



# The things we build help rebuild us.

2020 ANNUAL REPORT



**Help Heal Veterans**  
Therapeutic Craft Kits



***Support the healing and enrich the lives of veterans and military personnel.***

Heal Vets distributes therapeutic arts and craft kits to veterans and active duty service members undergoing health care.



CFC is the world's most successful annual workplace charity campaign. Pledges made by federal civilian, postal and military donors support eligible non-profit organizations.



Help Heal Veterans (Heal Vets) was awarded the GuideStar Platinum rating in 2020, for showing our non-profits progress and results in easy-to-understand formats.



Help Heal Veterans is a 2019 Top-Rated Nonprofit organization according to Great Nonprofits.



Help Heal Veterans (Heal Vets) has been named one of the 2018 Veterans Employer of the Year by the California Employer Advisory Council (CEAC). The award recognizes employers who consistently demonstrate positive policies toward U.S. veterans in the workplace, including hiring, promotion, retention, training and benefits.

## Message from the Chairman

I hope you are staying well and keeping safe during these difficult times. During this past fiscal year, Help Heal Veterans experienced a strong surge in demand to provide therapeutic arts and crafts activities to help veterans heal during the pandemic.

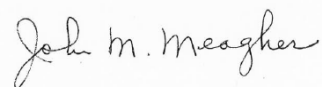
At a time when hospitals were actively limiting visitors, it was challenging for veteran patients to be without family and other support networks. Isolation can be extreme for many veterans and active-duty military who rely on VA centers, military morale and welfare programs and veterans service organization to remind them that they are not alone in what they are going through. These veterans needed support.

From March 13 to July 31, Help Heal Veterans received requests from 190 facilities and was able to ship over 179,000 kits to provide comfort during quarantine. Every day, we work hard to put therapeutic craft kits into the hands of as many veterans and active-duty military service members in need as possible.

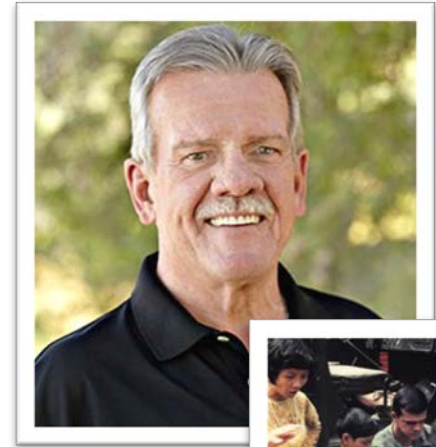
Heal Vets would not be able to fulfill its mission to support the healing and enrich the lives of veterans and military personnel without the ongoing efforts of our supporters. There are many ways organizations and individuals contribute to helping veterans heal. Corporations donate products to Heal Vets that we can use to design new kits to send to facilities. Organizations take our kits to veterans who use them to improve their health and well-being.

Other individuals are patriotic citizens who champion our military and support veterans. Whether their individual gifts are a few dollars or much more, the funds are deployed to help veterans heal. Since the majority of our products are manufactured by Heal Vets, production costs for these therapeutic craft kits are greatly reduced. Veterans continue to state their appreciation for Heal Vets' services, and every kit that Heal Vets delivers comes with a postcard for the recipient to say "thank you" to a donor.

Unlike many other nonprofit organizations, Heal Vets provides a tangible expression from our caring donors to those we serve, one that is therapeutic in nature and helps them return to an active lifestyle. We are proud of what we do, and more importantly, the individuals that we do it for. As we move forward, we hope to expand our service to our Country's veterans. I trust that you will continue to support and stand with us as we carry out our important work.



JOHN M. MEAGHER, Judge (Retired)  
Chairman of the Board  
Help Heal Veterans



*At an orphanage in Vietnam*

## Message from the CEO

At Heal Vets, we're truly blessed to have some great and exceptionally dedicated, long-time donors and supporters. As a non-profit that relies solely on small donors, these small 'gifts' have made a huge impact in the lives of the veterans we serve and their families. This year as the COVID-19 pandemic significantly limited the in-person support on which veterans rely to support their healing process, your Heal Vets team was able to step up with your help. Each therapy kit is a piece of self-contained healing that doesn't require in-person help to be effective. The tripling of demand from our VA Medical Center and military hospital partners since the start of COVID speaks to how much our kits help. We're just getting started and need your continued support to meet the demand.

As always, we at Heal Vets do our best to ensure we're good stewards of the dollars you give and it has the biggest impact on the veterans you support. Our injured veterans, active-duty military and their families continue to have urgent needs; especially during this time of crisis and isolation. The increased threat of depression, suicide and managing chronic pain for some as a result of military service is what we're fighting through Craft Therapy. The entire staff is truly grateful for your support; together we can ensure that need is met and the healing process continues.

Sincerely,



JOSEPH S. MCCLAIN, Captain, U.S. Navy (RET)  
Chief Executive Officer  
Help Heal Veterans



*In the S-3B VIKING  
on board the USS  
ABRAHAM  
LINCOLN.*

## 49 Years of Proud Service

For more than 49 years, Help Heal Veterans has cared for America's heroes, helping them heal. To date, more than 31 million arts and crafts kits have been given, free of charge, to military service members and U.S. veterans, assisting in their recovery from just about every type of injury. From recuperating active-duty servicemen and women with wartime injuries like amputations, shrapnel wounds, paralysis or traumatic brain injuries, to older veterans coping with illnesses that come with aging such as memory loss, stroke or extremity weakness, Heal Vets has been there with them as they travel the road to recovery.

