our needy and disabled military veterans.

Let our disabled vets know you've "never forgotten".

Sincerely,

*Neil G. Paulson Sr.*

Cpt. Neil G. Paulson, Sr. Administrator  
US Army Reserve, Infantry-Retired

☐ I have included a bequest  
to Help The Vets in my will.

H9482R-NF

014378

HELP THE VETS • P.O. Box 758543, Topeka, KS 66675-8543 • [www.helpthevets.org](http://www.helpthevets.org)

126309

## HELP THE VETS, INC.

### Caller WARNING:

**You are required to say the introduction CLEARLY, WORD FOR WORD, NO changes or additions.  
Misrepresenting the Charity, Courtesy Call, Inc. or yourself is against company policy and against the law.  
It will not be tolerated in any way and is grounds for immediate termination.**

### **GREETING**

Hello Mr. /Mrs. (Customer) This is \_\_\_\_\_, a paid professional fundraiser with Donor Relations, LLC (Phone: 302-660-0999; Email: donorrelationsllc@gmail.com), calling on behalf of Help the Vets, Inc. located at \_\_\_\_\_ Street, Orlando, FL \_\_\_\_\_. How are you? Great to hear. / Sorry to hear that. / OR other current topic (i.e. weather, current event) within the calling area.

### **PRESENTATION**

Mr./Mrs. \_\_\_\_\_, HTV is dedicated to providing assistance to amputees and severely injured vets returning from the war in Iraq and Afghanistan, and those in the US who are elderly, disabled and homeless. Referral is also provided to veterans in areas that are not covered by benefits, including A.A., Narcotics Anonymous counseling, mental health counseling and referral to other veteran and social agencies when appropriate. Donated hotel inventory is gathered and provided to veteran families in need of time alone together while blankets, toiletries and hygiene items are given to homeless vets. You are also entitled to receive, upon request, a financial statement of the charitable organization for whom the solicitation is being made and a copy of the contract.

**AK DISCLOSURE:** I also want to mention that you are also entitled to receive, upon request, a financial statement of the charitable organization for whom the solicitation is being made and a copy of the contract.

**MS DISCLOSURE:** Upon request, the professional fund-raiser and professional solicitor shall inform that person orally and then in writing within fourteen (14) days of the request of the fixed percentage of the gross revenue or the reasonable estimate of the percentage of the gross revenue that the non-profit organization or sponsor will receive as benefit from the solicitation campaign. In this case: 10% of gross revenues collected are retained by the charity.

**WA DISCLOSURE:** Thank you for supporting Help the Vets, Inc., located in Orlando, FL. Help the Vets, Inc. is registered with Washington State's Charities Program as required by law and additional information is available by calling 800-332-4483 or visiting [www.sos.wa.gov/charities](http://www.sos.wa.gov/charities).

Mr. /Mrs. \_\_\_\_\_, HTV is hoping to count on the support of residents like you to keep the programs going. Can they count on your support?

> (If YES): "Great! Mr. /Mrs. \_\_\_\_\_, we have three levels of support. Please let me know which one better suits your budget."

\* Our **HERO** level is the largest, it costs the most, but it helps the most and its \$50.

\* Our **GUARDIAN ANGEL** level is \$35

\* And our **GOOD SAMARITAN** level is \$20

Which one of these can you do for the association?

(FOR YES- Proceed to salutation)

> (If TOO MUCH): Use *pleasant rebuttal* to **suggest lower** \$ amounts of support. Always remain kind, empathetic and pleasant.)

"No, problem. We do have a **KIND SOUL** package and it's just \$15. Can you definitely do that one for us?"

(FOR "YES"- Proceed to salutation)

> (If STILL NO): Always thank them for their time. Wish them a great day/eve/weekend and wait for an acknowledgement that you were heard. Be courteous and go to the next call.

### **SALUTATION**

Wonderful! One more thing, I have someone from Quality Control who needs to review everything we've discussed; they will confirm your commitment and address to make sure it's accurate. Thank you again and please hold the line.





