

Lions Club Multiple District 22 – DC, DE & MD – Annual Convention Seminar
Ocean City, MD - May 12 – 15, 2014

Over 60M Veterans & Their Dependents Live Among Us Today.

It Is Timely & Appropriate For Us To Ask

“Do WE SERVE Those Who Served?”

You Should Be Able To Answer That Question For Yourself After This Seminar



President Barack Obama shakes the prosthetic hand of U.S. Army Sgt. First Class Leroy Arthur Petry of Santa Fe, N.M., who received the Medal of Honor for his valor in Afghanistan. Petry lost his right hand as he tossed aside a live grenade during a 2008 firefight in Afghanistan, sparing the lives of his fellow Army Rangers. (AP Photo/Charles Dharapak) (Charles Dharapak - AP)

Presented By: Bill Gay & Mike Murphy
Retired Vietnam & Cold War Veterans & Businessmen
Active Volunteers With Informal & Formal Veteran Service Projects

Version: 6 May 2014

Our Elevator Speech

**There Are Many Categories of People In The US That Need Help
Veterans Earned A Special Priority For Help By Voluntarily Interrupting Their Lives To Serve Us
We Now Have A Moral Obligation To Help Them Reestablish Civilian Lives**

Most Veterans Reintegrate To Civilian Life Relatively Easily.

They May Become Community Leaders. Many Will Be Helping Other Vets
But Even This Group May Need Short Term Help Finding A Good Job & Settling Families

Some Veterans Have More Difficulty Reintegrating.

They May Need Help For Longer Periods or Forever
To Overcome Injuries, Establish Civilian Careers, Or Recover From Stress

Some Are Surviving Dependents Of Veterans Killed While Serving or Deceased From Other Causes.

They May Need Help Living As Single Parents or Surviving On Only Low Incomes Left By The Deceased

We Believe We Adequately Serve Those Who Served

Only When Every Veteran and Dependent Is Able To Live A Civilian Life With Dignity

*"To be killed in war is not the worst that can happen. To be lost is not the worst that can happen
... to be forgotten is the worst."*

-Pierre Claeysens, An Immigrant Who Served Veterans For Years To Express Thanks To US Soldiers For Saving His Life in WW II

Seminar Outline

- **Everything (almost) You Need To Know To Understand Veterans & To Take Decisive Action To Help Them Now** – Bill & Mike
 1. *Who are our Veterans?*
 2. *What help do Veterans need & why?*
 3. *Who is helping Veterans today?*
 4. *Why isn't all that help enough help?*
 5. *How can your Lions Club help Veterans?*
- **A Real Lions Clubs Evolving Action Plan For 2014** – Fenwick Island Club
- **Introduction To Potential Local Service Partners** – See displays at the back of the seminar room

Go to the Fenwick Island Lions Club website - <http://www.filc22d.org/> - to download copies of this Briefing & a Resource Guide for Serving Veteran describing the websites cited in this briefing

Why This Seminar May Give You A Unique Understanding of Veterans & How To Help Them

- **Facts** ... were distilled especially for you from a huge number of resources
- **Vignettes** ...come from our 40 (+) years of military service & business experience
- **Suggestions** ...apply to all Veterans & dependents, not just Post 9/11 Veterans
- **The Definition of Veterans**... we use is the most inclusive we found... any person that interrupted their lives to serve in the military for at least one day
- **Our Briefing** ... contains extra text to make it readable when you look at it later & is augmented with a Resource Guide for Serving Veterans to help you take action

“A nation reveals itself not only by the men it produces, but also by the men it honors, the men it remembers”

- John F. Kennedy, A Veteran

1. Who are our Veterans?

(They Are Citizen Soldiers, Career Military & Their Families)



“Bands of Brothers” who fought together as units around the world for years till the end of WW II



Soldiers, Sailors, Airmen & Marines Landing at Inchon Korea, fighting as units for years until the War ended

“These are the times that try men's souls: The summer soldier and the sunshine patriot will, in this crisis, shrink from the service of his country; but he that stands by it now, deserves the love and thanks of man and woman.” - Thomas Paine



Individuals served in Vietnam for 13 months, coming home alone to a public that often did not understand the challenges they faced during this 10 year war



All gave some. Some gave all.



