

Vision

The VFW National Home strives to be the VFW and Auxiliary's primary source for supporting Veterans, Military, and their Families with children through residential support and resources that increase the potential of success in transition to the community.

The National Home is the central location for local, regional, and national supportive services for veterans, and their families. These resources are provided on-campus to increase the agility and flexibility for residents as they take advantage of these growth opportunities.

Children of Veteran's families will be provided excellent opportunities to grow in a diverse and nurturing environment where all are treated with fairness and equity, while being allowed to be kids. Parents of the National Home's children will be supported in the academic, and life skills growth of their children, through continuous community involvement and programming.



Our VFW National Home Culture



Community

A group of like-minded people striving for a common goal, our residents, alumni and staff are "one community"



Integrity

Doing the right thing without fear of reprisal or repercussions, being honest and faithful to our cause



Veteran Driven

A strong and deliberate focus on Veteran Support



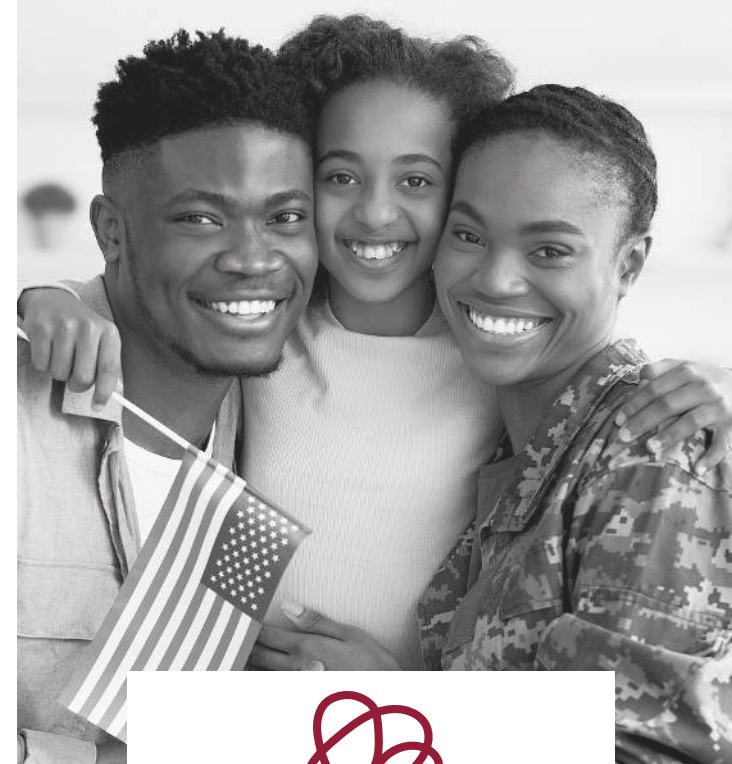
Family

A core unit working and learning together



Accountability

Conducting ourselves ethically, and with honor for those who have served before us



V F W
N A T I O N A L H O M E

Mission

The VFW National Home assists military, veterans, and their families with children, by creating a foundation of services and resources to achieve their personal and family goals in order to move forward in a positive, safe and healthy environment.

VFW National Home
3573 S Waverly Rd., Eaton Rapids, MI 48827
Phone: 517.663.1521

vfnationalhome.org



Building Strong Families



Our Priorities

VETERANS AND FAMILIES

Our primary reason for existence is to support veterans and families. Everything we do must be rooted in the support of this priority. This includes currently serving members of our armed forces both active duty, guard and reserve. We will always support the families of our VFW and Auxiliary, as they have earned it through the legacy of the parents, and grandparents.

By increasing support on campus for our veterans and families we expect an increase in veteran interest in the support we provide. As our goal will be to focus on those in transition, the predominance of our residency will become more veteran and family centric. Our legacy families will be absorbed into our veteran centric family. We will embrace the VFW's slogan, "Nobody Does More for Veterans" and make it part of our overall plan of support. We want the VFW National Home to emulate that very statement as we support those who have sacrificed to support us.

COMMUNICATION

Effective communication strategies will increase overall awareness of this mission, as well as increase our networks of support and resources through the state, and nation. Communication is key to all of our work. Increasing the effectiveness will require deep understanding of our mission, vision, and organizational culture in order to market our successes, challenges, and demands for growth and viability. The success of many of our goals of this strategic plan will hinge on communication effectiveness. As a short-range goal we will create a consistent message for our donors, life members, and residents using printed material, and electronic media, while removing past material in order to reduce confusion. Our long-range goals will include updating our brand, marketing strategy, and prepare for the 2025 Anniversary, as well as strategize for the "Second Century of Service".

vfwnationalhome.org

FUNDING

In order to continue, we must prosper. In order to prosper, we must grow. In order to grow, we must be financially strong. Through the creation of funding streams, and partnerships with corporate donors, we will be able to support the veterans and families who are in our care with greater purpose and longevity.

We will continue focused donor relations with our current partners, as well as the VFW, Auxiliary, and MOC. By partnering with corporate donors, and creating veteran driven funding opportunities, we will be able to increase our viability and long-term sustainment.

We will begin efforts to research grant opportunities that increase our capability without encumbering us to tedious documentation of outcomes and government red tape. We will focus on private foundation grant opportunities and seek grant writing professionals for support.