MAKE CAMO YOUR CAUSE TO

#HONORUSVETS
SHOP CAMO. WEAR CAMO. SHARE CAMO.

2022 VETERANS DAY CAMPAIGN
PARTNERSHIP OPPORTUNITIES

U.S.VETS IS ON A MISSION TO END VETERAN HOMELESSNESS IN THE UNITED STATES.
CAMO...

...WAS DESIGNED TO CONCEAL AND PROTECT OUR SOLDIERS IN COMBAT.

Today in America, as civilians we wear camouflage and purchase camo print products every day. It’s seen in communities across the nation in local stores and neighborhoods, in fashion, on products and more.

This brochure explains the many impactful ways to partner with U.S.VETS and Make Camo Your Cause to #HONORUSVETS this and every Veterans Day!
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Together, we will forever change what it means to wear camo here at home while putting an end to veteran homelessness. Thank you for uplifting our veterans!

Stephen J. Peck, President & CEO, **U.S.VETS**, USMC '68-'71

MAKE CAMO YOUR CAUSE TO #HONORUSVETS
OVERVIEW

“Veterans” and “Homelessness” should never be in the same sentence, and yet, many of those who bravely served our country find themselves sleeping on the streets they fought so bravely to protect.

Make Camo Your Cause to #HONORUSVETS establishes the camo print as the official symbol of veteran support.

THE IDEA

In a 2016 visit to The Home Depot headquarters in Atlanta, U.S.VETS leadership noticed the branded camo print merchandise hanging on the wall. A light bulb went off!

Seeing camo sold by such a recognizable American brand was a reminder that the camo print is a staple across the nation…it shows our patriotism and our pride, so with intention we set out to answer the following question:

CAN U.S.VETS TRANSFORM THE CAMO PRINT INTO A SYMBOL OF SUPPORT FOR OUR NATION’S VETERANS?

Through the Make Camo Your Cause to #HONORUSVETS campaign, U.S.VETS seeks to bring visibility and awareness to our mission to end veteran homelessness in the United States while transforming what it means to wear camo here at home.

#HONORUSVETS
EVERY DOLLAR COUNTS

$87M
Generated annually to U.S. VETS

$.86
of every dollar spent on programs

5,500
veterans housed a night

YOUR SUPPORT PROVIDES!

HOUSING

MENTAL HEALTH & WELLNESS

WORKFORCE DEVELOPMENT

INTERVENTION

PREVENTION

SUPPORTIVE SERVICES

ADVOCACY
YOU’LL BE IN GOOD COMPANY! Join U.S.VETS and our campaign partners. Help put an end to veteran homelessness in the United States and Make Camo Your Cause to #HONORUSVETS this and every Veterans Day!
WE WANT YOU!

THE ASK
U.S.VETS developed our campaign strategy after studying cause marketing campaigns that have successfully connected a cause to a color or print. Three common achievements include:

- DRIVE AWARENESS
to the mission and increase the visibility of the organization.
- RAISE UNRESTRICTED FUNDS
that support expansion of programs and services.
- CONNECT A COLOR OR COLOR PATTERN TO OUR CAUSE
through grassroots cause marketing.

To achieve this, U.S.VETS makes it simple to Make Camo Your Cause to #HONORUSVETS. We are asking every person, company, small business, veteran, family, pet and more to:

- SHOP CAMO!
  Shop camo with U.S.VETS and our partners at usvets.org/shop
- WEAR CAMO!
  Wear camo to show your support for our nation’s Veterans.
- SHARE CAMO!
  Share your camo on social using #HONORUSVETS.
Here at United Talent Agency (UTA) and the UTA Foundation, we believe in our nations’ veterans and were thrilled to participate as a premium partner in the inaugural year of Make Camo Your Cause to #HONORUSVETS. We shopped camo with U.S.VETS, hosted an employee giving campaign, and volunteered through UTA’s Project Impact to provide and serve meals to veterans living at U.S.VETS – Inglewood. We look forward to continuing our partnership and work together to unite ideas, opportunities, and talent in service of those who served with U.S.VETS.”

Rene Jones, Partner & Chief of Social Impact, UTA
U.S.VETS SHOP

In 2021, U.S.VETS launched its first online marketplace featuring exclusive HONORUSVETS branded camo merchandise. U.S.VETS Shop (usvets.org/shop) has an exclusive “Shop Our Partners” section featuring your camo products and promotions. Each featured product or promotion is linked to your preferred site.

