



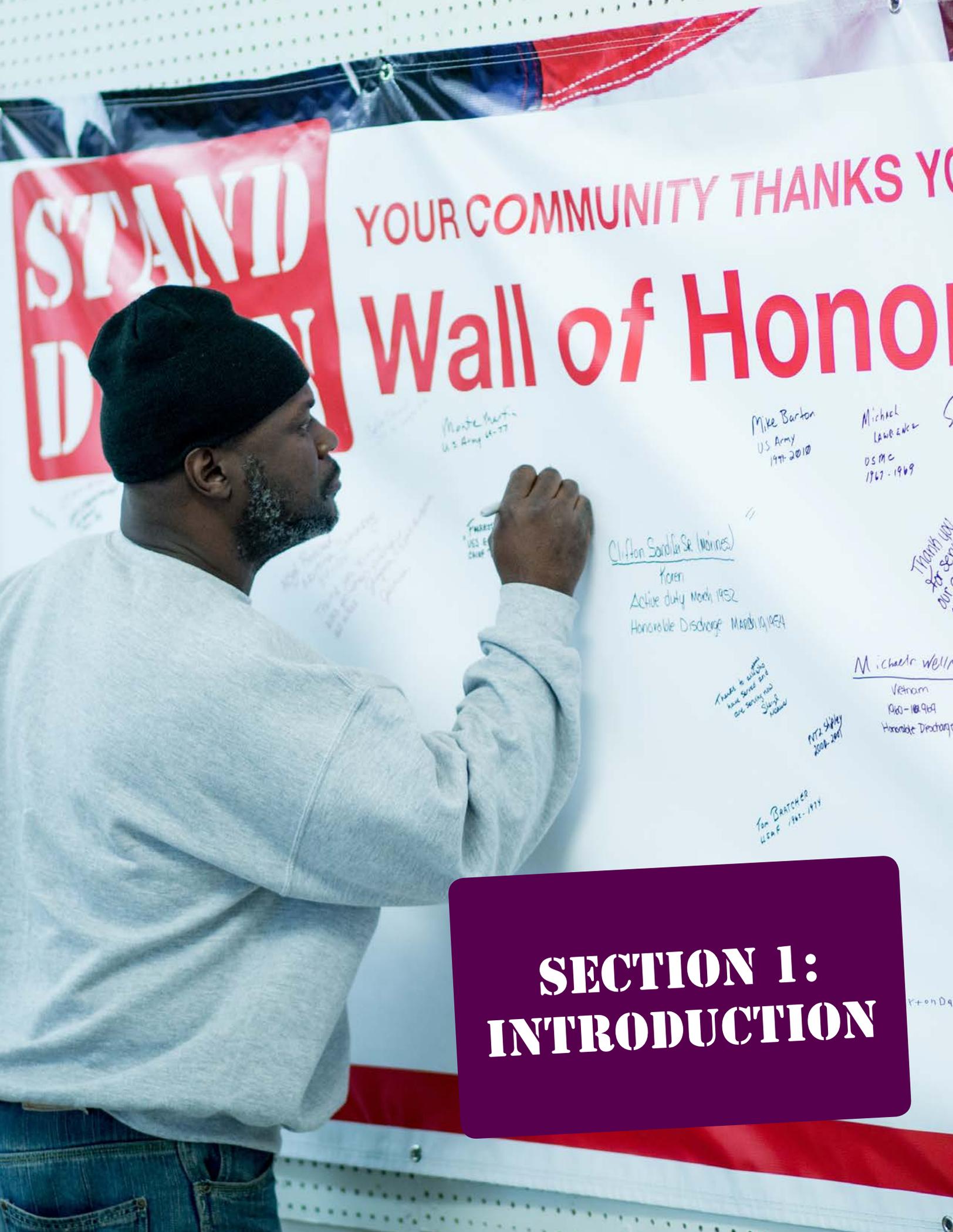
FAMILY STAND DOWN

**Procedural Manual for Providing Services to Homeless or
Nearly Homeless Military and Veteran Families**

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STAND
DAY

YOUR COMMUNITY THANKS YOU

Wall of Honor

Monte Martin
US Army 61-77

Mike Barton
US Army
1971-2010

Michael Lawrence
USMC
1967-1969

Clifford Sandlin Sr. (Widow)

Korea
Active duty March 1952
Honorable Discharge March 1954

Thank you
for service
our
country

Thank to all who
have served and
are serving our
Great Nation

Michael Wells
Vietnam
1961-1969
Honorable Discharge

Pete Skelly
2006-2007

Tom BRATCHEE
USAF 1961-1974

**SECTION 1:
INTRODUCTION**

Ken Da

1.1 About the Military Family Research Institute

The mission of the Military Family Research Institute (MFRI) at Purdue University is to extend and strengthen the ability of military and civilian organizations to help military families. This is done by designing and implementing outreach activities that assist military families and by conducting research with and for military families that generates important new knowledge about their experiences.

MFRI is located at Purdue University, one of the world's premiere research universities. MFRI's work as a research and outreach organization evolved over time. In 1993, Purdue's Center for Families was established within the department of Human Development and Family Studies in the College of Health and Human Sciences. Its mission was to help improve the quality of life for families.

After seven years of working on behalf of families, the Center created MFRI with funding from the Department of Defense. Its original mission was almost entirely research-based. With philanthropic funding, MFRI expanded its mission to include outreach and programming.

MFRI is guided by five strategic goals:

1. Support the military infrastructure that supports families.
2. Strengthen the motivation and capacity of civilian communities to support military families.
3. Generate important new knowledge about military families.
4. Influence policies, programs and practices supporting military families.
5. Create and sustain a vibrant learning organization.

Collaborative partnerships like Stand Downs for Military and Veteran Families increase the breadth and depth of MFRI's impact. For further information about MFRI and its programs, visit www.mfri.purdue.edu.

1.2 About Stand Downs

During the Vietnam War, a Stand Down was a time away from the battlefield when soldiers could rest from combat and take care of personal hygiene, eat warm meals, receive medical and dental care and enjoy the camaraderie of battle buddies in a safe environment.

Today a Stand Down refers to a community-based intervention event that integrates, at one site and at one time, many resources and services that homeless or at-risk veteran and military families may need. These can include employment and housing opportunities, résumé-writing assistance, information pertaining to Department of Veterans Affairs (VA) benefits, health care, personal and spiritual counseling, groceries, free calls, clothing, hygiene kits, haircuts, backpacks, bus and phone cards, home mortgage assistance, and more.

A Stand Down is a cooperative community effort that brings individuals, students, families, businesses, government, and faith-based organizations together to embrace and serve the military families in their midst.

"The single most important benefit I will take from the Stand Down is the satisfaction of helping others." – Volunteer

Why hold a Stand Down?

Helping veterans and military families who are struggling is the right thing to do. Finding ways to help in community settings is a critical mission, given the current landscape of a growing veteran population and the economic realities that threaten the services available to them. Stand Downs can help veteran and military families, raise awareness about their needs in our communities and show our veterans and military families that we support them.

Stand Downs also help the community, because every person who is homeless costs the community, and the cost can be quite high. It is not only veterans who are homeless or at risk of homelessness. Actively serving military members can also live in poverty and be at risk. Hospitalization, medical treatment, incarceration, police intervention and emergency shelter expenses can add up quickly, making homelessness surprisingly expensive for municipalities and taxpayers.

“100% of veterans rated satisfaction with Stand Down as good or excellent.” – After event evaluation

Is a Stand Down right for your area?

To determine whether a Stand Down is the right option for a particular population or location, leaders should first conduct a mini-needs assessment. What are the needs that are not being met? What resources are available? Is there a broad base of support and commitment? Do partnerships already exist in the community?

Based on the early work of Kelly (1971) and others (Riger, 1984; Vincent & Trickett, 1984), as well as MFRI's experiences with community mobilization activities, this manual is based on the following principles:

- » Community projects should be based on needs that actually exist in the community and not on a disparity that is currently popular in the media.
- » Projects need to take into account the likely or potential impact across the entire community, not just the target group (in this case homeless or nearly homeless military and veteran families).
- » Actual and potential resources need to be taken into account in planning.
- » Planning should address specific and measurable activities.
- » Outcome assessment is essential to improving the project, demonstrating success to potential funders, and measuring progress.

If the above principles will be addressed by the project, consider one additional guideline. One-time events rarely have the intended impact. Although there are examples of wonderfully successful single events that changed lives and strengthened the community, most attempts at mobilizing a community require sustainable efforts over time in order to have meaningful, long-term impact. Thus, planners should consider committing to conducting the event at least three times before they decide whether it should be sustained.

1.3 Program development

Veterans Village of San Diego organized the nation's first Stand Down in 1988. Since then, the program has been widely replicated nationwide and has become recognized as the most valuable outreach tool to help homeless veterans. Today, the National Coalition for Homeless Veterans provides leadership for the program (www.nchv.org) and has a handout describing the history of Stand Downs and how to organize a multiple-day event.

Many communities, however, do not have the capacity or need to hold such a large event. Therefore, MFRI created this guide to organizing and executing a one-day Stand Down. MFRI also expanded the focus to include families, mobilize communities and provide service learning opportunities for students.

1.4 What MFRI has added to the model: Family focus

The uniqueness of MFRI's Stand Down model is the family focus and emphasis on honoring and recognizing veterans, in addition to providing services. MFRI's model also relies heavily on community partnerships and service learning to provide the funding, supplies, volunteers and services at the event.

Including families and honoring veterans

Family Stand Downs are focused around honoring military and veteran families instead of solely on providing services. The agenda for the day can include an opening ceremony with mayors, state representatives and community leaders, as well as posting the colors and patriotic songs. Food, snacks and drinks are provided all day long while live bands, DJs or other entertainment is provided for families. A children's area provides activities which can include coloring books, balloon creations, toys to take and other items of interest.

Community integration and mobilization

Numerous community organizations, faith-based organizations and veterans organizations work together to organize these events, and in some cases large numbers of organizations provide services. As service providers are attending to the needs of veteran and military families, they are also networking and learning about other organizations in the local community and raising awareness in the community about issues related to homelessness among veterans and their families.

Service providers are asked to make a commitment that they will provide assistance to military and veteran families all year following the event. This commitment is included on the registration form. To encourage this, it is helpful to hold community mobilization meetings on a monthly basis to look at needs of veterans in the local community and work on Stand Downs together. National Guard, family assistance centers and Red Cross are great organizations to include. Some organizations have committed to providing mentors, wraparound services and financial assistance to veterans participating in Stand Downs.

"Wonderful opportunity to connect veterans with service providers." – Service Provider

Service learning

Family Stand Downs provide an excellent opportunity for real-world, hands-on service learning opportunities for high school and college students, faculty and staff as well as local volunteers from the community. Examples are nursing students organizing a health room and providing a variety of services, business students providing résumé reviews, hotel and restaurant management students serving lunch, psychology students giving personality/career assessments. ROTC units use Stand Downs as a leadership and collaborative opportunity. ROTC units will often provide most, if not all, of the needed volunteers for the day.

“I will be a more socially conscious student and actively look for ways to give back to the community.” – Student volunteer

1.5 About this manual

This manual provides a framework for communities and organizations thinking about planning a single-day Family Stand Down.

Although there are other worthy guidelines and manuals for multi-day Stand Downs and events that focus solely on providing services for adult veterans, this manual provides examples and suggestions for communities whose resources of people, time, money and space are better suited to a single-day event and who want to expand the focus to include the entire family. The implementation plan and other templates in this manual are intended to provide a framework from which communities can build their own unique project.

References

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- Vincent, T. A. & Trickett, E.J. (1984). Preventive interventions and the human context: Ecological approaches to environmental assessment and change. In R.D. Felner, L.A. Jason, J.D. Moritsugu, & S.S. Farber (Eds.), *Preventive psychology* (67-85). New York, NY: Pergamon.

“This manual is super, awesome, a really usable resource for putting together a Stand Down.”

FREQUENTLY ASKED QUESTIONS

What is a Stand Down?

A Stand Down is a community-based intervention event that integrates — at one site and at one time — many resources and services that homeless or at-risk veteran and military families may need.

These can include employment and housing opportunities, résumé-writing assistance, information pertaining to VA benefits, health care, personal and spiritual counseling, groceries, free telephone calls, clothing, hygiene kits, haircuts, backpacks, bus and phone cards, home mortgage assistance, and more.

A Family Stand Down focuses on the family and emphasizes honoring veterans in addition to providing services.

Why should my community host a Stand Down?

A Stand Down is a cooperative community effort that brings individuals, students, families, businesses, government and faith-based organizations together to embrace and serve the military families in their midst.

Finding ways to help in community settings is a critical mission, given the current landscape of a growing veteran population and the economic realities that threaten the services available to them. Stand Downs also help the community, because every person who is homeless costs the community, and the cost can be quite high.

“Stand Downs are an amazing opportunity to give back and serve the community as well as honor the veterans.” – Volunteer

SECTION 2: PLANNING



This manual contains the basics of how to host a Family Stand Down. Using this guide, your community can help veteran and military families manage the transitions and adjustments of civilian life.

In these pages are explanations, procedures, schedules, spreadsheets, scripts, forms, flyers, grant application examples and letters. There is also information for volunteers and vendors. Additional information and documents are included in the appendix and online. Please read this manual in its entirety before beginning to plan the event.