Post 9/11, a 100% Volunteer Force, has served magnificently over 10 years during repeated deployments across half the globe

Our Veteran Population Spans Generations

(Total Numbers Are Large But Local Numbers May Be Small)

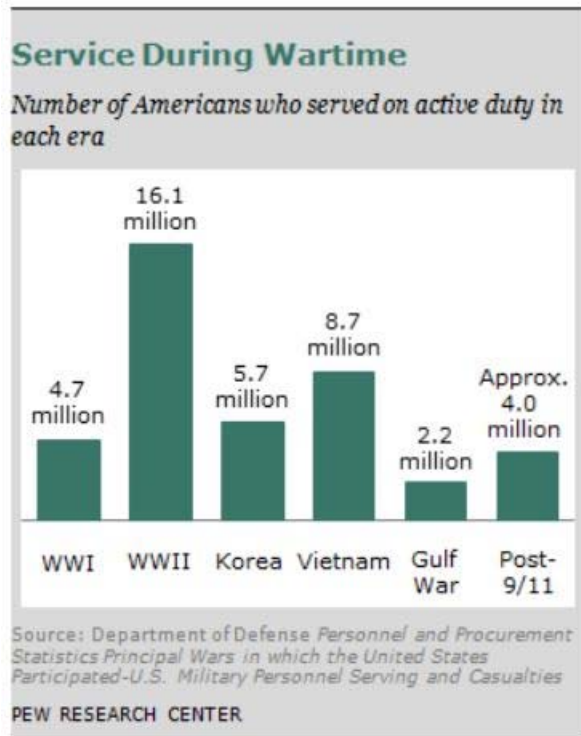
- Think in terms of 4 major groups
 - **Deceased Veterans & Families** (75M)... honored with store sales on Veterans Day & Memorial Day ...& sometimes more.
 - **Pre 9/11 Older Veterans** living in your communities (19M)
 - **Post 9/11 Veterans** Reintegrating/Recovering in your towns (4M)
 - **Actively Serving Today:** Active Duty, Guard & Reserve (2.3M)
- Why is each group different?
 - Our living Veterans(24M) with dependents (33M) & caregivers (5M) face different challenges on active duty & in civilian life
 - Each group's immediate & longer term needs continually evolve
 - Locating, relating to, & communicating with each group presents different challenges ... & opportunities in this internet age

How Many Veterans Served & Still Live With Us?

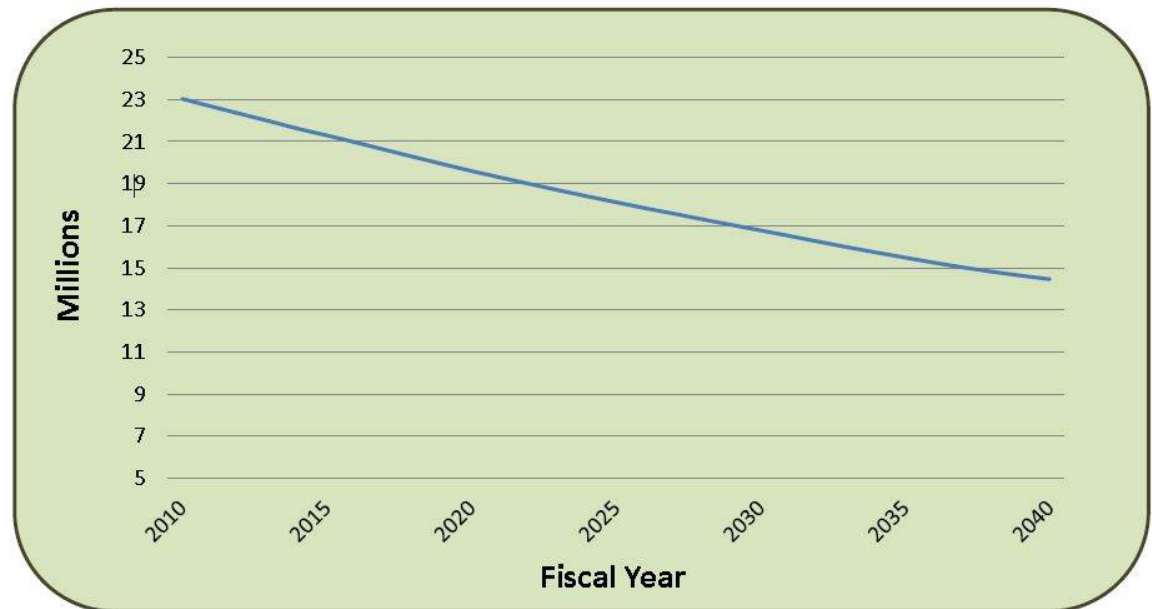
(Over 60M Veterans & Family Members Live Among Us Today)

