

VIRGINIA VETERANS SERVICES FOUNDATION

Virginia is for Every Veteran

VSF Briefing 5/3/24

About Us



The Virginia Veterans Services Foundation stands as a beacon of support for our veterans and their loved ones, blazing trails in service provision within the Commonwealth.

Independently driven, it collaborates closely with the Secretary of Veterans and Defense Affairs and boasts an empowered Board of Trustees at its helm.

Innovative and agile, this Foundation fills the gaps left by state and federal resources, ensuring no veteran is left behind.

For over a decade, donations through VVFS have powered crucial programs and essential services delivered through the Department of Veterans Services, making a tangible difference in the lives of those who have served.

Mission and Vision



The Virginia Veterans Services Foundation is an independent agency of the Commonwealth supporting the interests of veterans and their families through the Secretary of Veterans and Defense Affairs and is governed by an appointed Board of Trustees.

The Virginia Veterans Services Foundation provides supplemental funding when state and federal resources are not available. Donations support selected programs and critical services offered through the Department of Veterans Services.

Contributions made to the Virginia Veterans Services Foundation provide support to our veterans in crisis or in need of assistance. Each dollar raised stays right here in Virginia.

Charitable Status



Donations may be tax deductible under section § 170(c)(1) of the Internal Revenue Code.

Donations are placed in the Veterans Services Fund and will not revert to the Commonwealth's General Fund.

Use of Donations

The Foundation regrets that it cannot provide relief funding directly to veterans and public service organizations.

How We Serve



The Virginia Veterans Services Foundation exists as a tax-deductible entity. Our dollars donated go exclusively to funding the Dept. of Veteran Services.

The Board of Trustees meets quarterly in person (virtual options addressed in policies and procedures).

During these meetings, the Board's main focus is the oversight of the Executive Director and maintaining Fiduciary Responsibility over the VSF Funds and their impact with DVS programs.

How We Allocate Funds



Step 01: The Virginia Department of Veteran Services (DVS) is the sole beneficiary of VSF funds. In April, each DVS service line Director provides a brief to the VSF Board of Trustees with their proposed next Fiscal Year projects and requests for funding.

Step 02: From the briefings, the VSF Finance Committee members will create a proposed budget for the Board to review. The Committee takes into consideration the VSF Spending Appropriation for the next fiscal year when suggesting how much to allocate to each DVS Service line.

Step 03: The Board will receive the proposed budget with ample time for review prior to the year end Board meeting. Upon reviewing the Finance Committee's proposed budget, the VSF Board will vote upon the proposal in the June Board meeting.

Step 04: Once the Board votes a Budget into effect, the DVS Service line Directors will be notified by the VSF Executive Director and Chairman. The Executive Director will monitor DVS usage of allocated funds throughout the year. An increase in budget/ reallocation is possible when necessary and requires a Board vote.



Financial Management

How VSF Allocates Appropriated Funds



DVS BRIEFING TO VSF BOARD



FINANCE COMMITTEE



BOARD MEETING
/ VOTING



BUDGET
IMPLEMENTATION



STEP 01

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FUNDRAISING

METHODOLOGY AND PROJECT PHASES

	DONOR ACQUISITION	Grant writer researches possible donors/grant opportunities	Identify POCs at High ROI funding prospects	Grant writer drafts letter templates for funding campaigns to send to	Inquire if Board has connections at any of the prospects in their	Executive Director or Trustee makes initial contact with prospect
				prospects	region	utilizing letter template
	DONOR RELATION	Initial contact from VSF with introduction to Mission/Vision	Meeting to explain areas of funding need and socialize the donation	Recognize donors through media, PR, and personalized interactions	Annual reports on usage of funds through Executive Director	Personalized thank you notes / meetings with the Chairman
(5)	CAMPAIGN CREATION	Review DVS priority areas of funding determined in Budget	Identify areas in need of funding that are most appealing to donors	Identify donors that may strongly align with each priority areas	Create campaign verbiage and target demographic	Promote campaign via mailers, emails, online platforms, press releases, RFF, or in
		Meeting				person fundraisers
	FUND/ PROJECT MONITORING	Monitor DVS project progress against the project schedule	Receive monthly line item expenditures from DVS CFO	Track actual project costs and compare them to the budget	VSF Exec. Dir. approves of reimbursement requests/expenditures	Communicate with DVS Directors to identify any budget expansion needs
	DONOR RETENTION	Update CRM routinely with donors information to keep up to date.	Include donors in newsletter distribution list	Annual lunches with the Executive Director	Personalized emails with updates in projects they have funded previously and those in the pipeline for next FY.	Recognize donors in year-end reports in explaining direct impacts made

Financials



VSF is given a budget appropriation each year from the Dept. of Planning and Budget. The Foundation then allocates specific budgets to each of the DVS four service lines for their projects. The Foundation operates in a reimbursement style which allows for quarterly submission from DVS. If there is a balance remaining for DVS allocation, it does not carry over to the next fiscal year.

2024 Allocations:

Veteran Care Centers: \$81k

Veteran Cemeteries: \$12k

Virginia Veterans' and Family Support: \$500k

Veteran Education, Transition and Employment: \$115k