



# VOCATIONAL REHABILITATION SERVICES

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A Case for Corporate Support



***PARTNERING TO RETURN AMERICA'S PARALYZED VETERANS TO FULFILLING EMPLOYMENT***

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# THE NEED

Paralyzed Veterans of America (Paralyzed Veterans) wants you to partner with us to achieve an urgent and essential goal: to put the increasing numbers of paralyzed and disabled American veterans back to work. We need your help.

## SERVICES OVERVIEW

**THE ISSUE:** Every one of America's veterans has a solid foundation of self-discipline and self-confidence, and a strong work ethic. These valuable traits are honed during their service to our nation. The catastrophic impact of a life-altering injury like paralysis rocks that foundation at its core.

**OUR COMMITMENT:** We believe it is our responsibility to help these courageous veterans forge a new path in life. With the help of corporate partners like you, we will help paralyzed veterans achieve new goals, soar to new heights, and lead fulfilling lives.

### Paralyzed Veterans of America Vocational Rehabilitation Services Mission:

- Help America's paralyzed veterans secure good jobs and establish meaningful careers, and
- Help employers strengthen their workforce with excellent employees.

*"Veterans with disabilities will get good jobs and careers, and employers, in a very tough economy, will get great employees with the skills, tenacity and teamwork they developed while serving our nation."*

*~ Betty B. Louie, President  
The Kim and Harold Louie Family Foundation*

**SINCE 1946, PARALYZED VETERANS OF AMERICA HAS BEEN THE NATION'S LEADING ADVOCATE FOR VETERANS WITH SPINAL CORD INJURIES OR DYSFUNCTION (SCI/D).**

**THROUGHOUT OUR HISTORY OUR FOCUS HAS REMAINED CONSTANT. WE ARE DEDICATED TO MAXIMIZING THE QUALITY OF LIFE FOR VETERANS AND ALL PEOPLE WITH SCI/D BY BEING A LEADING ADVOCATE FOR HEALTH CARE, SCI/D RESEARCH AND EDUCATION, VETERANS' BENEFITS AND RIGHTS, ACCESSIBILITY AND THE REMOVAL OF ARCHITECTURAL BARRIERS, SPORTS PROGRAMS AND DISABILITY RIGHTS.**



## THE CHALLENGE

In the United States today, some 248,000 people are affected by spinal cord injuries or dysfunction (SCI/D). An estimated 44,000 are paralyzed veterans.<sup>1</sup>

**FACT: Nearly 85 percent of America's 44,000 paralyzed veterans are unemployed.**

Research and clinical studies have shown that providing an individual with a vocational focus is critical to their successful transition to living with paralysis. Access to education and career opportunities is essential to:

Increase life satisfaction,

Reduce chronic health issues, and

Strengthen the financial stability of veterans and their families.

Traditional vocational rehabilitation models have been ineffective in preparing our nation's paralyzed and disabled veterans to reenter the workforce and remain there.

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<sup>1</sup>Fact Sheet: U.S. Department of Veterans Affairs (VA) and Spinal Cord Injury, May 2005



## OUR INNOVATIVE SOLUTION

In response to the increasing number of Operation Enduring Freedom and Operation Iraqi Freedom Veterans returning home with life-altering injuries and needing help, Paralyzed Veterans of America began developing a unique approach to addressing their needs. In 2007, we launched our Vocational Rehabilitation Services with the opening of our first office.

Utilizing our expertise and proven, innovative methods that have helped empower hundreds of veterans with disabilities, our pioneering program is specially designed to give veterans living with spinal cord injury/dysfunction (SCI/D) and other disabilities the tools, technology and training they need to reenter the job market and develop satisfying careers.

**OUR GOAL:** Provide veterans with SCI/D and other disabilities the cutting-edge resources and services they need to succeed in the 21st-century workforce.

**OUR APPROACH:** Build on the foundation that currently exists for America's veterans. Enhance and evolve the rehabilitation model within the VA Health-Care System (U.S. Department of Veterans Affairs) to improve productivity and vocational outcomes for veterans. In short, ensure that our veterans are provided with ample opportunities to:

- Develop new skills required by potential employers;
- Access adaptive technologies that enable them to fully contribute their talents to the workforce;
- Attain financial security for themselves and their families;
- Achieve a quality of life that allows them to fully contribute to and participate in society

***“Our veterans have given so much of their life to protect our freedoms. We at TriWest actively recruit and hire veterans, whom I find to be hard-working and dedicated employees. I challenge other major corporations to join us and hire veterans.”***

*~ David J. McIntyre, Jr., President and CEO, TriWest*



# PARTNERING TO HELP VETERANS

Our *Vocational Rehabilitation Services* represent an **innovative public-private partnership** between Paralyzed Veterans of America, the U.S. Department of Veterans Affairs, and an exclusive group of corporate partners and private Foundations.

*We Would Be Proud to Have You Join Us and to 'Count You in Our Ranks'*



Thanks to the support and dedication of our forward-thinking partners, we are making significant progress in helping paralyzed veterans secure rewarding jobs and launch meaningful careers.