Adding those serving in peacetime & their dependents, about 100M have served!

- *Since Vietnam, populations serving by race mirror our entire nation*
- *Women now represent about 14% of the Veteran population*
- *Our Veteran population dropped 16% in the last two years & will continue to do so as WWII, Korean War, & soon Vietnam War Vets pass on*
- *Graph does not include 33M living dependents & 5M caregivers who serve*



Projected Veteran Population 2010 to 2040

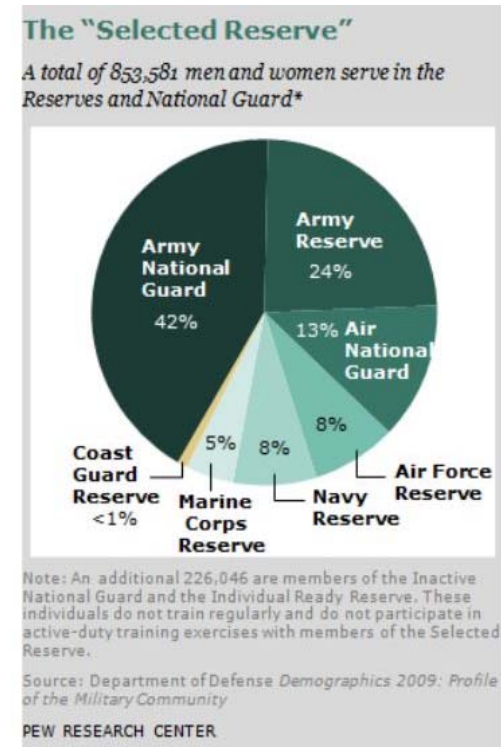
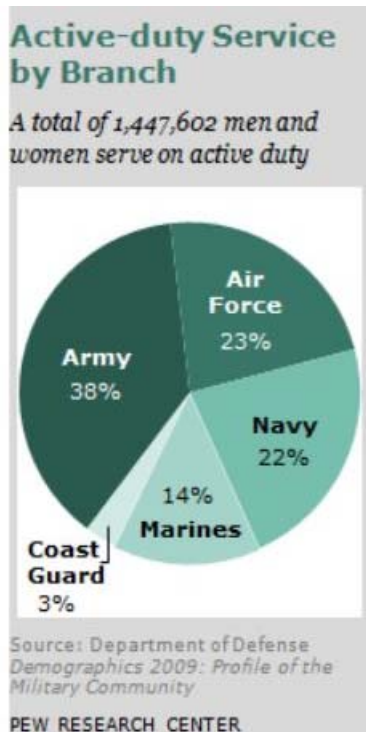


About 90% of all Warriors serving since the start of our All Volunteer Force in 1973, state that serving their country is the main reason they joined ...& that they would serve again!

