

2021 ANNUAL REPORT



Background

The El Dorado County Veterans Alliance (*Veterans Alliance*), a 501.c (3) charitable organization [Fed ID# 39-2055656, CA ID# C2966953, CA Charity Reg. # CT0248073] is authorized by County of El Dorado Ordinance #4743 to conduct Memorial Day and Veterans Day ceremonies at and oversee improvements to the El Dorado County Veterans Monument (Veterans Monument) at 360 Fair Lane, Placerville.

The Veterans Alliance is a non-membership organization. On top of its support of the County at the Veterans Monument, the Veterans Alliance raises funds and conducts programs to help El Dorado County veterans and their families. The Veterans Alliance's previously legal name was Friends of the Veterans Monument. That former name is retained by dba registration.



Activities

Memorial Day and Veterans Day Ceremonies



In 2021, the ongoing Covid-19 pandemic prevented a public ceremony on Memorial Day. In its place, a pre-recorded "virtual" ceremony was streamed on Facebook, other social media and websites, and broadcast on Comcast cable Channel 2 (Sierra Community Access Television). A public ceremony was held on Veterans Day.

It is noted for the public record that although EDC Public Health Officer Dr. Nancy Williams advised against public ceremonies in 2020 and May of 2021, she never denied the Veterans Alliance from conducting public ceremonies. This decision was ultimately left to the Veterans Alliance.

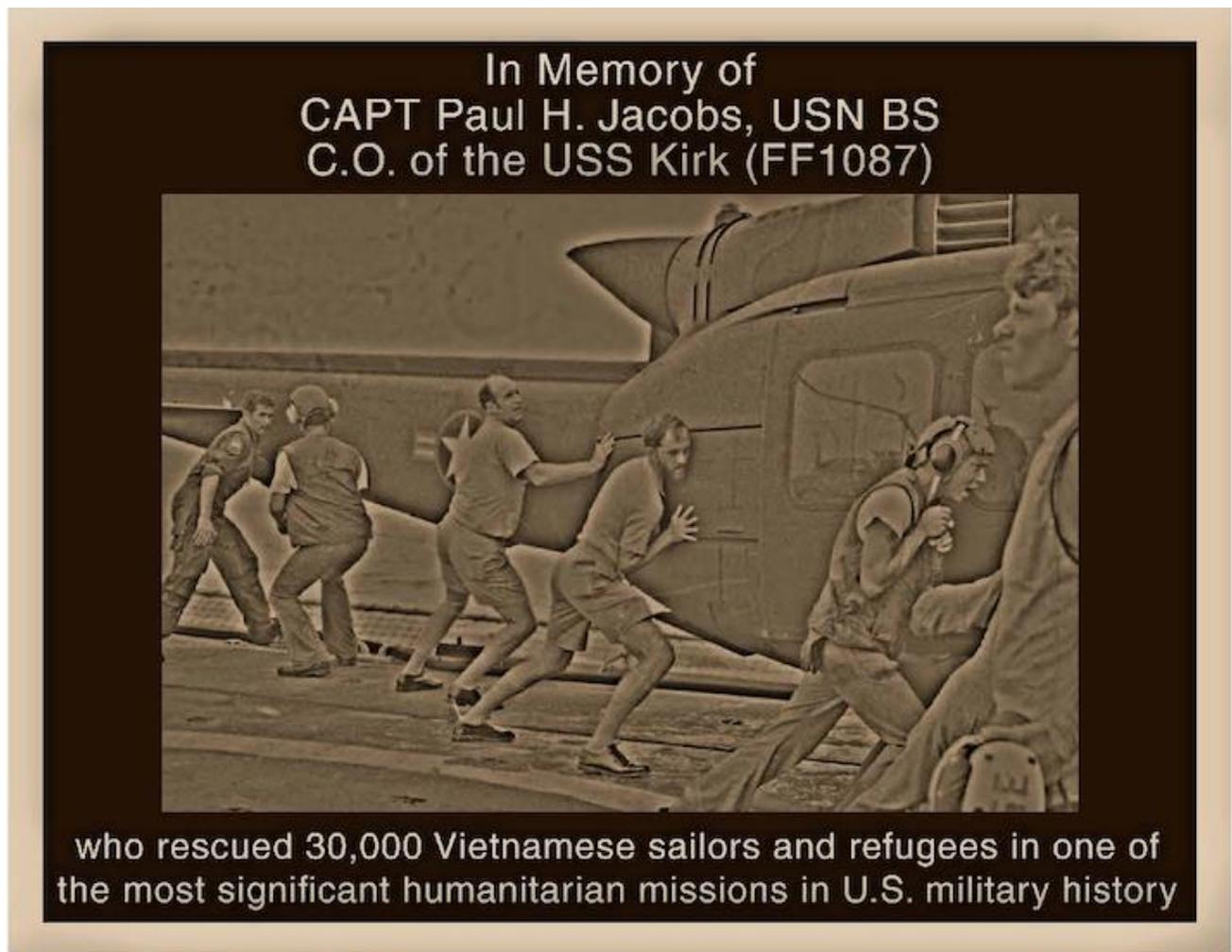
Nevertheless, the Veterans Alliance concluded that, out of concern for the health of senior veterans, the prudent course was to conduct virtual ceremonies in place of publicly attended ceremonies.

