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TO: New York Department and Chapter Commanders and Adjutants
New York NSO Supervisor and NSO Assistant Supervisor

FROM: Barry A. Jesinoski, National Adjutant

DATE: June 1, 2026

SUBJECT: DAV “Pickup Please” clothing donation partnership expansion

I’m pleased to announce our partnership with M&M Thrift is expanding to your state on June 15, 2026. Our program will operate in the Staten Island area; see zip code pickup service area attached to this memo.

DAV has partnered with third party agency M&M Thrift, to operate a clothing donation program that collects soft goods like clothing and other miscellaneous household goods directly from the front porches of donors. M&M Thrift operates this program under the brand “Pickup Please.”

You may start to see “Pickup Please” marketing materials in the next several weeks. M&M Thrift oversees all expenses for marketing, including direct mail postcards, digital advertising, email and SMS campaigns.

DAV is the sole charity beneficiary in this market. M&M Thrift pays DAV for the items collected in all market pickups and remits the payments directly to DAV National Headquarters. Through the program, DAV departments will receive 25% of all net proceeds generated from the household goods donated in their state.

All items collected through Pickup Please are sold in Thrift Stores operated under the name “Red White and Blue Thrift”. Not all markets have stores. The Staten Island area does not currently have stores.

Departments are encouraged to become active participants in the program, promoting it in communities and through state and chapter-level communications channels. By simply referring interested donors in the service area to the webpage vetpickup.org, more funds can be made available to support veterans in your local communities.

Many of our local leaders have received calls from time to time from people interested in supporting our cause through this type of program. We hope this will be successful at multiple levels in helping us achieve our goal of keeping our promises to our nation’s veterans.

We’re grateful for all you’re doing and hope this will enable DAV to do even more.

A handwritten signature in black ink, appearing to read 'Barry A. Jesinoski', is written in a cursive style.

Barry A. Jesinoski
National Adjutant

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List of Zip Codes Pickup Please will be operating in Staten Island for the DAV program:

ZIP	Schedule
10301	PhaseA
10302	PhaseA
10303	PhaseA
10304	PhaseA
10305	PhaseA
10306	PhaseA
10307	PhaseA
10308	PhaseA
10309	PhaseA
10310	PhaseA
10312	PhaseA
10314	PhaseA