

THE FIRST NATIONWIDE VET-TO-VET HOTLINE
FOR VETERAN SUICIDE PREVENTION.



THE NATIONAL VETERANS FOUNDATION
"THE OTHER NOTE"
A National :60 Public Service Message

with **MARTIN SHEEN**

**THE WORST PART OF WAR
SHOULD NOT BE COMING HOME.**



Presented by:

Wolf Family Foundation WFF - Tim Wolf, Executive Producer

Global Compassion in Action GCA - Kip Azzoni, Executive Producer

Edge of Reason, LLC - S.C. McCullough, Writer/Director/DP and Windy Buhler, Producer

FOR FURTHER MATERIAL
BROADCAST FILES AND INFORMATION
RICH@NVF.ORG - 888-777-4443

Over 20 American War Veterans Commit Suicide **EVERYDAY.**

In response to this horrifying statistic, award-winning director Scott McCullough created "The Other Note," a powerful public service message produced on behalf of the National Veterans Foundation (NVF).

Reinforcing a positive story and impact, this message directly supports the National Veterans Foundation - which finds success in decreasing suicide attempts with its one-of-a-kind outreach of Vet to Vet support.

Mission Statement and Goal:

This project exists to capture attention, to educate, and to inform the general public of the alarming and increasing rate of suicides in the military. We believe this strong and moving message will help those who are in and around crisis. It will raise awareness of the problem and bring the NVF some much needed media attention and financial support to assist them in dealing with the veteran suicide epidemic.

Over 11,000 people submitted to be in this message.

Raising awareness and promoting the NVF's ongoing outreach and suicide prevention program is critical to this task. It's one of the most effective and committed organizations for Vets. Our goal is to shine a bright light on the devastating suicide epidemic and to promote the National Veterans Foundation and their unwavering commitment to our nation's protectors. Our public service message and an accompanying social media campaign delivers a strong signal to everyone to do something.

The Concept of the :60 Message:

Among bullet-riddled household items, a loved one reads a note from a Vet. We assume it's a suicide note. Over time and moments of deep words, the note is a thank-you note. It's a thank you note for saving their life. It's a thank you note for helping, talking, praying and being there. Because of this, our suffering Veteran did not write the other note - *the suicide note*. This compelling twist of optimism and hope will resonate with many in a unique way and reinforce the most important act: to reach out to those in need and to be aware of those who might need help.

What's Needed:

We can't do it alone. We need your help to get the word out and make much needed airtime available for this important message. We must reach all those who need to hear it. Enclosed are accompanying materials about our project and the National Veterans Foundation with their mission to serve and protect our nation's protectors.

The National Veterans Foundation is a uniquely successful organization. They work tirelessly to "reach out" to the soldiers and vets helping them in almost every aspect. Our Veteran heroes are proud Americans and they deserve the best for the sacrifices they have made for our freedom and safety.

Once finished, we will make the project available to you in HD Stereo, HD 5.1 Surround (including Closed Captioning). Your review and consideration is deeply appreciated!

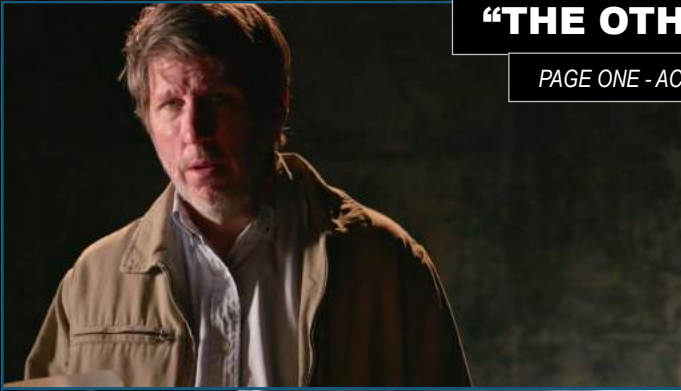
Director/DP/Producer/Copywriter/CD
Scott McCullough

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"THE OTHER NOTE"

PAGE ONE - ACTUAL FOOTAGE



Dear Father...

Dear Rosie...



REVERSE SLOW MOTION - PLATES EXPLODING

You're reading only one note from me today.

This is not the note about my struggles-

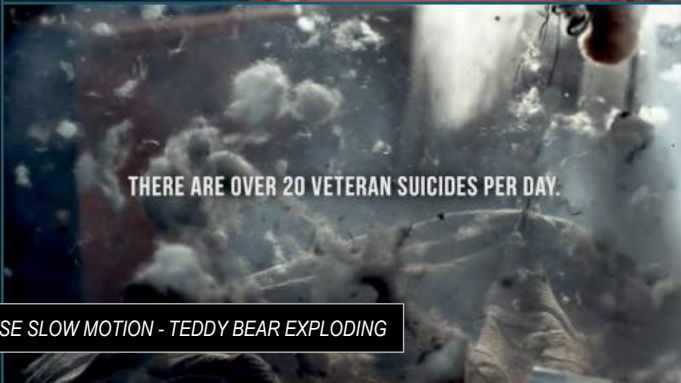
-difficulties...that I'm insignificant...or that I'm weak.



I suffer constant pain, guilt, and misery.