How Many Active Military Serve Us Today?

(About 300,000 A Year Return to Civilian Life As Veterans)

- *Our Military is an “All Volunteer Force”*
- *2.3M Warriors & an estimated 3M family members voluntarily serve today*
- *Only about 25% of the US population can meet the mental, physical & background standards to qualify to serve.*
- *90% completed High School or more; 70% are below age 35; 55% are married; 45% have children under age 18 at home*
- *Salaries for many junior enlisted men are at or below the official poverty line*
- *35% have to be deployed overseas at any time to meet over 100 US commitments*
- *Over 40% deployed more than one time on missions... all deploy many times annually to train or respond to natural disasters*
- *50% of Active Duty Warriors do not return to their home towns after serving*



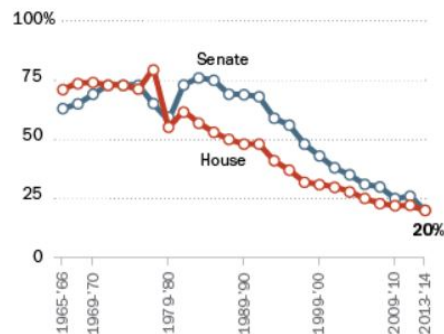
Since 9/11 ...Over 4M served ... over 7,000 were killed (800 were Guard/Reserve)
... about 1M were injured ... including 52,000 wounded in action

2. What Help do Veterans Need & Why?

(They Are Our Neighbors, Not Our Foreign Legion)

“...the greatest challenge to our military is not from a foreign enemy — it’s the widening gap between the American people and their armed forces ...” - NY Times editorial, 2013

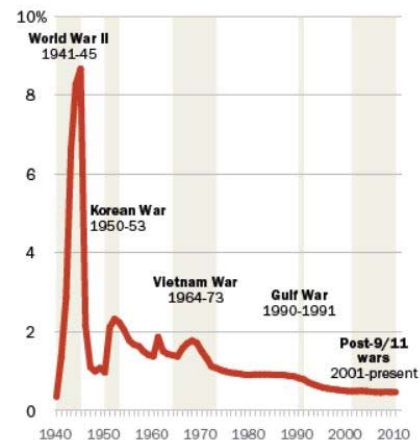
Veterans in Congress



Source: Vital Statistics on Congress (2013 edition),
The Brookings Institution
PEW RESEARCH CENTER

Military participation

Percent of total U.S. population in the
armed forces, 1940-2010



The Congressional Research Service documented

144 military deployments in the 40 years since adoption of the all-voluntary force in 1973 compared with 19 in the 27-year period of the Selective Service draft following World War II.

Less Than 1% Of Our Population Serve In The Military ... We All Need To Reflect On
What We Are Asking So Few To Do For Us Again & Again
& Whether Or Not We Are Honoring Commitments We Made To Them

Veterans Need The Same Things We All Do

Our Challenges

Public, Veterans Agree: Americans Don't Understand Military Life

% saying the public understands the problems that those in the military face ...

■ Very/fairly well ■ Not too well/not well at all



Notes: "Don't know/Refused" responses not shown. Based on post-9/11 veterans, n=712; pre-9/11 veterans, n=1,134; and general public, N=2,003.

PEW RESEARCH CENTER V/29, GP/36

Be determined to do more than say "Thanks For Your Service"

Find realistic ways to learn about the needs of Veterans from Veteran neighbors, Government Agencies, Veterans Service Groups, Other Non-Profits, etc.

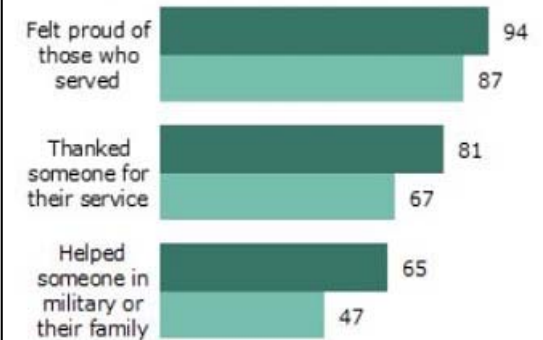
Find realistic ways to identify who is helping Veterans effectively today & how we can support those efforts or fill gaps.

