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TALKING POINTS: CBS NEWS REPORT

The DAV Charitable Service Trust was mentioned in a national media report that challenged the fiscal responsibility of the Wounded Warrior Project charity. While the Trust was mentioned in a positive light in the report, it was extremely critical of WWP and is part of a story that is gaining momentum in other media.

DAV representatives should be prepared to discuss DAV's charitable accomplishments with the media and our outside audiences on any occasion. By focusing on DAV, a subject we are familiar with, we can take the high road and work to ensure our charity's reputation is maintained. DAV representatives are encouraged not to criticize Wounded Warrior Project or other charities whose intended purpose is to serve veterans. Responding to media queries or questions from the general public, however, gives DAV the opportunity to protect our reputation and make the public aware of how they can support our local and national initiatives.

Representatives may wish to familiarize themselves with the following talking points:

- We are aware of reports about Wounded Warrior Project. As a leading veterans service organization with more than 95 years of dedicated service serving injured veterans, we are concerned any time the public trust in a patriotic charity comes into question. We are not in a position to comment on the reports about Wounded Warrior Project, but feel strongly about what DAV does to serve veterans.
- **Every year, DAV helps more than 1 million veterans in meaningful ways** by helping them access the benefits they earned, such as health care and disability, and connecting them to meaningful employment opportunities.
- DAV:
 - o Helps veterans, families and survivors by representing **more than 300,000 claims** for VA benefits, resulting in **\$4 billion in new and retroactive benefits** last year
 - o Provides **more than 700,000 rides** to help our heroes get to and from medical appointments
 - o Trains and equips **nearly 4,000 veteran advocates** to help represent veterans, families & survivors
 - o Has **more than 1,300 local chapters** that support veterans in their communities
 - o Represents the voices of **nearly 1.3 million veterans** who are members
 - o Hosts **more than 70 veterans' career fairs** annually
 - o All our services are **free of charge**

- The DAV Charitable Service Trust, which was mentioned in the CBS report, is a separate 501(c)(3) organization under the umbrella of DAV. It provides grants to support initiatives that empower and enhance the lives of our nation's heroes through programs and services beyond the scope of DAV's primary mission.
- DAV is a 501(c)(4) charity, and as such is not evaluated by Charity Navigator. DAV is evaluated by the Better Business Bureau Wise Giving Alliance, and meets all 20 of its stringent standards for good governance and oversight. I encourage you to access BBB's full evaluation of DAV at www.give.org.
- We at DAV strive for transparency to ensure donors know their generous contributions are being used responsibly and toward their intended cause. This is a breakdown of our total expenses for 2015:
 - o Percentage of Funds Raised from American Public Spent on Service to Veterans: **91.2%**
 - o Percentage of All Expenses Spent on Program Services for Veterans: **77.7%**
 - o Fund Raising Costs: **18%**
 - o Administrative & General Expenses: **4.3%**
- We do hope that this news does not diminish the public's understanding of how much work there is still to be done to help America's 22 million veterans succeed. There are many very good charitable organizations, like DAV, that are helping veterans overcome challenges every day.
- We encourage anyone considering making a charitable donation to thoroughly research the organization before doing so. DAV's financial information and annual report can be located at www.dav.org.

Members are encouraged to share additional information about local initiatives and inform the public on unique ways they can support the cause.

If you are contacted by the media, you may receive additional assistance preparing for responses and queries by contacting Steve Wilson, Assistant National Director of Communications, at (859) 442-2046 or swilson@dav.org.