



Partnership Proposal

restoring freedom and independence for our nation's veterans

We are **Homes for Our Troops**, a national non-profit, non-partisan 501(c)(3) organization founded in 2004. We are strongly committed to helping those who have selflessly given to our country and have returned home with serious disabilities and injuries since September 11, 2001. It is our duty and our honor to assist severely injured veterans and their immediate families by raising donations of money, building materials and professional labor and to coordinate the process of building a home that provides maximum freedom of movement and the ability to live more independently. The homes provided by Homes for Our Troops are given at no cost to the veterans we serve.



More war casualties
are surviving
compared to past wars
due to advanced
battlefield medicine.

www.homesforourtroops.org/supporters

THE URGENT NEED

Many veterans are returning home from the wars in Iraq and Afghanistan with life-altering injuries sustained while defending our country overseas. The injuries include the loss of one or more limbs, varying levels of paralysis and traumatic brain injury. Some veterans also return with blindness, deafness, or with severe burns. These men and women must now relearn skills often taken for granted, like walking, getting dressed, eating and talking. They may be confined to a wheelchair for the rest of their lives or may need to utilize a wheelchair when they are unable to walk on their prosthetics. Their homes are no longer a place of comfort, but rather room after room filled with barriers that make the simplest tasks difficult, if not impossible. These American heroes need specially adapted homes that will allow them to regain their independence and help them and their families rebuild their lives. It's the least we can do.


WHAT IS A SPECIALLY ADAPTED HOME?

Our specialized homes go beyond ADA compliance. They feature single-level, open floor plans, roll-in showers, roll-under cook tops and sinks and other standard accessibility items. Depending on the severity of the injury suffered by the veteran, the homes may also include specialized items including lift systems, keyless door entry and voice activation controls.

KEY FACT: An eligible veteran or service member may receive a Veterans Administration Specially Adapted Housing Grant up to a maximum amount of \$63,780. Homes for Our Troops' assistance covers all costs over and above this grant and the home is provided at NO COST to the veteran (including land).

"I thank the 'Higher Power' I believe in Everyday, for the gift you have given me and so many others; and I don't just mean of lumber and stucco, but the precious gift of Hope for a Future made possible by you."

SFC Gordon Ewell • Home built 2008 in Eagle Mountain, Utah



In a 2010 study by
the Cone Research Group,
83 percent
of Americans wish the products
and services they use would
support causes

www.homesforourtroops.org/supporters

Why Become a Corporate Partner?

Partnering with **Homes for Our Troops** is not only a way to serve your communities . . . it is also a good business investment!

Partnerships Secures these Benefits:

- Aligning yourself with a well-respected 501(c)(3) organization with a broad base of devoted supporters who are your consumers. Most of our constituents say they choose to support a company because of their involvement in our cause
- Creating greater public awareness of your corporate identity to appeal to a new audience of potential customers & employees
- Portraying a positive image to your shareholders
- Providing opportunities for employee involvement which will nurture corporate pride and morale and develop team building
- Year-round and national promotional opportunities for your company and the products you sell

See the “company we keep” by going to...
www.homesforourtroops.org/supporters

“This has been an incredible experience and a great partnership for Lowe’s! It was great for the employees, customers and the community. We are excited to have been a part of it!”

Toby Clifton's Administrative Manager for Lowe's of Columbia

Team Building

Volunteering together for a worthwhile cause will build stronger relationships between employees, resulting in better teamwork and morale in the workplace.

Corporate Pride and Employee Retention

Contributing to a worthy cause and taking an active role in the community will instill company pride in your employees. After seeing their hard work pay off as we take a build project from Project Kick-Off to Build Brigade to Key Ceremony, your employees will look forward to getting involved in future projects.

Corporate Partners





Number of volunteer
supporters
across the country –
over 41,000

www.homesforourtroops.org/supporters

Partnership Opportunities

Corporate partners are essential in helping Homes for Our Troops accomplish its mission. Through the generosity of businesses ranging from family-owned local enterprises to some of the world's largest corporations, we are able to give back freedom and independence to our severely injured American heroes through the gift of barrier-free homes.

Freedom and Independence

Our military fight hard to preserve these treasures and we promise to help rebuild their lives when they return home severely injured.

As a corporate partner, you will wrap corporation around the theme, "Building Homes, Rebuilding Lives" and align your company with the only national non-profit organization that builds specially adapted homes for our returning, severely injured American heroes at no cost to the recipient. Homes for Our Troops builds approximately 30 homes per year across the country and provides opportunities for corporate partners to support the HFOT mission. We work hand-in-hand with the company to develop a mutually beneficial program that increases sales, brand awareness and company morale.

"Harvey Building Products is proud to have our name affiliated with a cause that touches our industry as well as the community we serve. They who show appreciation to their sponsors by making every effort to bring visibility to their brand."

Jim Barreira, Executive VP and General Manager

sponsorship

National Sponsor

Develop a national alliance that is tailored to work for your brand and ours.

Official Supplier

Opportunity to become a national sponsor, with the additional benefit of showcasing your company's products in the homes we build

Mission Partner for "100 More Campaign"

Title sponsor of one entire home

Annual Event Sponsorship

Key Benefits of Sponsorship

Homes for Our Troops sponsor receive an array of benefits, including:

Exposure

Newspaper

- Advertisements acknowledging and thanking our partners. Sponsor's name and/or logo presence featured in ad.

Radio Announcements

- Engage communities through local media outlets promoting HFOT events, as well as the individuals and corporations that make our mission possible.

Signage at build sites

- We proudly produce project signage bearing your company name and/or logo prominently displayed at multiple sites throughout each build.

Newsletter

- Sponsor's logo featured in our widely distributed newsletter. Potential to be included as a "Featured Sponsor"

Web and Social Media

- Sponsors receive strong web and social media coverage from HFOT. Email blasts, logo presence on website, and social media promotion are all features that can be negotiated as part of the sponsorship package

Public Relations

- Homes for Our Troops sponsors are encouraged to engage the media to talk about their support of the organization.

Access to volunteer opportunities

Potential for HFOT senior staff and/or beneficiaries to speak at sponsor events

Right to use HFOT's mark and logo in advertising, promotion, and packaging (with HFOT approval)

Access to HFOT's extensive library of marketing assets, including photos, videos, and quotations from the veterans we serve.



Photo by Steven Gottlieb