From keeping hands busy and minds alert, to improving upper extremity weakness or hand-eye coordination, arts and crafts give our veterans something productive to work on during long periods of hospitalization, recuperation or aftercare. Heal Vets' arts and crafts also come as a welcome relief in times of medical need. As projects are completed, they instill a sense of accomplishment, improve self-esteem, and sometimes even demonstrate unrecognized artistic talents.

## Heal Vets' Impact

Unlike other veteran's service organizations, Heal Vets provides a *product* to those we serve, making our organization unique. The Healing Arts we produce have a proven therapeutic impact and provide excellent value to our donors. We design, manufacture and distribute many of our own products to reduce costs.



No other charity in America provides this service of buying - or producing -- craft kits for its donors that are then shipped to veterans on their behalf. Each and every therapeutic arts and crafts product distributed to veterans is of the highest quality, made with dedication and pride to honor America's veterans. During fiscal year 2019-2020, Help Heal Veterans manufactured over 82% of the craft kits distributed to veteran patients with 15% of the remaining craft kits being donated as a gift in kind.

## News Release

**Help Heal Veterans donates craft kits to VA hospitals** to help provide activities for Veterans who are alone. ...Help Heal Veterans has provided nearly 50,000 craft kits to more than 90 facilities for Veterans who are isolated.

The department's VA Voluntary Service and Recreation Therapy Service are working with VA providers to identify Veteran inpatients and outpatients to receive the craft kits which will be accompanied by other leisure and information about VA programs and services.

"Part of VA's charge is to support the positive mental health of Veterans and these crafts and leisure activities will benefit that effort," said VA Secretary Robert Wilkie. "Help Heal Veterans offering will provide more than 70,000 hours of activity helping to keep our Veterans productively engaged - giving them a positive sense of accomplishment upon completion.

- U.S. Department of Veterans Affairs 7/7/2020

## ***Holiday Crafts for Stress Relief***

The Behavioral Health Department of Task Force Medical hosted a Craft night on 22 December 2019 on Camp Bondsteel, Kosovo... Soldiers who attended were able to participate in various crafts including coloring, painting rocks, and building coin displays and making dreamcatchers.

The event aimed to help establish comradery during a difficult time away from loved ones and boosted the Soldiers' psychological health because it fosters closeness...

"I love wood working and really enjoyed being able to put together the keepsake box," stated SFC Josh McCoy, a licensed practical nurse assigned to TFMED. "I have also completed the dreamcatcher and sent it home to my daughter."

The kits that were put together were donated by a nonprofit organization called Help Heal Veterans - [www.healvets.org](http://www.healvets.org)...

...The Behavioral Health team reached out to the organization in September and since then they have sent numerous kits to the medical unit, who hosts events to share them. Psychological readiness is important for overall medical readiness for Servicemembers. If individuals are stressed, they may also have problems eating or sleeping and may lead to getting sick easier. During deployments with limited staff, it is important to try to maintain the health readiness of all members of the team.

- Story by Maj. Demietrice Pittman 12/22/19



## ***The Heal Vets Therapy Kit: Healing in a Small Package.***

Craft kits are donated through the generosity of patriotic citizens across the country. They provide a needed creative and therapeutic outlet to occupy the hands and minds of all recipients. From leatherwork to jewelry design, from ceramics to needlecrafts, kits are available for every skill level and interest.

Heal Vets' craft kits are often a prescribed part of a patient's treatment. Certain kits help develop dexterity or hand control, while others improve coordination or concentration. Kits that require many hours to complete are suggested to patients in extended-care facilities. As they recuperate and go through rehabilitation, they look forward to making progress on their arts and crafts project.

In the home setting, family members can also work on the projects, giving the recipient a productive family activity to enjoy together.

Many patients have their own special reasons for selecting certain kits. Since Heal Vets serves veterans of all branches of service, military themes in woodworking, leatherwork and models are always popular.

Heal Vets' craft kits can also be an asset to craft shows held at rehabilitation and extended care facilities. The shows have sparked additional interest and enthusiasm among patients, motivating even some of the harder-to-reach individuals and encouraging them to participate in crafts. Patients display a genuine sense of pride when their projects are on display.

From all the reports by caregivers, family members and recipients, Heal Vets' craft kits have done wonders to counteract one of the biggest obstacles of health care recovery – patient boredom – that can manifest itself in separation from family life and endless hours of TV watching or video game playing. By enabling military and veteran patients to become involved in a satisfying, creative activity, the kits greatly improve morale and that enables them to become more responsive to treatment.

- Among spinal cord injured patients, for example, the kits are particularly valuable in rebuilding self-esteem and confidence. The challenge of completing a kit helps a person discover that he or she can once again be useful and productive.
- Similarly, with geriatric patients, working on kits injects new meaning into the lives of men and women who had given up on themselves. By working on the kits, they gain a sense of accomplishment and personal worth, which often brings about a remarkable change in their entire outlook. Patients begin to show an interest in what's going on around them, both at home as well as in their local communities.