And then "Just Do It!"

Reaching Out to Those Who have Served

% of general public saying ...

■ Immediate family member has served
■ No immediate family has served



Source: Pew Research Center survey, Sept. 1-15, 2011, N=2,003 adults.

PEW RESEARCH CENTER

Personal Wellbeing Needs

Jobs & Career Needs

Housing Needs

Family Wellbeing Needs

Veteran Challenges & Needs Are Inter-Related

(Study Reports Differ But Always Have Similar Conclusions)

Jobs & Careers

- 20% unemployment rate for Vets under 25 ... higher for female Vets & spouses
- Obstacles: No civilian experience, licenses, certs, financial & human cost of moving family to a job, etc
- US/State Goals: 0-3% by end 2015

Personal Wellbeing

- Suicides: 2x US rate ...60% are age 50 or older
- Major Depression & Intermittent Explosive Disorder: 5-6X US Rate ...common expressions of PTSD
- Alcoholism & Drug Addition: At or below US rate ...not "the" problem
- Obstacles: Getting to health care & counseling; Gulf War Syndrome & Agent Orange issues; & more ...



Caregiver Sustainment

- Of 5.1M military caregivers, 1.1M care for post 9/11 Vets
- 59% Stopped work to care, with health declining for 18%

Housing

- Homelessness: 2x US rate
- Housing Financial Aid: .8M Vets receive it
- Obstacles: Repeated expensive relocations
- US/State Goal: 0% homeless by end 2015

Family Wellbeing

- Stress of repeated deployments to overseas missions, training, natural disasters plus & duty assignment relocations
- Low Income Stress...1M Vets need Food Stamps
- Family Secondary Trauma is rising
- Obstacles: Uncertainty about safety & future

3. Who Is Helping Veterans Today?

“The willingness with which our young people are likely to serve...shall be directly proportional to how they perceive the Veterans of earlier wars were treated and appreciated by their nation.” – George Washington, A Veteran

***The Good News Is
More People Are Serving Vets Than Ever Before***

***Our Challenge
In This World of
“Sound Bite” News & “Twitter Opinions” vs Fact Based Analysis
Is To
Leave No Veteran (or Dependent) Behind
This Year Or In The Future***

Help Is Coming From A “Sea of Goodwill”

(The “Sea” Formed Around 2007 Enabled By the Web & Social Media)

- **Scores of Feds** (DoD, VA, DoL, HUD, etc.) set policies & deliver a wide range of services directly or through States or grants to non-profits
- **Every State** delivers core services – emergency aid, jobs, housing , family support , long term care – directly or via grants to non-profits
- **Over 41,000** IRS non-profits, including 140 DoD registered Veterans Service Organizations (e.g., VFW, DAV, Gold Star Mothers, etc.)
 - Many Veteran Service Organizations can apply for benefits and services on behalf of a Vet
 - Research/Policy Groups mostly provide helpful info & ideas to Veterans & smaller non-profits
 - Special Topic Groups mostly leverage technology to link Veterans to services from anywhere
 - Local Groups are most personally involved in delivering services to Veterans & extended families
- **Many Local** faith based groups, civic clubs & volunteers also help Warriors to help themselves to reestablish the lives they interrupted

How Federal Agencies Help

(By Developing Policies, Programs, Funding & Delivering Some Services)



Gateway To VA Services



Gateway To Active Duty Services



Emotional Health Help Directory

- Gateways accessing core services from DoD, VA, DoL, HUD, etc. are linked sometimes helping users & sometimes confusing them
- Directories link to helpful info on complex issues such as PTSD, TBI, & caregiver stress; teaching aids to help military & civilian kids understand each other; progress reports on State & Federal initiatives helping Vets & spouses relocate, transfer licenses, etc.
- All sites enable Vets & volunteers to access this info from anywhere to learn in friendly multimedia formats & take action on the spot with on-line forms & call centers
- Most offer 7x24 Crisis Hotlines to prevent suicide, help caregivers, explain TBIs & PTSD, etc.



