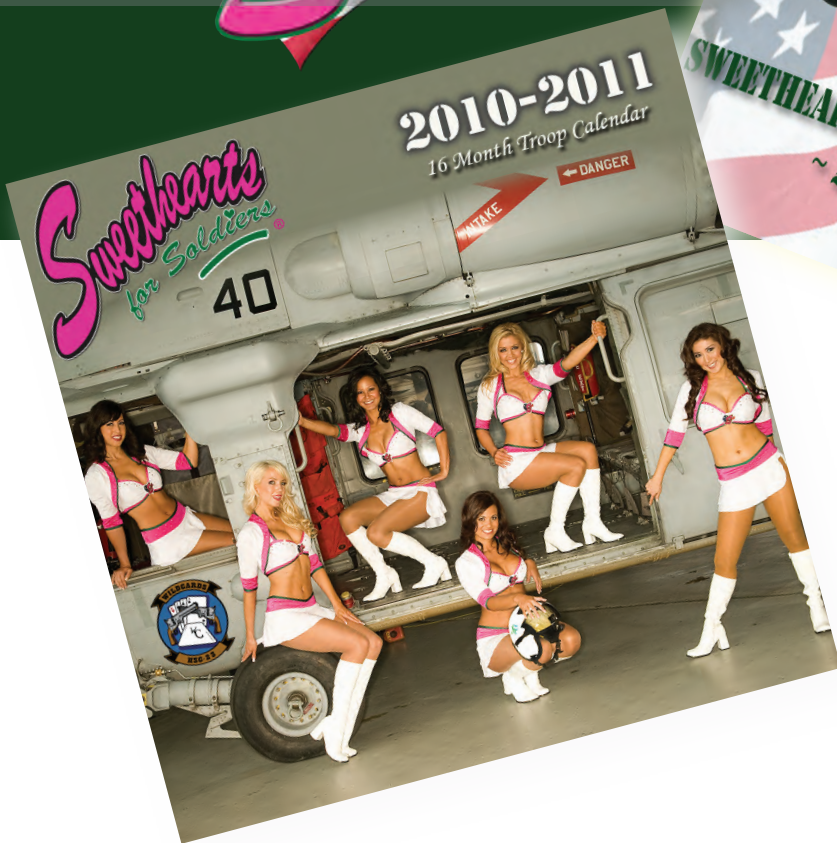


**Sweethearts  
for Soldiers**®

2012 Anniversary  
Troop Calendar  
Supportership



Be apart of our  
5th Anniversary  
Edition  
Support YOUR Troops!



# About Us!



## History

Sweethearts for Soldiers (SFS) is a volunteer-led 501(c)(3) non-profit organization producing an annual troop charity calendar, Sweet 'n Your Day Gift Baskets to female troops, boosting morale stateside and overseas with appearances and their variety tours to men and women of the United States Army, Marines, Navy, Air Force, Coast Guard.

Founded by two former NFL cheerleaders Bari Yonkers and Tonya Helman in 2006, they wanted to give other former professional cheerleaders a unique way to continue their support for the troops, from the sidelines to the frontlines. In 2009 the concept to provide Military Youth Cheer Clinics on tour was conceived and put into action. The Sweethearts are continually giving back to those who fight for their country on a daily basis.

To date the Sweethearts have been on 2 tours overseas to Kuwait, Iraq, Qatar and Afghanistan. Since 2007 over 20,000 calendars have been sent to deployed troops overseas and stateside, 18 Female Troop Gift Baskets given, hosted 4 Military Youth Cheer Clinics and participated in over 50 events nationwide.

Building off of the success and positive reception of these events, SFS was formally incorporated as a California nonprofit public benefit corporation in August 2009 in order to reach broader military audiences, attract new sources of funding and continue to further its mission: to help raise morale and bring a touch of home to the brave men and women fighting for our freedoms. Tax ID # 26-4811927

## Troop Messages

"I love the idea of you gorgeous lovely ladies having a challenge coin. It is amazing how much support and love you give to the men and women of the military. Thank you and all the other beauties of Sweethearts for soldiers".

-Senior Airman  
Kevin Crabtree

"Thank You so much for taking the time to send the pictures! I love 'em! The girls also enjoyed their little gift bags, we don't get a lot of girly stuff here".

-Thank You  
1SG Heather Smith  
Life Support NCOIC  
COB Speicher, Iraq

"All I can say right now is HOLY COW! My guys LOVE the calendars that you sent. I just got them about an hour ago, and they are going like wildfire! The guys are LITERALLY going crazy, and they love these calendars".

- Very respectfully,  
SGT Holm

"I received your package today!!! I was the most popular person in the office. There were a lot of people that wanted to hear how we met and why you would be sending me the package. I told them what the "Sweethearts" do for our deployed Soldiers and they all wanted me to send you a huge "Thanks".

- Sincerely and respectfully,  
Kevin Yates

## Support Our Troops Today

Dear Military Supporter,

Imagine you are a soldier on your 3rd, 4th or even 5th deployment overseas since the start of the war. You are tired, miss your friends and family and feel like the days are dragging on and on. But then, the mail comes. You receive a package from an Organization called Sweethearts for Soldiers. "What could this be?" you wonder. To your surprise you open the box to find calendars full of beautiful American women smiling back at you. You look through the months and notice the companies and individuals who have supported the calendar. Some who you have heard of, and some you will soon be checking out and you are grateful for their support. Your mundane day has been totally turned around from the kindness of your fellow Americans.

This is the reality that we here at the Sweethearts for Soldiers Organization have seen firsthand. We have seen the bored, tired soldiers who feel forgotten about back home. We know what a simple gesture such as a calendar produced specifically for them can do to lift up their morale and bring a smile and perk to their step every day throughout the year.

We are asking for your support in producing our 5th anniversary troop support charity calendar. Supportership of our 2012 12 month calendar is an inexpensive way to show your companies or personal support of our troops and advertise in a unique and exciting way. The Sweethearts for Soldiers Organization is a 501 (c)(3) federally recognized public charity which makes your sponsorship available for a tax deduction. (Consult a tax advisor for all tax related questions). Please take a moment to review the sponsorship opportunities below, thank you!



### **Our supportorship packages include the following:**

#### **Full month Supporter (\$250)**

- Will send Aprox 400 calendars to service members
- 20 calendars for personal distribution \$400 value
- Your company logo and link on selected month and website calendar page

#### **Half month Supporter (\$125)**

- Will send Aprox 200 calendars to service members
- 10 calendars for personal distribution \$125 value
- Your company logo and link on selected month and website calendar page

#### **Individual Supporter (\$25)**

- Will send Aprox 5 calendars to service members
- Receive 1 calendar
- Your name on the personal support page of the calendar