PLANNING	TASK	TIMING
Recruit planning committee (see Appendix 1)	Coordinator	12 months out
Begin implementation checklist (see Appendix 2)	Planning committee	12 months out
Develop master plan	Planning committee	10 months out
Create budget (see Appendix 3)	Planning committee	10 months out
Recruit committee leaders, members	Coordinator	9 months out
Select date	Planning committee	10 months out
Identify target audience	Planning committee	9 months out

2.1 Planning committee

Hosting a Family Stand Down takes a lot of work. A coordinator can oversee the overall event, but it would be almost impossible for one person to coordinate an entire Family Stand Down.

The first step is to put together a motivated and dedicated planning committee, which will coordinate all aspects of the event. The key to a successful event includes recruiting strong leaders in eight key areas:

- » logistics,
- » service provider outreach,
- » volunteer recruitment,
- » donations/fundraising,
- » marketing,
- » entertainment,
- » food, and
- » post-event.

The **Planning Committee Spreadsheet** (see Appendix 1) will help keep track of planning committee members. Regular meetings with team leaders are helpful in making sure all aspects of the event are being considered, needs are identified and plans are made to meet those needs. Members of the planning committee can also help each other when obstacles are encountered.

2.2 Implementation checklist

This manual is organized around an **Implementation Checklist** (see Appendix 2). This will help keep track of efforts and logistics planning. The checklist is subdivided into the eight major committee areas and has tasks listed in the order they need to be completed. The planning committee may want to review the checklist at the first meeting and assign tasks as needed.

It is helpful to create databases for each area or task to keep track of vendors, service providers, donors, volunteers and media contacts. This will also help track and identify outcome/impact.

2.3 Master plan

The goal of a Family Stand Down is to provide in one place many or all of the resources and services that a service member or family may need. A master plan will insure that major ingredients such as services, food, supplies and entertainment are planned for. Master planning should also include selecting a date and identifying a target audience.

Services can include:

- » hygiene (showers, barbers, or other personal services),
- » medical and dental services,
- » legal advice,
- » mental health counseling,
- » financial services/advice,
- » employment and job counseling, and
- » veterans benefits counseling.

Supplies that can be given away include duffel bags, coats, hats, gloves, socks, clothing, rain ponchos, hygiene kits, sleeping bags, reading glasses, phone cards, bus tokens, one-person tents, flashlights, and more.

Food should include breakfast, lunch, snacks and drinks served on site. If possible, there should also be food to go from donations or a mobile pantry.

A program of entertainment can include speeches by mayors and other local political figures, live music, a Wall of Honor, and cards or letters from the community. The planning committee can identify other activities and programming that honor the service and show respect for the veterans in the community. A Wall of Honor allows the veterans to acknowledge their service or that of fallen comrades.

Children's activities can include coloring books, balloon creations, toys to take, and other items of interest.

2.4 Budget

The budget will depend on the size and complexity of the event, any grants or other funding and the level of in-kind contributions. Stand Downs can cost very little to upwards of \$10,000 or more. In the same community, one year a Stand Down cost approximately \$7,000 and the next year the same type of Stand Down cost less than \$1,000 due to donations of venue and other essential needs.

Many individuals, organizations and businesses will donate money and supplies. Food and supply drives as well as volunteer manpower are available from the Boy Scouts and Girl Scouts, church groups of all ages, fraternities and sororities, school groups of all levels, veteran's groups, and other service groups.

In-kind donations are very helpful at containing costs. For example, the waiver of the rental fee for a venue site, donations of food from a restaurant, or sleeping bags and tents from a retailer can reduce costs significantly.

The **Budget (Sample)** in Appendix 3 will give an idea of the needs for logistics, food and supplies.

FREQUENTLY ASKED QUESTIONS

How many planning committee members does it take to have a successful Stand Down?

The key to a successful event includes recruiting strong leaders in eight key areas: logistics, service provider outreach, volunteer recruitment, donations/fundraising, marketing, entertainment, food and post-event.

How much will a Stand Down cost?

The budget will depend on the size and complexity of the event, grants or other funding, level of donations, and what the veterans in the area need. Stand Downs can cost very little to upwards of \$10,000 or more. In general, the costs are fixed, but the funds required are variable and can vary greatly as a result of contributions. Ways to reduce costs significantly include getting the venue, food, and supplies donated.

“When I picked up a flyer advertising the Stand Down, I was on the brink of homelessness. My children and I attended the Stand Down and I received financial assistance and connection to many services to help us. If it weren't for the Stand Down, my children and I would be homeless.” – Veteran



**SECTION 3:
LOGISTICS**

The logistics team is responsible for planning all of the details of the Family Stand Down. Work begins many months before the event. This includes finding the venue, coordinating supplies and materials, creating supply lists and much more. There are many forms in the appendix to help with logistics.

LOGISTICS	TASK	TIMING
Create supply list (see Appendix 4)	Logistics	3 months out
Find a venue	Logistics	12 months out
Inform police chief about event, arrange for street closures	Logistics	10 months out
Arrange for security	Logistics	6 months out
Coordinate service provider needs (Internet, tables, chairs)	Logistics	6 months out
Arrange needed audio/visual equipment	Logistics	4 months out
Coordinate setting up electricity	Logistics	4 months out
Coordinate dumpster delivery and removal	Logistics	3 months out
Acquire pop-up tents if needed	Logistics	3 months out
Arrange for portable restrooms, if needed	Logistics	3 months out
Arrange for recycling	Logistics	3 months out
Order, purchase and pack supplies	Logistics	3 months out
Arrange transportation for supplies	Logistics	2 months out
Arrange removal and donation of leftover supplies	Logistics	Day of event
Create, pack and arrange transport for banners and signage (see Appendix)	Logistics	Week before
Create evaluations (see Appendices 5, 6, 7)	Logistics	Week before
Prepare thank you certificates (see Appendix 8)	Logistics	Give at event, 1 month after
Prepare thank you letters (see Appendix 9)	Logistics	Week before
Create flow agenda (see Appendix 10)	Logistics	Week before

3.1 Supply list

The **Supply List** (see Appendix 4) includes ideas for supplies to give away (tents, bus tokens, coats) as well as supplies needed to set up (dumpsters, floor mats, portable restrooms, tablecloths).

3.2 Find a venue

Select a venue that is centrally located and easy to get to for veterans. Also consider if the location will be large enough to hold the approximate number of volunteers, service providers, volunteers, and entertainment. Select a location that has adequate parking and is accessible by public transportation. Other important factors are availability of necessary services (electricity, Internet).

Consider the cost of the venue in reference to your budget. Waiver of the venue rental fee can be a great cost savings.

3.3 Police and security

Contact the local police department and local officials to inform them about event, arrange for street closures if necessary and inquire about event security.

3.4 Site arrangements

Arrangements need to be made in many different areas:

- » Coordinate service provider needs (electricity, Internet, tables, chairs).
- » Arrange needed audio/visual equipment.
- » Coordinate setting up electricity.
- » Coordinate dumpster delivery and removal.
- » Acquire pop-up tents if needed.
- » Arrange for portable restrooms, if needed.
- » Arrange for recycling.
- » Order, purchase and pack supplies.
- » Arrange transportation for supplies.
- » Arrange for removal and donation of leftover supplies. It is good to decide beforehand where donations will go, as donors may want to know this.
- » Create, pack and arrange transport for various banners and signage (see Appendix).
- » Print **Evaluations for Service Providers or Volunteers** (see Appendix 5), **Students** (see Appendix 6), and **Veterans** (see Appendix 7).
- » Print out **Thank You Certificates** (see Appendix 8) to be given out at the event.
- » Prepare **Thank You Letters** (see Appendix 9) to be sent out as soon after the event as possible.

3.5 Flow agenda

A flow agenda will help organize all the tasks that need to be done the day before, day of and day after the Stand Down. A **Flow Agenda (Sample)** is in Appendix 10.

3.6 Who's in charge?

There should be a coordinator on site at all times to make decisions as situations arise. There should also be brightly colored, matching shirts for core planning team members, so volunteers and veterans know who to approach for problem-solving.

FREQUENTLY ASKED QUESTIONS

What are some possible locations to have the event free of charge?

A great cost savings is to ask for waiver of the venue rental fee. Try veteran service organizations, churches, armories or other organizations that already serve homeless or veterans.

What supplies are needed?

Set-up supplies include dumpsters, floor mats, porta-potties, tables, chairs, tablecloths, electronics, stage and sound system, signs and printed materials, among many other items.

Supplies to give away can include tents, bus tokens, phone cards, coats, glasses and food. The **Supply List** in Appendix 4 will help with organizing supplies.

“I was behind on my mortgage and facing eviction. I have a bachelor’s degree but couldn’t find a job. I attended the Stand Down, received a check to pay my mortgage up to date and found a job to support my children.” – Single father of two children



**SECTION
4: SERVICE
PROVIDERS**

SERVICE PROVIDERS	LEAD	TIMING
Identify organizations to partner and participate (see Appendix 11)	Service provider lead	6-10 months out
Distribute flyer to recruit service providers (see Appendix 12)	Service provider lead	6-10 months out
Send invitation letters to school administrators (see Appendix 13)	Service provider lead	6-10 months out
Send out service provider registration packets (see Appendix 14)	Service provider lead	6-10 months out
Email reminder to service providers (see Appendix 15)	Coordinator	2 weeks out

4.1 Service provider outreach

Community involvement is key to the success of a Family Stand Down. Reaching out to community social service organizations, businesses, elected officials, clergy, educational campuses and others will add to the success of the event.

Sponsors may fund a portion of the event or provide goods, services or volunteers. Think about the organizations in the community and the needs of veterans in the community. The **Service Provider Possibilities Spreadsheet** (see Appendix 11) has many ideas about who to tap as service providers and help keep track of them. Some possible organizations to consider contacting include:

- » employment services and programs;
- » high school, college, and universities (registrar, career counseling center, staffing services),
- » veteran service organizations (DAV, 40/8, American Legion, VFW, AMVETS, etc.);
- » health services and healthcare organizations;
- » social service agencies;
- » financial services;
- » government services;
- » churches;
- » housing services;
- » legal services;
- » personal service providers; and
- » mental health providers.

After identifying possible service providers, add them to the spreadsheet and contact them. This can be accomplished by email, phone, postcard, flyer or personal contact. The **Flyer to Recruit Service Providers** (see Appendix 12) contains a branded, one-page announcement that can be modified with the details of the event.

When considering service providers, keep in mind that high schools and colleges can be a key ingredient to providing services and volunteers. These might include nursing and health services, veterinary services, career counseling, crisis counseling, résumé reviews, vision screening, audiology services, hair cutting, dental services, and many others.

- » Students with clinical skills could provide services including counseling; blood pressure, hematocrit, and hemoglobin checks; nutrition counseling; physical exams; vision screening; dental screening; and hearing tests.
- » Students with human resources and management skills could provide résumé writing assistance or services such as creating a job finder brochure that includes résumés and salary negotiations.
- » Students in veterinary sciences could provide services for pets of the homeless.
- » Student organizations can sponsor sleeping bag, winter clothing (including coats and socks), food or bottled water drives or hold fundraisers to purchase bus passes or phone cards.
- » Students can volunteer to assist disabled or elderly veterans or work at the registration table or on-site food pantry.

Research the services that local schools provide, and reach out to the principals, deans or department heads. A sample **Invitation Letter to School Administrators** can be found in Appendix 13.

Schools can also provide energetic volunteers. ROTC departments are often accommodating in providing manpower to assist with everything from set up to tear down. Inquire as to whether the local college has a volunteer network that can advertise volunteer requirements.

“The community definitely came together to offer services to people in need.” – Volunteer

4.2 SERVICE PROVIDER REGISTRATION

When an organization expresses interest in participating, send out the **Service Provider Registration Packet** (see Appendix 14). The packet contains a form asking what services the provider needs (electricity, Internet, tables, chairs, etc.) and allows for more efficient tracking and coordinating of the services that will be needed and provided.

The registration packet also includes booth policies and procedures, a two-page registration form, consent to interview and photograph, and a liability form. While only one registration form is needed for a group, a consent and liability form must be signed by each person who will be working the booths.

4.3 Reminders

About a week ahead of time, send out a **Reminder Email (Sample)** (see Appendix 15) to service providers to remind them of their commitment and to communicate any last minute details.

FREQUENTLY ASKED QUESTIONS

What kind of services should be offered?

Important services can include showers, barber/personal services, medical and dental services, legal advice, mental health counseling, financial services/advice, employment and job counseling and veterans benefits counseling.

How do I get the word out to service providers?

Think about the organizations in the community and the needs of veterans in the community. Reach out to community social service organizations, businesses, elected officials, clergy, educational campuses and others. Make use of traditional media such as flyers and press releases, social media such as Twitter and Facebook, and personal contacts to find partners.

“Everything was just awesome! Great job!” Veteran

“I made connections to other local organizations.” – Service provider

**SECTION 5:
VETERANS**



VETERANS TASK	LEAD	TIMING
Distribute flyer to recruit veterans (see Appendix 16)	Marketing	Monthly beginning four months out
Distribute business card to recruit veterans (see Appendix 17)	Marketing	Monthly beginning four months out

5.1 Eligibility and Registration

All veterans are eligible to participate in a Stand Down. At the registration desk attendees are asked to provide some type of documentation that shows they served—a DD2-14, card from the VA or medals received while in military. Spouses and families are also eligible.

There should also be some sort of identification method — wristbands or sticky tags — to help service providers and volunteers identify veterans.