Multi-Agency Info Directory



Teacher Resources Directory



Fed – State Initiatives Directory

How Special Topic Non-Profits Help

(By Using Technology To Link Vets & Non-Profits To Ideas & Services)



Hundreds of Research/Policy & Special Topic Groups exist. Examples include:

- (On Left) the first two facilitate “Reintegration & Recovery” by connecting you with Vets to support your Vet Job Fairs, Family Respite Events, & even your local service projects; the last helps Vets find military friendly towns & employers
- (On Right) - facilitates job searches, smooth returns to college & delivering of 7/24 on-line K-12 tutoring with real tutors for everyone in the family who may have had their education disrupted by deployments ...you can use these services as you sit along side the Vet or family member you are mentoring



How State Agencies Help

(By Funding Local Services & Helping You Find Proven Local Partners)



DC POC: Mathew Carey: 202.724.5454



DE POC: Sherri Taylor: 302.257.3117



MD POC: Dana Hendrickson: 410.260.3842

State Veterans Affairs Offices are aggressively improving core services (aspiring to drive homelessness to “0 %” & reduce unemployment below 3% by end of 2015) ... & inventing innovative services (expedited licensing for education jobs, Vet Court mentoring versus giving prison terms, de-stressing programs for military kids, etc.)



Vets to Teacher Fast Track Project



Military Kids De-Stressing Events



Veterans Court Mentor Program

How Local Non-Profits Help (By “Hands-On” Delivery of Help To Vets & Their Families)



Local independent Homeless Shelters that transition Vets to independent living & more ...

Dept of VA Funded locally operated Family Support Services transitions Vets & families to independent living & more ...



Local independent events to de-stress families, raise funds for temporary financial aid & more ...

A national non-profit locally operated to send books to deployed Units, hospitals, families of disabled & more ...



The national non-profit locally operated Hospice “We Honor Vets” Project

A national non-profit locally operated to honor Vets with flags, wreathes & more ...



Version: 6 May 2014




Wow! That's A Lot of "Help" To Remember

(So We Put It All In An Easy To Use Resource Guide For Supporting Vets)

A Resource Guide for Serving Veterans Version: 5 May 2014

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<p>Mental Health, PTSD & TBI Directory</p> 	<p>Defense Centers of Excellence: Psychological Health</p> <p><i>DCoE was created in November 2007 to be the "front door" to Warriors, family members, & healthcare providers needing help & information about psychological health & traumatic brain injury. DCoE oversees three centers – The Defense and Veterans Brain Injury Center, The Deployment Health Clinical Center & The National Center for Telehealth and Technology – each contributing unique insights, standards, clinical tools and research products to improve the integration of behavior health & TBI screening with routine visits to health providers, pre-deployment training & screening, & treating personnel at remote locations via telemedicine/ http://www.dcoe.mil/</i></p>
<p>Homelessness Services Directory</p> 	<p>Ending Veteran Homeless by the End of 2015</p> <p><i>HUD's Office of Community Planning & Development (OCPD) provides needs assessments, tech tools, & education to groups implementing over 25 federal housing & community development programs including the joint VA, DoL & HUD Vets Homelessness Prevention Program. https://www.onecod.info/about-onecod/ OCPD also supports the US Interagency Council on Homelessness to end Veteran homelessness by the end of 2015 with the Homelessness "Opening Doors" Program providing Affordable Housing & Permanent Supportive Housing; Increasing Opportunities for Meaningful & Sustainable Employment; Reducing Financial Vulnerability; & Improving Homeless Crisis Response Systems. HUD & VA volunteers can now even report data quickly with the Phone & iPad "Point-in-Time" survey app http://usich.gov/ocouation/veterans</i></p>
<p>Military Children Services Directory</p> 	<p>Military Child Education Coalition</p> <p><i>Resources for educators, parents, caregivers, friends, community groups, volunteer mentors to understand the culture of military life, especially burdens on military kids as they endure repeated deployments, long absences & homecomings of parents. Resources are provided to help military kids cope with tough issues related to PTSD, TBI, severe injuries & other high stress situations. These resources include links to over 50 more sources of information & assistance, a library of school lesson plans, a network of educators who have experience with military kids & another network of military kids who can talk about problems they faced, struggled with & in most cases solved, sometimes after many tries. http://militarykidsconnect.2health.mil/educators</i></p>

