



DIXON CENTER FOR MILITARY AND VETERANS SERVICES

OVERVIEW & ENDEAVORS

A RETROSPECTIVE 10 YEARS

JULY 13, 2012 – JULY 13, 2022

Dixon Center for Military and Veterans Services works with organizations from all sectors of society – public, private, social, and civic. We provide and coordinate technical assistance/training, resource sharing, and strong leadership for our partners, who, with our ongoing support share our noble purpose: to make the lives of our veterans and their families better.



COMMAND COUNCIL MEMBERS

Latrese Dixon

Blue and Gold Star Family Partner

John Anderson

Spring Creek Partners and Anderson Enterprises

John Coonradt

USMC for Life

Rick Freedman

Eugene and Ruth Freedman Family Foundation

Danny Gardner

Affordable Housing Subject Matter Expert (SME)

Tommy Haire

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UBS Americas

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NewEdge Wealth

Christine McMahon

The Fedcap Group

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UBS Americas

Colonel David Sutherland, U.S. Army (Ret.)

Chairman

Tim Thorne

Workforce Development SME

Edward Wenzel

Edward Wenzel Associates

James E. Williams Jr.

NonProfit Executive SME



WHO WE ARE

There are nearly 11 million organizations across all sectors of American society. If they all include our military veterans and their families as employees, students, recipients of services and supports – those touched by military service will thrive. As a nation, we can't rely on a small number of veteran serving organizations and government. It takes a whole of society approach. The good news is that there is no lack of will on the part of the American public. They want to help but they may not be sure how.

This is where Dixon Center for Military and Veterans Services comes in—we are a resource for individuals, organizations, and communities interested in the long-term wellbeing of our veterans and their families. We use our influence, ideas, and actions to assist other organizations, who in turn integrate veterans and their families into their local activities. These organizations transform the lives of service members, veterans, and their families, ensuring they reach their full potential.

Our mission is to ensure our veterans and military families can succeed where they live and that every organization, across all sectors of society, effectively integrate veterans and their families into their organization and existing programs.



Ten Years of Working With All Sectors of Society and Philanthropists, Who, With Our Ongoing Support, Enable Veterans and Their Families

We work with organizations from all sectors of society – public, private, social, and civic. We provide and coordinate technical assistance/training, resource sharing, and strong leadership for our partners, who, with our ongoing support share our noble purpose: to make the lives of our veterans and their families better.

Our national credibility and community-based outreach spans more than 700 communities across all 50 states and has provided an unmatched resource and support networks for over 2.4 million individuals and organizations since 2012.



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HISTORY

2009: Admiral Mike Mullen, 17th Chairman of the Joint Chiefs of Staff, recognizes a desire by the American people to want to assist returning service members, from Iraq and Afghanistan, veterans from all wars, military families, and families of the fallen. He refers to it as “The Sea of Goodwill”.

December 2009: Admiral Mullen brings on a team to develop the Office and Family Support, a Special Assistant position to the CJCS, to harness the Sea of Goodwill.

The office takes the lead for the JCS throughout communities to align myriad of support organizations/agencies – governmental, non-governmental and benevolent, faith-based, business, and higher education in a collaborative effort to enable veterans and their families.

May 2010: Publication of the Joint Staff White Paper, Sea of Goodwill: Matching Donors to Needs, describing a trinity of education, employment and access to healthcare which serve to improve the quality of life for transitioning service members, veterans and their families.

June 2010 – May 2012: Due diligence begins for the creation of a “Center” – outside of DoD – that will be a resource for those wanting to support veterans and their families but aren’t sure how. A place to extend the reach of support for the Sea of Goodwill beyond the Pentagon to across the nation.

The Office of Warrior and Family Support visits 300 communities and meets with thousands of individuals and organizations. This becomes a proof of principle and the foundation for a “Center” – a team providing influence, ideas, actions and training to a range of partners to meet the needs of veterans and their families while engaging and empowering those who support them.