People who come and are not military connected are not turned away but advised that they can access the services after veterans are taken care of. This is also true of veterans who may have dishonorable discharges or do not possess documentation indicating they served in the military.

5.2 Outreach

Outreach to veterans is probably the most crucial and most difficult task, as they may not be likely to seek help. Veterans are sometimes more likely to talk with other veterans and might be more open to attending if they hear the message from a fellow veteran. Enlisting the help of veteran’s organizations with outreach can be helpful.

Also send out or post flyers every month four months prior to places where the local homeless population congregates and to the services they use. For instance, consider the following locations: homeless shelters, substance abuse meetings, downtown, bus stations, social service agencies, unemployment offices, local veteran service officers (VSOs), National Guard family programs, veteran service organizations, churches, blood banks, under bridges, food pantries, jails, Salvation Army, and more.

Use the branded **Flyer** (see Appendix 16) and **Mini-Flyer/Business Card** (see Appendix 17) to market the Family Stand Down to service members, veterans and families.

Experience shows that each year attendance can grow by 50 more veterans. A common pattern is first year 20 people, second year 75, third year 110 as the media talks about it, organizers get better about publicizing it, and word-of-mouth does its work.



**SECTION 6:
VOLUNTEERS**

VOLUNTEER TASK	LEAD	TIMING
Distribute volunteer recruitment flyer (see Appendix 18)	Volunteer Lead	6-10 months out
Create volunteer sign-up sheet (see Appendix 19)	Volunteer Lead	6-10 months out
Send out volunteer registration packets (see Appendix 14)	Volunteer Lead	6-10 months out
Send out volunteer guidelines (see Appendix 20)	Volunteer Lead	6-10 months out

6.1 Volunteer outreach

Finding volunteers is one of the easiest tasks of coordinating a Family Stand Down. Community members are eager to volunteer. ROTC units, high schools, colleges, churches and veteran service organizations can usually provide more than enough volunteers to fill the needs of a successful event. A branded, modifiable **Volunteer Recruitment Flyer** is in Appendix 18.

Depending on how large the Stand Down is, the need for volunteers will vary. Depending on the number of stations or functions that need to be staffed and the number of clients that is estimated the Stand Down will serve will direct the number of volunteers needed. Please see the volunteer sign-up sheet for volunteer estimates based on possible stations and services provided.

Accept as many volunteers as possible the day before to help set up tables, sort clothes, set up signage, make sure microphones work, etc.

For the day of the event, you may need morning and afternoon shifts in the areas of registration, escorts and directions, food servers, entertainment, and evaluations if you choose to include these functions.

You might consider coverage for tables of items to be distributed (clothing, toys and other donated items) and Department of Veterans Affairs materials.

In addition, many food pantries may request a specific number of volunteers for their operations. Often this can be as many as 14 for the day (seven in morning and seven in the afternoon). If you include a food pantry as a service provider, please contact them for better estimates of volunteer needs.

A solid crew of strong and cheerful volunteers is also needed for clean up and taking extras to donation sites.

Volunteer assignments need to be carefully assigned and managed so volunteers are assisting in the areas that are needed. The **Volunteer Sign-up Sheet** (see Appendix 19) will help organize this.

“I will change as a result of this event by volunteering more.” – Volunteer

6.2 Volunteer registration

When volunteers express interest in participating, send out the **Volunteer Registration Packet** (see Appendix 14). It includes booth policies and procedures, a two-page registration form, consent to interview and photograph, and a liability form. While only one registration form is needed for a group, a consent and liability form must be signed by each person who will be working the booths.

Volunteers should be educated about what a Stand Down is, the importance of showing respect and compassion to the participants, what to wear, and where and when to report for duty at the event. The **Volunteer Guidelines** (see Appendix 20) are helpful in providing this important information to the volunteers.

“It was a blessing for me to be here. Thank you.” – Volunteer

FREQUENTLY ASKED QUESTIONS

How do I get the word out for volunteers?

Finding volunteers is one of the easiest tasks. Community members are eager to volunteer. ROTC units, high schools, colleges, churches and veteran service organizations can usually provide more than enough volunteers.

What do I need to tell the volunteers before the event?

Volunteers should be educated about what a Stand Down is, the importance of showing respect and compassion to the participants, what to wear, and where and when to report for duty at the event. These guidelines are in the **Volunteer Registration Packet** (see Appendix 14).

“Just go and soak it up!” – Volunteer

SECTION 7: DONATIONS/ FUNDRAISING



DONATIONS/FUNDRAISING TASKS	LEAD	TIMING
Request donations letters (see Appendix 21)	Fundraiser	6-10 months out
Send thank you notes to donors (see Appendix 22)	Fundraiser	6-10 months out
Arrange fundraising opportunities (see Appendices 23 & 24)	Fundraiser	12 months out
Submit grant(s) (see Appendix 25 and 26)	Fundraiser	As available

7.1 Donations

Homeless and at-risk veterans and military families may have many unmet needs. Some may need basic items including sleeping bags, tents and food. Others may be best served with employment and résumé assistance. The Family Stand Down can meet many of those needs through donations and community resources. Financial assistance and gift cards are helpful to purchase whatever is not donated in services or supplies.

The VA homeless outreach coordinator can provide many supplies such as clothing, all-weather gear, and other items. Reach out to large and small local and national businesses, service and veterans organizations of all kinds, schools, restaurants and faith-based organizations for donations of food, clothing, supplies, gift cards and cash.

Ask for donations from local corporations and businesses. A **Letter to Request Funds or Donations (Sample)** is in Appendix 21 and a **Thank You Letter (Sample)** in Appendix 22. A spreadsheet is helpful to keep track of in-kind and cash donations.

7.2 Fundraising opportunities

Fundraising activities can be very creative and community-specific. Research the community and organizations that might be open to donating financially or holding fundraising activities.

Some ideas to consider for fundraising include:

- » Approach veteran service organizations to hold events such as bike rallies or gaming events. Advertise with the **Bike Rally Poster Template** (see Appendix 23).
- » Ask restaurants to hold “Spirit Nights” and donate a portion of their proceeds on a given evening to the Stand Down. Advertise with the **Spirit Night Fundraiser Invitation Template** (see Appendix 24).

Think about what the planning committee will do with any funds that are not used. Will you donate the remaining funds to a local shelter for homeless veterans, put the money in the bank to use at the next Stand Down, or donate to a veteran-specific charity? Funders may want to know how the remaining funds will be used.

7.3 Grants

The Department of Labor Veterans Employment and Transition Services solicits grant applications on a first come, first served basis for Stand Downs. Communities that successfully apply for the grant can be awarded up to \$7,000 for a one-day event and up to \$10,000 for a two or more day event. To learn more about this process and download the applications go to

<http://www.dol.gov/vets/programs/Stand%20Down/main.htm>. See Appendix 25 for Technical Assistance Guide (TAG) for Stand Down Grant Funding from the Department of Labor.

The Military Family Research Institute also offers small grants to help Indiana communities meet the needs of veterans in the following areas: homelessness, mental health, education and employment. This grant process includes an application and an after-action report. Learn more at <https://www.mfri.purdue.edu/programs/community-mobilization.aspx>.

Appendix 26 is a **MFRI Community Grant Application (Sample)** for Stand Downs. The VA outreach coordinator can discuss other grant options. Often United Way or other community organizations offer small grants as well. Many businesses and other organizations give funds to the community on a monthly (or other) basis.

FREQUENTLY ASKED QUESTIONS

Where can I seek funding?

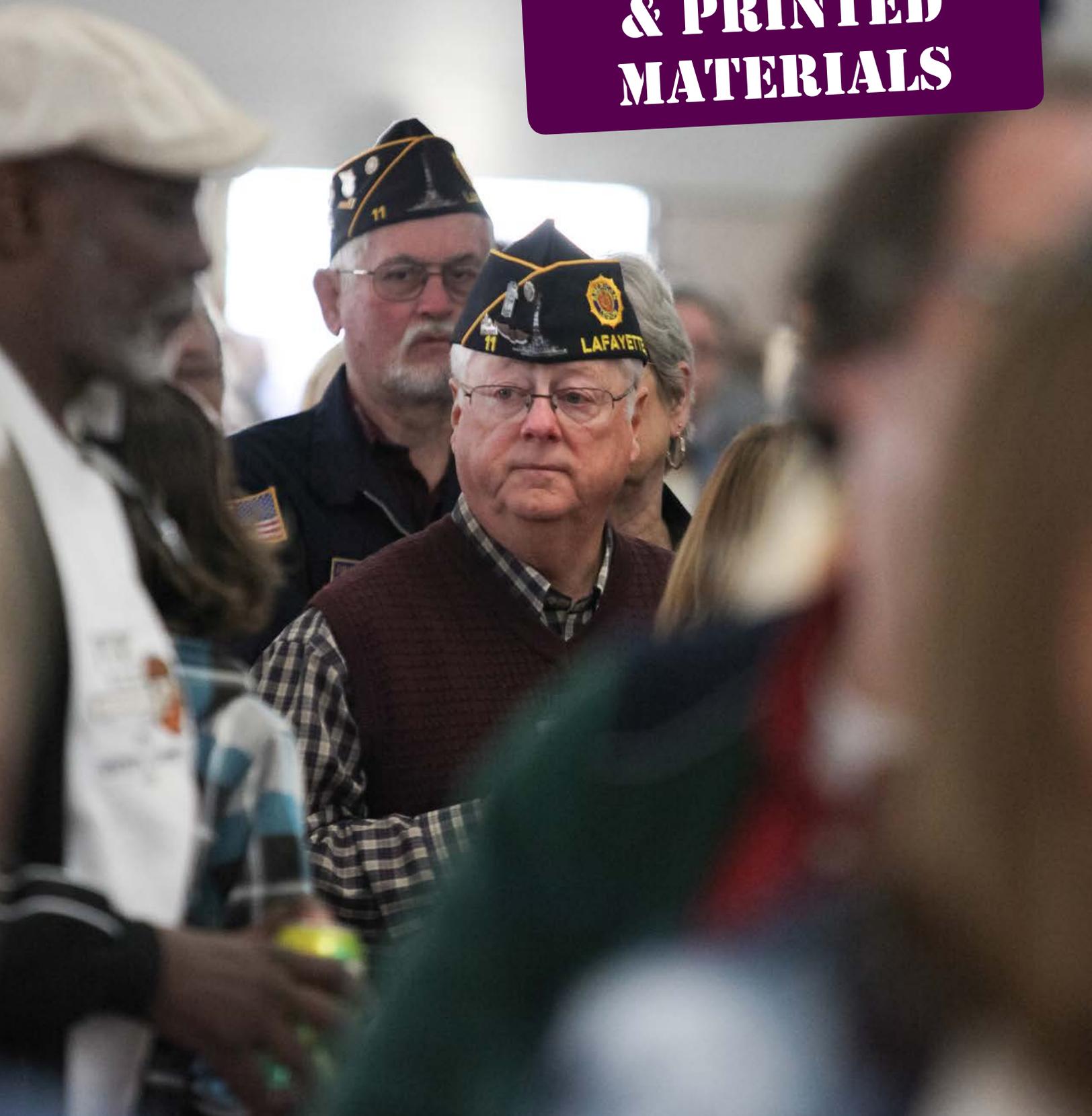
There are many sources of funds and grants: try the Department of Labor, the Military Family Research Institute, community businesses and other organizations that provide community service on their websites. Veteran service organization will often host fundraisers.

What about other kinds of donations?

Costs can be greatly reduced by securing donations of all kinds. Restaurants and stores will often donate food for on-site consumption as well as take-home groceries. Businesses can be tapped to donate supplies like tents, sleeping bags, glasses, phone cards and many other essentials. Individuals, schools, churches or service organizations are great sources of volunteer time and labor.

As a result of a Stand Down, the community came together and initiated a Homeless Veterans Conference to discuss how to meet the needs of homeless veterans in the area. An apartment owner who was connected with the city offered four apartments for veterans only. Organizations that have participated in Stand Downs learned of the need to house and serve homeless veterans received Supportive Services for Veteran Families (SSVF) grant funds in excess of \$180,000 as well as 10 HUD VASH vouchers. – Service provider

**SECTION 8:
MARKETING
& PRINTED
MATERIALS**



MARKETING/PRINTED MATERIALS TASK	LEAD	TIMING
Create, print, mail, distribute promotional materials for veterans and families (see Appendices 16 & 17)	Marketing	6, 4, 2 months out
Create, print, mail, distribute promotional materials for service providers (Appendix 12)	Marketing	6, 4, 2 months out
Create, print, mail, distribute promotional materials for volunteers (Appendix 18)	Marketing	6, 4, 2 months out
Send press release to media (Appendix 27)	Marketing	1 month out
Publicize through personal appearances	Marketing	6-10 months out
Publicize through electronic media	Marketing	4-6 months out
Print banners and signage (see Appendices 28-32)	Logistics	1 month out
Print registration forms	Logistics	12 months out
Print sign-in sheets (see Appendices 33, 34 & 35)	Logistics	6 months out
Print evaluation forms (see Appendix 5, 6 & 7)	Logistics	1 month out
Print consent/release form (see Appendix 36)	Logistics	1 month out

8.1 Promotional materials

Marketing serves many purposes. Getting the word out to the community helps reach all audiences: service providers, funders, donors, volunteers and above all, veterans. A good marketing strategy is to promote the Stand Down as a way to honor the service of veterans and their families while at the same time providing services.

