



MISSION 75 PRESENTATION

Wednesday, August 12, 2026

11:00am - 12:30pm

Presented by:
Tom Burke

I introduced what I call Mission 75 or (Veterans Victory Alliance) to the Conference of State Council Presidents and the Board of Directors at the April Board of Directors meeting. The name above has been suggested as another name for the project. I put it out there for reference. However, it was my attempt to provide the membership what they have been asking for over the last several years. That being, moving forward, first, how do we keep our name? Second, how do we go past the March 1, 2028, date, which everyone viewed as a drop-dead date for VVA? Well, I simply don't see it that way. The date became a planning date, because without one you cannot plan for anything, going away, or staying around. In this case, I believe that we may have hit upon something that will work for both. Mission 75 will be a division of VVA, a visible promise that the mission will be protected and carried forward with honor and discipline. It may stand as a promise made visible -- that the work begun by Vietnam veterans so long ago will endure beyond time, safeguarded by those who followed us and bided by the principles that founded our organization.

Purpose and Strategic Imperative

Vietnam Veterans of America (VVA) was founded to correct abandonment and to ensure that veterans were never again left behind or turned against one another. Today, VVA faces a different challenge — not of relevance or mission, but of time. Demographics alone demand responsible planning. Mission 75 ensures the mission, authority, and legacy of VVA will endure without disruption.

Not a Merger, Not an Acquisition, Not a Takeover

The Mission 75 initiative is not a merger, acquisition, or consolidation. It is a long-term, phased transfer of operational capacity and institutional knowledge. Vietnam veterans retain leadership authority for as long as any are willing and able to serve. This transition is measured in years, not moments, and is designed to be calm, respectful, and controlled.

Training Future Generations of Leadership

Mission 75 creates a structured environment to train and prepare future generations of veterans to assume increasing responsibility within VVA. Rather than abrupt succession, it allows veterans to ease into advocacy, governance support, and leadership roles under the mentorship and stewardship of Vietnam veterans, preserving institutional memory and culture.

★ Growing Membership Without Diluting Identity

Mission 75 provides a pathway to grow membership by welcoming veterans who served after 1975 into a non-judgmental community focused on service and advocacy rather than so-called era or that of combat distinctions. This expands VVA's reach and relevance while keeping Vietnam veterans at the center of authority and identity. This expansion also allows VVA to remain a totally veteran organization.

Operating within the existing 501 (C) 19 and Congressional Charter

This plan operates fully within the existing 501 (C) 19 status and Congressional Charter. It does not require a full charter rewrite or organizational reform. Only minimal technical adjustments — such as name continuity provisions -- would ever be required and only at the point when no Vietnam veteran remains eligible to serve in National Leadership.

Preserving the Strength of the 501 (C) 19 Model

Maintaining 501 (C) 19 status preserves VVA's unique strength as a veteran's service organization, including its advocacy authority, identity, and Congressional recognition. Transitioning to a 501 (C) 3 would forfeit the hard - won status — something VVA fought decades to achieve and must protect.

★ Clarifying the role of AVVA (501) (C) 3

The Associates of Vietnam Veterans of America (AVVA) properly operates as a 501 (C) 3 and remains a critical partner of VVA. AVVA can continue to grow in its associate and charitable role, and if they wish, can become one of VVA's major fundraising entities. AVVA's role, however, cannot inherit or transfer the Congressional Charter, which was established by Congress. Mission 75, operating under the VVA umbrella, is the only lawful and practical continuity path.

Charter Continuity and Legal Reality

Under Congressional charter law, the charter cannot be transferred to a 501 (C) 3. Mission 75, as a National Division within VVA's existing structure, allows for seamless continuity when the time comes, without legal risk or loss of standing.

Permanent Stewardship of VVA's Legacy

Mission 75 is designed to be the caretaker of all VVA history, titles, names, copyrights, trademarks, wordmarks, and symbols. This guarantees the perpetual existence of Vietnam Veterans of America -- not just as a memory, but a living institution.

★ A Mission With no Expiration Date

This plan declares unequivocally that VVA's mission has no expiration date. It ensures future generations of veterans do not abandon or work against one another. Instead, we stand together on the same principle that founded VVA. "NEVER AGAIN SHALL ONE GENERATION OF VETERANS ABANDON ANOTHER.
"Generational Brothers forever"

Questions:

Q. What happens when no Vietnam Veteran can serve in national leadership?

A: Only then would Mission 75 step in as the continuation of force, through minimal technical changes in our constitution and by-laws, that preserve everything that VVA stands for.

Q. What happens to VVA's history, name, and symbols?

A: They are permanently protected. Mission 75 is charged with stewardship of all VVA history, trademarks, copyrights, and symbols.

Q. If Mission 75 is adopted; how would we recruit new members?

A: Over the last several years, Iraq, Afghan, and Gulf War veterans have consistently come to VVA's VSO's for claims work. These veterans have no organized group to represent them before the VA. VVA has brought onboard consultants rendering services for these veterans. IAVA is a lobbying group in D.C., that has no membership of Iraq or Afghan veterans at all. We have been successfully handling these veteran claims and critical issues for some time.

This has resulted in consistent relationships with these veterans built over time. We have had many of these veterans say they would join VVA without hesitation if we opened up VVA membership to other veteran groups. Allowing this would also keep us a 100% veteran organization.

Having said that, I would plan on developing tiered membership dues for these groups of veterans to help reestablish direct income and sustain that which was lost when we went to life membership dues at \$50 per head.

Q. Why would different generations of veterans want to be part of VVA?

A. VVA has status in Congress because of our Congressional charter. Congressional charters are no longer being issued. These veterans may wish to represent their own particular group within VVA, but they want to be part of our group that has Congressional status and because we have been and continue to process their claims and represent them before VA. These groups as a subset of us cannot get their own Congressional charter, but their status will be rock solid because they will remain with VVA.

Q. What principle guides this entire plan?

A: NEVER AGAIN WILL ONE GENERATION OF VETERANS ABANDON ANOTHER.

- ✱ Be aware, in order for this plan to have any chance of working, the members of VVA will need to change our Constitution to reflect and allow that we will open up our membership to new veteran members beyond 1975. Iraq, Afghanistan, Gulf War. These veterans are waiting to join us when we make this move.