Admiral Mullen makes Colonel David Sutherland the Director of the Pentagon’s Office of Warrior and Family Support, a Special Assistant to the CJCS to harness the Sea of Goodwill.



July 2012: The dedication of Dixon Center for Military and Veterans Services within Easter Seals, Inc.

- Informing and influencing tens of thousands of organizations and individuals wanting to find and focus on veterans and their families - employment, education & training, wellness, affordable housing.
- Bringing together people, resources, and expertise to build capacity through partners.
- Fostering, strengthening, and expanding community-based connections to veterans.
- Acting as a recognized and visible network and voice for military and veteran services.



Co-Founders David Sutherland and Kimberly Mitchell transition from the Military and create Dixon Center for Military and Veterans Services within Easter Seals, Inc.



Dixon Center for Military and Veterans Services divests from Easterseals, Inc. and joins The Fedcap Group.

May 2017: Dixon Center for Military and Veterans Services divests from Easterseals, Inc. and joins The Fedcap Group. The Fedcap Group, a global network of top-tier nonprofit agencies, serves as the chassis for Dixon Center and as a 501(c)3 nonprofit organization, provides our back-office support.

We are partnering with organizations across the nation to develop, operate and sustain programs for veterans and their families.



SAMPLES OF ORGANIZATIONS WE'VE SERVED OVER 10 YEARS



WHAT WE DO

We are the capacity builder.

Providing assistance and support to community partners across three pillars:

Work with Purpose

Creating pathways to careers where veterans earn a family wage and have affordable healthcare and benefits. Careers that allow veterans to set and meet their future goals.

Heal with Honor

Developing solutions that focus on the eight dimensions of wellness: mental, physical, social, environmental, occupational, spiritual, intellectual, and financial; ensuring that veterans and their families not only survive, but thrive.

Live with Hope

Accessing affordable housing—living in a safe, secure, and comfortable environment in harmony with a local community where a veteran can function independently and contribute to society as a private citizen.



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WORK WITH PURPOSE

Employment for veterans isn't about finding a job. The problem is underemployment—not having enough work or enough pay or being in a job below what they are qualified for.

Nearly a third of job-seeking veterans are in this situation. Many live paycheck to paycheck. Dixon Center creates opportunities for them to find careers and develop the skills and the responsibility they desire and enjoy.

Dixon Center has impacted 150,000 individuals and organizations, getting veterans trained, hired, and started on meaningful careers.

That's work with purpose—by assisting employers and educators with technical assistance. This work results in enabling veterans to support themselves and their families in a career that pays a family wage.



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BUILDING THE FUTURE

PROGRAM

Workforce Development and Career Placement: Dixon Center for Military and Veterans Services is a proven leader in assisting organizations in recruiting, integrating, training, and retaining veterans and their families into their workforce. Dixon Center and our partners have been instrumental to the expanding efforts to provide career-specific training across the country. Dixon Center has ensured that these programs provide a pathway into the middle class and ensured a level playing field with civilian counterparts.

ONE EXAMPLE OF 34 WORKFORCE DEVELOPMENT PROJECTS

Economic Empowerment: Since 2015, with more than a \$2 million commitment from the PwC Charitable Foundation, Dixon Center partnered with the International Brotherhood of Teamsters, ABF Freight, DoD and military installations. This work has resulted in 11,505 transitioning service members and veterans being trained, licensed/certified, and employed in careers with average starting wages over \$60,000 a year and opportunities for advancement in the transportation industry.



PROGRAM

Veteran Entrepreneurship: Working with Financial Institutions and Community Development Financial Institutions, Dixon Center has assisted in the access to capital for veteran entrepreneurs in at-risk communities. This includes supporting large banks and their partner CDFI efforts as they expand and refine outreach and access activities for veterans.

ONE EXAMPLE OF 3 VETERAN ENTREPRENEURSHIP PROJECTS

Access to Capital: Working with Financial Institutions and Community Development Financial Institutions, Dixon Center has assisted in the distribution of more than \$10 million to veteran entrepreneurs in at-risk communities. This includes supporting the large banks and their partner CDFI's efforts as they expand and refine outreach and access activities for veterans.



