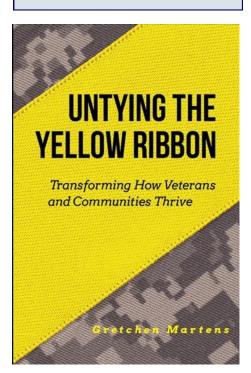
# **Untying the Yellow Ribbon**



## 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?



#### **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

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**

<u>Untying the Yellow Ribbon: Why Saying "Thank You for Your Service"</u> <u>Isn't Enough</u> 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?