



# THE VETERANS FUND

U.S.VETS, along with partners Century Housing and Thomas Safran & Associates, have come together as the West LA Veterans Collective to transform the historic West Los Angeles VA (WLAVA) campus into the largest supportive housing community for homeless and at-risk veterans in America. While there are funds available to build affordable housing, up-front capital is essential to restore the campus to its intended purpose and fulfill its promise to the men and women who proudly served our country.

To make this once-in-a-lifetime project a reality, U.S.VETS has introduced a \$10 million launch fund—The Veterans Fund. The leadership and financial support of The Veterans Fund partners will lay the foundation for the West LA VA campus and prepare U.S.VETS for the construction phase of this history-making project.

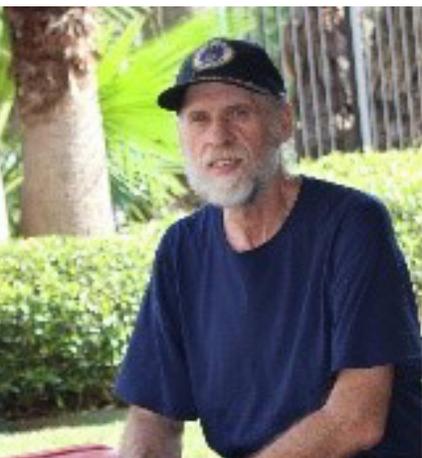
West LA VA North Campus, 1892



BOLDIERS' HOME AT SAWTELLE, NEAR SANTA MONICA, CAL.  
PUBLISHED BY E. P. CHARLTON & CO. LOS ANGELES, CAL.



West LA VA North Campus, 2020



- \$9,355,773** Project Pre-development
- \$632,359** Community Planning
- \$450,000** Backbone Organization

### Campaign Budget

The Veterans Fund will provide the necessary capital to support U.S.VETS' role in realizing the vision for affordable, supportive housing at the West LA VA, including campus pre-development, community planning, and support for the backbone organization.

# THE VETERANS FUND LEADERSHIP COUNCIL

The Veterans Fund is powered by a cross section of community leaders and veterans who have come together to raise critical funds and public support for the WLAVA campus and U.S.VETS.



Shannon Gerber  
Executive Director  
Premier Partner



Jeremy Zimmer  
CEO and Co-Founder  
Campaign Chair



David Robinson  
Founder



Kelly Coffey  
CEO



Eric Garcetti  
Mayor



Amy Gravitt  
EVP Programming



Victor Coleman  
CEO

*“Through our UTA Global Impact Commitment, we’ve been proud to serve veterans at the West LA VA for many years. This is our chance to bring our friends, colleagues, and resources together to honor and build a better future for thousands of veterans and families in our communities.”*

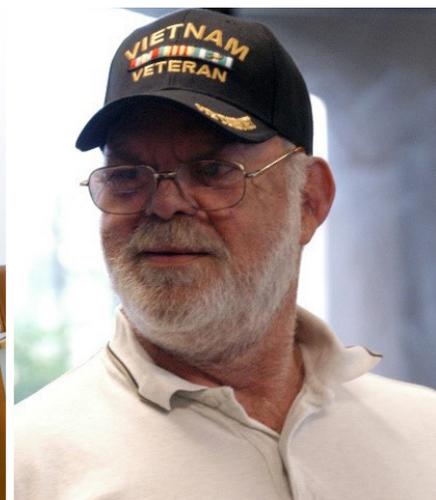
— Jeremy Zimmer, CEO of United Talent Agency

## CORPORATE INVESTMENT AND VISIBILITY

Your commitment to The Veterans Fund will forever change the veteran homeless landscape in Los Angeles. Leadership investments will be category exclusive, customized to meet visibility and marketing goals, and will be recognized in campaign activities in perpetuity.

### PARTNERSHIP OPPORTUNITIES

- Direct financial contributions
- Project and capital grants
- In-kind contributions
- Skill-based contributions
- Cause-marketing campaigns
- Point of sale campaigns
- Employee giving and matching gift programs
- Employee volunteer engagement



For more information, please contact Laney Kagan, Vice President of Development and Communications, at [lkagan@usvets.org](mailto:lkagan@usvets.org) or 213.542.2610.