



**Site Coordinator Handbook
2018**

Contents

Campaign Overview and History	3
Campaign Overview	3
Campaign History	3
Communications	4
What to do if you receive no or little response from your VAVS POC	6
Volunteers	6
Volunteer Criteria	6
Preparing for Volunteers	6
Volunteer Sign-up	6
Meeting Your Volunteer Numbers or Quota	7
Communicating with Your Volunteers	7
Volunteer T-Shirts	7
Capturing Volunteer Feedback and Hours	8
Donations	8
🏠 Honor Packs and Home of the Brave blankets	8
Seed Money	9
Fundraising	10
Thank You	10

Campaign Overview and History

Campaign Overview

Home of the Brave is an annual campaign to engage company and partner employees in giving back to our nations Veterans. Founded in 2012, this national campaign partners with Veterans Affairs Voluntary Service (VAVS), VA Homeless Program, Soldiers' Angels, and corporate partner employees to honor Veterans at VA medical facilities; volunteering for events, visiting patients and donating much needed items in celebration of Veterans Day.

- *Mission* – To thank those we owe for our freedom
- *Vision* – To remember and honor all generations of Veterans by celebrating Veterans Day at VA medical facilities nationwide
- *Core Values* – Celebrate Veterans Day, honor Veterans, remember their sacrifices, promote Veteran community service

Purpose

- Engage employees and partner employees in Veteran community service
- Rally supporters to purchase Honor Packs and blankets to help homeless Veterans and those in need
- Celebrate Veteran employees – Veteran of the Week
- Raise funds to purchase t-shirts and thank you cards for every Veteran at registered VA medical facilities.
- The campaign has generated approximately 3,355 volunteers, 23,754 volunteer hours and has honored an estimated 111,053 veterans over the last 6 years.
- VA medical facilities generally have planned Veterans Day activities, would like to have activities and/or appreciate our planning of visit patients in the November 1-15 timeframe.

Campaign History

2012 – HP funded canvas bags, water bottles, notepads, socks and other items for 11 VAMC sites. Employees held “Sweats for Vets” drives in their local facilities and handled the fulfillment and distribution during their visits to the VAMC. Honored 3,820 Veterans and created awareness of Veterans with mental health needs through non-profit partner – Not Alone.

2013 – Added 18 VAMC sites, created online registries for needed items, and brought on partners: Bristol-Myers Squibb, Intelligent InSites, ByLight, i4DM, and non-profit partner Boot Campaign. Honored 7500 Veterans with t-shirts and string bags.

2014 – The campaign was supported by non-profit partner Boot Campaign, and company partners Bristol-Myers Squibb, i4DM and Amazon Web Services. Seed money was provided for all activities at the VAMCs. 48 sites were supported honoring 14000 Veterans.

2015 – Company partners were Bristol-Myers Squibb, Halo Branded Solutions and non-profit partner Boot Campaign. Contributed to a Veteran Portrait Project wall in Hinesville, GA. Honor Packs and blankets replaced the registries. 94 VAMC sites supported honoring 27000 Veterans.

2016 – Sponsored by HPE, company partners were Bristol-Myers Squibb, Halo Branded Solutions and non-profit partner Boot Campaign. Through Boot Campaign, we added combat boots as items for donation through the campaign. 100 sites supported honoring 29000 Veterans.

2017 – Sponsored by DXC Technology, company partners were Bristol-Myers Squibb, Halo Branded Solutions, Hewlett Packard Enterprise, Micro Focus, DXC Technology Foundation, and non-profit partner Boot Campaign. 122 sites supported honoring 29,733 Veterans.

Communications

Communications kits that include the logo, posters, flyers, letters, memos, as well as overall information on Home of the Brave will be posted to the [Site Coordinator \(SC\) Portal](#), **Password: Brave2018**. The overview slides, Impact Report, and other materials will also be posted to the portal.

To directly contact the Home of the Brave Site Coordinator Leads Susan Graye and Cara Riley, send an email to sitecoordinator@homeofthebravecampaign.com

VAVS Points of Contact

The Department of Veterans Affairs Voluntary Service (VAVS) was, “founded in 1946 to provide for our nation’s Veterans while they are cared for by VA health care facilities” (<http://www.volunteer.va.gov/AboutVAVS.asp>). VAVS coordinates everything from (community assistance) volunteers, programs, and events to (contributions) gifts and donations in support of our Veterans.

To learn more about VAVS, please visit: www.volunteer.va.gov. Chiefs of Voluntary Service, VAVS Coordinators and Specialists are our primary points of contact at the VA medical facilities for Home of the Brave events.

VAVS points of contact (POCs) were provided the opportunity to register their facility for this year’s Home of the Brave campaign. The information they submitted consists of their contact information, contact information for a back-up, as well as the basic information for their facility such as number of beds. You can access the information submitted by the VAVS POC for your location on the SC portal.

