



a 501(c)(3) Nonprofit Veterans Service Organization

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November 25, 2024

Hello Friends of GenVETS, Inc.:

With gratitude for the opportunity to continue serving our military and veteran communities and their families/caregivers, today we launch our Inaugural *Giving Tuesday* Campaign! Receiving funding is more important than ever for us. While it's true that it is expensive to operate a nonprofit like GenVETS, we are *also* still managing the start-up costs, which were not insignificant.

There are many ways to give, the easiest being online, here: www.genvets.org. We have an ambitious goal to raise \$25,000 between individual donations and matches. You are invited to join! I have attached a form that shows the levels that can offer you/your organization exposure as a matching donor, starting at just \$50.

Since forming in June 2024, GenVETS has already made a name for itself nationally as a resource among the military and veteran communities and their families & caregivers, as well as throughout the vast array of federal, state and local veteran agencies, nonprofit veterans service organizations, public and privately funded foundations, and the for-profit businesses soliciting to these communities. We advocate for the accurate and transparent exchange of information between the two groups that demands accountability from both sides.

There is room for improvement in communication, and adjustments in overall expectations and attitudes that the military and veteran communities can make internally that would go a long way towards creating solutions to some of the problems. With a willingness on their side to be open, those working in the industry would have different opportunities to listen and hear their needs and guide them towards a goal that produces mutually satisfactory outcomes, even if slightly different than the initial expectation.

At the same time, the service providers must acknowledge their individual limitations and accept help without allowing their own organizational agendas and egos to dictate decision-making and policies. When leaders become bogged down in bureaucracy rather than practicality and common sense, the result is the appearance that they either don't understand, or don't care about those they are supposed to serve. Whether that's true or not, perception is reality.

To give you an idea of where sponsorship money is directed, GenVETS has participated in local and national veterans resource fairs, women veterans issues panels and transition service events at state universities, corporate offices, state correctional facilities, NFL USO Tailgates, and convention centers. Additionally, Founder/President Jen M. Wagman began hosting a live media webcast and podcast on all things military and veterans on the America's Heroes Group network in September. In December, thanks to a generous grant, GenVETS will be sponsoring holiday parties for the Military Officers Association of America ("MOAA") and the Baltimore/Chesapeake Chapter of the Blue Star Families Foundation. We will also purchase and deliver 50 backpacks to homeless veterans in Baltimore on Christmas Eve.

When I put opportunities like this in front of partners like you, it is an invitation to invest in our dynamic work in a way that could benefit your organization with positive exposure to our wide and diverse network nationwide. Benefits include donor name, and level with "Founding Sponsor," listing in all our promo materials across email and social media. If this provides an attractive opportunity for you/your organization, we welcome you to take part and would be deeply grateful for your support!

Always Forward,

Jen M. Wagman

Jen M. Wagman, Esq.
Founder/President