This is not a note of sorrow.

Not today-



THERE ARE OVER 20 VETERAN SUICIDES PER DAY.

-not in this note.

REVERSE SLOW MOTION - TEDDY BEAR EXPLODING

Today in this note, I am thanking you.



Thank you for helping me.

Thank you.

“THE OTHER NOTE”

PAGE TWO - ACTUAL FOOTAGE



REVERSE SLOW MOTION OF EXPLODING VASE



SLOW MOTION OF BULLET FALLING



THE LIFELINE FOR VETS



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MARTIN SHEEN CONCLUDES THE MESSAGE

For talking to me.

Praying for me.

You gave me back everything.

It was such a simple thing.

It's because of you-

-I'm not writing that...other note.

Let's stop the Veteran suicide epidemic.

Contact the National Veterans Foundation.

Visit NVF.org

The worst part of war should not be coming home.

After 45 years of working with returning war veterans, it's devastating to me that we as a country can't stop this epidemic of veterans taking their own lives. Over 20 veteran suicides a day is shocking and unacceptable.

Shad Meshad - Founder and President of National Veterans Foundation



Our public service message 'The Other Note' captures the powerful duality of Veterans who have, and who have not succumbed to the terrible epidemic of suicide that attacks our Country today. Pain and hope, doubt and possibility, devastation and healing are reflected in our heart-wrenching creation, a story that we hope will move you, raise your voice, raise your awareness and that of your friends and family. We want all who see this to help us effect a higher awareness that will bring the energy and action needed to end this terrible epidemic.

Tim Wolf - Founder of Wolf Family Foundation



What I have come to learn from the making of this PSA? That human lives are NOT statistics. This is an epidemic of death. And, whether there are 22 veterans a day, or 20 veterans a day or THAT there is ONE veteran a day who takes his or her own life, is unacceptable. The men and women who wore the uniform for us, deserve our help. They desperately need our help. What it has all come down to for me and for our team on this project: "The worst part of war should not be coming home!"

Kip Azzoni - Founder of Global Compassion in Action





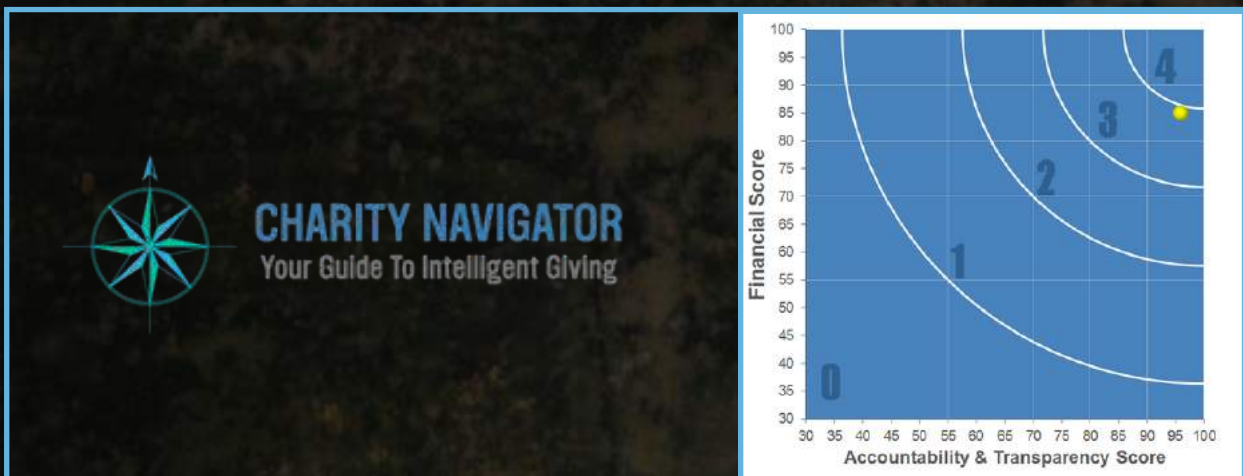
THE NATIONAL VETERANS FOUNDATION - MISSION STATEMENT

The mission of the National Veterans Foundation (NVF) is to fight veteran suicide and serve the crisis management, information and referral needs of all U.S. Veterans and their families. This is accomplished through management and operation of the nation's only toll-free, vet-to-vet helpline for all veterans and their families; public awareness programs that shine a consistent spotlight on the needs of America's veterans; and homeless veteran outreach services that provide veterans and families in need with food, clothing, transportation, employment, and other essential resources.

The founder of the National Veterans Foundation, Floyd 'Shad' Meshad has been working with Veterans since 1970. Meshad was a Medical Service Officer during the Vietnam War, where he counseled soldiers in the field who were suffering from a multitude of psychological and emotional problems resulting from their experiences in combat, including what would later become known as 'Post Traumatic Stress Disorder,' or PTSD.

Since 1985, the National Veterans Foundation has helped over 350,000 veterans and their families with crisis and information services through the nation's first toll-free, vet-to-vet hotline for all US Veterans and their families.

Our veteran counselors provide veterans and their families with information, counseling and service referrals for issues around VA benefits, mental health counseling, housing, medical services, education benefits, financial issues and more.



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