Working on crafts at Heal Vets' community-based arts and crafts centers can also foster a friendly spirit of competition, with patients anxious to do their best so they aren't outdone by fellow veterans or military service members. Community arts and crafts centers come alive with activity and conversation. Individuals coping with disease, depression or post-traumatic stress now can regain a new lease on life.

## ***Heal Vets Offers a Wide Range of Healing Arts***



### **LEATHER**

More than 40 different leather crafts are available including wallets, moccasins, pouches, coasters, and belts. The leather kits are manufactured at Heal Vets' California production center. Many of our leather products are made with up-cycled materials.



### **WOOD**

Most woodcrafts are also produced at Heal Vets' production center in Winchester, California. Projects include sculptures, wagons, clocks, plaques, pen sets, and calendars, among others.



### **FABRIC**

Like other crafts, sewing provides a comforting feeling of accomplishment and self-worth to Heal Vets recipients. When completed, they allow patients to easily display their talents, or to give a useful item as gifts for family and friends.

**SPECIAL PURCHASES:** Occasionally, manufacturer closeouts become available for purchase, provide a larger variety of crafts.

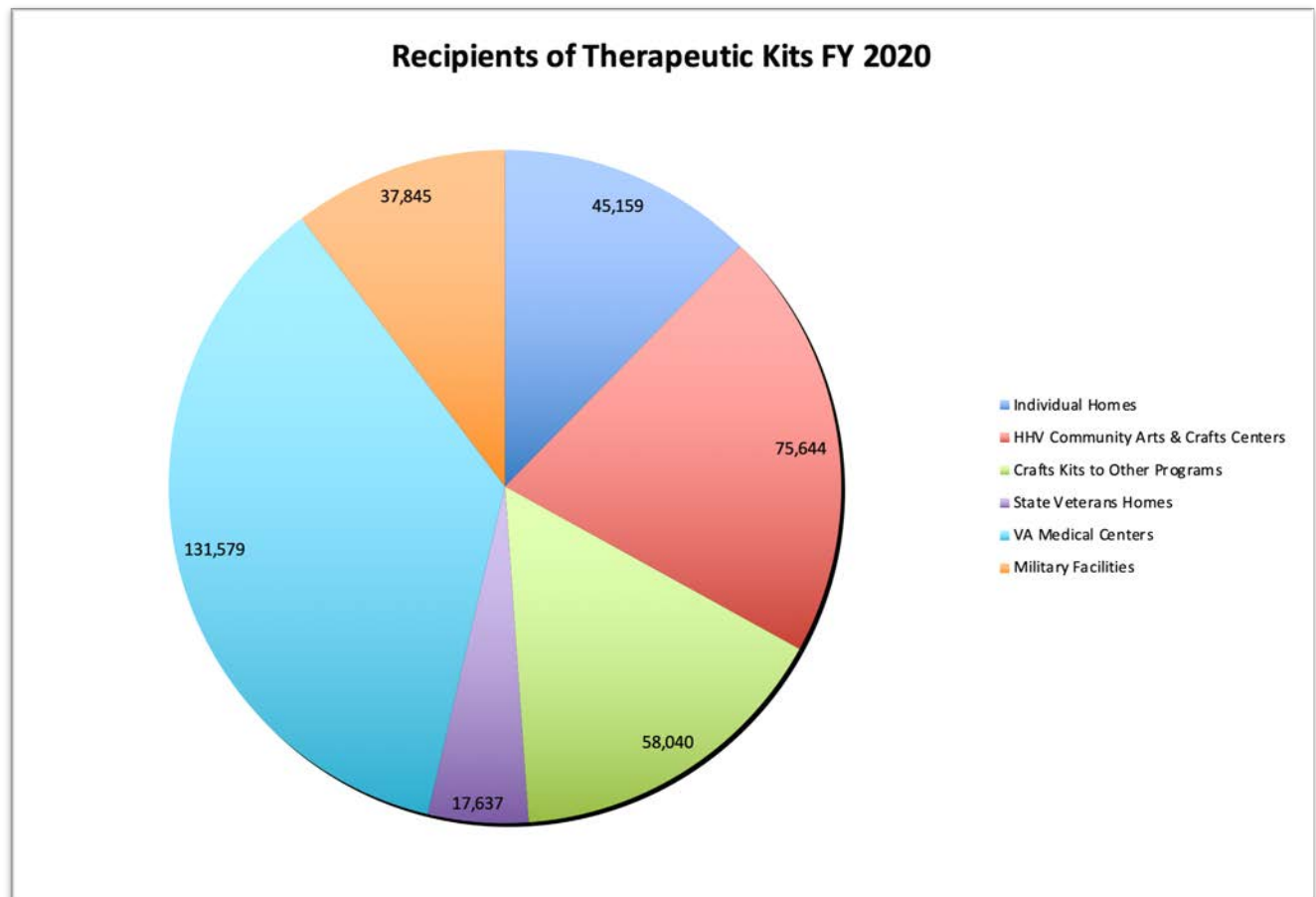
## Therapeutic Materials

On average 30,500 individual craft kits were distributed each month during this reporting period. Arts and crafts kits were sent to veterans and active-duty military recipients in all 50 states, the District of Columbia and Puerto Rico. Kits were also sent to veterans and military service members stationed in Kosovo, Kuwait, Italy, Japan, Korea, Belgium, and Germany. The breakdown and value of these materials is:

<u>Recipients:</u>	<u># Sent</u>	<u>\$ Value**</u>
Craft kits to individual homes	45,159	\$713,122
Craft kits to Heal Vets Community Arts & Craft Centers	75,644	\$1,788,506
Craft kits to other programs*	58,040	\$1,475,716
Crafts to 116 VA Medical Centers	131,579	\$3,542,817
Craft kits to 37 State Veterans Homes	17,637	\$482,698
Craft kits to 45 military medical and other military facilities	37,845	\$1,254,329

\*160+ other veterans' programs such as Elks National Veterans Service Commission, Sons of AmVets, Military Order of the Cooties, Volunteers of America, Hero Box, American Legion, AmVets and Veterans of Foreign Wars posts, as well as Vietnam Veterans of America and Disabled American Veterans chapters. Other locations include craft kits to individual veterans as requested but not as part of the Patient Home Rehabilitation Program.

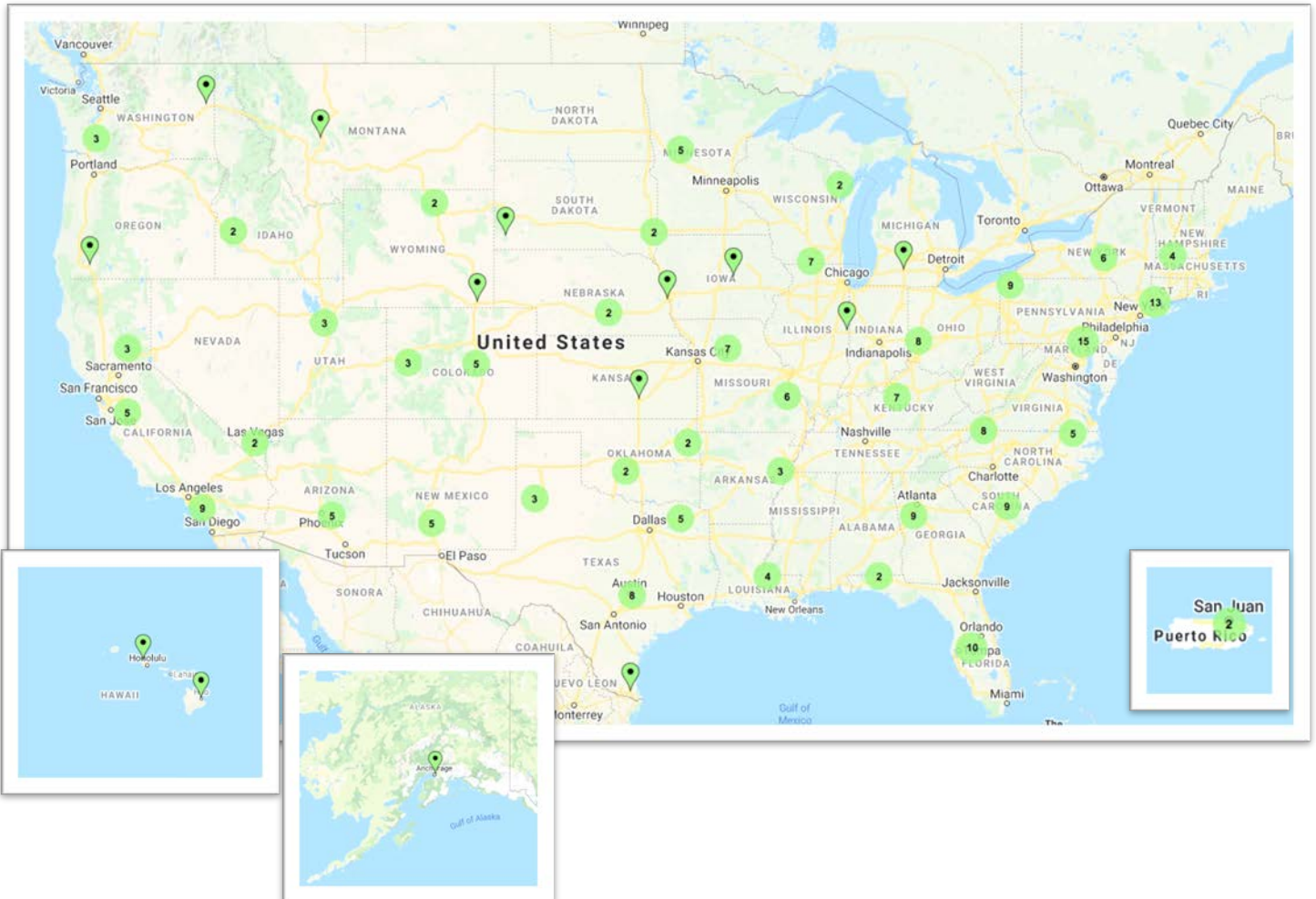
\*\* The retail value of arts and crafts manufactured by Heal Vets is established by comparable market retail pricing. The retail value of arts and crafts purchased by Heal Vets is established by MSRP.





## Where We Serve

Currently, Heal Vets has a presence in the following locations. Heal Vets continues to move forward and increase veteran access to its comprehensive therapeutic arts and crafts program through storefront CBC locations, military/state-operated veteran’s programs, homeless shelters and other venues in select communities across the country.



