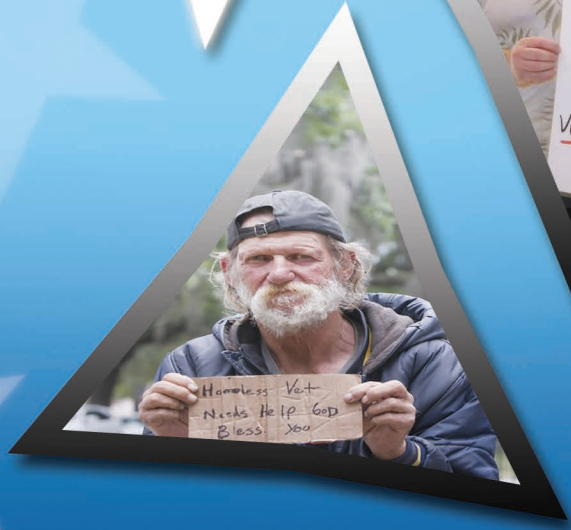


**ALL
VETERANS
MATTER
MAGAZINE**



**"HOW MAY WE
SERVE YOU?"**

**HOUSING
ASSISTANCE**

**CAREER
COACHING**

**FOOD
SUPPORT**

**EMPLOYMENT
OPPORTUNITIES**



Mo's Heroes is a 501(c) non-profit organization founded in 2013 by active duty service member, ShaDonna "Mo" McPhaul in Honolulu, Hawaii. It is headquartered in Fayetteville, North Carolina, Mo's Hometown.

Mo's Heroes provides an array of services that helps homeless veterans directly or connects them with needed resources or support programs within our local community.

Our program is "employment focused." Veterans, and their families, receive the employment and training services they need in order to re-enter the labor force. Job placement, training, job development, career counseling, resume preparation, are among the services provided.

Supportive services like: clothing; referral to temporary, transitional and permanent housing; referral to medical services for health or substance abuse treatment; and transportation assistance are also provided to meet the needs of this target group.

We understand many returning veterans are caught in a normally inescapable conundrum after returning from combat missions or retiring from the armed services. They need to work to make the life changes that can lead to economic self-sufficiency and greater personal opportunity. But they may be unable to access meaningful work due to a lack of experience, skills and support required to successfully enter the labor market.

As a result, many returning veterans are inextricably caught in a vortex of false starts. They soon fall further and further behind, and eventually become resigned to a dependency on government support.

Many veterans need to be aggressively encouraged and engaged with high levels of accountability. Across the country, the most powerful transitional employment initiatives have proven that the spiral of failure can be interrupted. It requires that these individuals have access to, and are engaged in, comprehensive supports that allow them to address a wide range of personal, educational and employment needs. Once addressed, the resolution of these issues can be incorporated within the context of real-time work experience linked to a career pathway.

These are the types of services Mo's Heroes is designed to provide. The organization was created to help reduce the homeless veteran population in the United States, and to give veterans access to affordable housing and support services that promote independence, wellness, and educational opportunities.