Contacting your VAVS

Site Coordinators are responsible for initiating and maintaining open communication with their VAVS POC. If you are working with a team of one or more Site Coordinators per site, there

should be only one Site Coordinator to serve as the primary POC for the VAVS POC and will initiate the initial communication/introductions. Home of the Brave is a member of the VAVS National Advisory Committee (NAC) and has the full backing of the Director of VA Voluntary Service.

Please reach out to your VAVS POC as soon as possible. We recommend initiating communications with your VAVS POC via the best way to contact them on their registration form. TIPS BELOW:

- Introduce yourself as their Home of the Brave Site Coordinator
- Introduce your team, if you are working in a group of one or more Site Coordinators
- Remind your VAVS POC that you will serve as their single POC for questions and concerns

You will inform them of important dates and information related to the campaign, to include:

- T-shirt donation (size per quantity and total) amounts and shipments
- “Thank You” card donation amounts, and shipments
- Seed money amount
- Initiate discussion around event details for Veterans Day - everything volunteers will need to know to support their facility (see next section)
- Home of the Brave Honor Pack and Blanket donation amounts and shipments
- Ask the VA Lead when they are available to meet over the phone or in person

Coordinating Home of the Brave Site Events

Site Coordinators are responsible for working with VAVS POCs to plan and organize an event or patient visit on or around Veterans Day to honor the Veterans at the medical facility. In some cases, the VAVS team has already planned an event like: an annual Veterans Day barbeque, a Remembrance ceremony, or a Veterans Day parade. In this the case, offer to provide volunteers and find out how our volunteers can best support the event. Otherwise, work with your VAVS POC to plan an event to honor the Veterans at their facility between the 1st and 15th of November. Ideas for events will be posted to the SC portal.

The Home of the Brave committee will ensure the t-shirts, “Thank You” cards, and if requested, string bags, are shipped directly to the VA facility to the VA VAVS coordinator.

- Volunteer t-shirts will be shipped to *you*, the site coordinator, for distribution.
- If the planned event involves food, please ensure that you adhere to dietary limitations, restrictions, and guidelines provided by your VAVS POC. Site Coordinators are responsible for capturing and submitting event site details for their location using the form on the portal.

In some instances, we have the opportunity to support more than one event. For example, some VA medical facilities may offer or need support for multiple events that they have scheduled for Veterans Day week or may offer Patient Visits (see above) as a second event if their primary event only requires the support of one or two volunteers (offering the second event allows the opportunity for more Home of the Brave volunteers to get involved). If this is the case for your location, please fill out and submit one Event Site Detail form per event.

What to do if you receive no or little response from your VAVS POC

Maintaining open dialog and communication with your VAVS POC is necessary and critical to the success of the Home of the Brave campaign. VAVS staff members are very busy individuals who don't spend a lot of time at their desks. Please do not hesitate to reach out to the Lead Site Coordinators who will support you in contacting your VAVS POC or will escalate the issue to the Home of the Brave Committee.

Volunteers

Home of the Brave Site Coordinators manage the volunteers who sign up to support their Home of the Brave related event.

Volunteer Criteria

Each VA facility has regulations about volunteers. Always check with your point of contact (POC) at the facility on the criteria that their volunteers have to meet. If you are a returning Site Coordinator and are working with the same point of contact that you have in previous years, it's still a good idea to request the volunteer criteria for their facility, as this can change from year-to-year based on situations and circumstances.

Preparing for Volunteers

The Home of the Brave committee will support you in preparing for and managing your volunteers. On or around October 1, 2018, the Home of the Brave committee will release to all employees and our partner companies a communication directing volunteers to register on the website.

It is also recommended that after the announcement is sent, the Site Coordinator send out volunteer requests to peers at their work location to generate more local support.

Volunteer Sign-up

Volunteers will have the opportunity to sign up for their local Home of the Brave event(s) on October 1st via the Volunteer Sign-Up button option and corresponding form on the Home of the Brave website. We need all volunteers – even friends and family – to register. A spreadsheet of registered volunteers will be posted to the SC portal 2-3 times a week.

Meeting Your Volunteer Numbers or Quota

Your POCs at the VA medical facility will provide you with a maximum number or number range for how many volunteers they would like to support their event. In some instances, VAVS POCs will request only 1-2 volunteers, while in others, they will request 50+. The number of volunteers needed by a medical facility in support of their Veterans Day related event will vary based on the type of event, the facility, and the type and number of Veterans attending or participating in the event.

If there are a number of volunteers registered and your numbers are full, see if it's possible to accommodate more people such as, creating more than one shift of volunteers or planning an additional opportunity.

Once you have met your volunteer numbers or quota, please inform the Lead Site Coordinator. She will then reach out to our webmaster who will remove your location from the volunteer sign-up form. Our webmaster will also place verbiage on your Event Site Detail webpage notifying prospective volunteers that volunteer numbers for your event have been met.