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HEAL WITH HONOR

No question, some veterans face tough challenges— some a result of trauma. America has seen an epidemic of veterans dying by suicide, a sharp rise in opioid addiction, and other serious health issues impacting those touched by military service.

But Dixon Center rejects the narrative of the broken veteran.

Our emphasis is on the positive. We are working with organizations able to support veterans to heal with honor. We partner with local and national organizations to help them find and focus on the overall well-being of veterans and their families. We help them develop programs that work, making them even more impactful.



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FOCUSING ON WELLNESS

PROGRAM

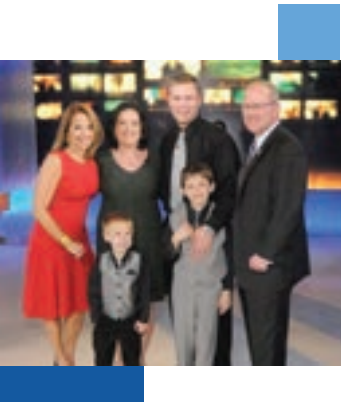
A Clearinghouse: Since 2012, the Center's team of experts have been helping communities, organizations, and individuals find strategic, practical solutions for the most challenging issues facing today's veterans and military families. The Center has been building a national network of community-based programs, and learning, which grassroots solutions are working, and which ones are not. As a result, the Center is the "go-to" resource for service-minded individuals, organizations, donors, and those who want veterans to reach their potential and participate fully in their communities.

Collectively, Dixon Center has worked with more than 700 communities, 30,000 organizations and thousands of like-minded individuals that want to connect solutions, resources and tools to veterans and military families that they may need in education, meaningful employment, and wellness.

FOUR EXAMPLES OF 44 PROJECTS SERVING AS A CLEARINGHOUSE

Philanthropic Clearinghouse: Given our level of expertise and knowledge, as a clearinghouse, Dixon Center evaluates organizations by considering five specific criteria. Dixon Center served as a clearinghouse to assist New York City based Robin Hood Foundation with the distribution of \$14,000,000 to 25 community nonprofits addressing veteran poverty. Dixon Center worked with an anonymous individual donor on the distribution of \$256,000,000 to 55 nonprofit organizations nationwide. Also, the Albertsons/Safeway Foundation contracted Dixon Center to find and evaluate veteran serving organizations in five western states resulting in the distribution of \$7,000,000 to 35 organizations. Additionally, Dixon Center worked with the Bob and Delores Hope Family Foundation to identify the right nonprofit in San Diego that could address veteran poverty. This included seeking the right organization, training the organizational leadership, developing a strategy, program development and the foundation making an initial donation to the community-based organization of \$1,500,000.





PROGRAM:

Emotional Wellness: Leveraging community-based organizations we share resources and solutions that help them integrate veterans into their programs to help veterans and their families cope effectively with life and create satisfying relationships.

ONE EXAMPLE OF 9 EMOTIONAL WELLNESS PROJECTS

Caregiver Support: In collaboration with the Department of Veterans Affairs, Dixon Center for Military and Veterans Services provided a Program of Comprehensive Caregiver Support to eligible veteran caregivers. The training covered topics including caregiver self-care, home safety, caregiver skills, veteran personal care, managing difficult behaviors and support resources. As a result, more than 20,000 caregivers have been trained and received additional caregiver support from the VA.

PROGRAM:

Financial Wellness: Working with institutions, departments, agencies and nonprofits we help them find and focus on veterans and their families, so they achieve satisfaction with their current and future financial situation.

TWO EXAMPLES OF 11 FINANCIAL WELLNESS PROJECTS

Personal Finances: Managing a budget and planning for one's financial future can be a challenge for some veterans, military service members and military families. Deployments, relocations/change of duty station orders and unplanned medical expenses can throw a proverbial wrench into the best-laid plans. To address these, Dixon Center worked with the Foundation of Financial Planners to provide 2,000 veterans and military families with competent financial advice at no cost and with no strings attached.