Despite the ceremonies being held virtually, an audience estimated at 17,000 was reached on Memorial Day 2020, 15,000 was reached on Veterans Day 2020, and 37,000 was achieved on Memorial Day, 2021. Typically, between 1,000 and 2,000 people attend each ceremony.



Leading up to Veterans Day 2021, Dr. Williams advised the Veterans Alliance that due to a much higher percentage of the county's population then having been vaccinated and boosted, previous concerns had dissipated and a public ceremony could be held outdoors without significant risk. Therefore, the Veterans Alliance announced and held a public ceremony on Veterans Day, 2021.

Regardless of how they were conducted - whether virtual or in-person - all ceremonies included military honors presented by veterans representing all branches of the U.S. Armed Services including the recently formed U.S. Space Force.



Memorial Day ceremonies recognized the valiant and heroic feats of El Dorado County's Capt. Paul Jacobs, USN who died the previous December. He led the most significant humanitarian mission in U.S. military history when he and his crew of the USS Kirk - the smallest warship in the U.S. Navy - rescued over 30,000 Vietnamese sailors, their families and refugees from certain capture, incarceration, torture or execution in the final moments of the Vietnam War. A plaque honoring Capt. Jacobs extraordinary accomplishment was dedicated at the Honor Wall followed by honors given in which the plaque, representing CAPT Jacobs, was carried through a phalanx of side boys comprised of representatives of county veterans organizations, as a Navy



boatswain's pipe was blown and a ship's bell sounded departure. The bell was one that had been aboard one of the 32 South Vietnamese Navy ships he'd rescued in the final moments of the Vietnam War.

This virtual ceremony was viewed over 37,000 times (10,000 times on Channel 2, 8,719 on the EDC Sheriff's office site, 1,500 on the district attorneys site, 4,003 on the EDC Veterans Affairs FB page, 12,761 times on the Veterans Alliance FB page and an unknown number of times on the EDC Recorder Clerk's site.



On Veterans Day, those who support veterans were honored. California Air National Guard veteran Jennifer Newman became the first woman to be named El Dorado County Veteran of the Year. She was honored for her selfless devotion to veterans as a volunteer for the Military Family Support Group where she arranges food, shelter, transportation and other services for veterans in need. Receiving the Veterans Service and Support Award was civilian David Zelinsky who is Service Officer for American Legion Post 119. Zelinsky has assisted 967 veterans in his seven years filling this role. Roughly half are homeless or criminal justice involved. The rest have what Zelinsky describes as "middle class" problems, such as needing help with a utility payment or housing.





Preparing the Veterans Monument and participating in these ceremonies were hundreds of El Dorado County citizens. They joined Veterans Alliance members in preparing the grounds, planting flowers, setting up chairs, handing out programs and flowers, welcoming attendees, giving speeches, honoring fallen veterans, power washing memorials, firing salutes, marching, singing patriotic songs, carrying flags, playing pipes and bugling taps. They were young, old, veterans and those who'd read news of what veterans had done. They were women and men, boys and girls, of varied races, ethnicities and identities. Many were Americans, some from other nations, though all attended with the common interest of honoring those who served the cause of freedom.

Welcome Home Statuary

Funding to install statuary portraying the veterans experience of returning home, as described in Attachment A, continues to be managed by the El Dorado Community Foundation, which has offered to charge no fee or commission to raise \$200,000 for the statuary. This effort was stalled during the COVID-19 Pandemic, due to the EDCF's focus on supporting charitable causes that were responding to the health crisis. The Veterans Alliance plans to reinvigorate this fundraising effort in 2022.

Landscape Plan

Execution of a landscaping improvements plan, conceived by the El Dorado County Master Gardeners, is in the able hands of the El Dorado County Facilities Department for gradual implementation. Veterans Alliance volunteers refresh flower beds with seasonal annual flowers



and do twice annual field days at the EDCVM. Significant improvement to ground cover at the monument has occurred because of maintenance changes instituted by the facilities department.

