

Untying the Yellow Ribbon



Key Need Addressed

America has learned to separate the warrior from the war, and no one wants to recreate the long-term outcomes of Vietnam for today's generation of Veterans and their families. Unfortunately, most leaders and citizens on Main Street are unclear about how to help.

Core Message

*"There is a safety net to prevent losing today's Veterans to homelessness, suicide, and substance abuse. There is a way to safeguard their families from divorce, domestic abuse, and child maltreatment. There is a solution: It's called **COMMUNITY**."*

Gretchen Martens, National League of Cities, Boston 2012

The Question....

What if I told you that I could help you support your military coming home in a way that strengthens community and rebuilds America?

Would you be interested?

By 2015, America will welcome home as many as 3.2 million post-9/11 Veterans, 70% of whom will face challenges as they deploy back to Main Street. As citizens, we have a compelling interest in ensuring that our military transition well.

What's at stake? We may lose another generation of Veterans and their families, like we did after Vietnam, at a projected cost of well over \$1 trillion. Or, we can make sure they thrive as they return home, strengthening military families and the very fabric of our own communities. It's up to us. Which future will you choose?

Key Outcomes

Untying the Yellow Ribbon: Why Saying "Thank You for Your Service" Isn't Enough was written to answer the questions most citizens have about today's military in transition:

- How are our post-9/11 wars different from Vietnam, and why does that impact today's transitioning military differently?
- Why aren't our Federal agencies doing more, and why do today's military need our help when they seem to get so many benefits?
- What's at stake if communities fail to mobilize to support our military coming home?
- With all the focus put on Veteran hiring, why is unemployment for Veterans, Guard and Reserve so high?
- What are the realities about Post-Traumatic Stress and Traumatic Brain Injury? Why are there so many Veterans committing suicide?
- What can I do to help? I'm just a regular person.
- What's the long-term potential benefit to communities if we support our military in transition well?

