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As Veterans' Day approaches, residents of Massachusetts may be considering ways to honor and support our veterans and our troops. A donation to a veterans' charity may be a great way to achieve this, but it's important to be a thoughtful donor. Especially at this time of year, when veterans' organizations are higher-profile and pleas for donations are more plentiful, donors may be vulnerable to being pressured into donating. It can be hard to say no without feeling unpatriotic. But the best way to help veterans and troops with your donation is by taking steps to ensure that they actually benefit from your donation. Many charitable solicitations are in fact conducted by for-profit solicitors, some of which retain the majority of your donation.

During 2012, the professional solicitor campaigns listed in the tables below nominally raised \$26,300,848 for veterans' organizations. But only \$5,589,771 of that total was given to the charities. This means that, on average, 21.25% of total donations (or "gross revenue") was directed to the charities for which it was raised. Nearly 80% went to professional, for-profit fundraisers.

The tables reflect the information reported to the Non-Profit Organizations/Public Charities Division (the "Division") of the Attorney General's Office on "Form 11A." The "Form 11A" must be filed on a calendar year basis, for each solicitation campaign conducted by a professional solicitor. The tables include data for military/veterans-related charities that used solicitors in 2012. Please keep in mind that a charity will not appear in the table if it did not use a professional solicitor to conduct its fundraising. Also, some organizations by statute are exempt from reporting per [M.G.L. c. 12, s. 8E](#) and therefore may not appear in the list.¹

For each campaign in the tables, we provide the name of the charity and its professional solicitor, the total amount raised through the campaign, the amount the charity received, and the percentage of dollars raised that the charity received. While this information can be valuable in evaluating whether or not to make a donation, it is important to be aware of various factors that may affect these figures. For example, if a campaign was multi-year, this information would reflect only 2012 information. Likewise, a charity may continue to receive donations resulting from a solicitation made during 2012, but if it was received after 12/31/12, it may not be reported on the 2012 Form 11A.

¹ Exempt veterans organizations include the Grand Army of the Republic, American Veterans of World War II, Korea and Vietnam, Vietnam Veterans of America, AMVETS, the United Spanish War Veterans, the American Legion, the Disabled American Veterans of the World War, Military Order of the Purple Heart, the Paralyzed Veterans of America, the Veterans of World War I of the U.S.A., and the Veterans of Foreign Wars of the United States.

Please note that a report on all professional solicitations will be published by the Division later this year which will include financial information for all 2012 Forms 11A received, not just for veterans' charities.

When considering making a donation, here are some things to keep in mind:

- **Make sure you know who you are supporting with your donation.** Many charities that support military personnel have words like “troops” or “veterans” in the name. Double-check the name of the organization you are donating to, in order to be sure it is the one you mean to support. If you want to support troops locally, be sure to ask if your donation will stay local, or will be used to support veterans on a national or regional scale.
- **Don't be afraid to say no if you feel pressured.** Researching an organization before making a donation or asking a telephone solicitor who calls to provide you with more information doesn't make you unpatriotic. It makes you a savvy donor. A legitimate organization should always be happy to answer your questions.
- **Be aware that uniforms aren't just worn by vets.** If the person asking for donations is wearing a uniform, feel free to ask whether he or she is a service member, a volunteer or a paid solicitor.
- **Learn if the organization is utilizing a paid solicitor.** If asked, a telemarketer (or paid solicitor requesting donations on the street) is required to disclose this. You may also wish to ask for more information on how the solicitor is compensated, and how much of your donation will go to the charity itself. As you can see from the tables below, many charities use paid solicitors and many paid solicitors keep for themselves a large portion of donations.

Professional Solicitation Campaigns for Veterans Charities
Listed by Percentage to Charity

