



MILITARY & VETERANS SERVICES

Inaugural Corporate Partnership Continues to Pay Dividends for Veterans and Military Families

In August 2013, two like-minded organizations formalized an arrangement to change the conversation about veterans and military families. The goal? To highlight the potential of these special individuals and create life-changing opportunities for them.

Just over one year later, this inaugural partnership is paying dividends for Easter Seals Dixon Center and Prudential. Prudential's kick-start contribution of \$250,000 gave Easter Seals Dixon Center the ability to work nationally and locally to break down barriers and connect individuals and organizations with easily accessible solutions veterans and military families need to access meaningful employment, education, and healthcare.

The investment is making a difference. In communities across the country, Easter Seals affiliates deliver services that veterans and military families need to live productive, successful lives.

Consider the following:

- Partnerships with 8+ colleges, universities, and trade schools – including “names” such as Fairfield University, City College of Chicago and the Los Angeles Film School – to ensure educational resources are clearly available.
- Engagement with employers and employment networks across the country, including the Utility Workers of America, International Brotherhood of Teamsters and the Society of Human Resource Managers.
- Training to the important and often unheralded caretakers of our veterans and military families, who often give up their lives to serve those who have served us.

It's also embodied in stories such as Brody, who job-hopped for several Indianapolis businesses before connecting with Easter Seals Crossroads. Brody worked with Easter Seals staff to refine his employment goals, update his resume, practice his interviewing skills and participate in job club activities. Brody aced his first interview, passed the background check and was hired. Brody credits Easter Seals with helping to change his life. He is happy in his job and feels that he has a future with his current employer.

Easter Seals Dixon Center is now the “go to” resource for veterans, military families, employers and organizations that want veterans to reach their potential and participate fully in their communities.

Prudential recognized the need for these services and outreach and stepped up to help make them a reality.

The power of community is essential to both partners – be it a financial center in a small town to an Easter Seals chapter in a big city. Easter Seals Dixon Center is backed by a strong partner in Prudential – one who shares in our beliefs and celebrates everything that together we accomplish.