


OPERATION reinvent
Building Confidence. Creating Success.

c/o Safety And Health Foundation
611 South Ivy Street
Arlington, Virginia 22204
racedirector@att.net -- 703-927-4833



www.safetyandhealthfoundation.org/veterans

August 12, 2015

Dear Friend,

Can you assist Operation Reinvent, a unique multi tiered program focused entirely on women veterans of the post-9/11 wars?

"Women veterans represent the finest women this country has produced," said Sharie Derrickson, founder and CEO of Vet Net Zero and a member of Operation Reinvent's advisory board. Women veterans are not only vastly underserved by government, nonprofits, and private institutions, but also vastly underutilized by corporate/business America. Yet this generation of women veterans – including the first American women ever to see combat – are among the most highly-trained and highly-disciplined potential employees.

Operation Reinvent works to solve that problem. Operation Reinvent is a well-thought-out series of initiatives with one goal: to prepare and help these women veterans to get jobs, and not just any jobs, THE RIGHT JOBS! We seek to place women veterans in jobs that give them the opportunity to apply in the workplace the skills they forged on the battlefield.

To achieve this goal, Operation Reinvent provides women veterans a total package:

- Professional beauty and wardrobe makeovers at both the beginning and the end
- Career coaching
- Yearlong one-to-one business mentoring
- Peer2Peer support
- Directly-arranged interviews with veteran-friendly companies

Operation Reinvent also works to keep our graduates in the jobs we find them, through our specially-designed "on-boarding workplace intelligence training." We have designed an inexpensive program that costs just \$4,000 per woman veteran to get her fully prepared for the civilian workplace.

Operation Reinvent strongly believes that together, we can empower thousands of women veterans to soar and to prepare them to take their well-earned and well-deserved seat at the conference room table.

To have you as a sponsor of Operation Reinvent will help us achieve both of our goals. For many years, American companies have offered programs to involve male veterans. Ours is the first program targeted specifically to assist female veterans.

Together, we can empower many thousands of women veterans over the next 10 years to achieve their goals and dreams.

We need help to support each class of women through THE GET THE RIGHT JOB program and all five features. We are currently taking applications for the program, and we have already received more than 50 applications. From those applications, we will select 10 women to start on February 1, another 10 to start on March 1, another 10 to start April 1, and another 10 to start on May 1. Starting in June through the end of the year, we are scaling up adding 20 new women veterans/month, at \$80,000 per month for a total of \$560,000.

We also present a special event on Saturday, November 7, 2015. To celebrate women veterans, we plan another first-of-its-kind event, we conduct Operation Reinvent Veterans Day 5K run in Arlington, Virginia, assisted by Safety And Health Foundation. This event will be highly visible through TV and radio stations, national networks, and print media.

As one of Operation Reinvent's supporters, we will recognize you as a sponsor on our web site, on our race t-shirts, in all pre-race publicity, on our race-day signage, and on the individual fundraising pages of all participants.

OPERATION REINVENT relies on public support to enable women veterans of the post-9/11 wars to transition successfully from military to civilian lives. To get the most important thing they need, now is a job – and not just any job, the RIGHT JOB.

Thank you for considering supporting our women veterans. Your tax deductible contribution is absolutely vital. With your support, thousands of women veterans will have services that go far beyond the ones currently offered by the government, NGOs, and non-profits. Just as importantly, your support demonstrates that you care about, honor and give thanks to the ones who served us all... our HEROes.

Enclosed are brochures describing Operation Reinvent's programs. Our Business Plan and Financial Plan are available to you upon request.

We look forward to this working with you to improve the lives of women who have sacrificed so much for our country.

Thank you for your consideration,
Julie Lewit-Nirenberg
Julie Lewit-Nirenberg, founder
Operation Reinvent

CORPORATE SPONSORSHIP OPPORTUNITIES:

Operation Reinvent corporate sponsors can give a combination of products, time, money and resources.

Operation Reinvent can run its programs only with the support of many organizations, and we are truly grateful for our partnerships with each of them.

Operation Reinvent recognizes its corporate sponsors on our website, at our events, in our Annual Report, and in our marketing materials. Sponsors can donate products, resources, time, or money.

- LEADER — \$100,000 or more – Naming rights for individual programs elements are available
- PREMIER — \$50,000 or more
- CHAMPION — \$25,000 or more
- GENERAL — \$10,000 or more
- CONTRIBUTOR — \$5,000 or more

To become a corporate sponsor,

please contact Dorian Adams (dorian@operationreinvent.org) or call 805.895.5640.

Operation Reinvent is a program of Support 4 Our Heroes, Inc. a 501(c)(3) non-profit organization (EIN 46-1344576)

**Please send this form to
Operation Reinvent
c/o Safety And Health Foundation
611 South Ivy Street
Arlington VA 22204**

Organization _____

Contact Person _____

Address _____

City _____ State ____ ZIP _____

Phone _____ Fax _____

Email _____

Please give what you can. Your generous contribution supports these missions:

Charitable contributions to Safety And Health Foundation (checks payable to SHF)

- | | | | |
|--------------------------|--------|--|--------------------------------------|
| <input type="checkbox"/> | \$1000 | Titanium - Name sponsor of Operation Reinvent 5K | – logo on FRONT of t-shirt + signage |
| <input type="checkbox"/> | \$ 500 | Diamond sponsor of Operation Reinvent 5K | – logo on BACK of t-shirt + signage |
| <input type="checkbox"/> | \$ 250 | Gold sponsor of Operation Reinvent 5K | – name on back of t-shirt + signage |
| <input type="checkbox"/> | \$ 100 | Silver sponsor of Operation Reinvent 5K | – name on back of t-shirt |
| <input type="checkbox"/> | \$ 50 | Bronze sponsor of Operation Reinvent 5K | – name on back of t-shirt |

All 5K sponsors ≥ \$100 may send 200 copies of their flyer, menu, business card, or product sample to our office by Monday, October 18, for inclusion in our souvenir bag for all participants

All 5K sponsors ≥ \$50: name, logo & link on our page <http://www.safetyandhealthfoundation.org/veterans>

**Please e-mail your logo as JPG and EPS Monday, October 18
to racedirector@att.net by Monday, October 18, to include on our t-shirt and web site**

Charitable contributions to Operation Reinvent (checks payable to ORI)

- | | | |
|--------------------------|----------|---|
| <input type="checkbox"/> | \$40,000 | supports all 10 women veterans to make the transition from military to civilian life in our first program in February 2014 or our subsequent programs |
| <input type="checkbox"/> | \$20,000 | supports 5 women veterans to make the transition from military to civilian life in our first program in February 2014 or our subsequent programs |
| <input type="checkbox"/> | \$8,000 | supports 2 women veterans to make the transition from military to civilian life in our first program in February 2014 or our subsequent programs |
| <input type="checkbox"/> | \$4,000 | supports 1 woman veteran to make the transition from military to civilian life in our first program in February 2014 or our subsequent programs |
| <input type="checkbox"/> | \$1,625 | provides 13 career coaching sessions for one woman veteran |
| <input type="checkbox"/> | \$1,300 | provides yearlong Peer2Peer mentoring |
| <input type="checkbox"/> | \$1,000 | provides 12 "On-boarding" sessions |
| <input type="checkbox"/> | \$500 | covers the clothing part of Project Makeover |
| <input type="checkbox"/> | \$150 | covers the hair and beauty part of Project Makeover |
| <input type="checkbox"/> | \$50 | buys a beauty toolkit for a woman veteran |

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