

EXHIBIT A

Representative Solicitation Materials

AMERICAN VETERANS FOUNDATION
TELEMARKETING SCRIPT
DONOR ACQUISITION PROGRAM

APPROVED
12/18/12
Paul Monville

Hello, may I speak with Mr./ Mrs. _____ please?

Mr./Mrs. _____ this is _____ with Supplemental Security Foundation a professional fundraiser and I'm calling on behalf of **American Veterans Foundation**. How are you this (*morning, afternoon, evening*)?

American Veterans Foundation is dedicated to providing “**We Care**” packages to deployed military personnel. “**We Care**” packages can consist of hand-made blankets, snacks and everyday items we at home take for granted. It is very easy to say “**We Support Our Troops**” but it is another thing to actually show your support for them.

American Veterans Foundation is also dedicated in helping prevent more homelessness among honorably discharged veterans by providing immediate support to veterans who are homeless or in jeopardy of becoming homeless and in desperate need of assistance in the form of food, shelter, clothing, medical supplies and any other reasonable request. Statistics tell us that as many as 1/3rd of all homeless people in the US are American Veterans who served their country faithfully. With your assistance we offer these American Veterans the assistance they so desperately need.

Mr./Mrs. _____, **American Veterans Foundation** does not charge these veterans for services. The **Foundation** does not receive any Federal or State aid. The **Foundation's** efforts are supported solely by the generous contributions of caring people like you. Nobody likes to get these calls and it's not easy to make them, but I feel this is a worthwhile cause. Do you think you could support our efforts with a gift of \$75 ? (*wait for their response*)

CLOSE # 2:

We understand that not everyone can help with that amount. Perhaps you could help with a gift of \$100 ? (*wait for their response*)

CLOSE # 3:

We understand, Mr./Mrs. _____, but I'm sure you'd like to help the **Foundation** in helping to prevent more homelessness among veterans and brighten the days of our American heroes. Perhaps you could help with a gift of just \$75 ? (*wait for their response*)

CLOSE # 4:

Is there another amount you have in mind that you could help the **Foundation** with at this time ? (*wait for their response*)

*** * * * * YES REPLY * * * * * ..THANK YOU ...**

Thank you Mr./Mrs. _____ so much for your gift. I'll be sending you a letter in the next few days confirming your gift of \$50. There will also be a return envelope enclosed for you to mail your gift in as well as some information for you about **American Veterans Foundation**.

CONFIRM CUSTOMER INFORMATION

Confirm the customer's spelling of their name.
Confirm the customers mailing address. Ask if there is an apartment or lot number.
Confirm the city, state and ask for the zip code.

******* NO REPLY ***** ..THANK YOU ...**

We understand Mr./Mrs. _____ perhaps you will be in a position to help next time. Thank you for your time. Goodnight . . . Good-by . . .

DISCLOSURE (if required)

I am compensated by *Supplemental Security Foundation, Inc.*

AMERICAN VETERANS FOUNDATION

Caller WARNING:

You are required to say the introduction CLEARLY, WORD FOR WORD, NO changes or additions.

Misrepresenting the Charity, Courtesy Call, Inc. or yourself is against company policy and against the law.
It will not be tolerated in any way and is grounds for immediate termination.

GREETING

Hello Mr. /Mrs. (Customer) this is (Your Full Name) with Courtesy Call, Inc., a paid solicitor/professional fundraiser calling on behalf of the American Veterans Foundation (AVF) located at 3737 South Tuttle Avenue, Sarasota, FL 34239. How are you? Great to hear. / Sorry to hear that. / OR other current topic (i.e. weather, current event) within the calling area.

PRESENTATION

Mr./Mrs. _____, American Veterans Foundation is dedicated to providing "We Care" packages to deployed military personnel. "We Care" packages can consist of hand-made blankets, snacks and everyday items we at home take for granted. It is very easy to say "We Support Our Troops" but it is another thing to actually show your support for them.

