



Shopping For Soldiers - 2010 Programs

- Shopping for Soldiers (SFS) and Silver Star Families (SSF) desire to jointly promote and support proclamation of a National Silver Star Banner Service Day with inaugural launch at Walter Reid VA Hospital May 1, 2010.
- SFS desires to partner with synergistic non-profits supporting veteran causes and programs (Silver Star Families, Forgotten Soldiers (FS), Fisher House, American Legion)
- SFS desires to partner with Big Box Retailers, Supermarket Chains and Small Business to fully exploit the SFS brand and;
- SFS desires to partner with the above mentioned markets and the National Retail Federation Foundation and/or emerging growth industries in the formation of Veterans Workforce Investment and Development programs and expand Veteran employer outreach throughout the United States.

Programs Detail

National Silver Star Banner Service Day

Both Silver Star Families and Shopping For Soldiers were successful in proclamation of community, county, state wide and federal recognition of Silver Star Families Day this past May 1, 2009. Both SFS and SSF were able to gain the support of Florida Governor Charlie Crist¹, Cook County Board of Commissioners, Voiture Nationale, National League of Cities, Marine Corps League, Secretary of Defense, US Conference of Mayors and the White House (amongst others²).

These efforts and support have led to an initiative for proclamation of a National "Silver Star Banner Service Day"³ in recognition and support of not only our injured or fallen veterans but for their families as well. The May 1st kickoff day, each year, will act as a catalyst to promote various **revenue generating programs** that will monetize and support special Memorial Day, Labor Day and Holiday programs along with ongoing monthly support of VA Medical Centers, Hospitals, Systems and Housing throughout the United States.

¹ Proclamation Letter from FL Gov. Charlie Crist - <http://www.shoppingforsoldiersneeds.org/testimonials.html>

² Silver Star Families Endorsements - <http://www.silverstarfamilies.org/ENDORSEMENTS.html>

³ HRES 855 - <http://www.govtrack.us/congress/bill.xpd?bill=hr111-855>



It is the intention of SFS and SSF to introduce a variety of programs (outlined below) that will take full advantage of newer technology and commerce vehicles while promoting the Silver Star Service Day brand.

Partnering with Big Box Retailers, Supermarket Chains and Small Business – Gift Card Programs

Shopping For Soldiers would like to fully exploit our brand by purchasing Big Box Retailer, Supermarket Chain and Small Business Gift Cards at a discount and marketing the Gift Cards at face value with the proceeds to support Fisher House, VA Medical and existing SSF/SFS/FS programs.

This is a fairly simple concept and is being done through various fund raising organizations in partnership with retailers, one of which is ShopWithScrip⁴. This organization purchases Gift Cards from Retailers at a discount, takes their cut, and markets the Gift Cards at their discount to various non-profits for them to resell during regional, community or scheduled events at face value, with the non-profit retaining the difference. School systems and churches are their main customers and beneficiaries of the program.

We want to do the same for Veterans and their families. The outreach and sales volume through the program is only limited to the strength of the marketing campaign that supports this initiative. Forgotten Soldiers has local and national media members on their Board of Directors⁵ so media exposure to this unique program would be (mostly) free and local outreach could be significant.

We could start in Palm Beach County or launch a program throughout the State of Florida as there are three (3) existing Fisher Houses located in Florida (1 in West Palm, 2 in Tampa/St. Petersburg)⁶ with a fourth Fisher House to be built at the Miami VA Health System.

When visiting the Fisher House website you will also see that they offer other programs such as 'Hero Miles' (Travel Vouchers) and Scholarships⁷. SFS would like to support these initiatives as well.

⁴ ShopWithScrip / Great Lakes Scrip Center – 62 Participating Grocery Stores nationwide
<http://www.shopwithscrip.com/Shop/Search.aspx?SearchType=2&CategoryID=10&PageIndex=1>

⁵ Forgotten Soldiers BOD - <http://www.forgottensoldiers.org/aboutus-people.shtml>

⁶ Fisher Houses – Florida - <http://www.fisherhouse.org/theHouses/florida>

⁷ Fisher House Programs - <http://www.fisherhouse.org/programs/programs>



Probably the best part of all of this is the fact that we are increasing the Retailers bottom line profits by purchasing and reselling non-refundable Gift Cards and using the proceeds to purchase goods, common consumables, electronics, games, etc. for Fisher House and the VA Medical Centers, Hospitals, Systems and Housing *from those Retailers*. All of what these agencies need, on a monthly basis, is available through Big Box Retailers, Supermarket Chains and Small Business.

Marketing and Distribution of the Gift Cards will adhere to Retailer Guidelines.

Calendar & Gift Card Program

In addition to, or in conjunction with the Gift Card Program, the American Legion has expressed interest in developing a series of calendars that would feature pictures and stories related to War Veterans. Calendar sets could also feature each of the separate arms of our Military branches, specific groups or organizations. Each retailer would sponsor their own calendar and could market it separately or in conjunction with their Gift Cards.

Marketing and Distribution of the Calendars & Gift Cards will adhere to Retailer Guidelines.

Holiday Gift Baskets & Ornaments

As our founding business model and continuing throughout the years SFS will coordinate holiday events at VA Medical Centers, Hospitals, Systems and Housing. Past attendees and participants include local Mayor's and Public Officials, Congressman, Military Personnel, ROTC, Media, Students, Families and spectators. Each of our Calendar and Gift Card Partners will be listed as sponsors on all materials related to each program.

Veteran Workforce Investment, Development & Training

SFS has continued to attract personnel and volunteers from ranging emerging growth industries and as a result will be able to forge some very strategic alliances that would benefit Veterans wishing to obtain jobs in emerging growth markets. This includes jobs in both the wireless (mobile, nomadic and fixed) and health care industries.

We also have consummated a relationship with the National Retail Federation Foundation (NRFF)⁸ Retail Skills Center and we will be looking to integrate and transform these emerging growth sectors through the NRFF skills training centers. Through this unique program we will be able to offer enhanced employer outreach and mentor/protégé (STEM – Science, Technology, Engineering and Mathematics) programs

⁸ NRFF - <http://www.nrffoundation.com/default.asp>



through the design and use of social entrepreneurship and asset-based community development models being introduced throughout the United States.

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Division of Consumer Services at 800.435.7352 to receive a copy of our registration.
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