# Help The Vets

Dear Mr John Doe,  
*Thank you for your 9/16/16 pledge of \$20.00!*

Confirmation No: 90-99-123456

Thank you for taking the time to speak with one of our callers and making a pledge of support. You have joined us in sharing concern for our veterans returning from the wars in Iraq and Afghanistan. Please accept our thanks and be assured we will work daily to earn your continued support.

It is because of citizens like you the Help the Vets, Inc is able to continue its efforts on behalf of our veterans. The mission of Help the Vets, Inc. is to provide assistance to amputees and severely injured vets returning from the war in Iraq and Afghanistan, who cannot afford the continuing home therapy and equipment needed to restore and maintain their health when their clinical therapy is over and they are discharged to home treatment. Counseling is also provided to veterans in areas that are not covered by benefits, including employment counseling, mental health counseling and referral to other agencies when appropriate.

Your gift is fully tax-deductible as provided by law, as Help the Vets, Inc is a 501(c)(3) organization. Please we need your help today! Our goals and success completely depends on promised commitments from people like you.

Thanks again for your support! For any questions pertaining to this invoice, please call toll free 844-415-2200.

Help The Vets, Inc

Please take a moment to mail your pledge today!



Help The Vets, Inc.  
Donor Processing  
PO BOX 250825  
MILWAUKEE WI 53225-6513

REP1

Please Return This Portion With Your Check

Confirmation No: 90-99-123456  
Pledge Date: 9/16/16  
Please Remit by: 9/26/16  
Pledge Amt: \$20.00 Sponsor

Thank you.... Per phone conversation with: John Doe

Sponsor Confirmation

Remit to HTV

|||||  
MR JOHN DOE  
1234 ANY STREET USA  
Any City AL 53222-1234

Help The Vets, Inc.  
Donor Processing  
PO BOX 250825  
MILWAUKEE WI 53225-6513

|||||

00123456789123456789

## HELP THE VETS, INC.

### Caller WARNING:

***You are required to say the introduction CLEARLY, WORD FOR WORD, NO changes or additions.***

***Misrepresenting the Charity, Courtesy Call, Inc. or yourself is against company policy and against the law.***

***It will not be tolerated in any way and is grounds for immediate termination.***

### **GREETING**

Hello Mr. /Mrs. (Customer) this is (Your Full Name) with Donor Relations, LLC, a paid solicitor/professional fundraiser calling on behalf of the Help the Vets, Inc. located at [REDACTED] Street, Orlando, FL [REDACTED]. How are you? Great to hear. / Sorry to hear that. / OR other current topic (i.e. weather, current event) within the calling area.

### **PRESENTATION**

Mr./Mrs. \_\_\_\_\_, HTV is dedicated to the mission of providing assistance to amputees and severely injured vets returning from the war in Iraq and Afghanistan, who cannot afford the continuing home therapy and equipment needed to restore and maintain their health when their clinical therapy is over and they are discharged to home treatment. Counseling is also provided to veterans in areas that are not covered by benefits, including employment counseling, mental health counseling and referral to other agencies when appropriate. You are also entitled to receive, upon request, a financial statement of the charitable organization for whom the solicitation is being made and a copy of the contract.

**AK DISCLOSURE:** I also want to mention that you are also entitled to receive, upon request, a financial statement of the charitable organization for whom the solicitation is being made and a copy of the contract.

**MS DISCLOSURE:** Upon request, the professional fund-raiser and professional solicitor shall inform that person orally and then in writing within fourteen (14) days of the request of the fixed percentage of the gross revenue or the reasonable estimate of the percentage of the gross revenue that the non-profit organization or sponsor will receive as benefit from the solicitation campaign. In this case: 10% of gross revenues collected are retained by the charity.

**WA DISCLOSURE:** Thank you for supporting Help the Vets, Inc., located in Orlando, FL. Help the Vets, Inc. is registered with Washington State's Charities Program as required by law and additional information is available by calling 800-332-4483 or visiting [www.sos.wa.gov/charities](http://www.sos.wa.gov/charities).