Charity	Solicitor	Gross Revenue	Net to Charity	Percent to Charity
NAVY LEAGUE OF THE UNITED STATES	HARRIS CONNECT, LLC	\$116,078	\$109,055	93.95
PEARL HARBOR MEMORIAL FUND AKA ARIZONA MEMORIAL MUSEUM ASSOCIATION	COINSTAR, INC.	\$548	\$507	92.50
USAFA ENDOWMENT, INC.	RUFFALOCODY, LLC	\$416,264	\$314,501	75.55
MARINE CORPS HERITAGE FOUNDATION	HARRIS CONNECT, LLC	\$471,767	\$300,173	63.63
UNITED STATES COAST GUARD ACADEMY ALUMNI ASSOCIATION, INC.	HARRIS CONNECT, LLC	\$21,732	\$13,265	61.04
PARALYZED VETERANS OF AMERICA	CHARITABLE AUTO RESOURCES, INC.	\$139,896	\$84,329	60.28
ASSOCIATION OF THE GRADUATES OF THE UNITED STATES MILITARY ACADEMY	AFRC, INC. AKA ADVANTAGE CONSULTING	\$1,024,951	\$606,951	59.22
UNITED STATES COAST GUARD ACADEMY ALUMNI ASSOCIATION, INC.	HARRIS CONNECT, LLC	\$103,670	\$47,534	45.85
DISABLED VETERANS SERVICES, INC.	ASSOCIATED COMMUNITY SERVICES DBA AC SERVICES	\$36,399	\$16,380	45.00
FOUNDATION FOR AMERICAN VETERANS, INC.	ASSOCIATED COMMUNITY SERVICES DBA AC SERVICES	\$259,518	\$116,783	45.00
VETERANS SUPPORT FOUNDATION (VSF)	ASSOCIATED COMMUNITY SERVICES DBA AC SERVICES	\$130,726	\$58,827	45.00
VETERANS OUTREACH CENTER- METROWEST, INC.	AUTOMOTIVE RECOVERY SERVICES, INC.	\$6,325	\$2,115	33.43
SONS OF AMVETS POST 79 (EXEMPT)	FOCAL POINT CONSULTING GROUP	\$9,669	\$2,901	30.00
ENLISTED ASSOCIATION OF THE NATIONAL GUARD OF THE U.S.	HERITAGE COMPANY, INC.	\$3,417	\$984	28.81
ENLISTED ASSOCIATION OF THE NATIONAL GUARD OF THE U.S.	HERITAGE COMPANY, INC.	\$4,045	\$1,163	28.76
MILITARY ORDER OF THE PURPLE HEART SERVICE FOUNDATION, INC.	XENTEL, INC.	\$1,043,219	\$300,000	28.76
AMVETS POST 495	LANDMARK PRODUCTIONS CORPORATION DBA LPC CORP.	\$204,486	\$51,030	24.96
NEW ENGLAND PARALYZED VETERANS	ALL PRO PRODUCTIONS, INC.	\$955,198	\$226,300	23.69

MILITARY ORDER OF THE PURPLE HEART SERVICE FOUNDATION, INC.	XENTEL, INC.	\$1,384,221	\$300,000	21.67
NAVY LEAGUE OF THE UNITED STATES	HARRIS CONNECT, LLC	\$348,910	\$73,910	21.18
NATIONAL VETERANS SERVICES FUND, INC.	AUTOMOTIVE RECOVERY SERVICES, INC.	\$5,022,805	\$990,460	19.72
AMVENTS CONVENTION CORPORATION	XENTEL, INC.	\$127,237	\$25,000	19.65
VETERANS ASSISTANCE FOUNDATION, INC.	XENTEL, INC.	\$273,760	\$50,000	18.26
VIETNOW NATIONAL HEADQUARTERS	MENACOLA MARKETING, INC.	\$2,855	\$457	16.00
NATIONAL VETERANS SERVICES FUND, INC.	BEE, L.C.	\$379,955	\$59,004	15.53
AMERICAN VETERANS FOUNDATION	MENACOLA MARKETING, INC.	\$8,159	\$1,224	15.00
DISABLED VETERANS SERVICES, INC.	COURTESY CALL, INC.	\$2,740,751	\$411,113	15.00
MASS VETERANS EMERGENCY FUND, INC.	STATE WIDE MARKETING	\$193,512	\$29,027	15.00
VETERANS ASSISTANCE FOUNDATION, INC.	XENTEL, INC.	\$295,253	\$41,667	14.11
AMVETS, AMERICAN VETERANS	XENTEL, INC.	\$9,617,146	\$1,250,211	13.00
NATIONAL VIETNAM VETERANS FOUNDATION	OUTREACH CALLING	\$90,637	\$9,970	11.00
NATIONAL VIETNAM VETERANS FOUNDATION, INC.	MIDWEST PUBLISHING-DN, INC.	\$815,905	\$89,750	11.00
CENTER FOR AMERICAN HOMELESS VETERANS, INC.	OUTREACH CALLING	\$32,733	\$3,273	10.00
HEALING HEROES NETWORK, INC.	OUTREACH CALLING	\$19,101	\$1,910	10.00
PARALYZED VETERANS OF AMERICA ²	DONOR CARE CENTER, INC.	\$395	\$-15,353	-3,886.84

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