For veterans and families, use the branded **Flyer** (see Appendix 16) and **Mini-Flyer/Business Card** (see Appendix 17) to market the Family Stand Down.

For service providers, a **Flyer to Recruit Service Providers** (see Appendix 12) contains a branded, one-page announcement that can be modified with the details of the event.

For volunteers, a branded, modifiable **Volunteer Recruitment Flyer** is in Appendix 18.

8.2 Media

Send **Press Releases (Sample)** (see Appendix 27) to local radio stations, newspapers and television stations. Personal presentations at schools, churches and other organizations help raise awareness and let audience members know how they can help. Take full advantage of electronic and social media to reach the target audience. Facebook, Twitter, LinkedIn, YouTube and other networking tools can help get the word out.

8.3 Signage for the event

Branded signage is available for printing, including:

- » **Yard Signs:** Road Closed, Parking, etc. (see Appendix 28);
- » **Wall of Honor** banner (see Appendix 29), can be printed at a specialty sign shop and hung in a prominent spot at the event;

- » **Nametag Templates** (see Appendix 30);
- » **Table Tent/Signage Templates** (see Appendix 31); and
- » **Thank You Sponsor Banner** (see Appendix 32) can be printed oversize at a specialty sign shop and hung in a prominent spot at the event.

8.4 Sign-in sheets for the event

There are three different **Sign-in Sheets**: one for **Service Providers** (see Appendix 33), one for **Volunteers** (see Appendix 34) and one for **Veterans** (see Appendix 35).

8.5 Evaluations

Evaluations should be part of every Stand Down. They will capture the connections and impact that resulted and give metrics that will be useful for reporting and garnering support and grants for future events.

A **Service Providers and Volunteer Evaluation Form** (see Appendix 5) asks participants to rate their experience and the organization of the event, and whether they learned new information from participating or made connections with local organizations that they could collaborate with in the future. The evaluation also invites sharing of any stories, moving moments, benefits or lessons learned as a result of attending the Stand Down.

The **Student Evaluation Form** (see Appendix 6) seeks to determine what students are learning from the experience.

The **Veterans Evaluation Form** (see Appendix 7) surveys demographics such as whether the attendee is a combat veteran and their gender, years served and zip code. It asks their satisfaction with the Stand Down, whether there are any unmet needs or suggestions for improvement. Veterans are also asked for an interaction, story or moving moment. You can also encourage follow-up by asking the veterans if they would like to be contacted by local social service agencies with regard to receiving services.

8.6 Release/consent form

Obtain a release/consent form from all participants if any pictures, video or audio recordings will be taken. Participants are not required to sign the release; be sure to alert photographers and videographers as to which participants do not sign. Following the event, scrutinize all such materials carefully, and do not use any in which non-consenting participants appear. See **Consent/Release Form** in Appendix 37.

“I learned about the Stand Down because it was in the newspaper, on the radio show for veterans, and I noticed flyers all over the city.” – Veteran

FREQUENTLY ASKED QUESTIONS

What is the best way to reach veterans?

Outreach to veterans and is probably the most difficult task, as they may not be likely to seek help. Veterans may be more open to attending if they hear the message from a fellow veteran, so enlisting the help of veteran's organizations with outreach can be helpful.

When posting flyers, consider where the local homeless population congregates and the services they use. For instance, consider posting at homeless shelters, substance abuse meetings, bus stations, social service agencies, unemployment offices, churches, blood banks, and food pantries.

What signage is needed?

Branded signage includes the Wall of Honor, directional signs, table tents, room signs, parking signs and street closure signs. All are in the appendix.

"I have a better understanding of veterans, am more appreciative of what they have done." – Volunteer



**SECTION 9:
ENTERTAINMENT**

ENTERTAINMENT TASK	LEAD	TIMING
Plan program/agenda , make arrangements (Appendix 38)	Entertainment	6 months out
Write script (Appendix 39)	Entertainment	6 months out
Plan children's activities	Entertainment	6 months out

9.1 Program

One of the highlights of any Stand Down is the entertainment that helps increase morale among the veterans and military families. Recognition activities and entertainment help to meet basic “love and belonging” and “self-esteem” needs and adds excitement to the event.

Look to the community to provide a variety of entertainment. Some ideas include:

- » speeches from local politicians thanking veterans for their service;
- » music and live entertainment;
- » thank you cards from school children, religious education classes or groups;
- » Our Heroes’ TreeSM (a small tree with homemade ornaments honoring veterans and service members, for more information: www.mfri.purdue.edu/oht; and
- » a **Wall of Honor** for veterans to sign to honor their comrades (Appendix 29).

The planning committee can identify activities and programming that honor the service and show respect for the veterans in the community. Resources in this manual include an **Agenda (Sample)** (see Appendix 37), **Agenda Template** (see Appendix 38) and **Script (Sample)** (see Appendix 39).

The agenda might include:

- 8:00 a.m. Registration opens and breakfast served
- 9:00 Opening ceremony begins
 - Color Guard
 - National Anthem
 - Invocation
 - Welcome
 - Speakers
 - God Bless America
- 9:45 Registration, services, children’s activities and Wall of Honor open
- Noon Lunch served
 - Live music or DJ
- 2:00 p.m. Services close

9.2 Children’s activities

The children’s area should be a centrally-located area where parents stay with their children (not drop off or childcare). It can include tables with donated toys and clothing, and an activity table with coloring books, crayons, balloon animals and other activities of interest to children.

FREQUENTLY ASKED QUESTIONS

What activities should be included?

Look to the community to provide a variety of entertainment. Some ideas could include speeches from local politicians thanking veterans for their service, music and live entertainment, thank you cards from school children, religious education classes or groups, and an Our Heroes' TreeSM (a small tree with homemade ornaments honoring veterans and service members).

What is a Wall of Honor?

A **Wall of Honor** is a large banner that allows the veterans to acknowledge their service or that of fallen comrades (see Appendix 29).

“Although I was singing (and I love singing), I just wanted to get down from the stage and help! I wanted to do more for the veterans.” – Volunteer

STAND
DOWN

Lafayette

SECTION 10: FOOD



FOOD TASK	LEAD	TIMING
Determine menu for breakfast/lunch	Food	1 month out
Contact restaurants to donate food/drinks (Appendix 21)	Food	6 months out
Arrange for transport of food	Food	1 month out

10.1 Menus

Food is most important at a Stand Down and helps to meet the most basic of needs. The event can provide breakfast, lunch, snacks or any combination of meals. Try to offer a variety of healthy alternatives. Bagged snacks and bottled water can be offered for veterans and military families to take with them.

10.2 Donations of food

Many organizations are open to donating food to a Stand Down. Reaching out to restaurants can be a good way to meet most of the needs of feeding hundreds of participants. Knowing which restaurants are owned and operated by veterans or that support veterans and/or the homeless population may help in acquiring ready to eat food for the Stand Down.

Most restaurants will be able to help you estimate how much of their product you will need for the number you expect. It is helpful to keep a spreadsheet of donations so you know what you have and what you still need. It is better to have leftover food than not enough. Be sure to have enough in the event that one of the donating organizations can't provide the food they thought they could due to extenuating circumstances.

A general rule of thumb in food service is to allow four-ounce portions of four food groups equals one pound of food per person. This includes four ounces of meat, four ounces of potato or salad, four ounces of another vegetable and four ounces of dessert.

If you have leftover food, you can donate it to the local food pantries, day shelters, and evening shelters. It is helpful to make the arrangement about leftovers donations ahead of time so the food is not wasted.

There may be a local food pantry that will provide groceries for veterans and families to take with them. These organizations already have systems in place and will be able to tell you their method and needs for distribution (see Appendix 40).

Campus fraternities and sororities, ROTC units, high schools, churches and Boy and Girl Scouts can be approached to provide baked goods as well.

A **Letter to Request Funds or Donations (Sample)** is located in Appendix 21 and a **Thank You Letter** in Appendix 22. A spreadsheet is helpful to keep track of donations.

10.3 Transport of food

Special attention is required for the pick-up and transport of food. Local bakeries may allow you to pick up day old breakfast items (or give you fresh items). You may want to consider a designated person to pick up food items the morning of the event.

Easy-to-transport snacks and drinks are preferred so military and veteran families can handle them easily – for example, individually wrapped chips, fruit, water bottles and cans of soda.

FREQUENTLY ASKED QUESTIONS

Where can we find food donations?

Donations from restaurants, especially those which are owned and operated by veterans or that support veterans and/or the homeless population, can be a good way to meet most of the needs of feeding hundreds of participants. There may be a local food pantry that will provide groceries to go. Campus fraternities and sororities, ROTC units, high schools, churches and Boy and Girl Scouts can be approached to provide baked goods as well.

“I have cooked and donated food every year for the Stand Down and it makes me feel good to help my fellow veterans.”
– Service provider

SECTION 11: POST EVENT



POST EVENT TASK	LEAD	TIMING
Review evaluations	Coordinator	1 month post
Create list of Action Items with due dates	Coordinator	1 month post
Write After Action Report (Appendix 41)	Coordinator	1 month post
Write Expense Report (Appendix 42)	Coordinator	1 month post
Schedule and hold follow-up meeting	Coordinator	1 month post

11.1 Evaluations

All participants should complete an evaluation. The appendix contains separate forms for service providers and volunteers, students and veterans (see Appendices 5–7). The evaluation for service provider measures if their needs are met and if they are doing what they are supposed to be doing. The evaluation for volunteers is to be sure they are getting a good experience. The evaluation for veterans is to make sure their needs are being met.

Evaluations capture the connections and impact that resulted from the event. They give metrics and are important for reporting and garnering support and grants for future events. Evaluation data also help in planning for next year’s event.

11.2 After action items

Thanking service providers and volunteers can be accomplished in many ways. **Thank You Certificates** (see Appendix 8) can be given at the event to the service providers, volunteers and donors. They can also be mailed or delivered in person after the event to help build goodwill for future events.

The **After Action Report (Sample)** (see Appendix 42) and the **Expense Report (Sample)** (see Appendix 42) will help draft summaries for donors, funders or other reports that may need to be completed.

Last but not least, schedule and hold a follow-up meeting to share results and lessons learned and to set a course for the future.

FREQUENTLY ASKED QUESTIONS

What needs to be done to wrap up a Family Stand Down?

It’s important to thank service providers, volunteers and donors. Evaluations and reports are important for donors and funders and future events.

“I had a heart attack and was going through rehab. The rehab organization used my retirement funds to pay for rehab, which meant I had no money to pay my mortgage. As a result of the Stand Down committee and compassionate local organizations, enough money was raised to catch up my mortgage AND winterize my house.” – Vietnam veteran

SECTION 12: ADDITIONAL RESOURCES



Some resources that might be helpful in preparing for and implementing a Family Stand Down include:

- » VA website (for resources related to homeless and at-risk veterans)
<http://www.va.gov/homeless>
- » Veterans Village of San Diego (created the first Stand Down in 1988)
http://www.vvvd.net/standdown_meaning.htm
- » National Coalition for Homeless Veterans
http://nchv.org/index.php/service/service/stand_down
- » National Center on Family Homelessness
<http://www.familyhomelessness.org>
- » 2014 Point-In-Time (PIT) and Housing Inventory (HIC)
Please note: This link will change each year when the new point in time count is completed.
<https://www.hudexchange.info/resource/4074/2014-ahar-part-1-pit-estimates-of-homelessness>

A photograph of a woman and a young girl sitting in an audience. The woman, on the left, has dark hair and is wearing an orange top. She is smiling and looking towards the right. The young girl, on the right, has light brown hair and is wearing a purple top. She is leaning forward with her hands on the back of the seat in front of her, looking intently towards the right. The background is blurred, showing other people and bright lights, suggesting a theater or concert setting.

**SECTION 13:
APPENDICES**

Table of Contents

Appendix 1 Planning Committee Spreadsheet

» Document format: Microsoft Excel

Stand Down Planning Committee					
JOB	FIRST NAME	LAST NAME	EMAIL	TELEPHONE	NOTES
Coordinator					
Logistics					
Service provider outreach					
Volunteer recruitment					
Donations/Fundraising					
Marketing					
Entertainment					
Food					
Post-event					

Appendix 3 Budget Template

» Document format: Microsoft Excel

LOGISTICS	Cost	Actual cost	Description/Notes
Item			
Venue rental			
Tent(s) rental			
Electronics/connections			
Heaters for tent rental			
Tables for seating area			
Chairs			
Indoor signage			
Outdoor signage			
Banner(s)			
Name tags			
T shirts for Planning Committee			
Moving van			
Car rental			
FOOD			
Breakfast			
Lunch			
Snacks			
Drinks			
Utensils, plates, napkins, cups			
SUPPLIES TO GIVE AWAY			
Clothing			
Hats			
Coats			
Socks			
Rain jackets/ponchos			
Diabetic socks			
Duffel bags			
Sleeping bags			
Tents			
Phone cards			
Bus tokens			
Hygiene kits			
Reading glasses			
Flashlights and batteries			

Appendix 4 Supply List

» Document format: Microsoft Excel

SUPPLIES TO GIVE AWAY	Quantity	Cost	In kind	Source	Notes
Item					
One person tents					
Bags to put supplies in					
Bus tokens					
Coats					
Duffel bags					
Food gift cards					
Gas cards					
Gloves					
Hats					
Hygiene kits					
Phone cards					
Rain ponchos					
Reading glasses					
Sleeping bags					
Socks					
SUPPLIES FOR SET UP					
A frames or easels for signs					
Bowls for snacks					
Buckets for soda and water/ice					
Cutlery (cups, napkins etc.)					
Dumpsters					
Extension cords, power strips					
Food/snacks/drinks					
Heaters for outside activities					
Internet connection					
Mats to cover cords					
Name tags and lanyards					
Pens					
Plastic containers for extra food					
Porta-potties					
Signage (Wall of Honor, sponsor display, directional signs, table tents, room signs, parking signs, street signs)					
Sound system					
Stage					
Standing heaters, if needed					
Tablecloths/plastic table covers					
Tables and chairs					
Tape					
Tarps for hair cutting					

Appendix 5 Evaluation for Service Providers/Volunteers

» Document format: Microsoft Word

EVALUATION FOR SERVICE PROVIDERS/VOLUNTEERS

Please take a few moments to give us some feedback about your experience at the Stand Down. Please mark only one box.