Mr. /Mrs. \_\_\_\_\_, HTV is hoping to count on the support of residents like you to keep the programs going. Can they count on your support?

> (If YES): "Great! Mr. /Mrs. \_\_\_\_\_, we have three levels of support. Please let me know which one better suits your budget."

\* Our **HERO** level is the largest, it costs the most, but it helps the most and its \$50.

\* Our **GUARDIAN ANGEL** level is \$35

\* And our **GOOD SAMARITAN** level is \$20

Which one of these can you do for the association?

(FOR YES- Proceed to salutation)

> (IF TOO MUCH): Use *pleasant rebuttal* to **suggest lower** \$ amounts of support. Always remain kind, empathetic and pleasant.)

"No, problem. We do have a KIND SOUL package and its just \$15. Can you definitely do that one for us?"

(FOR "YES"- Proceed to salutation)

> (IF STILL NO): Always thank them for their time. Wish them a great day/eve/weekend and wait for an acknowledgement that you were heard. Be courteous and go to the next call.

### **SALUTATION**

Wonderful! One more thing, I have someone from Quality Control who needs to review everything we've discussed; they will confirm your commitment and address to make sure it's accurate. Thank you again and please hold the line.

2017 Orlando Area Annual Fund Drive  
Help The Vets  
P.O. Box 758543  
Topeka, KS 66675-8543

**Annual Fund Drive  
Voluntary Reply Form**

ITEM	SUGGESTED AMOUNT:
2017 Orlando Area Annual Fund Voluntary Donation Amount:	\$3

Mr. [REDACTED] St  
Orlando, FL [REDACTED]  
[Barcode]

**VOLUNTARY DONATION REQUESTED BY:**  
April 2, 2017

0000000125 H9367R

Please make your check or money order payable to: HTV  
See HTV Facts. No contribution is required. Your gift to HTV  
is tax deductible to the full extent allowed by law.

RETURN TOP PORTION (WHITE) WITH YOUR VOLUNTARY DONATION.  
KEEP BOTTOM COPY (YELLOW) FOR YOUR RECORDS.

Dear Friend,

Our 2017 Annual Fund Drive is the single most important fundraiser of  
the year to support needy and disabled military veterans.

Thanks to your past generous support, and that of other HTV supporters  
like you, we've been able to assist needy and disabled military veterans  
when they had no where else to turn.

So, if you haven't made your donation for \$10 or more to Help The Vets  
recently... please take a moment to mail your contribution today.

Sincerely,

*Neil G. Paulson, Sr.*

Cpt. Neil G. Paulson, Sr., Administrator  
US Army Reserve, Infantry-Retired

☐ I have included a bequest  
to Help The Vets in my will.

H9382R-IMP

000543

**HELP THE VETS**  
P.O. Box 758543, Topeka, KS 66675-8543 • [www.helpthevets.org](http://www.helpthevets.org)

125288



#### HTV FACTS

#### Solicitation For Nonprofit Purposes Card

Contributions made to Help The Vets, Inc. (HTV) are used for fundraising expenses, administrative costs, public education and program services. The services of a paid professional fundraiser, Direct Response Consulting Services, are used to professionally assist them in this solicitation of funds. In the last fiscal year, HTV raised a total of \$6,612,747. Its expense distribution was 17.75% to fundraising, 0.84% to administration, 70.08% to program services and 11.33% to public education in conjunction with fundraising appeals. The cost of this solicitation is charged partly to fundraising and partly to public education. Fundraising costs include costs incurred in establishing a donor base. Public education costs include costs incurred in disseminating information contained in solicitations. Help The Vets, Inc. was founded in 2013. The information above reflects past performance and is no guarantee of use of funds. A copy of our latest Annual Report/Audited Financial Statement may be obtained by writing to our headquarters address at [REDACTED] St., Orlando, FL [REDACTED].

