



THE VAPE A VET PROJECT

A REQUEST FOR FUNDING

The Vape a Vet Project
Helping Veterans Conquer Tobacco
3201 N. 16th St., Suite 15
Phoenix, AZ 85016
480-269-6076
www.vapeavet.org

EXECUTIVE SUMMARY

Few organizations can have such a significant impact as the Vape a Vet Project, as we directly and profoundly support our military community by providing to them what we have found to be a significant and healthy lifestyle change.

Our work at The Vape a Vet Project (a 501(c)(3) non-profit charity that provides free electronic cigarette starter kits to any active duty or former service member who is a current tobacco user) is relentless and thriving. With the support of our community, we are helping to combat the high smoking rate we see with our veterans. The most recent data shows that nearly one-half (50%) of all veterans are tobacco users⁽¹⁾. This is over twice as high as the general population of the United States, which hovers around 19%. With the support of our community, we are helping to combat the high smoking rate we see with our veterans.

The Vape a Vet Project have shown over 87% of service members who chose to use the device to transition away from combustible tobacco were able to do so successfully.

THE REQUEST

The Global Forum on Nicotine will be held this year June 17-18, 2016 in Warsaw, Poland. This conference will focus on providing a transparent climate to openly discuss evidence, accountability and transparency regarding science and policy. Politicians, regulators, researchers, public health professionals, consumers and advocates will all be in attendance and it will provide a one-of-a-kind opportunity to gain first-hand knowledge to help increase awareness and help improve Vape a Vet's effectiveness as an advocate for the industry. We can all agree that having a well-informed advocate benefits us all, which is why we are asking for funding so Will Cohen can attend this year's conference.

Will Cohen's dedication to the industry has been proven many times. He has spoken at OMB and has testified in front of both The House and Senate committees at both the State and Federal Level regarding electronic cigarettes and our success rate with assisting our Military in making the transition from traditional smoking. This conference will help improve his effectiveness in this area. Being well informed of new information, research studies and political opinions is crucial in this industry. This is a once-in-a-lifetime opportunity to be gain experience and knowledge in speaking with professionals regarding the scientific aspects of the industry. By becoming more familiar with these concepts, Mr. Cohen can become more comfortable speaking on these topics and become an even more formidable opponent in the political arena.

We also believe the networking opportunities at this conference will be imperative in the upcoming months as we all fight to keep the industry moving forward.

Our request for funding is simple, secure and will only be used for this specific purpose. A minimum donation of flight travel and hotel accommodations* for Will Cohen would substantially support our efforts. Any donation (which is fully tax-deductible), would be greatly appreciated.

Expenses breakdown:

- Estimated cost for airfare: United Airlines: \$2400.00*
- Registration: \$242.00
- Hotel: \$452.00
 - o June 16-18 - \$286.00 or \$143.00 per night
 - o June 18-20 \$166 or \$83.00 per night
- Total requested amount: \$3100.00*

Additionally, we would use our social media reach (up to 10k individuals) to publicly thank your business/establishment for supporting us. Any and all donations would be helpful in covering the expense of this opportunity and we will endeavor to insure that your support will not go unnoticed. Thank you for your consideration in this noble cause. Please make your 100% tax-deductible donation by contacting Susan Mellott via phone (480)-250-7115 or email Susan@vapeavet.org. You can also send your donation via mail to:

Re: Will Cohen – Global Forum on Nicotine Travel Request
The Vape a Vet Project
3201 N. 16th Street, Suite 15
Phoenix, AZ 85016

*Estimated cost of travel / room and board at the time of the writing of this letter. Please contact us prior to donation for a more accurate cost breakdown.

References:

1. Department of Defense, 2011 Health Related Behaviors Survey of Active Duty Military Personnel, <http://prevent.org//data/files/actiontoquit/final%202011%20hrb%20active%20duty%20survey%20report-release.pdf>, February 2013