

Brand & Media Center

Yellow Ribbon Fund Brand Guidelines

We've created some guidelines to help you use our logo and brand assets. If you have any questions or would like to use our logo in a way not covered by these guidelines—please submit the form below or contact Communications@yellowribbonfund.org.

Logos



Normal (Black) Version
Download as a [JPEG](#) | [PNG](#)



Inverse (White) Version
Download as a [JPEG](#) | [PNG](#)



Mark (Ribbon) Only
Download as a [JPEG](#) | [PNG](#)



One-Pager

Click [here](#) to view/download our impact one-pager.



Brand Guidelines

Click [here](#) to view/download our brand guidelines.

We politely ask that you don't:

- Use any logos or similar imagery to represent Yellow Ribbon Fund other than what is found in this guide.
- Rotate the mark or alter its positioning in relation to the Company name.
- Change the colors on the mark.
- Overprint or abstract any part of the logo.
- Add special effects to the logo.
- Use old versions or any other marks or logos to represent our brand.

Brand & Communications Request Form

Use this form to submit requests related to logo usage, brand assets, and communications support. Whether you're seeking approval for logo placement, requesting marketing materials, or proposing a new use not covered in our guidelines, please provide as much detail as possible. Be sure to include a visual mockup of your intended use when applicable to help us review your request efficiently.

You can also reach us at Communications@yellowribbonfund.org with any questions.



Press and Marketing Inquiries Form

Use this form to contact the Yellow Ribbon Fund's communications department for press or marketing inquiries.

Your Full Name *

First Name

Last Name

Are you contacting us as an individual, company, or organization? *

- ☐ Individual
☐ Company
☐ Organization
☐ Other

Email Address *

example@people.com

Phone Number

Please enter a valid phone number

What is the nature of your inquiry? *

Please provide details about your inquiry *

Submit Inquiry

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Yellow Ribbon Fund is a veteran service organization, 501(c)(3) offering supplemental assistance to wounded, ill and injured service members, their families, and caregivers - bridging the gap between their needs and current benefits - enabling families to stay together during critical recuperation.



Email: Donors@yellowribbonfund.org - Address: P.O. Box 41048, Bethesda, MD, 20824 - EIN: 36-4887383



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Become a Sponsor

Partner with an organization that has dedicated critical resources to over 10,000 of our nation's veterans, their caregivers, and military families.

[Get Started Today](#)

Why Sponsor Yellow Ribbon Fund?

We believe in developing long-term relationships with individuals, businesses and community groups who share our passion for supporting the service members who have protected us, and now need our help. Explore flexible engagement options, including exclusive event sponsorships and ongoing partnership packages for brands interested in a continuous, integrated relationship with our organization.

Together, we can provide vital support, respite, and resources to military members and their families during medical crisis and recovery.

Yellow Ribbon Fund Corporate Sponsorship Levels

In addition to our unique event-specific sponsorships, we also feature comprehensive partnership tiers for brands committed to a mutually beneficial, ongoing relationship with Yellow Ribbon Fund.

EAGLE SPONSOR - \$250,000 Annually



PATRIOT SPONSOR - \$100,000 Annually



STARS & STRIPES SPONSOR - \$75,000 Annually



HERO SPONSOR - \$50,000 Annually



FREEDOM SPONSOR - \$20,000 Annually



Event Sponsorship Opportunities

We offer numerous impact opportunities for brand partnership, each designed to engage and connect with specific audiences.

Yellow Ribbon Fund Gala

March 5, 2017

Join us for Yellow Ribbon Fund's 17th Annual Gala, From Sea to Shining Sea, on March 5, 2017, at The Baita Resort. As we celebrate the strength and resilience of our military community, we invite you to be part of an inspiring evening dedicated to anchoring military families through every tide of recovery.

[Sponsor This Event](#)

Our Partners

Partner with Yellow Ribbon Fund and stand with other leading companies in a shared commitment to the well-being and lifelong recovery of service members and their families. We are grateful for the ongoing support of our dedicated sponsors who make this mission possible.



We are also pleased to collaborate with such outstanding non-profit organizations as the Fisher House, Potomac Point, Luke's Wings, Stephen A. Cohen Military Family Clinic/Sevier Seals, Team RMS, Circle of Support and Military and Veteran Caregiver Network (MVCN) to ensure that the needs of our wounded military and their families are met as quickly and as completely as possible.