*"Health Net Federal Services is **extremely pleased** with the remarkable success of Paralyzed Veterans' specialized rehabilitative counseling services for veterans with these injuries. **We look forward to our continued partnership** with Paralyzed Veterans to **extend this unique program** and continue to promote an equitable quality of life for many more veterans with SCI (Spinal Cord Injuries)."*

*~Steve Tough, President, Health Net Federal Services*

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## OUR RECORD OF SUCCESS

Since 2007, Paralyzed Veterans of America has already opened six Vocational Rehabilitation Services Offices with the help of our partners, and we are definitely succeeding at getting disabled veterans back in the workplace. Current offices are located in VA Spinal Cord Injury Centers in:

- Richmond, Virginia (opened in 2007)  
Partner: *Health Net Federal Services*  
Partner: *Altria*
- Minneapolis, Minnesota (opened in 2008)  
Partner: *TriWest Corporation*
- San Antonio, Texas (opened in 2009)  
Partner: *Agility Defense & Government Services*
- Long Beach, California (opened in 2009)  
Partners: *QTC and The Kim and Harold Louie Family Foundation*
- Boston, Massachusetts (opened in 2010)  
Partners: *Activision/Blizzard*  
*C.O.D.E. (Call of Duty Endowment)*
- Augusta, Georgia (opened in 2010)  
Partners: *Agility Defense & Government Services*



### IMPACT METRICS:


Number of Veteran Clients:	811
Number of Veterans Placed:	126
Average Annual Income of Veterans Placed:	\$39,277

In addition, we have connected with more than 300 potential employers — from small businesses to Fortune 500 companies. We provide prospective employers with valuable information regarding workplace accommodations and the tax benefits of hiring veterans with disabilities. We are also able to provide direct referral of prescreened applicants who meet each company's qualifications for the employment opportunities they have available.

# OUR STRATEGIC GROWTH PLAN

Our plan for growth is ambitious since it directly correlates to veterans' needs. From program inception, a key strategic goal has been to provide the necessary, specialized services to all paralyzed and disabled veterans who need them — nationwide. To achieve this goal, **program offices must be established at all 24 VA Spinal Cord Injury Centers.**

## Planned Vocational Rehabilitation Services Office Openings 2011-2014

YEAR	OFFICE LOCATION	SCI REGISTRY POPULATION	CORPORATE PARTNERS NEEDED FOR NEW VOC REHAB OFFICES
2011	Cleveland, OH Seattle, WA	451 576	 <p><b>Will You Join Us in Helping Our Veterans in One of These Locations?</b></p>
2012	Chicago, IL Denver, CO	425 new SCI Center	
2013	Palo Alto, CA St. Louis, MO	493 329	
2014	San Diego, CA Tampa, FL	500 851	

Ultimately, the goal of each new office is to become self-sustaining. As an office becomes established — successfully placing veterans back into the workforce — its ability to generate revenue will increase as the requirements for the Social Security Administration's Ticket to Work (TTW) program are fulfilled.

Critical to the success of this program is our ability to find corporate partners that value social responsibility to veterans ... are interested in helping disabled veterans lead healthy and productive lives ... and willing to make a commitment to help fund an office operation.

### To succeed in our plan, we are looking for corporate partners who are:

- **Committed** to and care about America's veterans
- **Interested** in helping veterans with disabilities lead healthy and productive lives
- **Willing to Invest** in Paralyzed Veterans' Vocational Services as the best way to demonstrate their social responsibility to veterans.

## THE COMMITMENT WE SEEK

**Paralyzed Veterans of America hopes your organization will become one of our *Vocational Rehabilitation Services* corporate partners.**

**Your company can do this by committing to fund an office operation.**

Our typical corporate partner — **Premier Sponsor** — for this vital program commits to making a two-year investment of \$300,000 — \$150,000 per year.

Your two-year investment will cover the cost of resources required to open and establish an office that will be co-located at a VA Spinal Cord Injury Center.

In addition to the satisfaction of knowing your company is playing an instrumental role in helping paralyzed veterans reenter and succeed in the workforce, corporate partners also receive valuable benefits and recognition.

**The benefits of becoming a Premier Sponsor are outlined on the following page.**



*"I have seen in the faces of these veterans their **can-do spirit** and a deep pride in both themselves and our nation. We are happy to **help these deserving veterans** and to help this admirable organization continue its important work."*

*~ David J. McIntyre, Jr., President and CEO, TriWest Services*

Your organization might also be interested in becoming a Founding Member of our newest initiative:  
*The Paralyzed Veterans Employability Endowment*

For more information, please contact:

Jane Eakins  
Director of Corporate and Cause Marketing  
202.416.7687 or [janee@pva.org](mailto:janee@pva.org)