Make Camo your Cause by selling camo product or creating a sales promotion to #HONORUSVETS.

2021 U.S.VETS SHOP PARTNERS & PROMOTIONS

- **ALTAMA**
  5% of sales proceeds from all camo shoes and boots

- **BE GOOD MISSION**
  50% of sales proceeds from American Flag Hat

- **GEARUP 24/7**
  20% of sales proceeds from U.S.VETS branded camo products

- **HILIFE CLOTHING**
  20% of sales proceeds from customized #HONORUSVETS T-Shirts

- **LAWRY’S RESTAURANTS, INC.**

  20% of restaurants proceeds on Veterans Day

- **MYSHIELD USA**
  20% of sales proceeds from U.S.VETS Camo Mask

- **SPOUSE-LY**
  20% of sales proceeds from all camo products and point-of-sale donation link on website at checkout

- **THE HOME DEPOT FOUNDATION**
  $1 donated for every camo product sold

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CAUSE MARKETING OPPORTUNITIES

There are several ways to engage in the Make Camo Your Cause to #HONORUSVETS campaign. This year, we look to expand our reach in cause marketing and engage corporations, retail partners, small and veteran-owned businesses to connect the camo print to support of our nation’s most vulnerable veterans.

Whether your promotion runs on Veterans Day, throughout the month of November, during Military Appreciation Month in May, or all year-long, U.S.VETS customizes each opportunity to fit the partners goals and capabilities. Below is a snapshot of engagement opportunities:

**CAMO PRODUCT PROMOTIONS TO #HONORUSVETS**
- **DEDICATE CAMO** – Donate a portion of proceeds from existing camo products.
- **CREATE CAMO** – Design a camo product and donate a portion of proceeds.
- **TAG CAMO** – Tag any product with the campaign logo and donate a portion of proceeds.

**POINT-OF-SALE PROMOTIONS TO #HONORUSVETS**
- **COLLECT DONATIONS** – Offer the opportunity to donate at checkout.
- **ROUND-UP CAMPAIGN** – Round-up to the nearest dollar at checkout and donate the change.
- **PROMO CODE** – Publicize a promo code and donate a portion of sales.

**GENERAL PROMOTIONS TO #HONORUSVETS**
- **SALES PROMOTIONS** – Customize a proceeds promotion with U.S.VETS.
- **DINE & DONATE** – Develop a restaurant promotion to #HONORUSVETS.
- **AUCTIONS** – Donate unique experiences and once in a lifetime opportunities.
The team at ALTAMA® had a great time Making Camo Our Cause to #HONORUSVETS this past Veterans Day! We were honored to create Camo-Life team t-shirts and donate a portion of profits from our camo products to support U.S.VETS’ mission to end veteran homelessness in the United States!

Sarah Black, Altama®
#HONORUSVETS OFFICIAL PRODUCTS

U.S.VETS Shop (usvets.org/shop) features exclusive HONORUSVETS branded camo merchandise. Partners are encouraged to share the shop with employees and their broader corporate community. Proceeds support U.S.VETS and it’s an easy way for everyone to engage in the campaign individually and collectively by wearing their HONORUSVETS official camo gear on Veterans Day.

U.S.VETS SHOP OFFICIAL MERCHANDISE

**CAMO TEE**  
**CAMO HOODIE**  
**CAMO DUFFLE BAG**  
**HONORUSVETS TEE**  
**HONORUSVETS HOODIE**  
**HONORUSVETS LONG SLEEVE TEE**  

**HONORUSVETS TANK**  
**HONORUSVETS ZIP HOODIE**  
**HONORUSVETS SWEATSHIRT**  
**HONORUSVETS SOCKS**  
**HONORUSVETS HAT**  
**HONORUSVETS HAT**
CORPORATE & COMMUNITY ENGAGEMENT

Make Camo Your Cause to #HONORUSVETS with a community of veteran supporters this, and every Veterans Day! This campaign is a great way to engage your veteran and military employee resources groups.

EMPLOYEE ENGAGEMENT

Engage employees across the nation in wearing camo to #HONORUSVETS.

- CONNECT veteran ERG’s to U.S.VETS
- PROMOTE U.S.VETS Shop to employees
- DESIGN a special camo t-shirt for the team
- HOST a volunteer project with U.S.VETS

DONATE TO #HONORUSVETS

U.S.VETS partners to host successful Make Camo Your Cause to#HONORUSVETS employee and matching gift campaigns.