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You are entitled to receive, upon request, a financial statement of the charitable organization for whom the solicitation is being made and a copy of the contract.

Mr. /Mrs. _____, AVF is hoping to count on the support of residents like you to keep the programs going. Can they count on your support?

> (If YES): "Great! Mr. /Mrs. _____, we have three levels of support. Please let me know which one better suits your budget."

* Our HERO level is the largest, it costs the most, but it helps the most and its \$50.

* Our GUARDIAN ANGEL level is \$35

* And our GOOD SAMARITAN level is \$20

Which one of these can you do for the Foundation?

(FOR YES- Proceed to salutation)

> (IF TOO MUCH): Use *pleasant rebuttal* to suggest lower \$ amounts of support. Always remain kind, empathetic and pleasant.)

"No, problem. We do have a KIND SOUL package and its just \$15. Can you definitely do that one for us?"

(FOR "YES"- Proceed to salutation)

> (IF STILL NO): Always thank them for their time. Wish them a great day/eve/weekend and wait for an acknowledgement that you were heard. Be courteous and go to the next call.

SALUTATION

Wonderful! One more thing, I have someone from Quality Control who needs to review everything we've discussed; they will confirm your commitment and address to make sure it's accurate. Thank you again and please hold the line.

APPROVED

Paul Monville

Digitally signed by Paul Monville
DN: cn=Paul Monville, o=American
Veterans Foundation, ou,
email=amvetsfoundation@aol.com, c=US
Date: 2013.12.10 13:26:49 -05'00'

Exhibit A p. 002



AMERICAN VETERANS FOUNDATION

"SERVING THOSE WHO SERVE & HAVE SERVED OUR NATION"

(630)901-6676

APPROVED
12/18/12

Paul Monville

Dear Friends,

We would like to personally Thank You for your kind donation to **American Veterans Foundation**, a non-profit, tax-exempt, 501(c)(3) organization.

"We Care" packages began as a parents love for their son, a soldier deployed in April 2007 with the Army's 4th Brigade, 2nd Infantry Division based in Fort Lewis, Washington, in support of "Operation Iraqi Freedom". During that 15 month deployment many care packages were sent to their son on a regular basis. At one point during a online chat session, their son pointed out that many of his fellow soldiers were not receiving any packages from home. Knowing how important these care packages were to their son, the parents started sending comfort and "We Care" packages to other deployed soldiers, using their own personal funds to do so. They knew that a strong, supportive connection between our deployed armed forces and the nation they are committed to serve is crucial to their morale.

In order to continue sending packages to deployed military personnel, American Veterans Foundation was formed in August 2008 and received its' tax-exempt status from the IRS in February 2009. Since that time the Foundation has sent "We Care" packages to deployed troops in both Iraq and Afghanistan. The Foundation has coordinated with various other organizations, such as Girl Scouts Troops and several church youth groups in helping make hand-made blankets, which have been included in the "We Care" packages. "We Care" packages show that, indeed, we care and support the sons, daughters and loved ones who are on the front lines defending the freedoms we enjoy. It is very easy to say "We Support Our Troops", but it is another thing to actually show you support them.

We also continue to:

- ◆ **Increase** public awareness of the plight of our nation's veterans.
- ◆ **Assist** veterans to the best of our abilities, using the full capacity of our services
- ◆ **Counsel** individual veterans when appropriate and/or referring them to agencies better suited to meet their needs.
- ◆ **Assist** veterans who are homeless or in jeopardy of becoming homeless in their time of need.
- ◆ **Provide** patients in veterans homes with toiletries, clothing, books, games, and other items.

American Veterans Foundation is not funded by any local, state or federal agency. The Foundation is not affiliated with any other veterans organization or association. The Foundation is supported solely by the generous contributions from families, friends and businesses. A portion of each contribution may be used to help defray the expenses of public education, administration and the cost of this appeal. Contracts and reports regarding the Foundation are on file with the Illinois Attorney General. To ensure success, the services of Supplemental Security Foundation, Inc., a professional fundraiser, have been retained to assist with this project. Registration with a State agency does not constitute or imply endorsement, approval or recommendation by the State.

