



Beyond the Yellow Ribbon

Deployment Cycle Support Fact Sheet

Sep 16, 2011

Beyond the Yellow Ribbon is a comprehensive program that creates awareness for the purpose of connecting Servicemembers and their families with community support, training, services and resources.

We do this by:

1. Creating awareness through the Yellow Ribbon Community Campaign and synchronizing sustainable community support networks.
2. Connecting and coordinating organizations, agencies, and companies to provide resources and support to Servicemembers and their families.
3. Delivering a series of formal Yellow Ribbon Training events to Servicemembers and their families before, during and after deployment.
4. Providing an opportunity for Minnesotans to support Servicemembers and their families.

Beyond the Yellow Ribbon is united to bring Servicemembers all the way home.

The Yellow Ribbon Community Campaign is made up of the Beyond the Yellow Ribbon Network and the Yellow Ribbon Recognition Program.

- Beyond the Yellow Ribbon Network: Sustainable relationship between military personnel and key community leaders, resource providers and volunteers within defined areas throughout the community that provide locally accessible resources that meet baseline needs.
- Yellow Ribbon Recognition Program: Governor's recognition program to recognize communities who create action plans, throughout defined areas within the community, which demonstrate sustainable commitment to Servicemembers and Military Family Members.
 - Yellow Ribbon outreach is designed to increase the awareness of the challenges Servicemembers and especially, families face as a result of the deployments. Minnesota does not have a large military presence and the facilities and services that are available on active duty installations are not available to our veterans.

- To meet the needs of Servicemembers and families, many communities are organizing their efforts.
- A common theme is that Minnesotans want to support the troops but don't know how. The Yellow Ribbon Outreach creates awareness and creates a network of support within the community. In so doing, all Minnesotans have the opportunity to serve.
- The gateway to find your local Yellow Ribbon Network is through a Family Assistance Center. All location information is at: <http://www.btyr.org/family-assistance-centers>
- After September 16, 2011, 95 entities will have been proclaimed Yellow Ribbon individually or as a group. Included in that total are: 71 cities, 15 companies, and 8 counties.
- December 2008 Farmington became Minnesota's first Yellow Ribbon City.
- Marvin Windows and Target Corporation became Minnesota's first Yellow Ribbon Corporations in June, 2009, 3M became a Yellow Ribbon Corporation in September, 2009.
- On January 5, 2010 -13 more entities became Yellow Ribbon...
 - Yellow Ribbon Cities: Hugo, Stillwater, Woodbury.
 - Yellow Ribbon Counties: Washington, Isanti.
 - Yellow Ribbon Churches: North Heights Lutheran Church, Arden Hills; St. John Neumann, Eagan.
 - Yellow Ribbon Companies: Cub, Stillwater; Disabled Veterans Rest Camp of Washington County, Hugo; Baskfield and Associates, Rogers; Faelon Partners LTD/ Today's Business Radio LLC, Golden Valley; Minnesota State Colleges and Universities, headquartered in St. Paul and on 32 public colleges and universities on 54 campuses across Minnesota.
 - Yellow Ribbon Campus: Rasmussen College.
- July 2010, in a private Welcome Home Ceremony, Montevideo was proclaimed.

– On September 22, 2010 -18 more proclamations representing 35 entities.

-Yellow Ribbon Cities: Community partnership of Bayport, Bayport Township, Oak Park Heights, and West Lakeland Township; Central MN Consortium (Cold Spring, Richmond, Rockville, Sartell, Sauk Rapids, St. Augusta, St. Cloud, St. Joseph, and Waite Park); Crookston; Duluth; Hastings; Lake Elmo; Lakeville; Mahtomedi; Spring Lake Park; South St. Paul; Willmar.

-Yellow Ribbon Counties: Brown County; Southeast MN (Olmsted Co. and Rochester)

-Yellow Ribbon Companies: Capella University; Dakota County Technical College; Globe University/ MN School of Business; Rochester Community and Technical College; St. Cloud State University

– On August 23, 2011, eight more proclamations representing 13 entities.

-Yellow Ribbon Cities: Cottage Grove, Eagan, Inver Grove Heights, Lower St Croix Valley (Afton, Lakeland, Lakeland Shores, Lake St. Croix Beach, St. Mary's Point), Rosemount, Richfield, Plymouth

- Yellow Ribbon Company: Inver Hills Community College

– On August 31, 2011, three more proclamations representing 9 entities.

-Yellow Ribbon Cities: Albert Lea, Owatonna and Winona Region (Goodview, Lewiston, Minnesota City, Rollingstone, St. Charles, Utica, Winona and Winona County)

– On September 11, 2011 the city of Marshall are proclaimed a Yellow Ribbon City.