## Heal Vets' Craft Care Specialists (CCS)

Help Heal Veterans developed its Craft Care Specialist (CCS) program to make sure that as many patients as possible had the opportunity to integrate arts and crafts into their treatment plans. A Craft Care Specialist (CCS) is a paid Heal Vets' employee who works at a designated facility, such as a VA Medical Center, military hospital, nursing home, ambulatory care program or storefront community craft center.



The CCS mission is to enhance Heal Vets' value to veterans and military patients by providing compassionate and comprehensive therapeutic involvement through the creative arts. This is achieved by incorporating Heal Vets arts and crafts into healing and recovery programs.

Having trained professionals working directly with Heal Vets' clients allows us to reach more veterans, add arts and crafts to their treatment plans, encourage social interaction, and give patients a chance to creatively express themselves.

Craft Care Specialists (CCSs) are assigned to 9 Community Based Arts & Crafts Centers, two military hospitals, and 5 State Veterans Homes to assist staff in creative arts and craft kit distribution services. There are currently 11 CCS positions, provided at no charge to the institution or the veteran patient recipients. After Heal Vets products are distributed, the CCSs work hand-in-hand with both patients and facility staff in craft kit therapy. The CCSs help to recruit

volunteers for and provide ongoing support to community events in their locations. Also, a total of 52 regularly scheduled volunteers have given 4,571 hours of volunteer service this year through the CCS program.



## ***Craft Care Specialists' (CCS) Program Objectives:***

- Reach as many veterans as possible who would benefit from craft therapy intervention.
- Involve arts and crafts in the overall treatment plans for military and veteran patients.
- Facilitate social interaction by teaching new skills.
- Provide the opportunity for creative self-expression.
- Instill an appreciation for the arts.
- Promote the arts, independent of treatment.
- Increase awareness of our programs and services.
- Increase awareness of CCS positions.
- Increase volunteer hours.
- Increase public awareness of the contributions of military service members and America's veterans.

## ***Patient Home Rehabilitation***

Because many military/veteran patients are released to home-based or other ambulatory care and rehabilitation programs, they cannot access Heal Vets arts and crafts in a hospital setting. The organization's Patient Home Rehabilitation (PHR) program mails therapeutic arts and crafts kits directly to veterans at their homes. Approximately 5,200 patients were enrolled in the PHR program at the end of this reporting period.

## ***Serving Active Duty Military***

The organization continues to expand its craft kit distribution to active-duty military personnel hospitalized in various military medical centers and will continue to assign Craft Care Specialists to those military facilities who request one. Heal Vets is now distributing craft kits to select military traumatic brain injury and Intrepid Spirit centers, as well.

Help Heal Veterans sponsored the Department of the Army's Family and Morale, Welfare and Recreation to bring therapeutic craft kits to Army families, veterans and all eligible MWR patrons. The organization shipped over 22,000 craft kits to more than 30 garrisons including USAG Vincenza and Camp Darby in Italy, USAG Bavaria in Germany and Camp Zama in Japan.

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### **Help Heal Veterans Sponsors Family MWR**

Help Heal Veterans is sponsoring Family and Morale, Welfare and Recreation to bring therapeutic craft kits to Army families, veterans and all eligible MWR patrons.

Army Arts and Crafts and FMWR, parts of U.S. Army Installation Management Command, are working with the Help Heal Vets to give families and veterans these free kits....

...The organization has shipped craft kits to multiple garrisons including USAG Vicenza, Camp Darby and USAG Bavaria...  
- Brittany Nelson 6/5/20

## Demand soars for veterans' crafting kits amid COVID-19

Mark Kaleimamahu, 62, moved into the Alpha Lofts, a housing facility for veterans who have experienced homelessness in San Diego, just over a year before the coronavirus cases began sweeping across the United States. Like thousands of veterans with preexisting conditions, Kaleimamahu, who lives with multiple sclerosis, said he had little room to “take chances” amid the outbreak and mostly avoided outside visitors. To cope with stress and anxiety during the pandemic, the Marine Corps veteran turned to what some may consider an unlikely source of comfort: crafting kits. “Staying home, just for our health’s sake, those kits helped pass the time,” he told ABC News. “It relieved a bunch of stress, anxiety, and they were fun to do – along with helping us mentally, spiritually and physically.”

Kaleimamahu and hundreds of thousands of veterans across the country receive kits from Help Heal Veterans... As the US struggles to contain the novel coronavirus, demand for Help Heal Veterans kits has skyrocketed... As COVID-19 cases climb, Kaleimamahu and his fellow veterans at the Alpha Lofts have found the kits particularly therapeutic. “We actually can’t have outside visitors into the complex with the fear of infecting the entire complex. The kits have taken up that space,” he said. ...he’s completed projects including a biker’s wallet, a messenger bag and a wall clock, and that “the kits themselves, what they’ve done for me is take my mind off of having M.S.”...  
- Jack Amholz 7/26/20

## Veteran's Assistance and Awareness

### Mailings

To inform the general public and veterans about Heal Vets, mailings went to thousands of individuals informing them about the therapeutic needs of the eligible veterans that Heal Vets serves. In total, 7,567,500 letters were sent to individuals who previously provided financial support to Heal Vets. Additionally, 5,757,300 letters were mailed to other Americans, educating and informing them about veterans and active-duty servicemen and women, who are hospitalized or receiving other types of medical care. Veterans' awareness topics include craft therapy, partnerships, PTSD awareness, honoring fallen heroes and veteran success stories. These awareness topics were also released through social media and e-mail campaigns.



