



# ThanksUSA

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**ThanksUSA is a 501(c)(3)**

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Dear PSA Director:

Taking care of our nation's military families is top priority for ThanksUSA and, we believe, the greatest way to say 'thank you' to our Veterans. We show appreciation through education, providing scholarships and enrichment opportunities for children and spouses of our troops. Since 2006, ThanksUSA has awarded more than \$15 million in need-based scholarships, providing life-changing opportunities to thousands of students nationwide.

After 15 years of serving this urgent need in the military community, we can only support a fraction of the deserving family members who apply each year. We're also expanding our Pathways for Patriots career programming as the pandemic has compounded challenges that military families face due to frequent moves, high spouse unemployment, and other financial insecurities.

Our PSA reveals, in the words of ThanksUSA scholarship recipients, that because of you, their lives are brighter! Messages of gratitude, service and sacrifice are an important reminder for all Americans that our military is always working to protect us, no matter the cost. And the families that serve as the backbone of our military's strength deserve the same recognition and support.

Your commitment to air the PSA in your community is essential to fulfilling our mission as a 501(c)(3) organization. Thank you for your consideration.

With Gratitude,

Jon Rosa  
President and CEO, ThanksUSA  
202-643-6175  
Jon@ThanksUSA.org