Finance Portal: Dixon Center assisted Prudential with ideas and solutions for the Prudential Financial Wellness Portal. This portal provides users access to information on key financial topics such as managing day-to-day expenses, savings, and investments, and protecting for the future. The site contains educational articles, videos, infographics, and interactive tools for self-assessments, budgeting, and life insurance needs.

PROGRAM:

Social Wellness: Building capacity with direct-service providers and assisting them in sustaining programs that increase outreach resulting in veterans achieving a sense of connection, belonging and a well-developed support system.

ONE EXAMPLE OF 13 SOCIAL WELLNESS PROJECTS

Cohen Veterans Network: With funding from the Steven A. Cohen Foundation, Dixon Center aided in the design, development, and initial distribution of the Cohen Veterans Network. The Cohen Veterans Network, Inc., a not-for-profit philanthropic organization was created to serve veterans and their families by providing high-quality, accessible, and integrated mental health care. Through our client-centered, customized outpatient care, we support veterans, active duty, and their families as they begin their next mission: healthy and happy lives.





PROGRAM:

Spiritual Wellness: Assisting organizations, athletics & recreation programs, and facilities to integrate veterans and their families to expand a sense of purpose and meaning in life.

ONE EXAMPLE OF 16 SPIRITUAL WELLNESS PROJECTS

Show Your Stripes: With in-kind donations from iHeart Media, Dixon Center for Military and Veterans Services has been partnering with iHeart since September 2013. With our solutions, iHeart developed its award-winning iHeartRadio “Show Your Stripes”. Originally focusing on employment, we recently realign with some of the most pressing issues facing veterans today. Dixon Center assists Show Your Stripes by highlighting stories of organizations, corporations and communities that are positively contributing to the overall health and wellness of our veterans. The goal is to inspire others to support our veterans and their families and contribute in a variety of ways that will continue to help our servicemembers succeed in communities across the U.S.



PROGRAM:

Occupational Wellness: Working with employers, Dixon Center provides actions to expand veterans diversity and inclusion in the workplace, resulting in veterans achieving personal satisfaction and enrichment derived from their work.

ONE EXAMPLE OF 72 OCCUPATIONAL WELLNESS PROJECTS

SHRM: Since 2013, Prudential Foundation has provided more than \$1.3 million to assist organizations train and employ veterans and their families. These funds supported, amongst other activities, a formal agreement between Dixon Center and the Society for Human Resource Management (SHRM) providing thousands of hiring professionals with the training necessary to dramatically increase veteran employment across U.S. industries. The training program with the largest association for HR professionals in the United States resulted in increased veterans employment by enhancing the understanding of the needs of veteran job seekers and employers to connect veterans with meaningful employment, identify community resources, and generate new knowledge for the HR profession and community leaders.

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PROGRAM:

Physical Wellness: Enabling healthcare providers and developing technology to increase access to quality healthcare as well as access and control of their own comprehensive health/medical information. Additionally, utilizing initiatives that will establish research, legislation, funding and a voice for veterans struggling with the effects of toxic exposure, hearing loss, and visual impairment.

TWO EXAMPLES OF 31 PHYSICAL WELLNESS PROJECTS

Cultural Awareness: With support from the Bristol Myers Squibb Foundation, Dixon Center has trained healthcare professionals including the Association of Osteopathic Surgeons, Association of Family Physicians, the Association of Physician Assistants, and the American Orthopedics Association. The result resulted in understanding the unique needs of veterans and their families.

Leveraging Technology: In a business-to-business agreement, Dixon Center is partnering with Equideum Health, one of the country's leading healthcare blockchain companies to improve access to quality healthcare for veterans and their families. This partnership has already resulted in two veteran health summits that have attracted thought-leaders across the veteran and healthcare space to identify solutions that will improve wellness outcomes for those touched by military service. Going forward, Dixon Center and Equideum Health are collaborating on an initiative to assist veterans and their families overcome the challenges in accessing both VA and private healthcare.