Will Work 4 Homeless Veterans



HOMELESS VETERAN STATISTICS



Over 120,000
Homeless Veterans
within the US



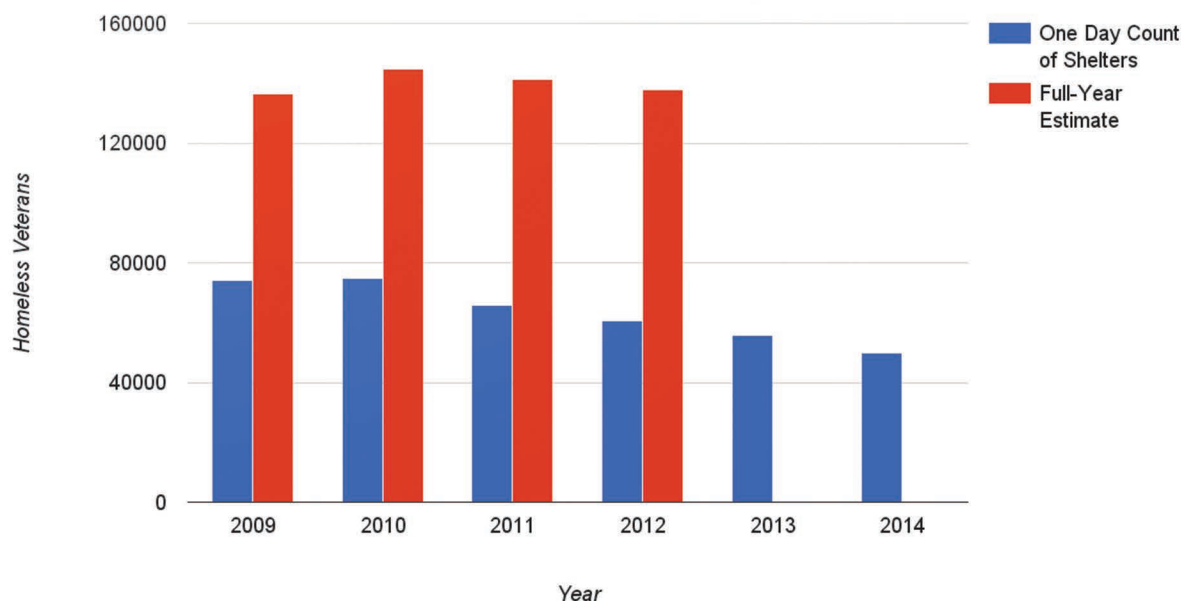
Under 8,000
Funded Beds for
Homeless Veterans



HUGE Deficit in
number of
Veterans Served

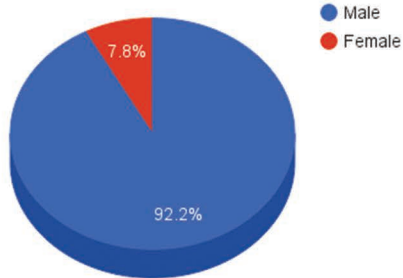
Data Collected by National Coalition for Homeless Veterans

HUD Estimates of Homeless Veterans, 2009-2014



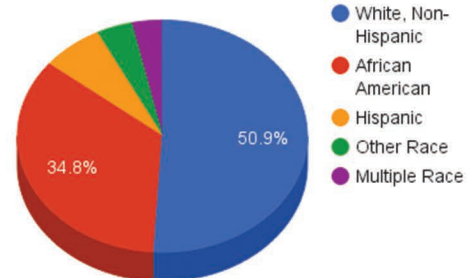
Homeless Veterans Statistics

Homeless Veterans (By Gender)



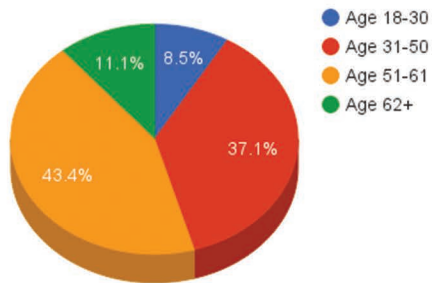
Fiscal Year 2012

Homeless Veterans (by Ethnicity)



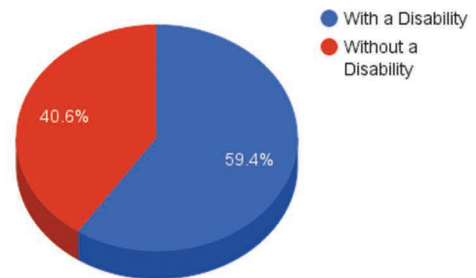
Fiscal Year 2012

Homeless Veterans (by Age)



Fiscal Year 2012

Homeless Veterans (By Disability)



Fiscal Year 2012

Source: Congressional Research Service 2014 Report: Veterans and Homelessness





Mo's Heroes Programs

Mo's Million Dollar Makeovers

Mo's Heroes will provide our Veterans complete makeovers (grooming) to include hair, make-up, skin care, clothing, massages, and a photo shoots. We will ensure each Veteran is groomed and prepared for job fairs, interviews, and social gatherings.

Charles D. Navarro Home for Heroes

Mo's Heroes will purchase homes and apartments to house Veterans in its programs. There are a number of reasons why Veterans are homeless or on the verge of becoming homeless. Drugs, alcohol, mental health issues, loss of job and relationship issues are just a few reasons. No one who has served in the military should be living under a bridge, in a car or a homeless shelter.

A New Start, For A New You

Mo's Heroes will help Veterans with transportation to a location of his or her choice. We believe everyone should be in an environment where they have support and opportunity for growth.