By fulfilling your pledge we hope that you will also be blessed with the satisfaction that you have helped those who fight the brave fight for all Americans.

Sincerely,
The Board of Directors



AMERICAN VETERANS FOUNDATION™

Dear _____,

Thank you for your xx/xx/xx pledge of \$ _____!

We would like to personally Thank You for your kind donation to **American Veterans Foundation™ (AVF)**, a non-profit, tax-exempt, 501(c)(3) organization. Your generosity makes you part of the solution in helping United States veterans who have fallen on hard times and need assistance.

Yes, American veterans are entitled to and can receive benefits from the Department of Veteran Affairs. Yet we also know that the "government wheels of progress" spin ever so slowly. We as responsible citizens cannot and should not stand by in the comfort of our homes while those who fought for our freedoms sleep in the streets.

Perhaps you are a veteran or know a veteran. Recent studies show that there are over 24.5 million veterans residing in the United States. In of 2015 the Department of Veteran Affairs (VA) reported that as many as 47,000 veterans are still homeless. That is 53% fewer homeless veterans than reported in 2008. According to the VA, the reason for the reduction in the number of homeless veterans includes partnerships between the VA and a growing number of community and faith based organizations. *"We are seeing significant progress in the fight against homelessness"*, said Secretary of Veteran Affairs, Dr. James B. Peake. *"This success should encourage all those concerned about homeless veterans, for it shows we can make a difference in the lives of these veterans through our services and with our community partners."*

As a *community partner*, **American Veterans Foundation™** provides public awareness of the plight of our nation's veterans and assists veterans by whatever means available which could include, but are not be limited to:

- ▶ *Increase public awareness of the plight of our nations veterans.*
- ▶ *Assist veterans to the best of our abilities, using the full extent of our services.*
- ▶ *Council individual veterans when appropriate and/or refer them to agencies better suited to meet their needs.*
- ▶ *Assist veterans who are homeless or in jeopardy of becoming homeless in their time of need.*
- ▶ *Provide patients in veterans homes with toiletries, clothing, books, games, and other items.*
- ▶ *Provide comfort and "We Care" packages to deployed troops. Comfort and Care packages could include but not be limited to personal hygiene products, books, magazines, sports equipment, power bars, breakfast bars, and other various sundries.*

American Veterans Foundation™ is working to make positive, successful changes in the lives of the brave men and women who have served our country. We will always offer a helping hand to veterans who have fallen on hard times and are in need of immediate help with shelter, utilities, medical supplies, food and other necessities of life.

American Veterans Foundation™ is not funded by any local, state or federal agency. We are not affiliated with any other veterans organization or association. We are supported solely by the generous contributions from families, friends and businesses. A portion of each contribution may be used to help defray the expenses of public education, administration and the cost of this appeal.

In today's shrinking world with its ever-increasing problems, we receive great personal satisfaction in the knowledge that organizations like ours are doing its part in helping veterans who need assistance. By fulfilling your pledge, we hope that you will also be blessed with the satisfaction that you have helped those who have fought the brave fight for all Americans.

Sincerely,
The Board of Directors

AVF wishes to thank XYZ Company, a paid professional fundraiser contracted to ensure the success of this pledge campaign. For any questions pertaining to this invoice please call toll-free 8XX-XXX-XXXX

*APPROVED
4/11/17
[Signature]*

Ray's Story



Ray is a veteran of the US Army who recently ended his term of service after completing two tours-of-duty in Iraq. During his time in the Army, Ray served as a Vehicle

Commander of a \$3.5 million dollar Stryker, a position that required extreme competence and organization. Upon discharge, Ray believed his skill set was strong, and that employers would *virtually be scrambling to employ him*. Ray's hopes were dashed to find that many employers did not necessarily prefer a veteran to a civilian in their employment decisions. After several months of an arduous employment search, Ray is now gainfully employed by a contractor who refurbishes Stryker vehicles. In his spare time, Ray is pursuing his Bachelor's Degree in business.