PROGRAM:

Intellectual Wellness: Assisting educators, institutions, and training facilities to create opportunities for veterans and their families so they improve their creative abilities and finding ways to expand their knowledge and skills.

TWO EXAMPLES OF 32 INTELLECTUAL WELLNESS PROJECTS

Utility Workers Military Assistance Program: UMAP matriculated its 730th graduate in 2021. Since 2012, this successful partnership, that includes City Colleges of Chicago, Peoples Gas, and Dixon Center, provides training and guaranteed high-wage jobs in the Electric and Gas Industry to veterans in Illinois. UMAP's sister program in Michigan with Consumers Energy has provided careers for 110 veterans. With Dixon Center's assistance, UMAP has now partnered with Southern California Gas to train transitioning service members and veterans for careers in the utility industry throughout California. This training will occur at a state-of-the-art training facility in Bakersfield, CA and will launch in January 2022.





Bravo Victor: In collaboration with BRAVO VICTOR, a research-focused non-profit organization in the United Kingdom that is pioneering advances to improve the lives of visually impaired veterans, Dixon Center has created Operation Blinded Veterans, an initiative that will establish two research scientists who will work in proximity and collaborate with researchers at the VA, National Institutes Health, and Defense Health Agency.

These research fellows will collaborate with their colleagues across government and academia to conduct analysis and longitudinal research on the prevalence and effect of traumatic brain injury (TBI) on vision impairment. This research will lead to better solutions for addressing the needs of blinded and vision-impaired veterans, improving the lives of them and their families.

PROGRAM:

Environmental Wellness: Working with communities to address basic needs assistance for at risk veterans facing difficulties to ensure they live in good health by occupying environments that support their overall well-being.

TWO EXAMPLES OF 64 ENVIRONMENTAL WELLNESS PROJECTS

Community Living: Dixon Center teamed up with Freddie Mac in a business-to-business relationship to help veterans, from all generations with disabilities better manage their finances and find housing options in their communities. Dixon Center created a collaborative of local organizations in Atlanta, Orlando and New Brunswick/Sayreville, NJ, who worked with Freddie Mac to provide credit repair and housing counseling and workshops to local veterans, caregivers and their families.

Community Action: Funded by The Farmer Family Foundation and The Carol Ann and Ralph V. Haile, Jr./U.S. Bank Foundation, Dixon Center provided the leadership to create and support a Cincinnati Collective Impact Initiative. Creating a partnership with leaders from military, business, education, non-profit and healthcare arenas, we map out critical services for area veterans, military service members, military families and the families of the fallen. The community-wide initiative worked to identify existing programs and support services, as well as determine any gaps, especially in the areas of employment. Specifically, the group of more than 75 organizations addressed the critical services needed to support veterans on their path to obtaining and sustaining a job, including education, housing, health, wellness and mental health programs, and family resources.



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LIVE WITH HOPE

Dixon Center envisions all-embracing change for veterans—through work, wellness, and ultimately the chance to live with hope.

This requires affordable housing—a place of their own. America has some 50,000 homeless veterans, with another 1.5 million living on the edge, at or below the poverty line.

Dixon Center works with local and national partners to prevent veterans from becoming homeless or provide affordable housing solutions. What's more, our network of partners strives to address the housing crisis by creating a community of support. These include support for food security, safe housing, public health, and crisis relief.

With this national network, we are giving veterans an opportunity—not just to survive, but to thrive.



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HEADING TOWARDS HOME

PROGRAM:

Housing: Working with organizations that can enable veterans and their families into a secure, safe and permanent home of their own. Not just a dwelling place, but a home in a community that values their potential.

ONE EXAMPLE OF 6 HOUSING SUPPORT PROJECTS

Sharing Resources: With funding from multiple foundations and major donors, Dixon Center shares resources and assists with support of the number one provider of housing and supportive services to homeless veterans. Soldier On is “Changing the End of The Story” homeless veterans throughout the country by providing and coordinating an extensive continuum of housing and support services for veterans who are homeless or at risk of becoming homeless.