### Commemorative Partner

Help Heal Veterans is a proud Commemorative Partner in the Department of Defense's 50<sup>th</sup> Anniversary of the Vietnam War Commemoration. This program promotes memorable events and activities that express the contributions of our nation's veterans who served in Vietnam and recognizes the losses suffered by many during the Vietnam War years.

## Public service announcements (PSAs)

**Other Awareness Initiatives:** A series of 20-, 30-, and 60-second PSA's were aired to educate the public on how to "Help Heal a Veteran" and "Help a Veteran Make It All. The Way Home." These initiatives were broadcast on 648 radio stations resulting in 92,175 airings. The airtime is valued at \$1,806,851 in free advertising/airings.

## Social Media

Social media and electronic advertising through Facebook, LinkedIn, Instagram and Twitter were used to promote awareness and share information on Heal Vets programs and other veterans' issues. Facebook live videos were produced to inform veterans and the public about how therapeutic craft kits are produced and distributed at the Heal Vets headquarters.

## Print & Television

This fiscal year, Help Heal Veterans secured more than **25 earned media stories** that **reached a potential audience of 45M**. The articles included stories about military service members crafting in Kosovo, craft kits being sent to VA medical centers and Army garrisons through MWR, our partnership with Southwest Airlines and La-Z-Boy, Quarantine kits, and the soaring demand due to COVID-9.

### Top Coverage Results:

*8/1/2019 through 7/31/2020*

#### FOX News

Honoring military heroes this Memorial Day amid coronavirus outbreaks

<https://www.foxnews.com/us/honoring-military-heroes-memorial-day-amid-coronavirus-outbreak>

#### KUSI

San Diego nonprofit 'Help Heal Veterans' provides free therapeutic craft kits to veterans and active-duty military

<https://www.kusi.com/san-diego-nonprofit-help-heal-veterans-provides-free-therapeutic-craft-kits-to-veterans-and-active-duty-military/>

#### CBS 8

Veterans coping through COVID-19 with free therapeutic craft kits

<https://www.cbs8.com/article/news/local/zevely-zone/vetrerans-craft-kits/509-b8330f54-9e62-4cf2-a90d-365759034e4a>

#### The Houston Chronicle

Zoom craft-a-thon provides veterans a homemade mask to help physical and mental health

<https://www.houstonchronicle.com/news/houston-texas/houston/article/Zoom-craft-a-thon-provides-veterans-a-homemade-15291292.php>

#### Radio.com

Vets quarantined with COVID-19 can get a free craft kit

<https://www.radio.com/connectingvets/articles/free-quarantine-craft-kits-for-veterans-from-va>

### **Military.com**

VA Teams Up with Nonprofit to Provide COVID-19 Quarantine Kits to Veterans

<https://www.military.com/benefits/veterans-health-care/2020/07/10/va-teams-nonprofit-provide-covid-19-quarantine-kits-veterans.html>

### **The Week**

Nonprofit sends veterans craft kits to help them stay busy while at home

<https://theweek.com/speedreads/927605/nonprofit-sends-veterans-craft-kits-help-stay-busy-home>

### **ABC News**

Demand soars for veterans' crafting kits amid COVID-19

<https://abcnews.go.com/US/demand-soars-veterans-crafting-kits-amid-covid-19/story?id=71945794>

## **Google Ads**

As a nonprofit organization, HEAL VETS can host its own Google Ads, focusing on awareness and support to veterans. Specific ads have appeared for web searches on related topics.

## **Hiring Veterans and their Families**

Heal Vets continues efforts to hire veterans whenever possible. In addition, Help Heal Veterans received the 2018 Veterans Employer of the Year award from the California Employer Advisory Council for its policies for veteran employees.

## **Pandemic**

At this time when hospitals are actively trying to limit and minimize visitors, it is challenging for veteran patients to be without their family during what is a very vulnerable time. Isolation can be difficult. Many older veterans rely on VA centers and veterans service organizations for social interactions, so the stay-at-home recommendations are difficult for them to cope with. These veterans needed support this year. Help Heal Veterans fulfilled requests from more than 190 facilities and shipped 179,000 kits with a retail value of over \$4 million to help provide comfort during quarantine.

## Our Healing Partners

We are honored to join forces with Southwest Airlines, Arise Veterans Foundation, American Woodmark, Elks, and La-Z-Boy to keep 267,000 pounds of materials upcycled and out of landfills. Therapeutic craft kits produced by the donations created 60 different types of kits: billfolds, wallets, checkbook covers, pouches, moccasins, dreamcatchers, bags, purses, boxes and birdhouses were upcycled into 196,603 therapy kits with a retail value of \$5,082,050. Foam from Southwest Airlines seats was used as moccasin liners that produced 10,959 moccasins kits with a value of \$493,155.