Are you a service provider or volunteer ?

How would you rate your satisfaction with the Stand Down?

Excellent Good Adequate Unsatisfactory

I learned new information from participating at the Stand Down.

Excellent Good Adequate Unsatisfactory

I made connections with local organizations that I can collaborate with at the Stand Down.

Excellent Good Adequate Unsatisfactory

I will share information that I received at or about the Stand Down with others.

Excellent Good Adequate Unsatisfactory

The Stand Down was well organized.

Excellent Good Adequate Unsatisfactory

If repeated, I would again participate in a Stand Down.

Excellent Good Adequate Unsatisfactory

What service was provided most by your organization (for service providers only)?

Please share any stories, moving moments or lessons learned as a result of attending the Stand Down:

Please describe the single most important benefit you will take from this event?

Additional comments or feedback:

Thank you for your service at the Stand Down!

Appendix 6

Evaluation for Students

» Document format: Microsoft Word

EVALUATION FOR STUDENTS

Please take a few moments to give us some feedback about your experience at the Stand Down. Please mark only one box.

What is your major and year?

How would you rate your satisfaction with the Stand Down?

Excellent Good Adequate Unsatisfactory

I will share information that I received at or about the Stand Down with others.

Excellent Good Adequate Unsatisfactory

The Stand Down was well organized.

Excellent Good Adequate Unsatisfactory

If repeated, I would again participate in a Stand Down.

Excellent Good Adequate Unsatisfactory

How did this experience impact your service learning?

Did you learn anything new about veterans through this experience?

How will this event change your interactions with veterans in your future career?

Please describe the single most important benefit you will take from this event?

Do you have any suggestions for improvement for future Stand Downs?

Thank you for your service at the Stand Down!

Appendix 7 Evaluation for Veterans

» Document format: Microsoft Word

EVALUATION FOR VETERANS

Please take a few moments to give us some feedback about your experience at the Stand Down. Please select only one box.

Are you a combat veteran? Yes No **Gender** Male Female

What year(s) did you serve in the military? _____ – _____

Religious affiliation (if any): _____

Zip code or city where you stay the majority of the time: _____

How would you rate your satisfaction with the Stand Down?

Excellent Good Adequate Unsatisfactory

Did you have any unmet needs that should be focused on at future Stand Downs?

Do you have any suggestions for improvement for future Stand Downs?

In what ways has attending the Stand Down improved your quality of life?

Was there a particular service provided, interaction, story or moving moment today that you would like to share that was beneficial or helpful for you?

Would you be interested in participating in the Shelter Plus Care Program and receiving services to meet your needs? If so, please provide your contact information (name and email or phone number) so you can be contacted.

Name _____

Email and/or phone number _____

Please provide any additional feedback/comments on the back of this form.

Thank you for your service!

Appendix 8 Thank You Certificate Template

» Document format: Microsoft Word

**In Appreciation of Your Participation
at the [COMMUNITY NAME]**



Stand Down [TOWN/AREA] and your local community extend their deep appreciation to you for your effort and commitment to assisting the homeless, unemployed and disadvantaged veterans and their families. Your leadership, dedication and service is truly a blessing in the lives of military families in our community. Thank you for doing your part to keep our communities' military families safe.

With sincere thanks,
Stand Down 20XX Planning Committee

Appendix 9 Thank You Letter (Sample)

» Document format: Microsoft Word



More than 2 million military service members have been deployed since Sept. 11, 2001. Many serve multiple tours in combat zones thousands of miles from home. Their families serve too, managing challenges and opportunities unique to the military lifestyle. Unfortunately, many of these veterans and their families struggle with re-entry. Too many end up short of resources and homeless.

Thanks to you, we are helping improve the lives of these service members, veterans and their families in our community. A number of community organizations have banded together to host a Stand Down for homeless, almost homeless and unemployed veterans and their families.

During times of combat a Stand Down was a time and place away from the battlefield where soldiers could rest from combat and take care of personal hygiene, enjoy warm meals, receive medical and dental care, and enjoy the camaraderie of battle buddies in a safe environment.

Stand Downs afforded battle-weary soldiers the opportunity to renew their spirit, health and overall sense of well-being. Stand Downs in the community allow veterans to rest from the combat of homelessness and receive services and resources. The local Stand Down will be held on [DATE, TIME AND LOCATION]. We thank you for your donation of [DONATION HERE]. This will benefit our homeless veterans and their families and honor their service.

Thank you,

[YOUR STAND DOWN'S CONTACT INFORMATION]

Appendix 10 Flow Agenda

» Document format: Microsoft Excel

TWO DAYS BEFORE	Time	Task	Assigned to
	10 a.m.	Call restaurants that are donating food to confirm pick up time Send final email reminder out to all vendors and interested parties	
	Noon 12:30 p.m.	Pick up rented/borrowed van/truck Pack up supplies, banners, carts, Heroes' tree, Wall of Honor banner, decorations, thank you cards from local schools	
	2:30 p.m. Day before event	Pack clothing and boxes into van	
	9:15 a.m.	Continue packing until done	
	11 a.m.	Go to location of Stand Down and set up sign in table for volunteers (bring sign in sheets, pens, certificates, agendas, and evaluations) and unpack van	
	Noon	SET UP Tent, stage, porta-potty set up Road closes Volunteers begin to arrive, sign in, and help with set up Volunteers begin to cut table cloths, tape to tables, set up tables, chairs, signs and sort, size, and fold clothing on tables (keep boxes for repacking). Set out thank you certificates and evaluations. Purchase sodas, water, ice, snacks, buns, barbecue sauce, mustard, etc.	
	5 p.m.	Most volunteers will leave. Continue to set up until everything is ready for next day: banners, tables and chairs slotted for outside to be put in hallway for easy transport next day	
	DAY OF EVENT		
	6:30 a.m.	Advance team arrives at event site for set up Set up registration table, outside signage, Wall of Honor banner, sponsor signs, road signs, food pantry Continue to fold, size, and sort clothing Check stage and sound	
	7:30 a.m.	Volunteers begin arriving. Sign in, name tags, evaluations (to turn in upon departure), give assignments and introduce to lead volunteer for the area. Give out walkie talkies to lead volunteers and lead staff members	
	8 a.m.	Set up breakfast table, coffee, food, ice, drinks, cutlery, etc. Staff the registration booth for early arrivals Vendors begin arriving to set up booths Begin registering veterans and families as they arrive (sign in, check veteran status, give agendas and mark agendas for those with confirmed veteran status) Volunteers help vendors with supplies and take to booths, show vendors where their booths are located	
	9 a.m.	Ceremony begins	
	9:30 a.m.	Doors open for services	
	10 a.m.	Pick up food from restaurants	

Appendix 11 Service Provider Possibilities

» Document format: Microsoft Excel

Organization	Service	First Name	Last Name	Phone	Email
EMPLOYMENT & EDUCATION SERVICES					
Adult education programs					
College/university admissions					
Employment counseling center	Assessments				
Staffing services	Resume writing and employment training				
State Workforce Development	Employment training				
Student organizations	Food and supply drives, services, manpower				
FINANCIAL SERVICES					
Banks					
Credit agencies					
Credit unions					
GOVERNMENT SERVICES					
Bureau of Motor Vehicles	Photo ID				
City government	City services				
Family & Social Services Administration	Applications for Food Stamps and Medicare				
Internal Revenue Service	Tax advice and other services				
Police Department					
Social Security Administration	SS cards, info re: SSA programs				
Voter Registration	Voter registration				
HEALTH SERVICES					
American Red Cross	Services, transportation				
Audiologists	Hearing screenings				
Community Health Centers	Comprehensive healthcare				
Dentists/dental schools	Dental care				
Health Department	Flu vaccines, screenings				
Mental Health Association	Counseling, services				
Nursing schools	Blood pressures, screenings				
Optometrists	Vision services				
Podiatrists	Foot care				
Senior Services	Senior services				

Appendix 12 Flyer to Recruit Service Providers

» Document format: Microsoft Word

An Opportunity to Help Our Veterans



STAND DOWN

WHERE: Location
Street, City, State

WHEN: Month XX, 201X • X a.m. – X p.m.

ABOUT STAND DOWNS

A Stand Down for homeless veterans is a concept that was created during the Vietnam War. A Stand Down was a time away from the battlefield whereby soldiers could rest from combat and take care of personal hygiene, enjoy warm meals, receive medical and dental care, and enjoy the camaraderie of battle buddies in a safe environment. Stand Down afforded battle-weary soldiers the opportunity to renew their spirit, health and overall sense of well-being. Today, Stand Downs in the community allow veterans to rest from the combat of homelessness and receive services and resources.

[This area is a place for specific information on the partners of your community event.]

HOW YOU CAN HELP

We are recruiting additional partners to provide services and resources to our local homeless, unemployed, and disadvantaged veterans and their families. ALL organizations that participate will be recognized on our sponsor wall. Media will be in attendance.

Please let us know by [DATE] if you are interested in teaming up to provide a Stand Down for our veterans and their families.

FOR MORE INFORMATION

[CONTACT INFORMATION]

**We look forward to hearing from you, and thank you in advance
for being a hero to our heroes.**

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Appendix 13 Invitation Letter to School Administrators

» Document format: Microsoft Word



[NAME OF YOUR ORGANIZATION] is partnering with a number of other community organizations to host a Stand Down for homeless, almost homeless and unemployed veterans and their families. This presents a valuable, hands-on, service-learning opportunity for your students.

Stand Downs for homeless veterans is a concept that was created during the Vietnam Conflict. A Stand Down was a time away from the battlefield when soldiers could rest from combat and take care of personal hygiene, enjoy warm meals, receive medical and dental care, and enjoy the camaraderie of battle buddies in a safe environment. Stand Down afforded battle-weary soldiers the opportunity to renew their spirit, health and overall sense of well-being.

Today Stand Downs for homeless veterans allow veterans to rest from the combat of homelessness and receive services and resources. For some, it is a time to receive a warm meal and clothing. For others, it is a life-changing event.

The goal of this Stand Down is to help veterans and their families who are experiencing financial obstacles. This offers a service-learning opportunity for students to gain real world experience working with clients, raise awareness in the community about issues related to homelessness among veterans and their families, and solicit and deliver help from additional volunteers and organizations. We would like to invite you to partner with us as well.

- Students with clinical skills can provide services including counseling, blood pressures, hematocrit and hemoglobin, nutrition counseling, physical exams, financial counseling, vision screening, dental screening, and hearing checks.
- Students with human resources and management skills can provide resume writing assistance or services such as creating a job finder brochure that includes resumes and salary negotiations.
- Nutrition students can plan menus and serve food.
- Students in veterinary sciences can provide services for pets.
- Student organizations can sponsor sleeping bag, winter clothing, food or bottled water drives or hold fundraisers to purchase bus passes or phone cards, or hold donation drives to collect food or warm socks.
- Students can volunteer to assist disabled or elderly veterans or work at the registration table or onsite food pantry.

Ideally the services would be offered as service learning opportunities or a structured volunteer opportunity overseen by faculty. Student organizations are also encouraged to volunteer and/or provide services to the veterans and their families.

This is a time to take action to honor our veterans and give your students a learning opportunity that can mold their future as practitioners. Please let me know if you would like to discuss learning opportunities for your students to provide a Stand Down for our veterans and their families.

Thank you,
[NAME OF CONTACT]

[YOUR STAND DOWN'S CONTACT INFORMATION]

Appendix 14 Service Provider & Volunteer Registration Packet

» Document format: Microsoft Word



Service Provider and Volunteer Registration Packet

Thank you so much for volunteering your time to provide services and resources to our service members, veterans and their families.

We ask that you please complete the following registration packet. Included are Booth Policies and Procedures, a two-page registration form, and a consent and liability form. While only one registration form is needed for your group, a consent and liability form must be signed by each person who will be working your booth.

The form covers the following areas to protect our volunteers, service members and veterans:

- *Consent to Participate and Release Liability*
- *Oath of Confidentiality*
- *Consent to Interview and Photograph*

Appendix 15 Service Provider Email Reminder

The [NAME OF EVENT, AREA OR TOWN] Stand Down is rapidly approaching on [DATE, TIME, AND PLACE]. You are scheduled to [SERVICE PROVIDER RESPONSIBILITY].