Donate today and make your pledge to wear camo this and every Veterans Day!

- PROMOTE U.S.VETS $11 on 11/11 Campaign
- DEVELOP an employee giving campaign
- MATCH employee gifts during campaign
Like U.S.VETS, at Fox Corporation we believe all veterans deserve every opportunity to live with dignity and independence. We also share in the belief that it is our duty to deliver on the promise to always serve those who’ve served. Partnering with U.S.VETS to amplify the Make Camo Your Cause to #HONORUSVETS campaign and raise funds that will get veterans off the streets was our pleasure and we look forward to continuing to make an impact together.”

Sue Kinzie, Fox Corporation
DIGITAL COMMUNICATIONS

**U.S.VETS** website and social media viewership grows exponentially during the Make Camo Your Cause to #HONORUSVETS campaign. Each campaign partner is provided a **U.S.VETS Social Media Toolkit** that includes messaging and graphics for social media, website, posters and more. **U.S.VETS** invites partners to incorporate Make Camo Your Cause to #HONORUSVETS into your website and social media to increase campaign visibility.

- **SEND** an internal or external communication about the campaign, encourage engagement, and show support of veterans.
- **GO CAMO** with a camo logo for the campaign.
- **UPDATE** your website with a pop-up banner that promotes the campaign and links to **U.S.VETS Shop**.
- **JOIN US** on social media and post pictures of your employees wearing camo using #HONORUSVETS.

**GRAPHICS PROVIDED:**

**MAKE CAMO YOUR CAUSE to #HONORUSVETS**

**MAKE CAMO YOUR CAUSE to #HONORUSVETS**

**WEBSITE & LOGO:**

**EXAMPLE PARTNER POSTS:**
**CELEBRITY ENGAGEMENT**

U.S.VETS seeks to successfully engage media, the sports community, influencers, and celebrities in amplifying the campaign. Below are just some of the ways U.S.VETS engages with highly visible individuals to Make Camo Your Cause to #HONORUSVETS.

- **Support** by wearing camo and sharing that through social media posts
- **Connect** celebrity brands or product partnerships to cause marketing with U.S.VETS
- **Participate** in media interviews about the campaign and your connection to veterans
- **Volunteer** at a U.S.VETS Housing Site
- **Present** during the U.S.VETS National SALUTE Gala

**2021 CELEBRITY SUPPORTERS**

- Trace Adkins
- Jensen Atwood
- Mayim Bialik
- Wayne Brady
- Alex Curry
- Tom Fitzgerald
- Sierra Fox
- Rebecca Gayheart
- Wesley Hamilton
- Araksya Karapetyan
- Elex Michaelson
- Gina Torres
- Julian Works

*Share Camo*
MEDIA ENGAGEMENT

It’s our goal to put the Make Camo Cause to #HONORUSVETS campaign in front of millions, in homes across the nation. Join us as a partner and help tell the story of our nation’s homeless veterans through earned media and in-kind advertising support. Click below to view the coverage of our 2021 campaign.
Navy Federal Credit Union was excited to learn that we were the first partner to sign on for the Make Camo Your Cause to #HONORUSVETS campaign in 2021. U.S.VETS worked with our team to incorporate our #GratitudeMission and engage our members and employees in volunteering, creating thank you cards and developing welcome kits for veterans, and providing educational Lunch & Learns. We look forward to our continued partnership with U.S.VETS.

Brandi Gomez, Navy Federal Credit Union
PROMOTIONAL & MEDIA PARTNERSHIPS

U.S.VETS invites you to join us an official partner for the Make Camo Your Cause to #HONORUSVETS campaign. Our ask is simple: help us spread the word and connect the camo print to veteran support.

Our goal is to create a viral campaign that engages millions across the nation in this grassroots effort. Promotional and media partnerships support U.S.VETS in achieving a level of visibility and individual engagement that ensures campaign success.

PROMOTIONAL AND MEDIA PARTNERS CAN PROVIDE:

• In-kind advertising
• Digital and social media support
• On-air and on-screen product placement
• Internal and external corporate communications
• Employee, client, and customer engagement

PROMOTIONAL & MEDIA PARTNERS...............NO GUARANTEED MINIMUM

• Logo listed as a Promotional or Media Partner on usvets.org/shop
• Link from usvets.org/shop to company website and partnership promotion
• #HONORUSVETS Communications Toolkit including tailored messages, talking points, video, and social media assets
• Invitation to engage employees in U.S.VETS service projects, veteran hiring, and other planned volunteer activities throughout the year

HONOR & DUTY: We are grateful for the ongoing support we receive from donors across the country – big and small – individuals and businesses. It is our honor to serve those who bravely served our country. It is our duty to uplift the veterans who urgently need our help.