Additionally, Heal Vets has strong partnerships with other organizations that distribute its therapeutic craft kits to veterans, including VA Medical Centers, State Veterans Nursing Homes, and Military Hospitals. Over 160 other veterans' programs such as Elks National Service Commission, Sons of AMVETS, Military Order of the Cooties, Volunteers of America, Hero Box, the American Legion, AmVets, VFW, Vietnam Veterans of America and DAV also partner with Help Heal Veterans to ensure the veterans in their local communities are able to receive these kits at home. Partnership volunteer hours for this period totaled 2,269 hours with an estimated value of \$61,717.



## Sustainability Matters

At Help Heal Veterans, sustainability matters are at the forefront of our mission and it shows. We go above and beyond to reduce the environmental footprint of our partners with the understanding that our Earth is our future. We upcycle materials that would otherwise end up in landfills and give them a new purpose – healing veterans. Many of the leather therapeutic craft kits are built from generously donated excess materials by companies such as The Elks, Southwest Airlines, and La-Z-Boy. The leather kits turn into life-long keepsakes that allow veterans to create crafts they are proud of, that improve veterans' self-esteem and give them a renewed energy for healing from their wounds of war. Maintaining our goal of creating high-quality products while producing the least environmental impact cannot be achieved alone. We rely on a cooperative effort between donors and sponsors, that is why they have committed to integrating environmentally all-encompassing and sustainable business practices to ensure there is a future for healing in the years to come.

# Southwest<sup>®</sup>

L A  B O Y<sup>®</sup>

*Live life comfortably.<sup>®</sup>*





## Board of Directors

Membership of the current Board of Directors for Help Heal Veterans is listed below:



**The Honorable John Meagher - Chairman** (Retired Judge)



**Mr. Jim Scatena - Treasurer** (Former President & CEO FloraCraft Corp.)



**Mr. Clinton D. Pearman, PhD - Secretary** [Master Gunnery Sargent USMC (RET)]



**Ms. Nora Egan - Director** (Former Chief of Staff Department of Veteran Affairs)



**Dr. Keith Stuessi, MD, CAPTAIN USN (RET) - Director** (Former Director of the Concussion Care Clinic)



**Ed Meagher - Director** (Chief Executive Officer of Vetegic)



**Mr. Chris Balcik - Director** (Vice President of Mobile B2B Sales at Samsung Electronics America)



**Ms. Julie Teahan - Director** (Partner at Guidehouse)

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# How We Heal: Tools to Help Win the Battles

Post Traumatic Stress Disorder  
and Traumatic Brain Injury support

Part of rehab therapy

Conducive to  
family bonding

Enhances fine  
motor skills



## Therapeutic Craft Kits

Relieves anxiety

Plays a role in  
suicide prevention and  
reduces drug abuse

Boosts morale  
and confidence

Provides sense  
of accomplishment

Eases socialization challenges,  
enhances social identity

Engages mind and  
provides mental clarity

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For more than 45 years, Help Heal Veterans has helped countless veterans in numerous ways. These are some of the more common ways our therapeutic craft kits help veterans and their family members.

## Resources and Financial Management

**HELP HOSPITALIZED VETERANS**  
**STATEMENT OF FINANCIAL POSITION**  
 JULY 31, 2020

	<b>2020</b>
<b>Assets</b>	
Current assets	
Cash	\$ 431,320
Other receivables	133,237
Prepaid expenses	88,028
Inventory of therapeutic materials and direct mail supplies, net	1,926,925
Total current assets	2,579,510
Property and equipment, net	1,112,540
Investments	918,064
Total assets	\$ 4,610,114
<b>Liabilities and net assets</b>	
<b>Liabilities</b>	
Current liabilities	
Accounts payable	\$ 947,925
Accrued expenses	226,681
PPP Loan	468,302
Total current liabilities	1,642,908
Long-Term Liabilities	
Line of credit	420,000
Underfunded pension liability	2,210,519
Total long-term liabilities	2,630,519
Total liabilities	4,273,427
<b>Net assets</b>	
Without donor restriction	336,687
Total net assets	336,687
Total liabilities and net assets	\$ 4,610,114

**HELP HOSPITALIZED VETERANS**  
**STATEMENT OF ACTIVITIES**  
 FOR THE YEAR ENDED JULY 31, 2020

	Without Donor Restriction	With Donor Restriction	Total
<b>Revenues and gains</b>			
Contributions received	\$ 10,624,835	\$ -	\$ 10,624,835
Investment Income	10,244	-	10,244
Other revenue	246,125	-	246,125
Other donations	9,948	-	9,948
In-kind contributions	6,037,223	-	6,037,223
Loss on sale of asset	(9,304)	-	(9,304)
Net assets released from restrictions	2,000,000	(2,000,000)	-
<b>Total revenues and gains</b>	<b>18,919,071</b>	<b>(2,000,000)</b>	<b>16,919,071</b>
<b>Expenses</b>			
Program services			
Therapeutic materials	4,535,325	-	4,535,325
Craft care specialists	881,985	-	881,985
Veterans assistance and awareness	6,035,536	-	6,035,536
Total program services	11,452,846	-	11,452,846
Supporting services			
Management and general	1,960,985	-	1,960,985
Fundraising	4,469,239	-	4,469,239
Total supporting services	6,430,224	-	6,430,224
<b>Total expenses</b>	<b>17,883,070</b>	<b>-</b>	<b>17,883,070</b>
Change in net assets before effect of pension liability	1,036,001	(2,000,000)	(963,999)
Pension-related changes other than net periodic pension cost	559,709	-	559,709
<b>Change in net assets</b>	<b>1,595,710</b>	<b>(2,000,000)</b>	<b>(404,290)</b>
Net assets, beginning of year	(1,259,023)	2,000,000	740,977
<b>Net assets, end of year</b>	<b>\$ 336,687</b>	<b>\$ -</b>	<b>\$ 336,687</b>