– On September 16, 2011 the Counties of Jackson, Martin and Watonwan, and all the cities within them are proclaimed Yellow Ribbon. Cities include: Jackson Co.; Alpha, Jackson, Heron Lake, Lakefield, Okabena and Wilder. Martin Co.; Ceylon, Dunnell, Fairmont, Granada, Northrop, Ormsby, Sherburn, Trimont, Truman and Welcome. Watonwan Co; Butterfield, Darfur, St. James, La Salle, Lewisville, Madelia and Odin

– Metropolitan Council proclaimed Yellow Ribbon Company on Nov. 9, 2011 at their council meeting.

– Dozens of Communities are working towards becoming Yellow Ribbon

The Beyond the Yellow Ribbon Wellness – readily available, confidential resources for service members and families.

- Programs under the umbrella include; Family Assistance Centers, Military Family Care Initiative, MN National Guard Youth Programs, Operation Military Kids, Military Family Life Counselors, Military One Source, Transition Assistant Advisors, Medical Transition Assistant Coordinator, the American Red Cross, Employer Support of the Guard and Reserve, Strong Bonds Enrichment Retreats, State Family Programs and unit Family Readiness Support Assistants.
- Other resources provided include; community outreach, building employment partnerships, education for service members on employment tactics and opportunities, information on benefits like education and grants, connection to military family events and outings.

Yellow Ribbon Training Servicemembers and Families

- Minnesota initiated the Yellow Ribbon Reintegration events based on MG Larry Shellito's vision that this generation of veterans should be treated with respect and have resources available to assist them in their transition from war to a civilian life and career. This vision was the inspiration for the national law. Minnesota has developed a comprehensive program which addresses the needs of service members and families before, during and after deployments.
- We welcome Service Members and families from all components to participate in our events.
 - Training includes; Family Preparation Academies, Family Reintegration Academies, Initial Reintegration for service members, 30-day and 60-day Reintegration for service members and families, and 90-day and, new in Oct. 2009 - one year training for service members.

Information is available at www.BeyondTheYellowRibbon.org or by calling 651-282-3825.



Beyond the Yellow Ribbon

Q & A that come into DCS

Oct 27, 2011 last updated

Q: I want the address of a Servicemember to send a care package to?

A: We cannot give out names/ addresses of Minnesota Servicemembers at home or deployed. If you'd like to support the troops, go to www.BeyondTheYellowRibbon.org, and click on the Make a Difference banner on the home page. Click the flyer to get several ideas of how you can help military families here in Minnesota, as well as those deployed.

Q: How can I support the deployed troops?

A: Ask a Servicemember what he/she needs while deployed, they'll tell you take care of my family. Go to www.BeyondTheYellowRibbon.org, and click on the Make a Difference banner on the home page. Click the flyer to get several ideas of how you can help military families here in Minnesota, as well as those deployed. You can also contact your local Family Assistance Center to get networked with your local Yellow Ribbon network.

Q: How do I learn about events & deals for military families?

A: Go to www.BeyondTheYellowRibbon.org and click on the big yellow "join our mailing list" button. Sign up to receive updates on events & deals, and mid week, each week you'll be emailed what is coming up for military families that weekend. To see a complete list of all events & deals schedule for the next several months visit: www.BeyondTheYellowRibbon.org/events-a-deals.

Q: Can I place an event or deal on the events & deals page?

A: If your event or deal is for military families or veterans, and is for a specific date or time frame, email a flyer or website link with all the details and contact information to patrick.loch@us.army.mil or dajon.schafer@us.army.mil. If your discount is general, and long lasting (for example 10% off all tickets all year), register your discount on the Military Family Care Initiative website. Go to www.BeyondTheYellowRibbon.org and click on the Military Family Care Initiative on the home page.

Q: How can I volunteer my services?

A: Go to www.BeyondTheYellowRibbon.org and you'll see the "Make a Difference" banner on the home page, click the flyer. The flyer will instruct you in signing up for the Military Family Care Initiative and how to let your area Family Assistance Center know that you are willing to volunteer.

Q: How can I find my local Yellow Ribbon Network?

A: Go to www.BeyondTheYellowRibbon.org and you'll see the "Join a Yellow Ribbon network in your area button." You can also contact your local Family Assistant Center, which will be well aware of networks as they emerge throughout the state.

Q: What is the Yellow Ribbon Community Campaign?