# BENEFITS & RECOGNITION FOR OUR PREMIER SPONSORS

**Tangible benefits for our Premier Sponsors include:**

- **Naming Rights** for the vocational rehabilitation office you sponsor
- **Permanent Recognition Plaque** on display at the vocational rehabilitation office
- **Grand Opening Event** media coverage of your participation in the ribbon cutting and official opening ceremony for the new office
- **Web Site Recognition** — Your logo will be permanently displayed on the Paralyzed Veterans of America *Vocational Rehabilitation Services* web page at [PVA.org/VocRehab](http://PVA.org/VocRehab)
- **Annual Report and Other Recognition** — Premier Sponsor name and logo will appear in our Annual Report as well as in all Vocational Rehabilitation Service marketing materials.
- **Targeted Quarterly Reporting** detailing general program achievements as well as progress achieved by the specific office you sponsor.
- **Strategic Communications Outreach** will promote Premier Sponsor's brands to millions of consumers through a broad range of traditional and new/social media vehicles leveraging the Paralyzed Veterans of America's long-established and robust marketing and communications programs.
- **Customized Communications Training** — All program spokespeople at your organization will be provided with highly effective on-message media training.



## The intangible benefits to sponsorship are immeasurable.

Current research indicates the way American's feel about socially responsible businesses:

- 89% say they have a more positive image of a company when it supports a cause they care about.
- 79% would switch from one brand to another if the other brand is associated with a good cause.
- 75% of consumers will pay more for a product from a socially responsible company.

*"When we consider the challenges faced by our returning disabled military men and women, we tend to think only of physical barriers. Paralyzed veterans seeking jobs and careers are also faced with barriers in potential employers who fail to see beyond the wheelchair. Beyond the wheelchair are men and women who are ready to continue with their lives, once interrupted and now able to be deservedly continued. Through our Voc Rehab program, here at PVA, not only do we strive to assist the veteran with the ability and courage to actively pursue a career but also to remove the uncertainties potential employers may have about hiring a person with a disability.*

*~ Bill Lawson,  
National President,  
Paralyzed Veterans of America*



# BENEFITS TO OUR VETERANS

Empowering America's injured veterans with the skills needed to enter the civilian workforce reaps lifelong rewards for the veteran, their family, their employer and the communities in which they live and work.

In addition to providing financial relief, full-time employment restores a sense of pride and purpose in an injured veteran's life.

*"In less than five months I got a job — an administrative position — and I've been going a hundred miles an hour ever since!"*

*~ LeMar Murphy,  
Gulf War Veteran, US Army (Ret.)*



Thanks to the help US Army Gulf War veteran, Maurice Bullard, received through our *Vocational Rehabilitation Services*, his years of battling unemployment came to an end. Today Maurice proudly works for an Austin, Texas-based company.

*"It helps to have a lot of people behind you. You feel more confident to start looking for a job."*

*~ Maurice Bullard,  
Gulf War Veteran, US Army (Ret.)*

*"Every American understands that men and women who have been seriously injured while defending our nation's freedom should have the **same access to good jobs and careers** as every other citizen. And most agree that the sacrifices they have made for freedom should earn wounded veterans even **greater opportunities**."*

*~ The Honorable Anthony Principi, Executive Chairman, QTC  
and former U.S. Secretary of Veterans Affairs*



US Army veteran Michael Paul suffered a spinal cord injury during a parachute jump. Today he serves as a National Service Officer for Paralyzed Veterans. Michael's personal mission is to *"help other veterans face their paralysis and see what is possible."*

Since each of them was opened, our *Vocational Rehabilitation Services* offices have been diligently training and successfully placing eager veterans. Nationwide, the average starting salary for the veterans we've served has been \$39,277.



*"As we grow the program, we look forward to more paralyzed veterans achieving their career dreams and more employers strengthening their workforce by hiring excellent employees who have served and sacrificed for our freedoms."*

*~ Al Kovach Jr., National Vice President  
Paralyzed Veterans of America*

## CALL-TO-ACTION

America's paralyzed and disabled veterans — determined men and women who have already sacrificed so much in service to our country — deserve to live full and fulfilling lives

**It is our duty to empower our veterans** through vocational opportunities that will reinstate them in meaningful work and rewarding careers.

**We need the support and commitment of generous corporate partners** to help them achieve new goals that would otherwise be beyond reach.

**Your investment will change lives.** You will empower disabled veterans to overcome a sense of life without promise or hope . . . to a more independent and fulfilling life for themselves and their families. By improving the quality of their lives — we all benefit.

**Please join us in this critical effort to support America's paralyzed veterans.**

*"We made this program an essential component of our corporate leadership and became part of this truly innovative public-private partnership to empower our seriously wounded veterans.*

*I strongly encourage other business leaders to help fund the expansion of the Paralyzed Veterans' Voc Rehab program and to hire wounded veterans who have already proven themselves to be dedicated and valuable employees.*

*Hiring these great Americans is not just good for business — it's good for America.*

*~ Rich Brooks, Vice President, Agility Defense and Government Services*

**For more information on how you can become a partner, please contact:**

Jane Eakins  
Director of Corporate and Cause Marketing  
202.416.7687 or [janee@pva.org](mailto:janee@pva.org)