A few reminders

Set-up times

[XX:XX] a.m. Set-up begins

[XX:XX] a.m. Set-up complete

Service times

[XX:XX] a.m. Veterans will be released into the building for services

[XX:XX] p.m. Outer doors will be closed, to finish serving guests.*

[XX:XX] p.m. Booth tear-down begins.

*Booths should be staffed at all times during the event, to allow all veterans to be served. Please have enough staff and/or representatives to ensure this will happen. The last veteran will be allowed into the building for services at [XX:XX] p.m.

After the Stand Down

Before leaving, please help us by picking up all trash in and around your booth, collecting any left-over products, and assisting in tearing down the rest of the event, if you are able.

Thank you so much for volunteering your time to provide services and resources to our service members, veterans and their families.

Appendix 16 Marketing Flyer for Veterans

» Document format: Microsoft Word

ATTENTION all service members, veterans and family members of veterans:



STAND DOWN

WHERE: Location
Street, City, State

WHEN: Month XX, 201X • X a.m. – X p.m.

The [COMMUNITY NAME] community partners would like to recognize your service by hosting a Stand Down saluting service members, veterans and their families. A Stand Down is a community effort to provide much needed relief to our service members, veterans and military members.

This Stand Down is a collaborative community event, coordinated by [GROUP NAMES HERE] and community agencies that serve the homeless and veterans. The following services and more will be provided for you and your family free of charge:

- Food
- Bus passes
- Pre-paid phone calling cards
- Pre-paid gasoline cards
- Haircuts
- Clothing and blankets

- Health screenings
- Personal hygiene kits
- Spiritual and personal counseling
- Resume writing assistance
- VA and Social Security benefit counseling

You may also receive referrals to a variety of other necessary services, such as:

- Housing assistance
- Employment counseling
- Substance abuse treatment

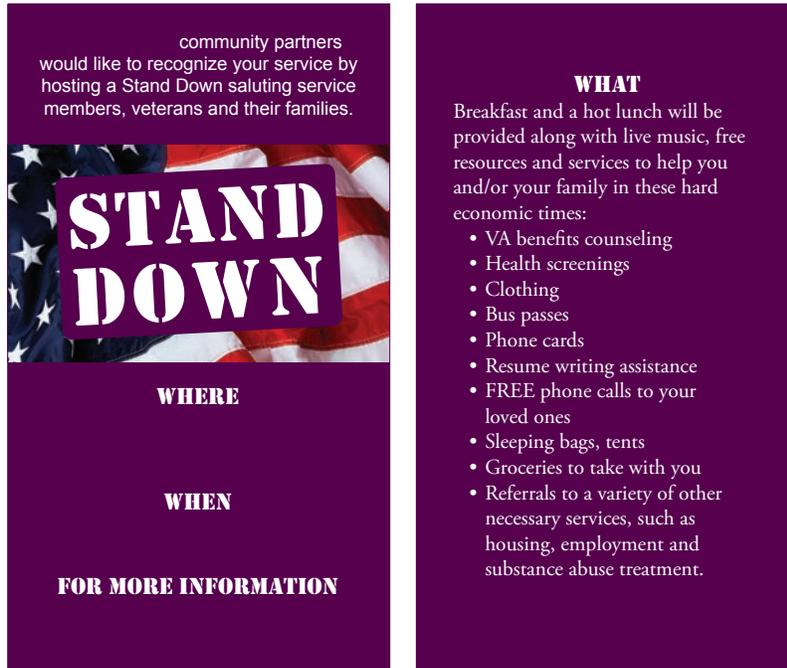
Please come sign our **Wall of Honor**, dedicated to the men and women who have fearlessly served our country.

For more information please contact [STAND DOWN LEAD NAME AND CONTACT INFORMATION]

SPREAD THE WORD to all of your veteran friends and their families — all are welcome!

Appendix 17 Business Card For Marketing To Veterans

» Document format: Editable PDF



The image shows a business card for a 'Stand Down' event. The card is divided into two main sections. The left section has a dark blue background with white text. At the top, it says 'community partners would like to recognize your service by hosting a Stand Down saluting service members, veterans and their families.' Below this is a photograph of an American flag with a white box containing the words 'STAND DOWN' in large, bold, black letters. Underneath the photo, the words 'WHERE', 'WHEN', and 'FOR MORE INFORMATION' are listed in white, bold, uppercase letters. The right section has a dark blue background with white text. It starts with the word 'WHAT' in bold, followed by a paragraph: 'Breakfast and a hot lunch will be provided along with live music, free resources and services to help you and/or your family in these hard economic times:'. This is followed by a bulleted list of services: VA benefits counseling, Health screenings, Clothing, Bus passes, Phone cards, Resume writing assistance, FREE phone calls to your loved ones, Sleeping bags, tents, Groceries to take with you, and Referrals to a variety of other necessary services, such as housing, employment and substance abuse treatment.

community partners would like to recognize your service by hosting a Stand Down saluting service members, veterans and their families.

STAND DOWN

WHERE

WHEN

FOR MORE INFORMATION

WHAT

Breakfast and a hot lunch will be provided along with live music, free resources and services to help you and/or your family in these hard economic times:

- VA benefits counseling
- Health screenings
- Clothing
- Bus passes
- Phone cards
- Resume writing assistance
- FREE phone calls to your loved ones
- Sleeping bags, tents
- Groceries to take with you
- Referrals to a variety of other necessary services, such as housing, employment and substance abuse treatment.

Appendix 18 Flyer to Recruit Volunteers

» Document format: Microsoft Word

An Opportunity to Help Our Veterans



STAND DOWN

WHERE: Location
Street, City, State

WHEN: Month XX, 201X • X a.m. – X p.m.

The [NAME OF] community is hosting a Stand Down for homeless, unemployed, and disadvantaged veterans and their families. This Stand Down will provide a wide variety of services and resources for at-risk service members, veterans and their families.

ABOUT STAND DOWNS

A Stand Down for homeless veterans is a concept that was created during the Vietnam War. A Stand Down was a time away from the battlefield whereby soldiers could rest from combat and take care of personal hygiene, enjoy warm meals, receive medical and dental care, and enjoy the camaraderie of battle buddies in a safe environment. Stand Down afforded battle-weary soldiers the opportunity to renew their spirit, health and overall sense of well-being. Today, Stand Downs in the community allow veterans to rest from the combat of homelessness and receive services and resources.

HOW YOU CAN HELP

We would like to invite you to volunteer with us at the Stand Down providing assistance with set up, tear down, registration, helping with the food pantry and other needs.

We will have people work in two shifts. The morning shift will start at [TIME] and last until noon and the afternoon shift will start at [TIME] and last until [TIME] p.m. You are more than welcome to volunteer for the entire event as well. Please let us know by [DATE] if you are interested in volunteering to provide a Stand Down for our veterans and their families.

FOR MORE INFORMATION

[CONTACT INFORMATION]

**We look forward to hearing from you, and thank you in advance
for being a hero to our heroes.**

Logo and design by THE MILITARY FAMILY RESEARCH INSTITUTE at Purdue University • www.mfri.purdue.edu

Appendix 19 Volunteer Signup Sheet

» Document format: Microsoft Word



Volunteer Sign-up Sheet

DAY BEFORE SET UP ([XX:XX] a.m. - [XX:XX] p.m.)

Name of lead volunteer:

Morning Shift Email

Afternoon Shift Email

EVENT DAY ([XX:XX] a.m. – [XX:XX] p.m.)

REGISTRATION

Name of lead volunteer:

Morning Shift Email

Afternoon Shift Email

ESCORTS AND DIRECTIONS

Name of lead volunteer:

Morning Shift Email

Afternoon Shift Email

SERVING FOOD

Name of lead volunteer:

Morning Shift Email

Afternoon Shift Email

FOOD PANTRY HELPERS

Name of lead volunteer:

Morning Shift Email

Afternoon Shift Email

CLOTHING TABLES

Name of lead volunteer:

Morning Shift Email

Afternoon Shift Email

EVALUATIONS

Name of lead volunteer:

Morning Shift Email

Afternoon Shift Email

CLEAN UP

Name of lead volunteer:

Morning Shift Email

Afternoon Shift Email

Appendix 20 Volunteer Guidelines

» Document format: Microsoft Word



Volunteer Guide

Thanks for volunteering! This guide will assist you to:

- Know where to come and when to be there
- How to prepare yourself
- What to expect
- Learn more about homeless veterans in your community and in general

YOUR ROLE AS A VOLUNTEER

Volunteering shifts: You will have signed up for a certain day and time to volunteer for this event. Volunteering shifts are as follows (unless arranged otherwise):

- Date(s) Time(s)

Some of you have signed up for several shifts and some have signed up as a group for a slightly different time slot. In case you are in doubt about the time you have signed up for, please contact [NAME AND EMAIL/PHONE]

Location: The address of the Stand Down is [NAME ADDRESS].

For ALL volunteers, please come to the registration table in front of the building to get registered upon arrival. You will be given a name tag, evaluation form and a thank you certificate for volunteering.

Assignments: There are various different jobs and assignments during the event. You will be given your assignment to a specific job when registering. We will have lead volunteers present at each station/service who will be in charge of instructing and guiding the activities and who should be contacted in case there is a question or an issue during the Stand Down.

What to prepare: If possible, please wear a red shirt or sweater. If you are volunteering as an organization, you may wear your organizational t-shirt or attire. Volunteers will be given name tags but we would appreciate if all volunteers could be dressed in red.

Parking: Parking is available at [LOCATION].

VOLUNTEER BEHAVIOR

Please:

- Wear a smile, be courteous and friendly and introduce yourself to participants.
- Be available to assist wherever you can. This is a team effort.
- Be proactive and engaged.

Appendix 21 Letter to Request Funds or Donations

» Document format: Microsoft Word



[NAME OF ORGANIZATION] is partnering with a number of other community organizations to host a Stand Down for homeless, almost homeless, and unemployed veterans and their families.

Stand Down is a concept that was created during the Vietnam War. A Stand Down was a time away from the battlefield when soldiers could rest from combat and take care of personal hygiene, enjoy warm meals, receive medical and dental care, and enjoy the camaraderie of battle buddies in a safe environment. Stand Down afforded battle-weary soldiers the opportunity to renew their spirit, health and overall sense of well-being.

Today the goal of a Stand Down is to help veterans and their families who are experiencing financial obstacles, to allow them to rest from the combat of homelessness and receive services and resources. For some, it is a time to receive a warm meal and clothing. For others, it is a life-changing event. We need your support. We invite you to partner with us as well by providing [ITEM/SERVICE REQUESTED].

A number of community organizations including [LIST ORGANIZATIONS] are hosting the Stand Down. It will take place on [DATE, TIME, LOCATION]. A sponsor wall will be displayed to thank sponsors for contributing.

Please contact me at [EMAIL AND PHONE NUMBER] if you are interested in this opportunity to honor our veterans.

Thank you,

[YOUR STAND DOWN'S CONTACT INFORMATION]

Appendix 22 Thank You Letter for Donations

» Document format: Microsoft Word



Thank you for your donation of [DONATED ITEM] to support the Stand Down for homeless, almost homeless, and unemployed veterans and their families to be held [DATE, TIME, AND LOCATION].

The goal of a Stand Down is to help veterans and their families who are experiencing financial obstacles, to allow them to rest from the combat of homelessness and receive services and resources. For some, it is a time to receive a warm meal and clothing. For others, it is a life-changing event. Your support will help make it possible.

You be recognized in publicity materials and on the Sponsor Wall on the day of the event. Thank you for doing your part to keep military families safe.

Thank you,

[YOUR STAND DOWN'S CONTACT INFORMATION]

Appendix 23 Flyer for Bike Rally

» Document format: Microsoft Word

BIKE RALLY FOR HOMELESS



**STAND
DOWN**

**RALLY TO BENEFIT
HOMELESS VETS IN
OUR COMMUNITY**



DATE AND LOCATION

[DATE HERE]

MORE INFORMATION

Registration [XX:XX a.m./p.m.]

Kickstands up [XX:XX a.m./p.m.]

Food served at [XX:XX a.m./p.m.]

\$X per bike/\$X per rider

Ride begins and ends at [LOCATION]. Gaming and raffles upon return. Join us for a fun ride and support a great cause! Open to the public.

[ADDITIONAL INFORMATION]

**“On the battlefield, the military pledges to leave no soldier behind.
Let it be our pledge that when they return home, we leave no veteran behind.”**

Logo and design by THE MILITARY FAMILY RESEARCH INSTITUTE at Purdue University • www.mfri.purdue.edu

Appendix 24 Flyer for Spirit Night

» Document format: Microsoft Word

DON'T MAKE DINNER!



STAND DOWN

SPIRIT NIGHT FUNDRAISER FOR STAND DOWN

On [DATE], [NAME OF RESTAURANT] will host a "Spirit Night" to benefit the Stand Down. [XX]% of all sales from [XX:XX to XX:XX] including dine-in and drive thru will be donated to benefit homeless and at-risk veterans and their families.

A Stand Down for homeless veterans is a concept that was created during the Vietnam War. A Stand Down was a time away from the battlefield whereby soldiers could rest from combat and take care of personal hygiene, enjoy warm meals, receive medical and dental care, and enjoy the camaraderie of battle buddies in a safe environment. Stand Down afforded battle-weary soldiers the opportunity to renew their spirit, health and overall sense of well-being. Today, Stand Downs in the community allow veterans to rest from the combat of homelessness and receive services and resources.