PROGRAM:

Basic Needs: Basic needs are a minimal list of elements that people need to fulfill basic requirements and achieve a decent life. Typically, the list includes basic commodities, such as food, clothing, and shelter, as well as essential services, such as access to drinking water, to sanitation, to education, to healthcare facilities, and to public transportation. We are focused on support for food security, safe housing, public health, and crisis relief.

ONE EXAMPLE OF 21 BASIC NEEDS PROJECTS

Basic Needs Emergency Assistance: With an initial \$100,000 funding from the Rockefeller Foundation, \$10,000 from Blackstone and thousands of dollars from several family foundations, we work with organizations and individuals to provide emergency assistance grants to assist with mortgage/ rent payments, utilities, car repair, or childcare. The goal is to give veterans who are in crisis, a “hand up” not a hand-out, in their journey to successfully reintegrate back into their communities. We also connect them with resources and organizations that help them with budgeting, finding food assistance, and more.





SHARE OUR VISION

Dixon Center for Military and Veterans Services has a noble purpose: to make the lives of our veterans and their families better.

Our vision is to be the resource of choice for organizations seeking to integrate veterans and their families into their organization or existing programs.

We've reached an inflection point. Dixon Center has the flexibility and range, the knowledge, and programs, to create a surge of support just when our veterans need it most.

OUR COMMITMENT

WE LISTEN – We know that the needs of our veterans are evolving, not disappearing.

WE COLLABORATE – We believe that every organization and individual can effectively integrate veterans and their families into their existing community-based programs.

WE ADAPT – We know that every veteran, military member, and their families are unique, and we respect and honor their differences by remaining flexible in our response.

WE RESPOND – We work with other to develop and deploy solutions before problems become and crisis.

WE PERSEVERE – We know the importance of never giving up on our veterans and their families to ensure they reach their full potential.

WE ARE TRANSPARENT – We are disciplined in our fiscal responsibility, with regular disclosures about financial and operational performance and impact.

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Dixon Center for Military and Veterans Services Leadership

Colonel David W. Sutherland, U.S. Army (Ret.)
Chairman

Latrese Dixon
Blue and Gold Star Family Partner

Colonel Duncan S. Milne, U.S. Marine Corps (Ret.)
President

Colonel Sam Whitehurst, U.S. Army (Ret.)
Vice President, Programs & Services

Vanessa Stergios
Director of Development

Sara Heidenheimer
Program and Administrative Manager

Elizabeth Murray-Belcaster
Workforce Development

Dixon Center achieves our mission through the efforts of 250 employees, consultants, contractors, volunteers and ambassadors.

Dixon Center for Military and Veterans Services is a member of The Fedcap Group, a global network of top-tier nonprofit agencies. Our common missions dovetail in the vision of economic empowerment, workforce development, education, and wellness. Through our partnership, we are shining a national spotlight on the issues facing veterans and their families – mobilizing resources and expertise to modernize solutions. As a 501(c)3 nonprofit organization (EIN 13-5645879), we are committed to promoting transparency and integrity in our fiscal practices.

TWITTER: @DixonCenterVets

FACEBOOK: Facebook.com/DixonCenter

INSTAGRAM: @DixonCenter

LINKEDIN: LinkedIn.com/company/Dixon-Center-Vets

WWW.DIXONCENTER.ORG

Dixon Center for Military and Veterans Services
c/o The Fedcap Group
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New York, NY 10017

EIN: 13-5645879



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A FITTING TRIBUTE

Dixon Center takes its name from an American hero, Army Staff Sgt. Donnie Dixon. He was killed in action while serving in Iraq in 2007, dying as he had lived—an inspiration to those who served with him. Dixon Center isn't named in memory of Donnie. It's named to honor his values—loyalty and duty, respect and honor, integrity and courage. Qualities that America's military holds dear.

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**DIXON
CENTER®**

FOR MILITARY AND VETERANS SERVICES

Reaching America

a member of THE FEDCAP GROUP