Mo's Heroes Highlights

November 2013

Thursday, 28 November - Mo's Heroes hosted two Thanksgiving Meals for two veterans' shelters in Honolulu, Hawaii. Lunch was served at the US Vets Barber Point. We served approximately 100 male veterans and played Cornhole with the veterans. Dinner was served at the YWCA at Fernhurst for approximately 30 female veterans/home-bound residents.

January 2014

Saturday, 18 January - Mo's Heroes sponsored five veterans, from the US Vets program, so they could attend the NAACP 2014 Dr. Martin Luther King, Jr. We purchased five tickets at \$65 per person. Clothes were provided for vets that needed them.

November 2014

Thursday, 27 November - Mo's Heroes teamed up with VAREP (Veterans Association of Real Estate Professionals), and other Veterans Service Organizations, to host a Thanksgiving Meal for Veterans and their families. Senator Mazie Hirono attended and we fed over 100 people. KITV News also covered the story.

January 2015

Sunday, 18 January - The Desert of Hawaii Shriners and Prince Hall Shriners and Daughters' Auxiliary hosted a "Free Clothes Pick-Up" for veterans, and their families, at the Fleet Reserve Association. KITV 4 came out and did a news story.

February 2015

Friday, 20 February - Squared Q Productions sponsored an "Eat Like Hero Event" at the Oahu Veterans Center. The Joint Base Special Observance Committee provided volunteers. 50 people attended.

March 2015

Saturday, 28 March - Mo's Heroes and K-9 M/C Hawaii teamed up to provide free groceries to veterans families on Oahu at the Fleet Reserve Association. Fifteen families/veterans were served.

April 2015

Saturday, 4 April - Mo's Heroes and the Desert of Hawaii put on a Suit Drive/Clothes Pick-Up for Veterans on Oahu. Ten veterans were served. Veterans received food and \$25 Mo's Heroes gift cards.

May 2015

Saturday, 16 May - Mo's Heroes' CEO volunteered at the Fleet Reserve Association to help raise money for Jacob's Quest. She helped with the food service booth and took photos and shared with Jacob's family. His dad is in the Coast Guard and his mom is in the Navy. We raised over \$16,000 for a handicap van.

Saturday, 23 May - CEO ShaDonna McPhaul donated desserts to the Post-Traumatic Stress Disorder Recovery Rehabilitation Program (PRRP) at the Oahu Veterans Center for veterans with PTSD. Each veteran also was given a Mo's Heroes coin.

June 2015

Friday, 12 June - Mo's Heroes hosted an "Eat like a Hero" event at US Vets. Active Duty, Guard, and the Reserve recruiters were invited to bring some of their recruits -- waiting to attend basic training -- to volunteer. Buffalo Wild Wings were served to promote our fundraising efforts.

Sunday, 14 June - Buffalo Wild Wings presented Mo's Heroes a check for \$6,265.95 from all the "Eat Wings, Raise Funds" events in the past year.

Press Clippings



Mike Gabbard



CEO and Founder of Mo's Heroes Inc. Recognized by the Hawai'i State Legislature

Senator Mike Gabbard presented an Honorary Certificate from the State Legislature on September 6, 2014, at Ward Warehouse Center Stage, to ShaDonna "Mo" McPhaul, CEO and Founder of Mo's Heroes Inc., a 501(c)3 non-profit organization for homeless veterans and their families.



Hickam NCO proves 'everybody is a hero to somebody'

Staff Sgt.
Alexander Martinez
15th Wing Public Affairs

Blending an Air Force career and being a mother didn't seem to be enough for Tech Sgt. ShaDonna McPhaul, the 324th Intelligence Squadron NCO in charge of knowledge operations. In addition to those full-time jobs, she decided to add another project to her list — one that makes a positive difference in the homeless veteran community.

After researching online and with the help of volunteers, McPhaul started the process of creating a non-profit organization, Mo's Heroes, Inc., an organization that provides services and information to assist homeless veterans in reintegrating into the labor force.

"This is a passion of mine, and I've always been the type of person to help others," McPhaul said. "Our veterans need all the help they can get, so I pulled my resources together to start this project and help get the vets back on their feet and reintegrated into society."