The Help The Vets, Inc. is not affiliated with the Veterans of Foreign Wars, DAV or AmVets. For Florida residents - A copy of the official registration and financial information may be obtained from the Division of Consumer Services by calling 1-800-435-7352 toll-free within the state, Florida Registration Number CH-37989. Georgia residents - A full and fair description of the programs of HTV and a copy of the most recent financial summary are available from the office and address set forth above. Illinois residents - Contracts and reports regarding HTV are on file with the Illinois Attorney General. Kansas residents - The financial summary of HTV for the preceding fiscal year is available from the Secretary of State, Capitol 2nd Floor, Topeka, KS 66612. Maryland residents - Copies of documents and information submitted by HTV are available for the cost of copies and postage from the Secretary of State, Statehouse, Annapolis, MD 21401. Mississippi residents - The official registration and financial information of HTV may be obtained from the Mississippi Secretary of State's office by calling 1-888-236-6167. Minnesota: Direct Response Consulting Services, Inc. is on file in Minnesota as the professional fundraising consultant assisting with this solicitation. NEW JERSEY RESIDENTS - INFORMATION FILED WITH THE ATTORNEY GENERAL CONCERNING THIS CHARITABLE SOLICITATION AND THE PERCENTAGE OF CONTRIBUTIONS RECEIVED BY THE CHARITY DURING THE LAST REPORTING PERIOD THAT WERE DEDICATED TO THE CHARITABLE PURPOSE MAY BE OBTAINED FROM THE ATTORNEY GENERAL OF THE STATE OF NEW JERSEY BY CALLING (973) 504-6215 AND IS AVAILABLE ON THE INTERNET AT [www.njconsumeraffairs.gov/ocp.htm#charity](http://www.njconsumeraffairs.gov/ocp.htm#charity). REGISTRATION WITH THE ATTORNEY GENERAL DOES NOT IMPLY ENDORSEMENT. New York residents may also obtain a copy of HTV's annual report by writing to the Office of Attorney General, Department of Law, Charities Bureau, 120 Broadway, New York, New York 10271. North Carolina residents - Financial Information about HTV and a copy of its license are available from the State Solicitation Licensing Branch at 1-888-830-4989. Registration with a state agency does not constitute or imply endorsement, approval or recommendation by the state. Pennsylvania residents - The official registration and financial information of HTV may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 1-800-732-0999. Virginia residents - A Financial Statement for the most recent fiscal year is available upon request from the State Division of Consumer Services, P.O. Box 1163, Richmond, VA 23209. Registration does not imply endorsement. Washington State residents may obtain additional financial disclosure information by contacting the Secretary of State at 1-800-332-GIVE.

*Our Assurance To You... If you wish to obtain a refund of your donation to the Help The Vets, Inc., simply send us a photocopy of your cancelled check and a refund will be issued immediately.*

**Privacy Notice:** Your name may be made available to other organizations. If you would prefer your name not be made available, please send a postcard with your name and address to: "Do Not Share", Help The Vets, Inc., P.O. Box 758543, Topeka, KS 66675-8543. If you decide you no longer wish to receive mail from us, please send a postcard with your name and address to: "No Mail Please", Help The Vets, Inc., P.O. Box 758543, Topeka, KS 66675-8543. After you send your request in it will be processed within 30 days. However, you may continue to receive mailings already in progress, but your request should be honored within 90-120 days.

#### YOU CAN HELP AMERICAN MILITARY VETERANS THROUGH A BEQUEST IN YOUR WILL

If you already have a Will, it generally is possible to add a bequest to help American military veterans and their families without preparing a new Will. Through a short separate document (known as a "codicil"), you can include HTV as your beneficiary.

*Or simply add this language to your will:*

"I bequeath to Help The Vets, Inc., a not-for-profit organization, the sum of \$ \_\_\_\_\_ to be used exclusively for assistance to American military veterans and their families. This bequest will not be used for administrative or fundraising expenses." For more information please write to: HTV Estate Planning, [REDACTED] Street, Orlando, FL [REDACTED]