

“As one of the NATION'S FINEST, you undertook the most severe task one can be called upon to perform...We now look to you for leadership and example in further exalting our country in peace.”

– President Truman, in a 1946 letter to WWII veterans

Dear Butte County CoC,

I want to make sure you saw our announcement this morning that we're changing our name from Veterans Resource Centers of America to Nation's Finest. For your reference, I've attached a copy of the press release we distributed earlier today. I also encourage you to visit our new website — nationsfinest.org — where you can find FAQs and other key information.

This change is the result of a thorough, strategic review of our brand that began last year, and the fact that many veterans are struggling during COVID-19 only reinforced our decision to make the change now. It's critical that veterans and their families be able to locate the types of services we offer without having to wade through a crowded field of government and charitable organizations that often have confusing and overlapping brand identities.

The name Nation's Finest honors the service and sacrifice of our veterans and makes it easier for them and their families—as well as the volunteers, donors and community partners we depend on—to distinguish us from the thousands of other U.S. nonprofit organizations providing services to the veteran community.

We value our relationship with you and ask that you please update our business profile in your records. To assist you in doing so, please keep the following in mind:

- Our new logo is available to [download](#) on our website in a variety of formats.
- The domain name in our email address has changed from @vetsresource.org to @nationsfinest.org. However, emails sent to an @vetsresource.org address will be automatically forwarded for the next several months to allow for a transition period.
- Our local address and phone numbers have not changed. We're still located at 110 Amber Grove Drive; Suite 114 and you can still contact me directly at 530-262-4206. You can also continue to dial our local office's main line at 530-809-2831.
- Our corporate HQ can now be reached by dialing 1-833-GOT-YOR6 (468-9676).

Rest assured: although our name and brand identity are changing, our mission, the services we provide to veterans and their families, and the way we interact with you and other members of the community are not. For nearly 50 years, we've helped set the standard for community-based support for veterans and their families. We look forward to another 50 years of dedicated service as Nation's Finest.

If you have any questions or need additional information, please don't hesitate to contact me directly.

Regards,
Melissa Frohrip
Site Director
Nation's Finest - Chico

**"No President can easily commit our sons and daughters to war. They are the NATION'S
FINEST."**

- President George H.W. Bush, announcing the start of Operation Desert Storm in 1991