



VETERANS FINANCIAL SERVICES  
ADVISORY COUNCIL



HELPING HEROES AT HOME





## OUR MISSION

Formed in 2016, The Veterans Financial Services Advisory Council (VFSAC) is an independent collaborative led by executives from housing, banking, finance, and mortgage related companies to address the ongoing needs of veterans and their families in search of support related to housing and critical services. Funds raised by VFSAC are directed to the organization's network of charitable 501(c)(3) organizations with "boots on the ground" ensuring that our nation's veterans are afforded the same physical, emotional, and financial security which they sacrificed to protect our nation.

## OUR OBJECTIVES

### 1. ENGAGEMENT

VFSAC offers several opportunities throughout the year for the mortgage industry to come together and offer tangible support to our veterans through a series of in-person and online events.

- » **VFSAC Golf Classic** – Hosted annually in North Texas, the VFSAC Golf Classic brings together leading companies and executives in the mortgage industry for a fun day while raising awareness for the needs of veterans and their families. Sponsorship opportunities are available.
- » **Auction Events** – VFSAC conducts in-person and online auctions of items donated by the

membership and other corporate sponsors. All proceeds are collected for the benefit of our charitable partners.

- » **Execs for Vets** – VFSAC provides the opportunity for mortgage executives to give back - by donating time to discuss and share experience and knowledge, with professionals and companies. Participating executives, volunteer for a predetermined amount of "mentorship moments", to engage with individuals for the opportunity to gain additional knowledge and furthering of their career or business.

### 2. CORPORATE RESPONSIBILITY

VFSAC provides organizations with the opportunity and the tools to engage their employees in the meaningful work of providing for our nation's veterans. For companies looking for unique and demonstrative ways to "give back", VFSAC provides customizable materials and fundraising apparatus for team engagement and corporate donation matching.

- » The **March to a Million (M2M)** platform provides organizations with the materials and the tools to engage their employees in a meaningful annual, year-long crowd funding program.
- » **Come Together** - Participate in a suggested quarterly fundraising program with a goal based on business size. Mom and Pop to corporate giant—we have a place for you. Employees participating at an incremental



value of \$3-\$5 per quarter will make a meaningful impact.

- » **Easy Online Tracking** - Track activities through an easy-to-use online platform.
- » **Plug & Play** - Launch using our program guide with pre-built templates and materials. There's nothing to develop—the work has been done for you!
- » **Engage Others** - Invite vendors and partners to participate.

### 3. HOME

“Home”, is the place where military families flourish. It's the place where roots are established, families and children grow, and returning service members contribute to the development of vibrant communities. Providing Home to our military heroes, is central to the mission of VFSAC.

- » **Mission: Coming Home** – VFSAC is active in facilitating the donation of mortgage-free Homes from mortgage banks and non-banks to qualifying service members, utilizing our network of 501(c)(3) charitable organizations.
- » **Keys for Cash®** - For several reasons, not every house available for donation is suitable to be converted into a Home for a veteran family. The VFSAC Keys for Cash® program is a specialized initiative that converts distressed properties (real estate owned) not suitable for a veteran family donation, to a cash donation, via an auction sale process.

### 4. COMMUNITY BUILDING

VFSAC is committed to partnering with regional mortgage companies and communities to prevent urban blight by ensuring all donated Homes are rehabilitated to the standards of surrounding properties.

- » **Community Partners Initiative** – Mortgage industry employees team together in their local communities by contributing to transformation from house to a Home, participating in the rehabilitation of a qualifying donation property.

### SHARED SUCCESS

In partnership with our corporate supporters, VFSAC raised more than \$750,000 in 2019, with all proceeds directed toward the benefit of veterans and their families. Join us in supporting those who protect our nation and add your name to the ranks mortgage professionals that are committed to helping our nations heroes, at home.

To learn more about the Veterans Financial Services Advisory Council, please visit us at:

[www.vfsac.org](http://www.vfsac.org)

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