

Introduction

Since 2008, when the U.S. Internal Revenue Service granted our organization its exemption under Internal Revenue Code 501(c)(19), we have been raising money for Veteran Health initiatives that are tax deductible to the donor. I am happy to announce that year-after-year we achieve an above 90% Charitable Contribution Ratio* as good stewards of our donors resources.

We have now expanded our efforts to advocate on behalf of Veteran Health issues (beyond just mental health) while continuing our efforts to sponsor Veteran Health initiatives and research. In doing so, we have established a special niche to support the families of our heroes. We have some ambitious plans which are laid out in this document. I would like to invite you to read about our organization and become a contributor to this vital cause.



Christopher J. Maynard
President



Chris Maynard addresses the Living Healthy/Living Well Family Conference

* The Ratio of total expense that goes directly to the charitable purpose as opposed to management, overhead and fundraising

With the understanding that the Global War on Terrorism (GWOT) will strain current budgets for Veteran Affairs (VA), vCaring (The Reconciliation Dividend, Inc.) assists veterans in need and perpetuates the memory of deceased veterans through supporting veteran health initiatives.

Founded in 2007 as a veterans organization and exempt under IRC 501 (c)(19) by a US combat veteran and philanthropy professional, vCaring takes a new perspective on veteran charity and advocacy. The founders knew that due to the demands of GWOT, the VA would be strained in its ability to address the severe and complex health needs of readjusting veterans. From this, the founders decided that they would raise private capital for the benefit of veterans and their families.



We identify and analyze veteran health initiatives that are results-oriented and appropriate funds based on the ability to achieve success and show progress with tangible, documented and measurable outcomes. We use a module similar to the United Way's that looks at a specific program's potential effectiveness and projected efficiency in use of money, staff and facilities. These programs are high-impact in nature and we participate in the analysis through consistent communication with development professionals, clinicians, therapists, and program managers. We do not simply send a check to a program sight unseen. Our Board has the final determination in terms of appropriating funds.

In essence, our goal is to make sure we fund programs that have the ability to maximize the mental, physical health and well being of each veteran. We are accountable to our donors and thus, we have to make sure to have REAL results to report to them based on the relationships that we create with our recipients.

Why the name?

Our projects yield an immeasurable dividend in the form of mental reconciliation for veterans and their families. Studies have shown that Post-Traumatic Stress Disorder (PTSD) is almost as common in combat veterans and is the case of rape victims. By complementing VA programs, vCaring helps veterans emotionally readjust to living in civilian society. But most importantly, our projects assist needy veterans while perpetuating, the memory of deceased US veterans and comforting their survivors. This is vCaring.

Background

When we started, the VA was projecting a drop in total veterans from the current 25.5 million to 14.4 million by 2033. This drop reflected mortality of World War Two/Korean War era veterans and the scaling down of the armed forces after the end of the Cold War. We knew that this number was speculative and did not reflect the impact that returning GWOT veterans will have on public VA budgets. As of 2002, the VA estimated that 26% of all combat veterans were GWOT or Gulf War veterans. In 2007, the VA provided medical care to over 100,000 combat veterans of Operation Iraqi Freedom (OIF) and Operation Enduring Freedom (OEF). This number is climbing rapidly and vCaring foresees further stress on public funds. Many of these combat veterans will seek continued VA health support for decades; as was the case for Vietnam era combat veterans.



The newest patients to the VA have been returning combat soldiers; men and women who served in OIF and OEF. In a recent study, Dr. Karen Seal and colleagues at the San Francisco Veterans Affairs Medical Center and USC, reviewed records for over 100,000 veterans, who separated from active duty between 2001-2005 and sought care from VA medical facilities. The most common combination of diagnoses found was post-traumatic stress disorder (PTSD) and depression. Young soldiers were three times as likely as those over 40 to be diagnosed with PTSD and/or another mental health disorder. And in our operating history, we have learned that such mental illness often lead to other health issues.

VA Health Care

The Reconciliation Dividend agrees with US experts on military medicine that the quality of VA health care being provided is historically unparalleled. The VA operates over 200 specialized Vet Centers that provide mental health counseling. Nevertheless, the numbers are working against the Department of Defense and the VA. There are currently an estimated 100 veteran suicides a month that must be addressed. We support programs which the VA has identified but are outside of VA operational and budgetary constraints, such as family programs. These are VA programs designed to help veterans develop a supportive life environment and decrease the stigma associated with getting care.