McPhaul, a native of Fayetteville, N.C., can recall growing up



Tech Sgt. ShaDonna McPhaul (left) helps out at a homeless outreach event June 14 at Tripler Army Medical Center Chapel.

near Fort Bragg and seeing homeless veterans and veterans in need. One evening in late 2013, she decided it was time to make a difference and help. From that point on, the planning of Mo's Heroes

was in full swing.

"I know that I had the knowledge and the resources to do this," McPhaul said. "Most people that volunteer with us are veterans themselves, so they were more

than willing to help us get organized and put their professions to use to get things done."

Mo's Heroes, Inc. is an employment-focused organization, providing services to help with job placement, training, job development, career counseling and resume preparation. In addition, the organization will provide supportive services such as clothing assistance, housing assistance, referrals to medical and substance abuse treatment, and transportation assistance.

"No veteran deserves to be living underneath a bridge or in their car," McPhaul said. "We want to give them peace of mind by securing a roof over their head."

So far, Mo's Heroes has partnered with a Honolulu homeless shelter, assisting the homeless and people at risk of being homeless, on a trial basis in order to further build the organization's plan. This helps Mo's Heroes better assess what local homeless veterans need in order to maximize assistance.

"Chaplain Capt. Deborah Hughes and even the 15th Wing volunteered with Mo's Heroes during a visit to a local homeless shelter. Volunteers served food to homeless veterans

and listened to their stories about how they got into their current situation.

"I was happy to be there, and the veterans were happy to have us come out to visit," Hughes said. "It let them know we are thinking about them and taking steps to help them further in the future, so no homeless veterans are left behind. Just because a person no longer serves in the military doesn't mean we aren't still family."

McPhaul said another part of creating Mo's Heroes is the positive impact it can have on her son. "It's important to be a good example for my son and help him understand how important veterans are to this country, and we should always find ways to help them," McPhaul said.

While working full time, taking care of her family and managing a non-profit organization seems like a lot, McPhaul finds satisfaction in knowing she is helping others come out of homelessness.

"It takes a lot out of me but when everything is up and running helping veterans, that's my payoff," McPhaul said. "We'll be helping these people get back on their feet, and it will be so worth it to us."

On March 4, 2014, Mo's Heroes was awarded a \$6,000 grant from the Hickam Officers' Spouses Club (HOSC). Today, the HOSC formally presented the check to Mo's Heroes CEO and founder, ShaDonna "Mo" McPhaul.

The check presentation took place at the Oahu Veterans Center, 1298 Kukila Street, in Honolulu.



Clark's House Inc.

2 hours ago

Shout-out to Air Force Technical Sergeant ShaDonna M. McPhaul for starting a non-profit organization called "Mo's Heroes" to help Veterans and their families. Not only is she running her organization, she is also an active duty service member and raising her 19 month old son, Charles. Thank you for all you have done and continue to do for our county!



msmojo14

33w



Staff Sgt.
ShaDonna "Mo"
McPhaul
607th Support Group

Why I volunteer:

"I volunteer because I believe it's more of a blessing to give than to receive. I love to see the expression on persons face when I accomplish a good deed for them. I have been blessed and very fortunate to have everything I have ever needed in life and I think that is a direct reflection of God's will. Not only is volunteering personally gratifying, it also gives me a chance to meet new people and make new friends. I enjoy coordinating events and activities to keep the Oahu populace, and myself, entertained. I believe if you work hard, you should play harder."

Testimonial



Mo's Heroes played an instrumental part in reintegrating veterans back into society, including conducting a resume workshop with me, providing mentorship and encouragement, helping me secure my driver's license and networking with business and community organizations. I cannot say enough about the Mo's Heroes Organization. I feel comfortable knowing there is an organization that really cares for veterans.

April R . R.

Mo's Heroes is there for Vets!! I'm so glad to have met them. I met the CEO ShaDonna McPhaul at a military stand down event in Honolulu, and she took a real interest in helping me get back on my feet. She stuck with me for the next few days helping me get shoes for a new job, proper attire, and being there through and through. I will never forget how much they helped me at my lowest point.

Ronnie J.



I am very proud of the work Mo's Heroes is doing. They have a real passion and vision to help the needs of our homeless veteran population that has been highly undervalued. Through their service more veterans are being reached and provided assistance to a new start. The most impressive part about all this is Mo's Heroes CEO ShaDonna McPhaul is still serving in the military herself — a true example of a Servant Leader.