In some locations, meeting your volunteer numbers can prove to be difficult. While priority for volunteer spots goes to Perspecta and partner employees, family members and members of your community can be considered for volunteer spots if you are unable to meet your volunteer numbers. If you need to supplement your volunteer numbers with family members and members of your community, ensure that all volunteers fill out the volunteer sign-up form. Additionally, ensure that these individuals meet the volunteer criteria defined by your VA.

Communicating with Your Volunteers

The Home of the Brave committee asks that Site Coordinators determine the best frequency and manner in which to communicate with their volunteers based on their judgement and the type of activity the volunteers are expected to support. However, the Home of the Brave committee expects that Site Coordinators provide their volunteers with, at minimum, the following information:

- Specific details related to their event and how they're expected to support, including:
 - Event date and time
 - Event location
 - Volunteer meeting date and time
 - Volunteer meeting location
 - Detailed description of the activities they tasked with performing or supporting
 - The attire specified for the event
 - The specific time the volunteers are expected to support (i.e. some events may last all day, which can allow for volunteers to support the event in shifts.)

Volunteer T-Shirts

We will provide you with a Home of the Brave t-shirt for each one of the volunteers who supports the Veterans Day related event at your VA medical facility. We will collect volunteer t-

shirt sizes from the data the volunteers provided in the volunteer sign-up form. Volunteer t-shirts will be shipped directly to the address information you provided on your Site Coordinator sign-up form, unless you communicate to the Lead Site Coordinator otherwise.

Capturing Volunteer Feedback and Hours

Capturing volunteer feedback/stories and photos, as well as the number of volunteers and hours spent supporting and participating in the Home of the Brave campaign provides us with the information we need to develop the business case for continuing the program.

Immediately following your event or as soon as possible, please complete a post event form. The site coordinator leads will let you know where to post all the details after your event. A total listing of volunteers, volunteer hours, and items donated to your VA will be sent to the VA to be recorded under Home of the Brave.

Donations

Donations are a great way to thank and honor our Veterans and support our VA Medical Centers.

- Honor Packs and Home of the Brave blankets
 - Home of the Brave Honor Packs contain a personal hygiene kit, warm hat and gloves, a collapsible water bottle, notepad and pen, in a sturdy drawstring backpack.
 - Home of the Brave fleece blankets are another item found consistently on VA medical facility needs lists and are used for homeless Veterans and inpatient/outpatient procedures. Hospitals are cold, and blankets are welcomed.
 - Follow this link to purchase Honor Packs and blankets:

Link - [Angel Store-Home of the Brave Honor Packs and Blankets](#)
 - Donors can designate which VA facility they would like to send their donation to or leave their designation open and the items will be donated where they are needed most.
- Local drives and community support
 - We encourage our Site Coordinators and volunteers to engage their work and local communities in supporting Veterans through the Home of the Brave Campaign. One of the ways our colleagues can get involved, outside of volunteering to support the Veterans Day event, is to donate needed items for your local VA medical facility based on their needs list, or items needed in support of the Veterans Day event.
 - Do a Drive
 - Each VA medical facility has a needs list prepared by VAVS. (i.e. hygiene items, under garments, robes, sweat shirt and pants).
 - Your VAVS point of contact can provide you with the needs list.
 - Please ensure that you provide the list of items donated to your local drive to include, the quantity per item, to your Site Coordinator Lead.

Seed Money

Since 2013, we have attempted to grant seed money to each registered VA medical facility participating in the program in support of the Veterans Day event. Whether we can provide seed money or how much depends entirely on the amount of remaining Home of the Brave budget after expenses for the Home of the Brave t-shirt and thank you card donations.

The Seed Money request form will be posted to the SC portal on September 3rd and is due October 1st. The Home of the Brave Committee will communicate the availability and the amount of seed money per site as soon as possible.

Fundraising

Depending on the Veterans Day celebration chosen for your site, you may need to do some local fundraising or reach out to vendors for support. In the past, SC's have raised funds by recycling, putting out jars for donations, selling pizza lunches, etc. They have asked local restaurants to donate food and NFL teams to donate prizes. If you are looking for Bingo prizes and potentially additional support, contact the Veterans Canteen Service at the VA facility. To get local sponsors or prizes from business, there is a solicitation letter and W9 for Soldiers' Angels posted to the SC portal. You can offer local supporters signage during your event and their logo on your site page of our website. Submit requests/questions to admin@homeofthebravecampaign.com. Please remember to thank all local donors and sponsors.

Thank you

To help Home of the Brave show appreciation to individual volunteers, we ask that Site Coordinators send an email to all those that volunteered at your event on behalf of the campaign. We will provide a template on the SC portal.

Being a site coordinator is a great experience and we are here to help you succeed. Please send any questions you may have to: sitecoordinators@homeofthebravecampaign.com