**HELP HOSPITALIZED VETERANS  
STATEMENT OF FUNCTIONAL EXPENSES  
FOR THE YEAR ENDED JULY 31, 2020**

	Program Services			Supporting Services		Total
	Therapeutic Materials	Craft Care Specialists	Veterans Assistance & Awareness	Management and General	Fundraising	
Printing	\$ 23	\$ 23	\$ 884,768	\$ 442,394	\$ 2,075,797	\$ 3,403,005
Postage	706,048	-	536,438	268,220	1,258,567	2,769,273
Direct mail services	-	-	81,422	40,711	191,028	313,161
Mailing list rental	-	-	96,362	48,181	226,079	370,622
Data processing	-	-	57,247	28,623	134,310	220,180
Promotion	-	-	1,942,024	38,753	181,840	2,162,617
Craft kits	2,858,229	-	-	-	-	2,858,229
Rent and facilities	-	103,756	-	-	-	103,756
Caging	-	-	-	315,955	-	315,955
Salaries and payroll taxes	397,423	380,519	15,932	297,796	191,066	1,282,736
Utilities	10,630	8,860	-	1,449	-	20,939
Telephone	9,691	4,038	808	808	808	16,153
Legal and accounting	-	-	-	117,259	-	117,259
Consulting	63,135	34,093	18,941	5,051	5,051	126,271
Office supplies	38,500	39,451	4,375	6,125	-	88,451
Taxes and licenses	13,927	-	-	9,136	-	23,063
Office equipment	309	309	35	49	-	702
Public relations	-	-	2,366,118	-	-	2,366,118
Outside services	26,073	-	4,889	978	652	32,592
Auto and travel expense	-	6,618	9,300	31,945	-	47,863
Depreciation	20,399	-	6,800	6,800	-	33,999
Bank charges	-	-	-	29,061	83,194	112,255
Retirement expense	225,732	216,130	9,050	169,182	108,524	728,618
Insurance	77,936	88,188	1,027	19,210	12,323	198,684
Miscellaneous	82,456	-	-	83,299	-	165,755
Write-off obsolete inventory	4,814	-	-	-	-	4,814
<b>Total</b>	<b>\$ 4,535,325</b>	<b>\$ 881,985</b>	<b>\$ 6,035,536</b>	<b>\$ 1,960,985</b>	<b>\$ 4,469,239</b>	<b>\$ 17,883,070</b>

### Why arts and crafts in occupational therapy?

To promote or strengthen:

- \* Problem solving
- \* Self-Image
- \* Ability to relax
- \* Interpersonal skills
- \* Affinity with others
- \* Perception of joy
- \* Ability to remember
- \* Ability to choose
- \* Self-Esteem
- \* Well-being
- \* Relation to others
- \* Occupational ability
- \* Ability to structure time
- \* Ability to produce a product
- \* Ability to structure daily occupations

## **Change the world. One veteran's life at a time. Give today.**

### **Corporate Giving**

#### **Events**

Help Heal Veterans supporters can help organize community events like fun runs, bake sales and concerts with proceeds going to Help Heal Veterans.

#### **Employee Giving Drives**

Your company can help raise awareness among your employees and funds to help veterans with employee giving drives. Some examples include departmental competitions, office parties and holiday giving drives.

#### **Community Partner**

Your company may become a partner and utilize our name and logo with a portion of sales going to support Help Heal Veterans.

### **Planned Giving**

You can structure your will to make Help Heal Veterans the beneficiary of a specific dollar amount or property, of a percentage of your estate, or of your residuary estate, which is what remains after all specific bequests and expenses are accounted for.

### **Matching Gifts Program**

Thousands of employers nationwide offer employees the opportunity to match their charitable gifts. Matching gift programs are one of the wisest ways to increase the value of your donation.

Some companies match gifts of employees' spouses and retirees. Many will match gifts such as cash, stocks, marketable securities and even the value of your volunteer time.

If your company does not have a formal matching gift program, they may still match your donation. Check with your employer.

### **Combined Federal Campaign**

Are you in the military, an employee or civilian working for the Federal Government, or a retired Federal employee? If so, you can show your support for America's veterans and active duty military by designating Help Heal Veterans for your charitable contributions through CFC by entering ID #12251 as the charity code on your CFC Pledge Form.

### **Donor Advised Funds**

A donor-advised fund (DAF) is a type of giving program that allows you to combine the most favorable tax benefits with the flexibility to support your favorite charities. DAF Direct enables you to recommend grants to Help Heal Veterans. If your DAF sponsor organization is not available through DAF Direct, simply contact the organization to initiate your donation.

### **Help Heal Veterans Alliance – Become a Monthly Donor**

Your reoccurring gift will guarantee that the veterans you help can continue the long process of healing and recovery without interruption.