Mission Statement

We identify and fund Veteran Health initiatives which are not being publicly fulfilled. Specifically, vCaring benefits veterans in need and perpetuates the memory of deceased veterans through supporting veteran health initiatives. To accomplish this mission, vCaring will fund local and national non-profits, which assist veterans with health issues.

Our near term objectives are to:

1. Leverage vCaring's membership and professional experience to best assess and advocate for veteran health issues.
2. Identify public funding gaps and program needs concerning veteran health issues.
3. Assess and fund high impact initiatives that focus on veteran mental and physical health issues.
4. Assist disabled and needy war veterans and members of the US Armed Forces, their dependents, and the widows and orphans of deceased veterans through health issues.



Competitive Advantage

vCaring's competitive advantage is the Experience of its Membership and Professional Staff. Membership reflected includes a highly decorated soldier from 10th Special Forces Group (Airborne) and triple veteran of Operation Iraqi Freedom with over two years on combat assignments in Iraq. Other members have experience in Addictive Disorders for soldiers.

Finally, the membership has appointed an executive with 12 years of philanthropic experience, including work for the United Way, March of Dimes, and the e-Philanthropy Foundation. The combined forces of our professionals let vCaring approach veteran health issues from perspectives of recent combat, the military and VA mental health system, and philanthropy.

Stewardship

From the beginning, we wanted to be good stewards of our donor's money. It is our annual goal of our organization to achieve a Charitable Commitment Ratio of 90%. In the early days under self funding LIVING HEALTHY LIVING WELL FAMILY CONFERENCES in the Washington DC Beltway, we maintained this ratio. Through volunteerism and hard work, vCaring's management has achieved a year-after-year above 90% Charitable Contribution Ratio (CCR) while continuing our growth.

As we mature from a charitable organization which was funded by the founders, then friends and family, to corporate and charitable foundations, we know that our CCR is a demonstration of our sincere belief in our mission. Comparing vCaring to the largest charities in the US, which benefit when applying overhead and marketing through economies of scale, our CCR would fall in the top 20% (Forbes). This all came when we grew our marketing budget, re-branded and launched a new website.

Beginnings

Our activity began by piloting the LIVING HEALTHY LIVING WELL FAMILY CONFERENCE with the VA in the Washington DC Beltway. The LIVING HEALTHY LIVING WELL FAMILY CONFERENCE is a highly interactive Saturday workshop for Active Duty, Reserve, Guard & Veteran Military patients and their Families which provides the audience with education, support, and information on available resources. It is outside of Federal funding and all staff, including VA officials and medical doctors, donate their weekend time. We feel that this event has a high impact to dollar ratio and help veterans develop a supportive life environment while decreasing the stigma associated with getting care. It is our intention to take this program nationally.



We see our support of clinicians as an integral part of our strategy. For example, vCaring supports the United States Psychiatric Rehabilitation Association (USPRA). We focused our support on the USPRA's Veteran Affairs Innovation Fair, which allows mental health care providers for veterans to assemble to learn new and innovative methods to help treat their patients and families alike.

The Future

As we turn the page on a new decade, we intend to expand the membership of our organization, which is strictly limited to combat veterans, and grow our funding activities. We expect advocacy on behalf of veterans to expand after the immediate success of our first activities in New York State. Being experts in our field, we conduct high impact veteran health funding while volunteering in support. We will do this by engaging our generous donors and corporate/charitable foundations who feel as strongly about Veteran Health issues as we do.



Contributor Donation Card

I wish to pledge the enclosed amount to the Reconciliation Dividend (operating as vCaring) in its fight to support Veterans suffering from health challenges. I have enclosed a check payable to the Reconciliation Dividend for the amount of \$_____.

Y

Signature: _____ Date: _____

Name: _____ Tel: _____

Address: _____ City: _____

State: _____ ZIP Code: _____ Email: _____

Company Name (Corporate Donors Only): _____

Please return this completed form to:
 vCaring/The Reconciliation Dividend
 9649 Horsham Drive, Laurel, MD 20723
 Tel: (443) 393-3737, email: cmaynard@vCaring.org

The Reconciliation Dividend, Inc. is a not-for-profit corporation, independent of the US Department of Veterans Affairs. The Reconciliation Dividend provides US taxable donors a means of contributing to Veteran Health initiatives while qualifying for a charitable deduction. As a US 501(c)(19) veterans organization, the Board of the Reconciliation Dividend remains in full control of monies received and determines which projects are deserving of support. USA EIN number: 26-0649058.