DATE AND LOCATION:

When YOU make a purchase, just drop your receipt in the box designated for Stand Down. For drive thru orders, tell the cashier to put your receipt in the Stand Down box. Come enjoy a great meal with your family and friends while supporting a great cause.

A representative from [ORGANIZATION] will be on hand to pass out flyers, take your receipt, and raise awareness of homeless veterans and their families.

FOR MORE INFORMATION: [CONTACT INFORMATION]

ADDITIONAL INFORMATION

Logo and design by THE MILITARY FAMILY RESEARCH INSTITUTE at Purdue University • www.mfri.purdue.edu

Appendix 25 Technical Assistance Guide (TAG) for Stand Down Grant Funding from Department of Labor

- » Document format: PDF
- » For the most up-to-date information, visit <http://www.dol.gov/vets/programs/Stand%20Down/main.htm>

TECHNICAL ASSISTANCE GUIDE STAND DOWN GRANT FUNDING

Stand Down is a military term referring to an opportunity to achieve a brief respite from combat. Troops would assemble in a base camp to receive new clothing, hot food, and a relative degree of safety before returning to the front. Today more than 160 organizations across the country partner with local businesses, government agencies and community- and faith-based service providers to hold Stand Downs for homeless veterans and their families in the local community.

Each year, the Assistant Secretary for Veterans' Employment and Training awards Homeless Veterans' Reintegration Program (HVRP) grants to projects that enhance employment and training opportunities and/or promote self-sufficiency for homeless veterans. The critical services provided at a Stand Down are often the catalyst that enables homeless veterans to reenter mainstream society. Some of the services available at these events include temporary shelter, showers, haircuts, meals, clothing, hygiene kits, medical examinations, immunizations, legal advice, State identification cards, veterans benefit information, training program information, employment services, and referral to other supportive services.

Stand Down grant funds must be used to enhance employment and training opportunities or to promote the self-sufficiency of homeless Veterans through paid work. The homeless do not always have access to basic hygiene supplies necessary to maintain their health and confidence. Lack of shelter limits their ability to prepare for and present themselves at job interviews or be contacted for follow-up. Basic services such as showers, haircuts, attention to health concerns and other collaborative services provided at Stand Down can give the homeless participants a greater sense of self, improving their chances of securing and maintaining employment. Therefore, grant funds may be used to support Stand Down activities such as:

- The purchase of food, bottled water, clothing, sleeping bags, one-person tents, backpacks filled with non-perishable foods, hygiene care kits, and non-prescription reading glasses for Veteran participants;
- The purchase of gift cards for food, minor time-limited legal services, consumer credit services, and gasoline gift cards for Veteran participants;
- The purchase of job search media such as employment guides or literature in hard copy or on portable storage media, etc);
- Special one-time costs for the duration of the Stand Down event such as rental of facilities and/or tents, electricity, equipment, portable toilets and communications or internet access;
- The purchase of janitorial supplies, kitchen supplies, and advertising materials such as event posters;
- The hiring of security personnel;

Appendix 26 Military Family Research Institute at Purdue University Community Grant (Sample)

- » Document format: PDF
- » For the most up-to-date information, visit www.mfri.purdue.edu

Support Strengthen Generate Influence Create

Updated 4/18/13

Grant Proposal *EXAMPLE*

FOR THE MILITARY FAMILY RESEARCH INSTITUTE (MFRI) COMMUNITY MOBILIZATION GRANTS

The black text in this font shows the question you will find on the grant application.
 The red text in this font shows additional questions to ask yourself to help answer the question.
 The blue font in this text offers one example of how you could answer that particular question.

APPLICATION
 Must be signed and received by deadline to be considered for funding in this cycle. If you would like this application reviewed prior to submission, please contact MFRI.

Organization Name: <i>Not-for-Profit Organizations or Military Sponsored Family Support groups working with Military Families and Veterans</i>	
Application Cycle* (Choose one): Cycle 1 (15 April) Cycle 2 (15 August) <small>*For cycle dates, please visit www.mfri.purdue.edu/community-grant</small>	
Contact Person: <i>Contact full name</i>	Title: <i>Contact title</i>
E-mail: <i>name@organization.org</i>	Phone: <i>XXX-XXX-XXXX</i>
Organization Mailing Address: <i>1234 Street, City, IN 12345</i>	
Website: <i>www.organization.org</i>	Fax: <i>XXX-XXX-XXXX</i>
Do you have a military resource and action support network in your county? Yes/No	Is your organization a member of the military resource and action support network? Yes/No
Project name and brief description of project: <i>Stepping Stones to Financial Stability™ Community organizations in our local area will hold a series of workshops focusing on a different aspects of financial management.</i>	



MFRI
Military Family Research Institute
at Purdue University



PURDUE
UNIVERSITY

THE MILITARY FAMILY RESEARCH INSTITUTE at Purdue University
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Appendix 27 Press Release

» Document format: Microsoft Word



[Name of your organization] will hold a Stand Down for veterans and their families in Lafayette on [DATE, TIME, AND LOCATION].

The U.S. Department of Veterans Affairs and Housing and Urban Development estimates that nearly 76,000 veterans were homeless on any given night in 2009. The Stand Down is a collaborative effort among local businesses, nonprofit organizations and community members to help homeless veterans in our community.

"Our troops are returning from deployments abroad, but the fight to end homelessness among our veterans is far from over," said [XXXXXXXXXX]. "Our sponsors and service providers recognize that. By participating in Stand Down, they let area veterans facing difficult times know they are not alone."

Attendees will receive benefits which include employment and housing opportunities, résumé-writing assistance, information pertaining to VA benefits, health care, personal and spiritual counseling, groceries, free calls, clothing, hygiene kits, haircuts, backpacks, bus and phone cards, and home mortgage assistance.

The first Stand Down was created during the Vietnam War to provide military members time away from the battlefield. Early Stand Downs allowed military members to rest from combat, take care of personal hygiene, enjoy warm meals, receive medical and dental care, and enjoy camaraderie in a safe environment.

The first Stand Down for homeless veterans was organized in 1988 by a group of San Diego Vietnam veterans, according to the National Center for Homeless Veterans. Similar events have since spread nationwide to give vets a rest from the combat of homelessness.

Volunteers and donations are still needed. Those interested should contact [STAND DOWN LEAD PHONE AND/OR EMAIL].

[YOUR STAND DOWN'S CONTACT INFORMATION]

Appendix 28 Yard Signs

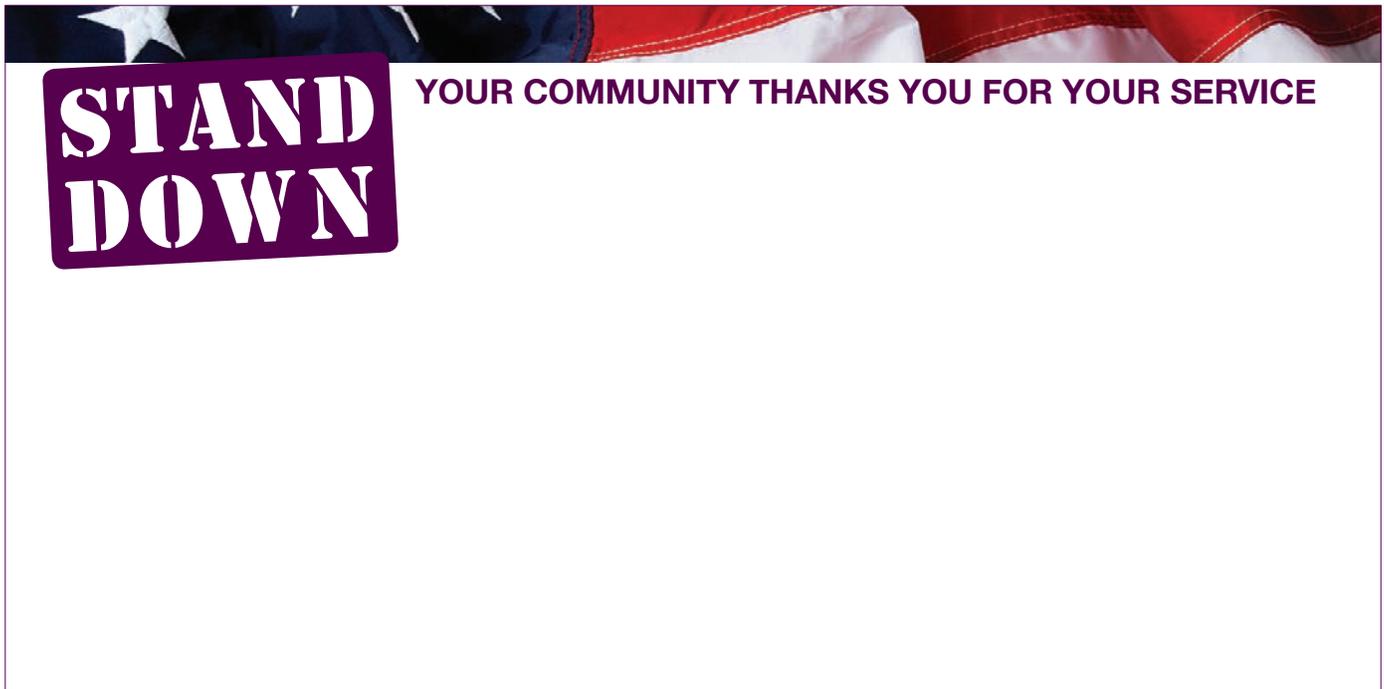
- » 18"x12"
- » Available for order from VictoryStore.com with metal stakes
- » Document format: PDFs



(reduced to fit this page)

Appendix 29 Wall of Honor Banner

- » 96"x48"
- » Available for order from Uprinting.com with grommets for hanging
- » Document format: PDF



(reduced to fit this page)

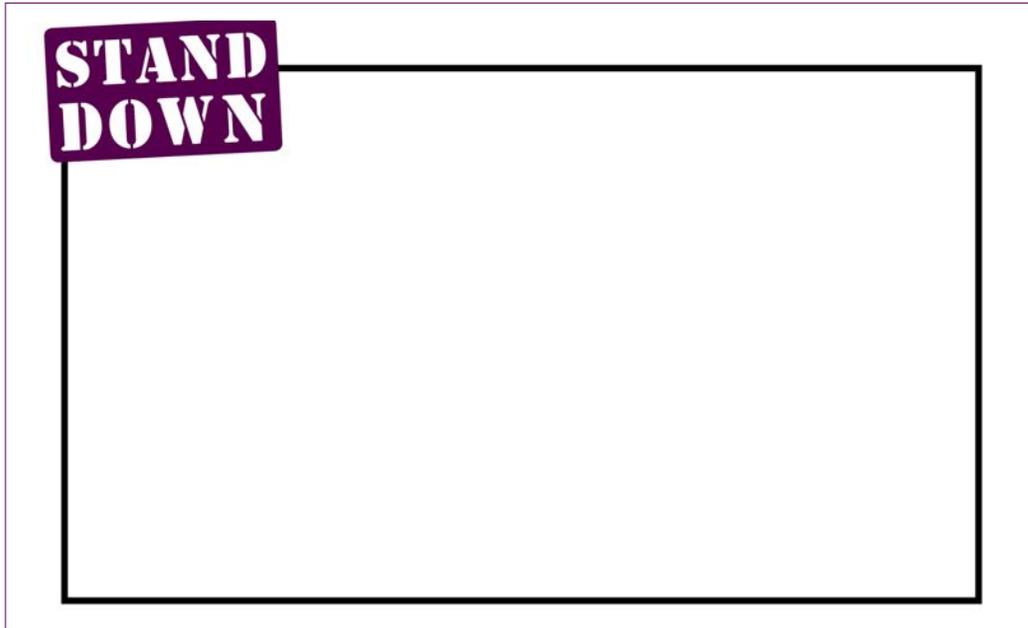
Appendix 30 Name Tag Templates

- » 3"x4"
- » Document format: Microsoft Word
- » Template for using Avery Name Badge Insert, 6 per sheet

<p>Firstname Lastname</p> <p>Title Organization <i>City, State</i></p> <p>STAND DOWN</p>	<p>Firstname Lastname</p> <p>Title Organization <i>City, State</i></p> <p>STAND DOWN</p>
<p>Firstname Lastname</p> <p>Title Organization <i>City, State</i></p> <p>STAND DOWN</p>	<p>Firstname Lastname</p> <p>Title Organization <i>City, State</i></p> <p>STAND DOWN</p>
<p>Firstname Lastname</p> <p>Title Organization <i>City, State</i></p> <p>STAND DOWN</p>	<p>Firstname Lastname</p> <p>Title Organization <i>City, State</i></p> <p>STAND DOWN</p>

Appendix 31 Table Signage Template

- » 14"x8.5"
- » Document format: Microsoft Word



Appendix 32 Sponsor Banner

- » 36"x24"
- » Document format: PDF



Appendix 33 Sign-in Sheet for Service Providers

» Document format: Microsoft Word



Service Provider Sign-in Sheet Please print.

Name	Military Service? Y N	Combat Veteran? Y N	Military Branch	Organization and Contact Information	Notes
	Y N	Y N			
	Y N	Y N			
	Y N	Y N			
	Y N	Y N			
	Y N	Y N			
	Y N	Y N			

Appendix 34 Sign-in Sheet for Volunteers

» Document format: Microsoft Word



Volunteer Sign-in Sheet Please print.