Corporate Sponsorship Sign Up

If you would like to send a donation via check, please mail to:

Yellow Ribbon Fund, PO Box 41048, Bethesda MD 20814-1048

Full Name

Email

Phone

Company

Location

Who were you referred by?

Message - If you selected "other" please, please indicate how:

[Submit](#)

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BECOME A



Trailblazer

Fuel the Mission. Ignite The Future.

[Get Started](#)

The Need Hasn't Faded. It's Grown.

For 30 years, Yellow Ribbon Fund has stood beside our nation's post-9/11 veterans and the families who serve with them.

Today, they face urgent challenges—visible injuries, invisible wounds like PTSD and depression, financial strain, and the ongoing struggles of reintegration.

We're meeting these needs with a bold new chapter.

THREE PILLARS. ONE PURPOSE. LASTING IMPACT.

STAND

Secure Long-Term Sustainability

For 30 years, Yellow Ribbon Fund has stood beside our nation's post-9/11 veterans and the families who serve with them. Today, they face urgent challenges—visible injuries, invisible wounds like PTSD and depression, financial strain, and the ongoing struggles of reintegration. We're meeting these needs with a bold new chapter.

SERVE

Expand Our Reach Nationally

From coast to coast, teaching their families—partnering with VA hospitals, launching new programs, and showing up where the need is greatest.

STRENGTHEN

Grow Our Retreat Program

Ocean view retreats are just the beginning. We'll double the number of families served by creating a sustainable year-round model, expanding reach, and deepening our impact.

The Trailblazer Campaign is our bold response.

Together, we'll ensure no veteran—and no family—is left behind. And in doing so, we're building a stronger, more compassionate society for all.

WHY THE TRAILBLAZER CAMPAIGN MATTERS NOW

76% OF SERIOUSLY WOUNDED VETERANS LIVE WITH PTSD

67% STRUGGLED TO AFFORD RENT, GROCERIES, OR UTILITIES LAST YEAR

26% NEED HELP WITH DAILY TASKS LIKE BATHING OR TRANSPORTATION

100x HIGHER RISK OF CANCER THAN BEING KILLED IN ACTION—YOUNGER VETERANS FACE RISING RATES OF RARE CANCERS, INCLUDING BRAIN, BREAST, AND PANCREATIC

1.5 MILLION CAREGIVERS PROVIDE DAILY, UNPAID SUPPORT—OFTEN WITHOUT TRAINING OR RESPITE

INVISIBLE WOUNDS LIKE DEPRESSION, ANXIETY, AND CHRONIC STRESS AFFECT ENTIRE FAMILIES

TRAILBLAZER GIVING LEVELS

Three-Year Gift Commitments

NORTH STAR CIRCLE - \$1,000,000+	✓
GUARDIAN CIRCLE - \$500,000-\$999,999	✓
VANGUARD CIRCLE - \$250,000-\$499,999	✓
FOUNDATION CIRCLE - \$100,000-\$249,999	✓
MISSION CIRCLE - \$25,000-\$99,999	✓
PATHFINDER CIRCLE - \$10,000-\$24,999	✓

THIS IS THE MOMENT TO ACT.

Your gift fuels healing, hope, and stability for those who've sacrificed so much.

BE A TRAILBLAZER.

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Yellow Ribbon Fund is a veteran service organization (VSO) offering supplemental assistance to wounded, ill and injured service members, their families, and caregivers - bridging the gap between their needs and earned benefits - enabling families to stay together during critical recuperation.



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CANDICE B. STEVEN CHASE
HARVARD FOUNDATION

On August 30, 2021, the final U.S. military flight departed Kabul, marking the end of a mission nearly 20 years in the making. But for the service members, veterans, caregivers, and families who carry the lasting impact of war, the journey did not end there.

Follow Mission Fund's inspired Days of Giving as a meaningful alternative to the crowded year-end giving season—a dedicated 70 hours to honor their service, remember their sacrifice, and stand beside military families through recovery and beyond.

Your support helps our horses heal. Give now—and your donation will be graciously matched by Bill & Marlene Scott and the Corrie & Kevin Chase Family Foundation through August 31.

DONATE

OUR MISSION

Keeping families together and connected through life's most challenging moments.

Yellow Ribbon Fund empowers wounded, ill, and injured service members, veterans, their caregivers, and families by providing critical support when it is needed most. By bridging the gap between government benefits and real life challenges, we alleviate financial burdens, strengthen family resilience, and ensure loved ones can remain together throughout treatment, recovery, and beyond.



DONATE

THE COUNTDOWN BEGINS

Help us reach our goal before time runs out.