Shellie W.



Special Thank You

Organizations

All Humanity Group
Alpha Gamma Xi Sorority, Inc
Alpha Kappa Alpha Sorority, Inc
Alpha Kappa Psi Fraternity, Inc
Alpha Psi Alpha Fraternity, Inc
American Warrior Ranch
Binnicker Professional Development
Center NCOA Class 14-3
BRAINSAKE
Camo2Commerce
Catholic Charities Hawai'i
Daniel "Chappie" James Lodge #4
DAV
Dancing for HIM
Everyday Hero US
The Final Chapter, Corporation
Heroes Dimension
Habitat For Humanity
Hickam Officers' Spouses' Club
Hickam Enlisted Spouses Club
Hire Patriots
Institute for Human Services
It Takes a Village-Hawaii
Kappa Epsilon Psi Military Sorority, Inc
Kentucky First Independent
Grand Commandery
K9 for Warriors
K-9 Hawaii Motorcycle Club
K-9 Too Hawaii
Military Spouse Business Association
Next Step Shelter
NAACP Honolulu, Hawaii
National Homeless Coalition
Oahu Veterans Center
Pearl Harbor-Hickam
Fleet Reserve Association #46
Phi Beta Sigma Fraternity, Inc
Plushe Girls Rock
Project D.A.T.E.
Saving our Heroes
Sigma Gamma Rho Sorority, Inc

Sisters Empowering Hawaii
Takbir Temple #227
Tech Soup
The Department of Veteran Affairs
The Desert of Hawaii and
Daughters Auxiliary
The Nashville Connection
The Next Chapter Corporation
The Veterans Movement
Tripler Army Medical Center Chapel
Two Hearts, One Vision
U.S. Vets- Barbers Point
USVETS6
Veterans National Partner Network
Vietnam Veterans Association
Veterans Association of Real
Estate Professionals (VAREP)
Veterans United
VEA Center
YWCA-Fernhurst

Companies

Arcadian Telepsychiatry LLC
Bank of America
Booster
Buffalo Wild Wings
Café Press
Chez's Bar and Grill
Clear Channel Communications
Cloud Genius
Coffee Talk
Cycle City LTD
Dave and Buster's
Donor Perfect
Double the Donations
808 AMB Productions
8Deep Global Business Solutions
Imadulation (At Ease)
Fancy Banglez
First Command
Fiverr

Go Fund Me
Hawaii Institute of Hair Design
Hughley's Southern Cuisine
Google for Non-Profits
Great Clips
Grant Station
Kakes 'N Thangs
KII Tie Collection
Market America Shop.com
Hughley's Southern Cuisine
Google for Non-Profits
Great Clips
Grant Station
Kakes 'N Thangs
Market America Shop.com
Mercedes Benz
Mom's Soul Food Crabwings
Motives
Only N Door
Sales Force Foundation
Smart One Prepaid
Sweets for U
Team GPS
Teddy's Bigger Burgers
Shakey's Pizza Parlor
The Girls Who Bake Next Door
The Shack
The Spyderweb Group
Unite US
Wai'alae Dental Care
Wells Fargo
We 365 Challenge



ShaDonna 'Mo' McPhaul is the Chief Executive Officer & Founder of Mo's Heroes Inc. She is a combat veteran with 19 years of loyal service in the United States Air Force. Mo's military service has spanned multiple states in the US including countries like Kuwait, United Arab Emirate, and Afghanistan—in support of Operation Southern Watch and Operation Enduring Freedom—which earned her several awards and decorations.

She has witnessed first-hand, the set-backs, frustrations and barriers veterans and their families experience when they transition out of the military. Her vision is for Mo's Heroes to provide the support veterans and their family members need to achieve their personal and professional goals.

The Mo's Heroes charter provides resource and referral services as well as customized care and funding for veterans in need. Mo's Heroes has helped veterans by providing: transportation, resume building, business attire, job interviews, meals and much more.

Mo's commitment to the community is strong. Her volunteer efforts include the US Vets, Next Step Shelter, Habitat for Humanity, the Oahu Veterans Center, Veterans Association of Real Estate Professionals (VAREP), Women in Military Service for America Memorial Foundation and the Fleet Reserve Association Branch #46.

She is the loving mother of son, Charles and a proud native of Fayetteville, North Carolina.