John's Story

John served 15 months of deployment in Iraq; was wounded by an IED and subsequently decorated with the Purple Heart. John has also struggled to find meaningful employment. As a result of his job search struggles John has had his vehicle repossessed, his cell phone disconnected and could not maintain his own living space. John has no family. He lives with kind hearted friends. John suffers from PTSD and has reoccurring nightmares. He does receive counseling and medication for PTSD but worries about his future especially with unemployment at its highest level since the end of WW II.



These are but a few of the stories of our nation's warriors. They have served their country in our time of need. Now it's time for the citizens of our great nation to step up to the plate and give assistance to these brave young men and women.

VOLUNTEERS

Volunteers are one of the key ingredients of a successful non-profit organization. In these trying economic times we know that some do not have the financial capability to provide assistance. However, perhaps you could act as a volunteer ... visit your local Veterans Hospital or Home; pass out our literature; identify veterans that need help and pass this information along to our organization so that together we can help those who serve and have served our nation.

HOMELESSNESS

History shows us that at the conclusion of each war there are numbers of our nations veterans who have become homeless and displaced. It is difficult to fully account for the actual number of homeless veterans. Many sleep in cars, under bridges, and in back alleys seeking shelter from the elements. We have all seen them ... sitting on corners looking for hand-outs. Some scrounge through dumpsters looking for their next meal. Veterans become homeless for a variety of reasons ... shortage of affordable housing and jobs; access to adequate health care; drug and alcohol abuse; mental and physical illnesses; deficient social support; lack of family support; combat related mental and physical illness known as Post Traumatic Stress Disorder (PTSD). Reports indicate that the number of homeless veterans is expected to increase. Extended deployments; repeat deployments; increased unemployment; the economic slump and lack of affordable housing all add up to increased homelessness. The most effective programs for homeless veterans, according to the National Coalition for Homeless Veterans, are community based, non-profit, "veterans helping veterans" groups.

(888) 556-8812

Email: AmVetsFoundation@aol.com
www.AmVetsFoundation.org

A national non-profit 501 (c) (3) organization
EIN 80-0273572

Donations are tax-exempt to the full extent provided by law.



AMERICAN VETERANS FOUNDATION

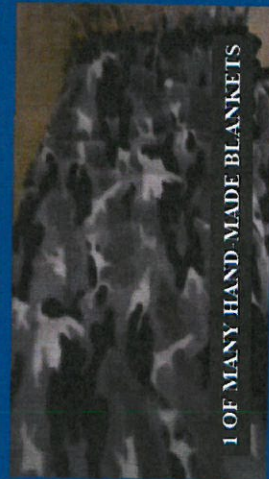
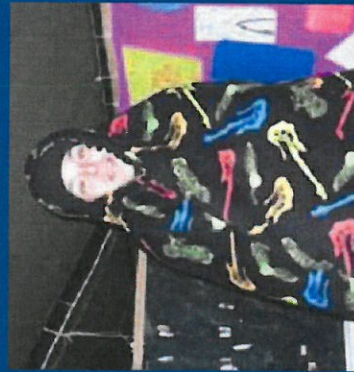
"SERVING THOSE WHO SERVE & HAVE SERVED OUR NATION"

"WE CARE PACKAGES"

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OUR MISSION

The purpose of American Veterans Foundation is to:

Increase public awareness of the plight of our nation's veterans.

Assist veterans to the best of our abilities, using the full capacity of our services.

Counsel individual veterans when appropriate and/or refer them to agencies better suited to meet their needs.

Assist veterans who are homeless or in jeopardy of becoming homeless in their time of need.

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