00 00 00 00

Day Hour Minute Second

HOW YOUR GIFT DOUBLES IN 3 SIMPLE STEPS

For 72 hours only—August 29-31, 2026—every gift will be matched dollar-for-dollar.



Make a donation between August 29-31, 2026.



Our sponsor matches your gift 1:1.



Your impact is doubled for a wounded veteran's family.

YOUR IMPACT SINCE 2005

1,700+

Active caregivers served monthly

186

Average food nights monthly

12

Average rental cars provided monthly

55,000+

Recipients served

OUR NATIONAL REACH

We have proudly served more than 55,000 military families nationwide through our mission. We continue this vital work by supporting over 5,000 military families every single year. Our dedication spans strong across the country with 12 keyline chapters open across the United States.



[Learn More About the YRF Crossroads Program](#)

[Learn More About the YRF Keystone Program](#)

HAVE QUESTIONS? WE'VE GOT ANSWERS!

Why August 10th Matters	+
How does the match work?	+
Can I give by check?	+
Is my donation tax deductible?	+
What does my donation support?	+

SPECIAL THANKS TO OUR MATCHING SPONSORS

Thank you to all the businesses and individuals who are generously participating as matching sponsors for this year's Days of Giving campaign. We deeply appreciate your partnership in giving and commitment to our cause.

Want to make an even bigger impact? Become a matching sponsor! Email us at donate@yellowribbonfund.org to get started.

**BILL & MARCIE
SCOTT**

**CAROLE & KEVIN CHASE
FAMILY FOUNDATION**

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Yellow Ribbon Fund is a national service organization (501)(c)3 offering supplemental assistance to wounded, ill, and injured service members, their families, and caregivers - bridging the gap between their needs and earned benefits - enabling families to stay together during critical recuperation.



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End of Year Giving

HELP US REACH OUR GOAL

Your Tax-Deductible Contribution Directly Helps Injured Service Members

With your support, we can continue providing housing, transportation, wellness retreats, and—most importantly—hope to military families facing their hardest battles. Let's make this summer one of healing, dignity, and community.

How Does Your Support Make A Difference?

- \$150** Pays for a service member and/or visiting family member's stay at a nearby hotel for a night
- \$1,000** Provides an family with mental care for a month
- \$3,000** Sponsors a veteran or a military caregiver to participate in Yellow Ribbon Family Career Development Program
- \$5,000** Supports all Yellow Ribbon Fund Keytown Programs in one of our chapter locations for a month
- \$10,000** Sponsors a sleeping facility for the Yellow Ribbon Fund Wellness Retreat
- \$20,000** Pays for a month of hotel stays for 20 service members and/or their families who require short-term lodgings near Walter Reed National Military Medical Center

With Your Help, We Provide Annually:

Donation

Amount *

\$1000

☐ Show my support by making this a recurring donation

☐ Add \$0 to help cover our transaction fees

Contact Information

First Name *

Last Name *

Email *

username@website.com

Phone

Country *

United States

Address *

City *

State *

ZIP Code *

Additional Information

Favorite Name

Notification by (select)

Notification by address

Notification by email

Comments



no auto-robot



Payment Information

☒ Debit Card

☐ Credit Card

2,500+
CAR RENTALS
provided to military families

1,300+
HOTEL NIGHTS
provided near Treatment Facilities

5,000+
MILITARY PASSENGER
SERVICES provided to veterans and caregivers

☐ Savings

☐ Checking

Credit or debit card?

Card number

1234 1234 1234 1234

Expiration date

MM / YY

Security code

CVC

[Secure Now](#)



Meet Jeremiah

FINDING STRENGTH BEYOND THE UNIFORM

After 20 years in the Army, Sergeant First Class Jeremiah Phillips thought he was ready for civilian life. But shortly after retiring, he was diagnosed with Clear Cell Carcinoma, a rare form of kidney cancer. Though he went into remission after surgery and treatment, the cancer returned just over a year later – leaving Jeremiah and his wife to face their toughest battle yet. “Transitioning to civilian life was tough enough,” he says. “Then cancer hit, and it felt like starting over again.”

That’s when they found Yellow Ribbon Fund. Through retreats and caregiver programs, Jeremiah and his wife discovered a community of other veterans and families who understood exactly what they were going through. “That brotherhood and sisterhood – it comes back,” Jeremiah says. “Yellow Ribbon Fund gave us a community again.” You get better help because like, previously that feeling, dignity, and connection – keep after the uniform comes off.

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