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This Resource Guide is a brief and easy-to-use guide for Veterans and their dependents. Lions Clubs are an "Award Winning" resource. Lions Clubs also evaluate these resources. Are You A...

- **Over 50 Resources Summarized...**web links to save you time learning about Vets so you can out there sooner to help them!
- **Table of Contents** (26 pages)
 - Federal Service Access Gateways & Info Directories
 - Large Public-Private Partnerships Serving Veterans
 - State Services & Information
 - Local Non-Profits Serving Veterans
 - A List of Ideas for Service Projects
- **Keep Adding References** ...Make this an "Award Winning" Guide for Lions Clubs nationally
- **Share this Guide Freely** ... if you get one more person anywhere to help Vets you have served!
- **Download Copies** ... <http://www.filc22d.org/>

4. Why Isn't All That Help Enough?

(Because All National Social Challenges Need Personal Local Solutions)

- Big Vet populations don't mean you can easily find "Real People" to help locally

Estimated Total Veteran Populations (Without Dependents)		
District of Columbia	Delaware	Maryland
40,000	78,000	443,000

Estimated Total Vets Populations In Lions Multiple District 22 (Without Dependents)				
22-A Baltimore & Nearby	22-B MD Eastern Shore	22-C DC & Southern MD	22-D Delaware	22-W Western MD
208,000	47,000	172,000	78,000	56,000

- Government agencies & non-profits are not uniformly efficient or consistent
- Complex institutions and are not always easily navigated by Veterans or Mentors
- PC, Social media & web access skills needed to get help are not known by all Vets
- Veteran needs change steadily while organizations tend to change slowly
- Coordinating help locally for Vets is tough & coordinating national help is harder

5. *How Can Your Lions Club Help Vets?*

(Leverage local links to VFW, Am Legion, Marine Corps League, MOAA)

- **Start With Simple Initiatives To Raise Public Awareness:**
 - Get your town to buy “Veteran”, “Purple Heart” or “Support Our Troops” license plates
 - Sponsor Lion & Leo wreath laying or flag planting ceremonies at a State Vets cemetery
 - Have Lion & Leo Teams record Veteran’s oral histories for the US Folk Life Center on Veteran’s Day or at homeless shelters, Old Soldiers Home, or anywhere locally
 - Have Lion & Leo Teams build Vet-Lion Cyber Club sites with free Lions Web templates
 - Donate gas cards, food, back packs, etc. to homeless shelters & family support groups
 - Adopt a local college’s Student Vet Chapter or support a Operations Military Kids event
- **Adapt On-Going Lions Wellbeing Projects & Traditional Social Events**
 - Support Dept of VA Mobile Health Vans local visits by adding vision testing & glasses
 - Share reading resources for visually impaired with local VFW, American Legion, etc.
 - Join in already joint events such as Op Military Kids & YMCA Water Safety Classes
 - Host Vet Family “bonding” events at official Lions Camps or shared use camps to establish long lasting Lion & Leo relationships with Veteran Families
 - Take The Ultimate Challenge Of Adopting A Local Wounded Warrior Family (Note: Use Vet Service Organizations to find gov’t benefits while you help in more personal ways)

Sneak Peak: A Fenwick Island Lions Club Action Plan(s) Created From A Long List of Ideas

After reviewing their on-going Club Programs ...

