

To all SAL Membrs!



Established in 1946, Veterans Canteen Service (VCS) was created to provide articles of merchandise and services at reasonable prices to Veterans enrolled in VA healthcare system, caregivers, and visitors. Since its conception, VCS' mission continues, incorporating a strategic Veteran-centric approach emphasizing the importance of service to Veterans and supporting VA's overall mission. VCS provides retail, food, coffee, and vending services across the country.

### Mission Statement

A graphic titled "VCS VETERANS CANTEEN SERVICE" at the top. Below the title are three columns, each with a compass rose icon and a heading: "MISSION", "VISION", and "VALUES". The "MISSION" column has a dark red background and describes providing merchandise and services to Veterans and their families. The "VISION" column has a grey background and describes being an efficient, customer-driven organization. The "VALUES" column has a dark blue background and lists five values: Integrity, Commitment, Advocacy, Respect, and Excellence. A portrait of a man in a suit and glasses is positioned at the bottom right of the graphic.

**Our Mission**  
To provide America's Veterans, enrolled in VA's Health Care System, their families, caregivers, VA employees, volunteers, and visitors, reasonably priced merchandise and services essential to their comfort and well-being

**Our Vision**  
As an integral part of the VA, be an efficient, customer-driven organization consistently delivering merchandise and services of exceptional quality and value by a knowledgeable, friendly, and enthusiastic team that takes pride in our mission.

**Our Core Values**  
**I**ntegrity  
**C**ommitment  
**A**dvocacy  
**R**espect  
**E**xcellence

VCS is proud to be a part of the Department of Veterans Affairs. We are a self-sustaining entity providing merchandise and services to Veterans enrolled in VA's Health Care system, their families, caregivers, VA employees, volunteers and visitors. We are honored to "give back" to the VA through many programs established for the health and well-being of our nation's heroes. Revenues generated from VCS are used to support a variety

of programs such as: VA's Rehabilitation Games, Fisher Houses, Poly-Trauma Centers for OIF/OEF/OND Veterans, disaster relief efforts, Substance Abuse Cessation, VA's Homelessness initiatives, Women Veterans, Veteran Suicide Prevention and other activities.

## Giving Back



### Giving Back to the VA Community

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#### **National Rehabilitation Games:**

Sponsors of all 6 VA’s National Rehabilitation Games (Winter Sports Clinic, Golden Age Games, Wheelchair Games, TEE Tournament, Summer Sports Clinic and Creative Arts Festival). These programs allow disabled Veterans of all ages and abilities to participate in adaptive sport programs and special events. VCS provides monetary donations, sends a support team to each event and hands out goodie bags to Veteran participants. VCS proudly supports the Games as they promote wellness, rehabilitation, and camaraderie among the Veteran athletes.

#### **Fisher House:**

Supports VA Fisher Houses across the country by providing coupons to first-time visiting families and being their purchasing source for supplies and necessities.

#### **Reducing/Eliminating Veteran Homelessness:**

Ending Veteran homelessness is a top priority and VCS supports this VA initiative through our partnership. Our partnership began in 2011 to provide a free meal to Veterans at their first appointment at a VA Medical Center and to give \$20 in coupons to each Veteran placed into housing through HUD-VASH Program. In 2014, the initiative grew as the need for beds and household supplies became crucial for Veterans moving off the street into a new home. VCS partnered with Serta to provide queen size beds and partnered with Veteran Owned Lodging Kit to provide move-in kits containing bed/bath/kitchen supplies.

### **Suicide Prevention:**

Prevention of suicide begins with a simple act of support. Everyone can play a role in preventing suicide. VCS partnered with the Office of Mental Health & Suicide Prevention to help disseminate training and communications to all VA employees, VA volunteers, caretakers and other stakeholders and partners. VCS support several marketing and communication tools to the 5 million customers who visit us each month. In addition, we support face-to-face training for all employees that gives them the knowledge and skill to identify when a Veteran could be at risk for suicide or a life crisis.

### **Women Veterans:**

VCS partners with the Center for Women Veterans to provide tools and resources for health services, education benefits, employment, support groups, special events and much more. With our support, the group has been able to feature Women Veteran artists through a traveling exhibit across the country; as well as, just recently featuring Women Veteran athletes. In May 2018, the Center for Women Veterans will host their first annual National Baby Shower for soon-to-be Veteran mothers.

### **OIF/OEF/OND Veterans:**

Supports OIF/OEF/OND Veterans by providing assistance to Poly-Trauma Centers and providing coupons for VCS purchases.

### **Disaster Relief:**



The VA/VCS Emergency Mobile Food Unit provides support for Department of Veterans Affairs response teams deployed under emergency conditions. These units will be strategically located around the country and available to emergency areas to provide food support and other food services to staff and patients. One of VA/VHA's major initiatives is to ensure preparedness to meet emergent national needs, and the VCS is proud to support this initiative and currently has four mobile food units ready to deploy for any emergency that would arise.

## Patriotstore

VCS operates over 200 PatriotStores in Veterans Administration (VA) Medical Centers nationwide. Many of our stores have been recently updated and expanded to provide our customers with a modern, clean and comfortable shopping experience. Our stores welcome our customers with wider aisles, wood-like floors, enhanced lighting and directional signage. PatriotStores have expanded hours of operation to provide service for customers on weekends at most locations.

## Other Services

### PatriotMart

#### Local Concessions

In this program, VCS works with many vendors across the nation to hold sale events throughout the year. Many vendors in this program are Veterans and small businesses. Current merchandise assortments include categories such as books, fine jewelry, paintings/prints, military items, crafts and more. Each vendor is highly encouraged to have a portion of their assortment Made in the USA.

### Farmers Markets

VCS promotes healthy eating and lifestyle to our Veterans. Many canteens hold farmers markets throughout the year. VCS strongly encourages local farmers to become part of this program.

To become a part of the PatriotMart program, contact your local canteen chief or Lori Lee at [Lori.Lee@va.gov](mailto:Lori.Lee@va.gov)

### PatriotVision

In addition to Veterans enrolled in VA healthcare, families, caregivers, VA staff and volunteers can take advantage of VA optical services. Bring your optical prescription into participating VA optical shops to be filled. VA optical shops offer a current selection of frames and endless options are available. Check with your local canteen/VAMC for more information.

### PatriotClips

Barber services are provided in many VA medical centers. Some facilities with barber/beauty shops offer extensive services while smaller facilities may offer ward service for patient haircuts and shaves. [Business To Business](#)



VCS Business to Business is a service provided to VA Medical Centers, VA Voluntary Services and Veteran Service Organizations. Items such as memorabilia merchandise and giveaway items for Veteran organizations and events across the country can be sourced with VCS B2B.

Our fellow Sons! As *you can see* by shopping with VCS, you are supporting our Nation's Veteran community. You can contact them for more information by calling at 1-866-256-0266 or by email at [business2business@va.gov](mailto:business2business@va.gov).

Respectively submitted:

Your SAL Natl. VA & R Commission