



Veteran Voices Collective

Creativity Heals — Protect, Promote, Preserve so Veterans Prosper

Presented to Enterprise Lions Club

IRS 501(c)(3) Approval | EIN: 39-4294292 | Effective Date: Sept 10, 2025

# Veteran Voices Collective

Creativity and Healing with art and creativity — Protect, Promote, Preserve



Presented by: Jennina Johansen & Nelden J. Herron

# Mission Statement

To Protect, Promote, Preserve — It's Our Honor. We amplify veteran voices through storytelling, creative expression, and community healing.

We want to celebrate veteran creative works now!





Slide 3: Meet Nelden J. Herron  
Vietnam combat veteran, poet,  
musician  
Author of Vietnam War Combat  
Poetry (Library of Congress)  
CEO: Vietnam Combat Music Arts  
& History Corporation  
President: Veteran Voices  
Collective  
Survivor of PTSD, raised on the  
railroad (108 schools), Elko mine  
worker, police officer

## Our Nonprofit in Action



Storytelling & spoken word



Music, dance, poetry tributes



YouTube & TikTok outreach



Parade floats & public events



Healing workshops



Placing Nelden's book in schools



## Creative Space Mobile Unit

Bringing Healing to Veterans — Wherever They Are

Mobile studio for storytelling, music, video

Reaches aging veterans in rural areas

Safe spaces for creative expression

Equipped for streaming, interviews, workshops

# Teaching Veterans to Earn from Creativity

We empower veterans to turn art into income:

 Podcast training

 Public speaking workshops

 Cell phone streaming (TikTok, YouTube Shorts, Facebook Live)

 Gaming & streaming (Twitch, Kick)

 Music distribution (DistroKid, Amazon, Spotify, Apple Music)

 Publishing (books, poetry, memoirs)

 Digital marketing & audience building

 Veterans are fairly compensated, protected, and heard.

## Streaming Revenue Potential

Viral video (10M views)  $\approx$  \$72,000 on YouTube

TikTok's Veteran Voices Initiative pledged \$10M to nonprofits

Royalties from Spotify, Apple Music, Amazon

Seasonal songs (e.g., Vietnam Christmas) generate recurring income



Insert screenshot of Nelden's YouTube or DistroKid dashboard

## Nelden's Book — Vietnam War Combat Poetry

Ways the book earns and inspires:

 Sales: Amazon, Barnes & Noble, nonprofit distribution

 Placement: public libraries & high schools

 Teaching tool: history, poetry, resilience

 Readings & performances

 Legacy project: preserving combat poetry for future generations

 Insert book cover image



## Our Impact

Featured at Chico Stand Down

Built a community of veteran creators

Launching screenplay & dance interpretation projects

Expanding outreach across Northern California

IRS-approved nonprofit: EIN 39-4294292

## How You Can Help

Spread the word about Nelden's book, music, streaming projects

Sponsor the mobile unit or creative gear

Invite us to speak or perform

Share our videos — help them go viral

Donate or connect us with veteran creators

“Creativity is our compass. Healing is our mission. Veterans are our voice.” Thank you for supporting Veteran Voices Collective. Together, we protect, promote, and preserve — so veterans prosper.

## Our Passion for Healing Veterans Through Story.

Whether it's on social media or showcasing your talent and/or creative works at a local farmers' market, we can help.

### Fair Publishing Agreements

We help veterans navigate publishing contracts to ensure they retain rights, receive royalties, and avoid exploitation. Whether self-publishing or working with a press, we advocate for transparency and fair compensation.

### Paid Speaking and Performance Opportunities

Veterans are invited to share their stories, poetry, music, or art at events, panels, and workshops—where they are compensated for their time and talent.

### Creative Licensing and Merchandising

We assist veterans in licensing their artwork, photography, or written content for use in merchandise, exhibitions, or media—ensuring they receive payment and retain creative control.

### Royalties and Sales Tracking Systems

We build royalty tracking templates and sales systems for veteran authors and artists, so they can monitor earnings from books, prints, or digital downloads with clarity and confidence.

### Grant-Funded Commissions

Through partnerships and grant-funded projects, we commission veterans to create original works—whether for public installations, educational materials, or commemorative media—and pay them directly for their contributions.

### Online Storefronts and Promotion

We help veterans set up online shops or feature their work through our platforms, providing marketing support and secure payment systems so they can earn income from their creative output.

