



COMMONWEALTH of VIRGINIA

Department of Veterans Services

Statement of Intent: The Virginia Department of Veterans Services (DVS) intends on rebranding the “Virginia Wounded Warrior Program” as “Virginia Veteran and Family Support” and the word “Program” may be added when desired.

Frequently Asked Questions:

Why change the program’s name?

DVS strives to take a **wellness approach** in our services to veterans and families. It has become obvious to those of us conducting the Virginia Wounded Warrior Program (VWWP) that the words, “wounded” and “warrior”, have been over-used and may detract veterans and families from seeking support from VWWP. Military service is characterized by an adherence to a strong, courageous, can-do spirit. Veterans coping with behavioral health concerns may not identify with the “wounded” label unless they are physically injured or disabled. Veterans may also feel that other ‘wounded’ veterans may be in greater need of help. The term “warrior” may either be inaccurate or, worse, not apply to all those eligible for VWWP assistance. Many non-combat veterans do not identify with the “warrior” label and may avoid reaching out for critical support. Non-veterans served by VWWP such as family members do not see themselves as “wounded” or “warriors”.

The name change will **avoid brand confusion** between VWWP and the national nonprofit organization called the Wounded Warrior Project. The national project has many objectives that are not the same as VWWP. Virginia takes a focused and comprehensive approach to the behavioral health, rehabilitative, and supportive services needs of its’ veterans, therefore, VWWP stands apart from the national Wounded Warrior Project.

Why was “Virginia Veteran and Family Support” chosen?

We at DVS see the need to refocus on the core services we provide directly to veterans and their families. VWWP needed a new brand that presents a more effective, powerful, united message. Our program’s **new brand communicates every aspect of what our program represents** to everyone touched by it – consumers, employees, and community partners. A positive, consistent message about who we are and how we serve empowers all members of

our team to effectively serve our veteran community. The new brand also helps to ensure those we serve are comfortable seeking and accepting help.

When will the rebranding take place?

The official date is **October 1, 2015**. On that date we will stop using the VWWP brand. There will be a transition period that will begin on March 1, 2015 where we will start using “Virginia Veteran and Family Support” or “VVFS”. While the words and images will convert, all use of the original VWWP brand Licensed Marks will remain with DVS and all use of those and the new VVFS Licensed Marks shall conform to proper trademark usage.

Will program services change?

No, our **services will remain the same**. Virginia Veteran and Family Support or VVFS will carry-on serving Virginia veterans coping with the impact of military service, deployments, Traumatic Brain Injuries, and stress- or trauma-related conditions such as Post-Traumatic Stress Disorder from military service. We will do this through peer and family support, and comprehensive care coordination services. VVFS will continue serving as a healthcare safety net with an integrated medical and behavioral healthcare focus for all Virginia veterans, including National Guard and Reserve Component service members, and their families. VVFS will also continue to provide dedicated outreach and care coordination to Virginia’s most vulnerable veterans including those exiting jail or prison and veterans experiencing a housing crisis or homelessness.

How will the new VVFS Logo look?

The new logo (depicted below) utilizes the new name Virginia Veteran and Family Support with graphic and textual elements that tie VVFS back to the main DVS umbrella brand. We want our veteran community to have a clear understanding that the Virginia Veteran and Family Support service line is one of six core service lines offered by the Virginia Department of Veterans Services. Additional service lines include: (1) benefits; (2) cemeteries; (3) care centers; (4) education, training and employment; and (5) the Virginia War Memorial. DVS wants all Virginia veterans and their families to be aware of this collective group of resources offered by the Commonwealth.



How can I help with the rebrand?

Virginia Veteran and Family Support (VVFS) will need **brand ambassadors**. DVS needs your help to spread the word about the name change. With all of our consumers, partners, and donors alerting their personal and community networks, there will be minimal degradation in services. If you would like updated marketing materials (brochures, flyers, business cards etc.) for VVFS, please contact our central office at 804-371-4675 or 877-285-1299 and we will send materials to you.

How do I donate to Virginia Veteran and Family Support (VVFS)?

As VWWP did before, **VVFS will rely on donations to enhance core services** to veterans and families. You can make checks payable to the Virginia Veterans Services Foundation (VVSF) on behalf of Virginia Veteran and Family Support and send to 900 East Main Street 6th Floor West Wing Richmond, VA 23219 or donate online at <http://vvsf.org> or <http://dvs.virginia.gov> and click on the Donate button. As with VWWP, VVFS donations will remain in Virginia and 100% of the charitable contributions will go in direct support of Virginia veterans and their families. Donations help VVFS pay for behavioral health treatment and emergency financial assistance to veterans and families, emergency and permanent housing for homeless veterans, and resilience skills building weekend retreats for veteran couples and families. The Foundation (VVSF) will accept donations made out to either VVFS or VWWP before and after October 1, 2015.

Who can I contact for more information?

Brandi Jancaitis, Executive Director, Virginia Veteran and Family Support
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About Department of Veterans Services (DVS): (www.dvs.virginia.gov): *The Virginia Department of Veterans Services operates 23 benefit services offices that assist veterans and their family members in filing claims for federal veterans' benefits. DVS operates two long-term care facilities offering nursing, assisted living, and domiciliary care for veterans and three veterans' memorial cemeteries. DVS also provides veterans with direct linkages to needed services including behavioral healthcare, housing, education and training assistance, transition and employment support, and other public and private assistance programs.*

The name Virginia Department of Veterans Services, its' initials "DVS" and its' logo are the exclusive property of the Department as are those of its subordinate programs, such as the Virginia Wounded Warrior Program, its' initials "VWWP", and the VWWP Logo. This applies as well to Virginia Veteran and Family Support, its' logo, and all other DVS programs and activities. They are Licensed Marks which shall not be altered. All use of the Licensed Marks shall conform to proper copy-write and trademark usage. Use of each of the Virginia Department of Veterans Services' brands requires prior written permission from the Department.

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