"How May We Serve You?"

Will
WORK
4
HOMELESS
VETERANS



VOLUNTEER NOW!

"Are you interested
in helping "Mo's Heroes
help the veterans in your
community?"



If so, please visit www.mosheroes.org or email us at volunteers@mosheroes.org



www.mosheroes.org





**THE TOTAL CARE
FORCE**



**ARE YOU A VETERAN OR FAMILY MEMBER OF A VETERAN
WITH A STORY THE WORLD SHOULD KNOW ABOUT?**

**DO YOU KNOW SOMEONE YOU WILL LIKE
TO THANK FOR BEING THERE FOR YOU?**

Mo's Heroes is currently taking submissions
for our New Monthly "All Veterans Matter Magazine."

**TEAM MEMBER SPOTLIGHT,
VOLUNTEER SPOTLIGHT,
ORGANIZATION SPOTLIGHT...**

We will be featuring stories about sports,
fashion, guest bloggers, resources and
community leaders.



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MO'S

COULD WIN

\$50,000!!

vote for Mo's @

EAGLERARELIFE.COM/CONTENT/SHADONNA-M-MCPHAUL



Mo's will give each state \$1,000 to help with Mo's Heroes efforts to help Veterans and their families.

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ENTER YOUR BEST CREATION
& COME ENJOY THE TREATS



COST:

\$30 FOR A VENDORS BOOTH
\$50 TO ENTER CONTEST
\$5 TO ENTER THE EVENT



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Stephanieculver92@gmail.com



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When: Sunday, 8 Nov 2015

Where: The Oahu Veterans Center

Why: To Raise Money for Hawaii's Homeless Veterans

How: Enter your best creation and come enjoy the treats

3 Themes:

Patriotic

Mo's Heroes

Free Style (On the Spot decorations)

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AND FAMILIES in Need of**

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Applebee's will donate 15% of your check when you dine at

**516 E Llano Estacado Blvd
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Present this flyer to your server or Carside To Go® Specialist.

23 Nov 2015 5pm-9pm

Donation percentage excludes tax and tip. Valid only at the above mentioned location during specified hours. Must present flyer in order for organization to receive credit for purchase. Flyers are not to be distributed in the restaurant or within the perimeter of the parking lot. Doing so will result in a voided event.

LET BUFFALO WILD WINGS® GIVE YOU THE **HOME TEAM ADVANTAGE™**

Congratulations, your team has been selected to participate in our Home Team Advantage Program for your upcoming season! Each teammate has received via email, a "Teammate Card" and every time they show this card at the sponsoring Buffalo Wild Wings restaurant, we will donate 10% of their total bill (less promotional discounts and unless otherwise specified) back to your program.

Here is How the Program Works:

1. Bring your Teammate Card into your sponsoring restaurant, during your season. Details are on your card.
2. Show your card, on a mobile device or via printed copy, to your server and let them know you are part of the Home Team Advantage Program.
3. The server will add 10% of your total sales to your team's running total. It's that easy!
4. At the end of the season, Buffalo Wild Wings will donate the 10% of sales that your entire team generated throughout the season back to your team.
5. The manager will contact your coach to set up a date and time to present your team with the donation.

Buffalo Wild Wings believes that teamwork builds the foundation for a successful community and our goal is to help make your community the best place to live, work, play and dine. We want to help keep our community working and playing together.



ARE YOU A
VETERAN

OR
FAMILY MEMBER OF A VETERAN?

ARE YOU TIRED OF
FINDING OUT ABOUT
BENEFITS

&
OPPORTUNITIES
AFTER IT'S
TOO LATE?

We Can Help!



Add yourself to the respective Facebook Group(s) for the states you are interested in or go to www.mosheroes.org

For Example:

Mo's Heroes-Team North Carolina
Mo's Heroes - Team Hawaii

Call us!



Follow Us @MOSHEROES



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www.MOSHEROES.org

~ 8 Oct 2016 ~

SAVE THE DATE

Mo's Heroes Community Appreciation

Gala



Hale Koa Hotel
Honolulu, Hawaii
www.halekoa.com

*Room Reservations can be booked
Starting 8 Oct 2015*

Hosted by Mo's Heroes- Team Hawaii
Tickets: \$100 Donation
All tickets are 100% tax-deductible.



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