No Vet Forgotten

Veterans Alliance's No Vet Forgotten program continues to place memorial bricks in recognition of homeless and destitute veterans who died during the previous year. This program assures that a veteran's service is not forgotten in El Dorado County. It is one of the few such programs in California.

Salute to Valor

Salute to Valor, a golf tournament conducted by the Veterans Alliance to benefit EDC veterans and their families became a victim of the pandemic and was cancelled. In the five years that the tournament was held, it had generated over \$200,000 for local veterans causes. Replacing the tournament is a "round up" campaign conducted by Snowline Hospice Thrift Stores in support of El Dorado County Veterans. Revenues generated from Thrift Store customers rounding up their purchases (the difference of which is donated to the Veterans Alliance) was distributed to worthy causes.

Patriot Tribute

When it established its 501.c3, the Veterans Alliance anticipated establishing accounts in which donations received for the purpose of benefitting local veterans could be deposited. In 2021, the Veterans Alliance was approached by two veterans who were planning a Veterans Day event that would raise funds for local veterans. The Veterans Alliance established the Patriot Tribute account to allow proceeds from that event to be deposited for eventual distribution to veterans in need.



EDC Veterans Monument TOT Account

Income, Expenses and Balance

	Income	Expense	Balance
Income			
Carryover	\$25,298.40		
Veterans Alliance – 2021 TOT Allocation	\$0		
TOTAL			
Expenses			
Insurance - Liability		\$800.00	
Maintenance - Spring flower refresh		\$182.21	
Memorial Day - Wreath		\$250.00	
Memorial Day - Cleaning		\$250.00	
Veterans Day - Awards (Vet of the Year, etc.)		\$759.84	
Veterans Day - Wreath		\$250.00	
Veterans Day - Flower Refresh		\$355.51	
Veterans Day – Flags		\$49.20	
Veterans Day - Facebook Advertising		\$150.00	
Veterans Day - Cleaning		\$17.45	
Veterans Day – Carnations		\$199.73	
Veterans Day - Choral Presentation		\$250.00	
Veterans Day – Aviation Fuel		\$1,400.00	
Veterans Day - Programs		\$725.28	
Accounting Software		\$25.00	
No Vet Forgotten Bricks		\$315.00	
Bronze Plaque		\$1,519.00	
TOTAL	\$25,298.40	\$7,248.22	\$18,050.18



2022 EDC Veterans Monument Budget

Memorial Day

Landscape Refresh	\$500
Flags	\$75
Aviation Fuel (warbird flyover)	\$1,600
Printing	\$750
Wreath	\$250
Carnations	\$50
Music	\$250
Transportation	\$50
Water and Ice	\$25
Memorials	\$750
No Vet Forgotten	\$250
 SUBTOTAL	 \$5,000

Veterans Day

Landscape Refresh	\$500
Flags	\$75
Aviation Fuel (warbird flyover)	\$1,600
Printing	\$750
Wreath	\$250
Carnations	\$50
Recognition (Veteran of the Year)	\$500
Music	\$250
Transportation	\$50
Water and Ice	\$25
Memorials (Legion of Valor)	\$7,500
No Vet Forgotten	\$250
 SUBTOTAL	 \$12,000

2022 - EDC Veterans Monument Available Funds

2021 Carryover	\$18,050.18
EDC Facilities Reserve	\$3,866.68
2022 TOT Allocation	\$10,000
TOTAL	\$31,916.86

Capital Projects

Legion of Valor Bronze Plaques (2022)	\$7,500
Landscaping Improvements (Long Term)	\$5,000
Sound System Improvements (Long Term)	\$5,000
Welcome Home Statuary (Long Term)	\$200,000

