



USAA Enters Second Year as Title Sponsor of Return the Favor Campaign

Association continues support for VFW Foundation military appreciation events

Mar 07, 2012

WASHINGTON —The Veterans of Foreign Wars Foundation is proud to announce that USAA, a leading provider of banking and insurance products and services to members of the U.S. military and their families, will continue its title sponsorship of the VFW Foundation's Return the Favor campaign. USAA Executive Vice President and retired Army Lt. Gen. Stephen Speakes presented a \$250,000 check to VFW National Commander Richard DeNoyer on behalf of USAA's support for the initiative, which honors, celebrates and supports active-duty military veterans and their families.

"We could not be happier to be continuing our relationship with USAA," said VFW Foundation President Allen "Gunner" Kent. "Not only does the association provide top-notch products and services for members of the military and their families, but it is also committed to serving those who have served our great nation. Through this wonderful sponsorship, the VFW will be able to continue assisting heroes who need it most."

"We're thrilled to be the title sponsor for the VFW Foundation," said Speakes. "USAA has been working with the VFW, their Foundation and the Ladies Auxiliary VFW for more than a year, and we are very pleased with their Return the Favor effort. We appreciate the entire VFW organization and its support of combat veterans and their families."

USAA and the VFW Foundation are also celebrating a successful first year in which they joined forces to help the military community. In May, the two organizations sponsored a Southern California Chick-Fil-A Military Appreciation Night that provided free meals to more than 8,000 military and family members. In June, USAA participated alongside the VFW Foundation in the Salute to Military Families weekend at Michigan International

NATIONAL HEADQUARTERS

406 W. 34th Street
Kansas City, MO 64111
Office 816.756.3390
Fax 816.968.1157

WASHINGTON OFFICE

200 Maryland Ave., N.E.
Washington, D.C. 20002
Office 202.543.2239
Fax 202.543.6719

info@vfw.org
www.vfw.org

Speedway. Three hundred service members and their families were treated to a VIP race experience, including pit tours, on-track access and pre-race hospitality.

Additional troop support events occurred in conjunction with the Kansas City Chiefs and the Missouri Valley Conference, an NCAA Division I college athletic conference.

“Last year was a fantastic year for our relationship,” said Kent. “It is our hope that we will continue to work with USAA on similar events for many years to come.”

The VFW Foundation’s Return the Favor campaign supports programs and services that provide emergency financial assistance for military families, free phone calls for deployed troops, VIP treatment for service members and their families at entertainment events, morale boosting events for military units and critical services that guide veterans through VA entitlement claims.

About USAA USAA provides insurance, banking, investment and retirement products and services to 8.8 million members of the U.S. military and their families. Known for its legendary commitment to its members, USAA is consistently recognized for outstanding service, employee well-being and financial strength. USAA membership is open to all who are serving or have honorably served our nation in the U.S. military – and their eligible family members. For more information about USAA, or to learn more about membership, visit www.usaa.com/vfw.

About the Veterans of Foreign Wars Foundation

The Veterans of Foreign Wars Foundation is the official charity of the Veterans of Foreign Wars of the United States (VFW), America’s largest organization for combat veterans. Its mission is to support programs and services that provide emergency financial assistance for military families, free phone calls for deployed troops, VIP treatment for service members and their families at entertainment events, morale boosting events for military units, and critical services that guide veterans through VA entitlement claims. These programs and services are provided at no cost to the recipients. The VFW Foundation is one of the nation’s highest rated 501(c)(3) non-profit organizations. For more information, please visit www.vfwfoundation.org. Its Return the Favor campaign is an awareness and fundraising effort to honor, celebrate, and support active-duty military, veterans, and their families.