Club Programs:

SIGHT ACTIVITIES
-Leader dog for visually impaired
-Delaware Lions Foundation, Inc.
-Lions Vision Research Foundation
-Campaign SightFirst II
-Used glasses recycling program
-Preschool child vision screening

LOCAL COMMUNITY
-Meals on wheels
-Advanced education scholarships
-Youth LEO Club sponsorship
-Little League baseball
-Stockley Center
-Toys For Tots
-Delaware Hospice
-Individuals & families in need
-Special Olympics

ENVIRONMENTAL
-Adopt A Highway (Rt 1)

-Dune grass planting
-Beach cleanup
-Aluminum Can Recycling

DISEASES
-Adult & youth diabetes, heart, and cancer.

FUNDRAISERS
Financial resources for these programs are made possible through the fundraising efforts of our Club Members, which include:

1. an annual spaghetti dinner.
2. an annual pancake breakfast.
3. year long aluminum can recycling program.
4. various raffle programs, and
5. special fundraisers for the Lions Clubs International Sight programs.

They prioritized their remaining resources, identifying what they should do alone or with multi-club Teams & local Partnerships ...

Which resulted in their Board approving 2014 Projects to help Veterans as follows:

- Partner with local VFW & Am Legion to provide vision screening for veterans and their families on a quarterly basis;
- For those whose vision screening suggests a professional follow-up, provide financial assistance for an eye exam & glasses, if needed;
- Explore the potential for extending LCI's hearing aid assistance program to area- veterans, who qualify;
- Encourage our LEOs to get involved with recording the oral histories of Vets; and
- Encourage a Lions Zone project that is intended to honor those who have served and given so much.

What Can You Do If Your Current Service Agenda Already Uses All Your Manpower?

Only you can decide how much time, talent & treasure your Club can invest in starting or expanding service projects for local Veterans

Donations May Be The Simplest Way To Act Immediately

Imagine How Much Good Lions Clubs Can Do For Veterans Starting in 2014

If

Most of MD 22's 240 Clubs Give \$2,000 Or More A Year To Help Veterans Locally

And If

Most the 12,000 US Lions Clubs Give \$2,000 Or More A Year To Help Veterans In Their Local Towns, or Counties, or States

Summary

**All Veterans & Their Families Interrupted Their Lives To Serve Us.
We Have A Moral Obligation To Help Them Reestablish Civilian Lives.**

Have You Seen A Veteran or Veteran Family Lately That Still Needs Some Help?
Have you found that lonely Veteran in your community...regardless of their age or generation
...and made sure he/she knows ..they are not forgotten?

Are You Advocating For Veterans To Make Sure Our Government(s) Keep Their Commitments?

Would Your Family Members Volunteer To Serve After Seeing How You Treat Veterans?

**Your Lions Club Must Decide For Itself
“Do WE SERVE Those Who Served?”**

*"To be killed in war is not the worst that can happen. To be lost is not the worst that can happen
... to be forgotten is the worst."*

*-Pierre Claeysens, An Immigrant Who Funded Veterans Service Projects For Years To Express His Thanks
To US Soldiers For Saving His Life in WW II*

Thanks For Inviting Us

We Encourage You To Share This Briefing
And Its Companion Resource Guide For Serving Veterans
With Neighbors and Friends Everywhere.

If You Help One Other Person Decide To Act Now
To Help Veterans and Their Families
... You Will Have Already Served!

As Veterans, We Thank All Lions For Your Community Service!

Go to the Fenwick Island Lions Club website - <http://www.filc22d.org/> - to download copies of this Briefing & a Resource Guide for Serving Veteran describing websites cited in this briefing

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