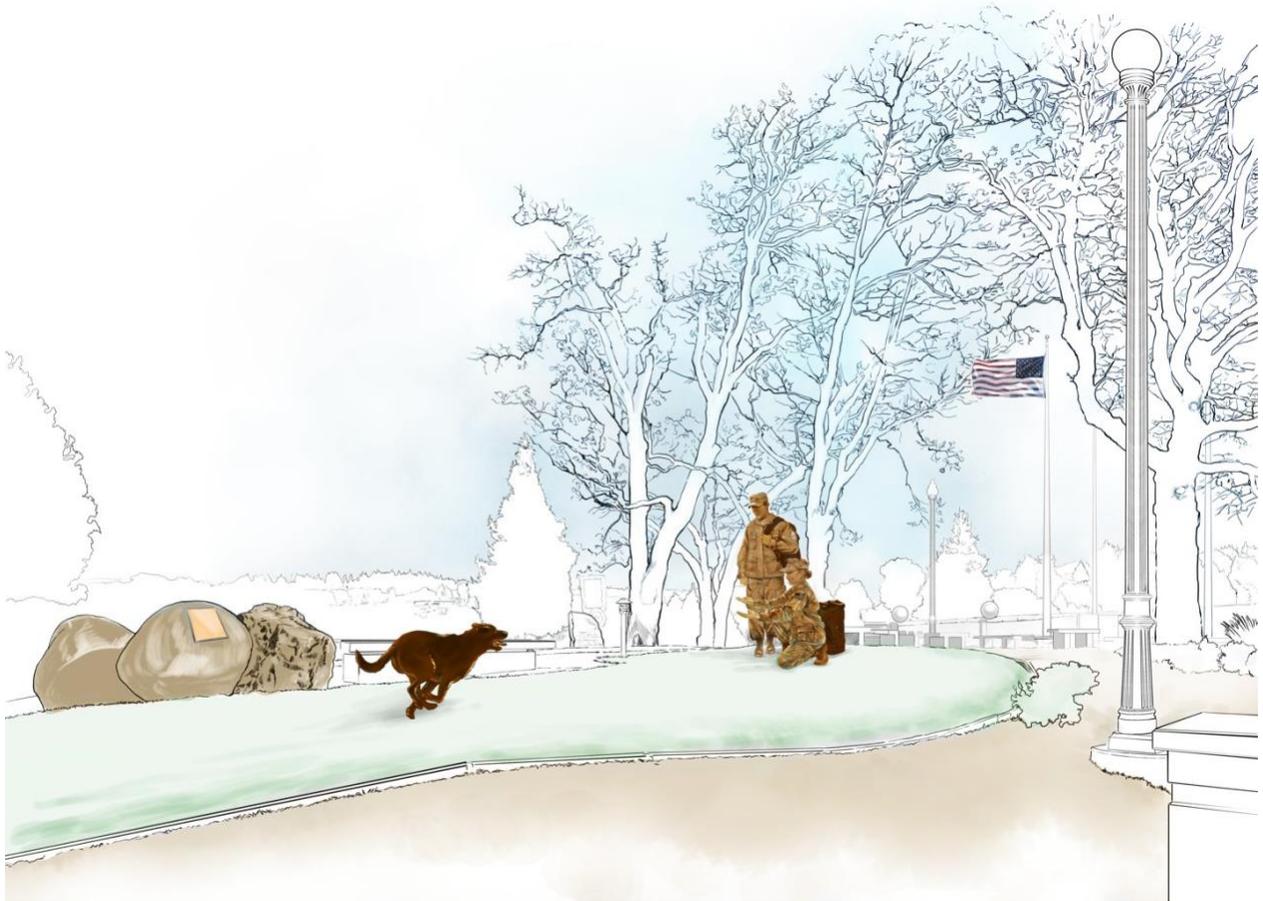


Submitted by:
Gary Campbell, President
Jack Babbitt, Vice President
John Poimiroo, Secretary/Treasurer

El Dorado County Veterans Alliance
1448 Crocker Dr.
El Dorado Hills, CA 95762
info@eldoradocountyveterans.org
(916) 801-1013



Attachment A



WELCOME HOME

Welcome Home portrays a joyous return from duty for two El Dorado County members of the U.S. Armed Forces. It is the welcome that every service man or woman looks forward to receiving and should receive upon returning home from duty.

Standing is a life-sized male figure dressed in early 2000s fatigues similar to those worn by the U.S. Army, Air Force and Coast Guard. Kneeling is a female figure dressed in fatigues similar to those worn by the U.S. Navy and Marine Corps. Rating and warfare patches are obscured intentionally, so that the figures can represent anyone.

Running joyously toward them is a Labrador retriever, symbolic of the joy that family and friends have over the return of their service man or woman from duty. It also represents the welcome that some service members never got, but which through the statuary will never end.

The bronze statuary was conceived by members of Friends of the Veterans Monument (a 501.c3 charitable organization) and designed by famed sculptor of military themes and figures, Rip



Caswell. It is designed to be placed on the lawn to the left of the entrance walkway at the El Dorado County Veterans Monument in Placerville. This site is visited by many thousands each year.

Memorial bricks, stones, benches and plaques at the EDC Veterans Monument identify veterans from the French and Indian Wars to present day. Several of these memorials recognize extraordinary valor in the defense of liberty. However, “Welcome Home” will be the first personification of the veteran experience at the EDC Veterans Monument.

It is estimated that it will cost \$200,000 to cast and place the statues. A multi-year fund-raising effort is planned by Friends of the Veterans Monument.

For more information about “Welcome Home” and how you can help fund its creation, visit eldoradocountyveterans.org.