A: Yellow Ribbon Community Campaign is designed to increase the awareness of the challenges Servicemembers and families face as a result of deployments. The campaign calls for Counties, Cities and Companies to ask themselves, "What can I do to support military families in my immediate community?", and then to create a sustainable Action Plan. As Yellow Ribbon entities are proclaimed across the state, we are building 'Fort Minnesota'

By the end of the year more than one hundred entities will be proclaimed Yellow Ribbon, recognizing their support to Servicemembers and their families.

Q: How come I don't qualify for a deal on your events & deals page? Is Beyond the Yellow Ribbon just for Guard members?

A: While Beyond the Yellow Ribbon is funded primarily by the National Guard, BTYR is inclusive organization and works very hard to invite all branches to our reintegration events and share events and deals from hundreds of supporters for all military families in MN. Occasionally, some of the organizations that we share information on have their own set of eligibility criteria they need to follow.

Q: What is the timeline for the starting of BTYR?

A: 2005 – Adjutant General, Major General Larry Shellito says he doesn't want returning Guard Servicemembers to feel like he did coming home from Vietnam, hires Chaplain Morris.
2006 Jan- Reintegration events begin
2008 June– Minnesota is first state to sign "The Minnesota Military Family and Community Covenant"
2008 Dec – Farmington is proclaimed the first Yellow Ribbon City
2009 June – First Yellow Ribbon Companies are proclaimed

Q: I'm a veteran/ Servicemember looking for a job where do I start?

A: Start at the MN Workforce Center. Veterans have priority of service. There are resources available to help identify career goals, create resumes, and improve interview and network skills to prepare for employment. Visit www.positivelyminnesota.com to connect with your local MN Workforce Center.

In order to establish your goals and plans another initial step is to complete a GPS LifePlan. The MyMilitary GPS LifePlan helps veterans and Servicemembers set goals and design plans that will lead them to the success they desire. www.gpslifeplan.org/mnscumilitary

Both resources can be found at : www.BeyondTheYellowribbon.org/employment-search-programs.

Q: We'd like to hire a veteran, where do we get our job posting listed?

A: MinnesotaWorks.net and Employer Partnership of the Armed Forces are inclusive resources for employers and Servicemembers looking for new employment opportunities. You can link to them and other avenues that promote veteran employment at: www.BeyondTheYellowribbon.org/employment-search-programs.

MinnesotaWorks.net: A system operated by the Minnesota Department of Employment & Economic Development (DEED) for job seekers who want to connect. Veterans looking for jobs can post their resume for employers to review, and also browse upwards of 60,000 job openings listed by validated employers. Veterans can use MN Workforce Centers to get help with resume writing and networking. MN Workforce Centers - jim.finley@state.mn.us

Employer Partnership of the Armed Forces: Created to provide America's employers with a direct link to some of America's finest employees - Servicemembers and their

families. Through this partnership, Servicemembers can leverage their military training and experience for career opportunities in today's civilian job market with national, regional and local employer partners. Employer Partnership of the Armed Forces- renee.chase1@usar.army.mil

Q: I'd like to make a donation. Can I do this online?

A: Beyond the Yellow Ribbon is a government organization, we do not accept donations.

There are many nonprofits around the state that support our mission. I would recommended donating to any one of the fine organizations listed at: www.btyr.org/organizations-that-help

There are also several Yellow Ribbon networks that are established as 501C3 nonprofits in communities to include Washington Co. and the city of Hugo. You can link to them through our website: www.btyr.org/yellow-ribbon-community-campaign

Q: How can cities get signage for Yellow Ribbon events?

A: The YROC or local unit can request Yellow Ribbon banners through VIOS, (instructions in the community outreach folder on sharepoint). Make sure the art is 'generic' enough to use for more than one event.

Each FAC has a community kit that is available for events. It includes a table cloth and 3 event banners that pitch YRRP & FACs.

There is also one 10' x 15' BTYR canopy tent that will be available for checkout from DCS supply.

If you want to purchase your own things recommend there are a couple resources that DCS has used www.BeyondTheYellowRibbon.org/yellow-ribbon-community-campaign

Q: What is TAG's intent with Beyond the Yellow Ribbon ?

A: Beyond the Yellow Ribbon is one of the Adjutant General's top six priorities. The ultimate objective of Beyond the Yellow Ribbon is to improve the wellness and resiliency of service members, their employers and military family members. We will do this by building and maintaining partnerships with civilian and governmental agencies and leveraging those relationships in providing the best service, training and support to our service members and military families. Finally, we will increase the military service member and their family's awareness of Federal, State and local resources available to them during periods of deployment and reintegration.