



IRAQ *and* AFGHANISTAN VETERANS of AMERICA

What is IAVA?

Founded in June 2004, Iraq and Afghanistan Veterans of America (IAVA) is a non-profit, nonpartisan veterans' education and advocacy organization. The first and largest Iraq and Afghanistan veterans group in America, IAVA has tens of thousands of active member veterans and more than 100,000 grassroots supporters nationwide. IAVA addresses the unique issues facing the 1.7 million veterans that have deployed since 2001. IAVA's mission is to improve the lives of Iraq and Afghanistan veterans and their families.

What Does IAVA Do?



Through nationwide grassroots efforts, a strong presence on Capitol Hill, and dynamic online outreach and community-building, IAVA provides invaluable resources and instrumental outlets for the diverse community of new veterans to connect with one another and make their voices heard by the media, the government, and the public. IAVA reaches millions of Americans through different mediums – including online, television, print, and local outreach – and is the premier source for media reporting on veterans' issues.

IAVA's Recent Achievements

“GI Bill 2008” Campaign

For eighteen months, IAVA led the fight for improved education benefits for today's veterans. In June 2008, President Bush signed a new GI Bill into law and made college affordable to veterans of Iraq and Afghanistan. This historic legislation gives those who defend this country an opportunity to succeed when they come home. As the leading advocate for this critical legislation, IAVA was in the media more than 200 times and testified in front of Congress six times on the topic. More than 100,000 IAVA supporters help achieve the landmark victory.

The campaign was centered around www.GIBill2008.org and utilized full-page ads in major-market newspapers, online advertising at heavily-trafficked web pages, and op-ed newspaper pieces in crucial markets urging members of Congress to support this critical legislation. To help vets access their GI Bill, IAVA has redesigned GIBill2008.org. The site, already visited by 10,000 people per day, now serves as an information portal for vets interested in applying for new GI Bill benefits.



Veterans Week 2007

During the week of Veterans Day 2007, IAVA members participated in over 115 events in 40 states to honor our nation's troops and veterans. At IAVA.org, members and supporters were able to post information about their own events and search for existing ones in their local communities. Highlights included the NYC Veterans Day Parade, a welcome home event for veterans at Baltimore's Cal Ripken Stadium, and a 5K run/walk to support veterans at the University of Virginia.

Veterans Support Campaign

IAVA partnered with the Ad Council to launch a groundbreaking Public Service Advertising (PSA) campaign. This multiyear, national effort addresses readjustment issues and seeks to ease the transition for veterans returning home from Iraq and Afghanistan. The campaign will feature two distinct series of PSAs (including TV, radio, print, outdoor, Web and rich media): one focused on veterans and a second on the families and loved ones of veterans who are also impacted by traditional issues. Through the PSAs veterans are directed to the **first** and **only** online community exclusive to Iraq and Afghanistan veterans through a new social networking website, communityofveterans.org. The PSA aimed at the families and loved ones of veterans directs them to supportyourvet.org for resources and information.



Legislative Victories

With the opening of our policy office in Washington, DC, IAVA has become a driving force behind groundbreaking legislation affecting veterans. In addition to the new GI Bill, recent successes include a \$3.7 billion increase in the VA's budget, the passage of the Joshua Omvig Suicide Prevention Bill, as well as protections for students in the National Guard and Reserves that are deployed overseas.

www.IAVA.org

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