Name	Military Service? Y N	Combat Veteran? Y N	Military Branch	Organization and Contact Information	Notes
	Y N	Y N			
	Y N	Y N			
	Y N	Y N			
	Y N	Y N			
	Y N	Y N			
	Y N	Y N			

Appendix 35 Sign-in Sheet for Veterans

» Document format: Microsoft Word



Veteran and Participant Sign-in Sheet Please print.

Name	Military Service? Y N	Combat Veteran? Y N	Military Branch	Contact Information	Notes
	Y N	Y N			
	Y N	Y N			
	Y N	Y N			
	Y N	Y N			
	Y N	Y N			
	Y N	Y N			

Appendix 36 Talent Photo Consent/Release Form

» Document format: Microsoft Word



Talent Release

I, _____, grant [ORGANIZATION] permission to use and publish my likeness, photograph, and/or recording of my voice for use in program marketing materials in print or web format, advertising and any other marketing-related purpose, without payment or any other consideration.

I hereby release [ORGANIZATION] and its legal representatives and assigns for all claims and liability relating to said photographs, likeness and voice recording. I grant permission to [ORGANIZATION] to use my statements given during an interview or conference session, with or without my name, for the purpose of advertising and publicity without restriction. I grant permission to [ORGANIZATION] to make minor edits or changes to my written statements in an effort to clarify my intended meaning, or to modify their length to fit within space constraints.

I waive my right to any compensation for use of photos, recordings or quotes in marketing materials.

I have read this release before signing below and I fully understand the contents, meaning, and impact of this release.

I am 18 years of age or older and am competent to contract in my own name. If under the age of 18 I will have consent signed by parent or guardian.

Signed: _____

Printed Name: _____

Name of Minor (if applicable): _____

Address: _____

Date: _____

For more information or questions, contact:

Appendix 37 Agenda Template

» Document format: Microsoft Word



“On the battlefield, the military pledges to leave no soldier behind. Let it be our pledge that when they return home, we leave no veteran behind.”

– Dan Lipinski

WHERE: Location • Street, City, State

WHEN: Month XX, XXXX • X a.m. – X p.m.

STAND DOWN COMMITTEE MEMBERS

SCHEDULE OF EVENTS

Appendix 38 Agenda (Sample)

» Document format: PDF



“On the battlefield, the military pledges to leave no soldier behind. Let it be our pledge that when they return home, we leave no veteran behind.”

– Dan Lipinski

WHERE: Tippecanoe County Fairgrounds Lafayette, Ind.

WHEN: November 7 • 9 a.m. – 2 p.m.

STAND DOWN COMMITTEE MEMBERS

MFRI Community Outreach, President of Veterans

Council and National Volunteer for Navy Club

- Tim Hilton – Co-chairperson

Military Family Research Institute at Purdue

- Martina Sternberg, Co-chairperson
- Gail Schrader – Check In
- MFRI Undergraduate students
- Justin Wagner- Community Outreach
- Andrea Wellnitz – Entertainment

DVOP

- Michael Hudson-Service Provider Outreach and Veteran/Family Outreach

Blue Star Moms Chapter 1 of Indiana

- Denise Verhey – Food

Army ROTC

- Cadet Robert Beckerich – Volunteers

DAV

- Lee Theesfield

DAR

- Michelle Angelone-Community Outreach

Marine Corps League

- Dan Flavin- Logistics

SCHEDULE OF EVENTS

9:00 a.m.	Opening Ceremony Begins Master of Ceremony <i>Kathleen Brown, Gold Star Mom</i>
9:00	Color Guard – AFROTC, Purdue
9:04	National Anthem <i>Shannon House</i>
9:07	Invocation <i>Dave Dispennett, American Legion</i>
9:12	Welcome Mayor Tony Roswarski
9:15	Senator Donnelly’s office
9:17	Senator Coates Office
9:19	God Bless America <i>Shannon Smith and audience</i>
9:24	Registration Directions
9:30	Services Open for Guests Music
12:00 p.m.	Lunch
1:00	Services Open for Guests Music

Appendix 39 Script Template for Opening Ceremonies

What a beautiful day to have the first-ever Stand Down in [YOUR TOWN]!

Thank you all so much for being here today. If you are a veteran or family member of a veteran please stand and be recognized for your service (clap).

We are going to go ahead and get started with our opening ceremony and the posting of the colors by the Color Guard.

Please remove your hats for the singing of our National Anthem by [NAME].

[NAME] will now lead our invocation.

Mayor [NAME] has provided amazing support for the Stand Down and in supporting our veterans and their families throughout the year. Please join me in welcoming our mayor.

Our [STATE] State Representative [NAME]. Please join me welcoming [NAME].

We will close the ceremony by singing God Bless America.

Many of you may have already signed in and received a program of the events that will take place to honor you today. Please keep your program because some service providers may ask for it to check your veteran status.

The back of the program includes all of the services that will be provided. [ADD ANY LOCATION DETAILS HERE].

Please remember to sign our Wall of Honor to honor YOU for your service to our country. If you have any questions or comments throughout the day, please go to the registration table or find any of us wearing a name tag.

Please help yourself to breakfast, lunch and snacks throughout the day and now we will open the doors to the first ever Stand Down in [YOUR TOWN]!

Appendix 40

Food Pantry: What To Expect

The Mobile Pantry Outreach program is a simple and convenient way to get food to those in need by bringing food *directly* to them. Oftentimes a crowd will form at your location long before our trucks arrive in anticipation of receiving free food.

You will likely experience a range of emotions throughout the distribution process, but for all involved, it is a truly rewarding experience for those giving or receiving.

1. **Determine a location and time to hold your Mobile Pantry.** Take into account the availability of facilities and volunteers as well as potential clients' needs. If hosting during the winter months an indoor location (gym, armory, empty warehouse, etc.) is ideal, but we will certainly hold them outdoors if needed.
 - a. A designated parking lot or site that is large enough for our trucks to drive in and turn around so that they do not back into a street.
 - b. Parking supervision, cars are not to block the parking lot entrance or exit.
 - c. Pedestrians should wait in line out of traffic areas.
 - d. The parking lot should be plowed and salted in the winter for the safety of the families.
 - e. You will need approximately 1 hour for setup, 2 hours for distribution, and 1 hour for clean up. We generally say to plan for 4-5 hours of total time.
2. **Sign up your volunteers.** As a sponsor or host location, you are required to provide an adequate number of volunteers. FFFB cannot provide personnel. 10-15 volunteers are an ideal amount, however successful pantries can be ran with as little as 7. The more volunteers on hand, the easier the distribution and the faster the clean up!
 - a. See Volunteer Duties below for a list of job descriptions.
 - b. Most volunteer duties will require that the volunteer be able to lift about 40 pounds.
 - c. Unsupervised children may not be used as volunteers to staff the truck or to register clients.
3. **Collect your supplies.**
 - a. Registration sheets and other resource information will be provided.
 - b. Shopping carts are recommended.
 - c. Trash cans and/or dumpster.
 - d. 4 or more box cutters.
 - e. 10-12 long tables for the food line and registration.
4. **Advertise your event.**
 - a. Food Finders will provide a flyer and will send it to the local agencies in your county.
 - b. You may choose to advertise further by contacting your local media. In our experience the media responds better when the host or sponsor organization informs them about it or sends a press release.

Volunteer roles

- **REGISTRATION** (1-2): explain to guests the registration process, assign numbers, and encourage guests to take SNAP and prescription info. If applicable, let them know when we'll be back in the area.
- **GREETER** (1): Keeps guests in line and line moving, calls numbers, lets guests know who's next in line, watch how table lines are moving and allow more shoppers as quickly but efficiently as possible. Asks if a guest needs assistance through the line. Can explain food limits, etc.
- **RESTOCKERS** (8-10): Keep products moving and tables full with food selections. Encourage guests to take recipes, try new foods, explains limits, etc. Similar to vendor at Farmer's Market.
- **HELPERS/RUNNERS** (4++): Look for and assist those that may need help getting through the line (have little kids, laundry baskets) and carry the box for them **as the customer shops**, etc. Help take cart/boxes to car and **bring carts back**. Keep an eye on beginning and end of lines for assistance.
- **BOXER/MISC.** (extra volunteers): Keeps the area clean as the pantry moves along; makes post-distribution clean up that much faster! Watch for empty boxes as they are discarded under tables and tear them down, put in totes for recycling, take banana and Wal-Mart boxes back to truck. Keep on lookout for trash, water bottles (save!), etc. We want to leave the location as clean as we found it.
- **SURVEYOR** (1): Survey guests in line to get better feel for need.

Housekeeping items

- » Thank volunteers for coming, we cannot run mobile pantries without them!!!
- » No matter what volunteer position you have SMILE, INTRODUCE YOURSELF, BE FRIENDLY/WELCOMING, ETC. MAKE THIS A PLEASANT EXPERIENCE.
- » Please restrain from shopping for guests, assist with whatever they need so that they can shop for themselves. They know their needs best and we strive to make this a **dignified** experience!
- » Recycle water bottles for laundry soap, send back to Food Bank.
- » Wal-Mart boxes and banana boxes go back to Food Finders, do not break down or allow shoppers to take (unless absolutely necessary).
- » We want to move as much food to as many families as possible, but sometimes cannot serve all.
- » No food items can be set on floor, EVER! Health Code.
- » **Food left over at the end of distribution will be reloaded onto the truck and returned to Food Finders to be redistributed. Non-negotiable.**
- » Volunteers who are also eligible for food will need to register first and take a number as the other guests do. They will be allowed to take an equal amount of food **at the end** of the distribution. Eating from the Pantry food and/or loading volunteers' cars with products precious to the general distribution is not advised. This is viewed as unfair to those waiting in line and is not good practice.
- » Walk volunteers through line, demonstrate process.

Thank you!!!

Appendix 41 After Action Report (Sample)

» Document format: PDF

Stand Down Narrative and After Action Report

Lafayette has approximately 1,000 homeless or at risk of being homeless veterans and families, with over 250 visits to the homeless shelter in the last two years. We estimated approximately 150 attendees at the Stand Down this year. Over 130 veterans signed in and many brought spouses and children. We can assume by this that over 150 veterans and family members were served.

In our original budget narrative, we planned to provide at least **\$40.00** worth of supplies for each homeless veteran to help meet their basic needs. Specifically, we proposed to allocate funds as follows:

- Our original budget stated that we would provide hot lunch at a cost of \$10.00 per person to equal **\$1,500**. We provided breakfast, snacks throughout the day, and a buffet assortment of hot lunches from at least 3 different organizations. All of the food was donated or given to us at a reduced rate. We did not use any of the DOL-VETS grant funds to purchase snacks and drinks.
- We originally thought we would spend \$400.00 on winter wear. We spent \$1012.44 from the DOL-VETS grant funds on hats, hats, gloves, and socks in assorted sizes (\$825.33 from JWM Wholesale; \$147.35 from Goodwill; and \$39.76 at CVS for diabetic socks).
- Zippered duffel bags were purchased with the specifications outlined for admittance into local homeless shelter. We found an outlet store that sold duffel bags for much less than we anticipated. We purchased over 100 duffel bags and used \$2060.65 from the DOL-VETS grant on duffel bags (\$999.21 from JWM Wholesale and \$1061.44 from Wal Mart). Our original estimate was \$1000.00 for 50 duffel bags.
- Not all homeless veterans can or choose to sleep in the local shelters. At times, veterans can be barred from entry into the shelter for past behavior or by not following directions. Further, in order to gain entrance into the shelter, perspective guests must go to the police station to get a pass to enter the shelter. Veterans who have legal issues may be more likely to sleep outside. We intended on purchasing 10 one person tents and sleeping bags. However the cost of tents was more than anticipated. We purchased two person tents (we could not find 1 person tents) and sleeping bags at a price of \$303.54 with DOL-VETS grant funds. Our original grant estimated that we would spend \$400 to purchase tents.
- We intended to purchase 40 gift cards at \$20.00 to equal \$800.00 so veterans could purchase food. We did not purchase gift cards because Food Finders was in attendance and gave groceries to take and we could not get gift cards that limited the purchase of

Appendix 42 Expense Report (Sample)

» Document format: Microsoft Excel

EXPENSE REPORT (SAMPLE)			
Item	Estimated cost	Actual cost	Purchased from
Venue rental			
Tent(s) rental		2237.5	Lafayette Tent & Awning
Electronics/connections			
Heaters for tent rental		742.43	Midwest Rentals
Tables for seating area			
Chairs			
Indoor signage			
Outdoor signage		162.85	Victory Store
Banner(s)		148.59	Uprinting
Name tags		12.81	Staples
T shirts for Planning Committee			
Moving van		366.63	Purdue Transportation
Car rental		38.95	Purdue Transportation
FOOD			
Breakfast			
Lunch			
Snacks		215.54	Walmart
Drinks			
Utensils, plates, napkins, cups			
SUPPLIES TO GIVE AWAY			
Clothing			
Hats, gloves, socks and rain jackets		825.33	JWM Wholesale
Coats		147.35	Goodwill
Socks			
Rain jackets/ponchos			
Diabetic socks		39.76	Diabetic socks
Duffel bags		1061.44	Walmart
Duffel bags		999.21	JWM Wholesale
Sleeping bags			
Tents			
Phone cards		502.25	Walmart
Bus tokens		720	CityBus
Hygiene kits			
Reading glasses			
Flashlights and batteries			
Tents and sleeping bags		303.54	Walmart
Phone cards and sleeping bags		542.97	Walmart
		8220.64	