



NATIONAL COALITION *for* HOMELESS VETERANS

CORPORATE CONNECTION BRIEFS

Engaging the private sector in joining the campaign to end veteran homelessness

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MAKING THE BUSINESS CASE: SUPPORTING HOMELESS VETERANS TO IMPROVE YOUR BOTTOM LINE

Joining the campaign to end veteran homelessness will start your business on a worthy endeavor to support our nation's heroes. In addition, you will discover that veterans bring unique assets that will help your business grow in quantitative as well as qualitative measures.

Improving Your Bottom Line

It has never been easier to connect your business to the campaign. From setting up employee volunteer programs, to donations of excess inventory, every business can help. Benefits to joining the campaign may include:

- Tax credits up to \$9,600 for hiring veterans
- Enhancing your business's corporate image and attracting new talent, customers, and investors. Media coverage of product donation programs is an affordable method to compliment current marketing strategies.
- Greater commitment by employees. Research shows employees that identify their employers as socially responsible have higher attendance, lower turnover, and higher workplace performance.
- Faster tracking of zoning and building plans, as well as reduced EPA and OSHA citations. Governments have been shown to support socially responsible businesses. (Source: <http://bit.ly/PVBZS3>)

Your Next Great Hire

The Department of Veterans Affairs offers several programs specific to homeless veterans that can help minimize hiring expenses and mitigate the risk that comes when hiring new employees. These programs vary in their scope, but they offer the business peace of mind as the veteran may receive support through vocational assistance, job development and placement, and on the job training and apprenticeships.

Top Reasons to Hire Homeless Veterans

Training and Education. The U.S. military is the world's largest technical training school. 98 percent of active-duty personnel and officers have at least a high school diploma, compared with 86.7 percent of the civilian population. For homeless veterans, 85 percent have a high school diploma/GED compared to 56 percent of civilians.

Proven leadership. The military trains veterans to lead by example as well as through direction, delegation, motivation and inspiration in some of the toughest situations imaginable. Veterans were put into leadership roles at early stages of their time in the service. 67 percent of homeless veterans served 3 or more years and 89 percent received an honorable discharge.

Ability to work efficiently and diligently in a fast-paced environment. Veterans have developed the capacity and time-management skills needed to know how to accomplish tasks correctly and on time, in spite of limited resources and immense pressure. They are not clock watchers, but rather are focused on what it takes to be successful in their mission. 33 percent of homeless veterans have served their country in active war zones.

Diversity and strong interpersonal skills. Veterans have learned to work side by side with individuals regardless of race, gender, religion, ethnic, and cultural backgrounds, economic status, and geographic origins as well as mental, physical and attitudinal capabilities. Many veterans have also been immersed in other countries to foster a greater appreciation for the diverse nature of our globalized economy.

Immediate Contributor. Veterans, through their proven experiences in the military, become valuable contributors from day one of employment. Veterans are used to being challenged, encouraged to demonstrate initiative, think quickly on their feet and give recognition for performance to those who earn it.

Tax credits, job training, and unique career experiences help shape the positive story of hiring homeless veterans. Many of these benefits have minimal cost in expenses or employee time and will contribute to a reduced tax bill.

As your business continues to foster a skilled workforce, the role homeless veterans play will contribute to the sustainability and growth of your business. Your contributions to showing the honor and respect our veterans have earned move the campaign to end veteran homelessness ever closer to success.

Take the first step by signing up for the free Corporate Connection newsletter: <http://bit.ly/NyusfE>.

The Corporate Connection, in partnership with The Home Depot Foundation, supports America's businesses increase access to housing, employment and family stabilization services for homeless and at-risk veterans and their families.