#HONORUSVETS
CAMPAIGN PARTNER LEVELS & BENEFITS

Below are partnership levels and benefits associated with the Make Camo Your Cause to #HONORUSVETS campaign. Partners that invest in U.S.VETS can reach these minimums through direct sponsorship, employee and company matching gifts, in-kind support, and cause-marketing sales promotions.

PRESENTING PARTNERS .................................................................................................................................................................. GUARANTEED MINIMUM ($100,000+)
- Premium logo/product placement on usvets.org/shop with prominent visibility in top banner
- Link from usvets.org/shop to company website and campaign promotion
- Dedicated social media post across all U.S.VETS social media platforms nationally and regionally with logo and featured campaign promotion
- Dedicated national e-blast announcing partnership and promoting campaign product(s)
- Premium logo/product recognition in all U.S.VETS national e-blasts featuring the campaign
- #HONORUSVETS Communications Toolkit including tailored messages, talking points, video, and social media assets
- Recognition as featured presenting partner in press release
- Customized employee engagement event, service project or other volunteer activity

PREMIUM PARTNERS .......................................................................................................................................................................... GUARANTEED MINIMUM ($50,000+)
- Premium logo/product placement on usvets.org/shop with prominent visibility in top banner
- Link from usvets.org/shop to company website and campaign promotion
- Recognition in select social media post across U.S.VETS social media platforms nationally and regionally with logo and featured campaign promotion
- Recognition in U.S.VETS national e-blasts featuring the Make Camo Your Cause campaign
- #HONORUSVETS Communications Toolkit including tailored messages, talking points, video, and social media assets
- Recognition in all press materials
- Customized employee engagement service project or other volunteer activity

PREMIERE PARTNERS ........................................................................................................................................................................... GUARANTEED MINIMUM ($25,000+)
- Prominent logo/product placement on usvets.org/shop
- Link from usvets.org/shop to company website and campaign promotion
- Inclusion in select campaign social media posts across all U.S.VETS social media platforms
- Recognition in U.S.VETS localized regional e-blasts featuring the Make Camo Your Cause campaign
- #HONORUSVETS Communications Toolkit including tailored messages, talking points, video, and social media assets
- Opportunity to engage employees in U.S.VETS service projects and volunteer activities throughout the year

THANK YOU for your support!
**ABOUT U.S.VETS**

**WHAT WE DO:**

U.S.VETS is the largest nonprofit organization with boots on the ground to combat America’s homeless veteran crisis head-on. Our comprehensive approach provides therapeutic housing communities, mental health counseling, career, and supportive services to help our veterans rebuild and thrive.

With 32 sites across 11 regional locations in California, Nevada, Arizona, Hawaii, Texas, and Washington D.C., U.S.VETS is uniquely positioned to offer transitional and permanent housing and vital wraparound services to veterans and their families nationwide.

**THE NEED**

**1.4 MILLION**

An additional 1.4 million veterans are considered at risk of homelessness due to poverty, a lack of affordable housing, and robust support networks.

**38,000 VETERANS**

Today, in the United States, nearly 38,000 veterans experience homelessness, accounting for approximately 9% of all homeless adults.

**24% OF THE VETERANS WE SERVE**

24% of the veterans we serve struggle with a dual diagnosis of mental illness and substance use making it difficult to maintain housing.

**NATIONAL IMPACT**

Because no two veterans’ circumstances are the same, U.S.VETS staff will assess the specific needs of each veteran to provide a wide range of support just for them. Whether it be food and clothing assistance, peer-to-peer support, or therapeutic activities, we will do whatever it takes to provide the help our veterans need to get back on their feet.

IN 2021 WE PROVIDED:

- **393,093** Bed Nights
- **440,141** Meals
- **3,061** Veterans successfully moved into or retained permanent housing
- **57,782** Counseling Sessions
- **8** New housing developments in progress
- **24** Residential Sites
- **9** Service Centers
MAKE CAMO YOUR CAUSE TO
#HONORUSVETS

CONTACT US

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