



VICTIMS ASSISTANCE OF AMERICA, INC.
Advocates for the Victims of Identity Theft

A 501 (C) (3) NON-PROFIT CORPORATION

Addressing:

- Identity Theft
- Malicious Identity Theft
- Terroristic Identity Assumption

**The Nation's only
National 501-c-3**

URL: <http://www.victimsassistanceofamerica.org>

Addressing:

-Identity Theft

- Aggravated ID Theft
- Malicious ID Theft, and
- Terroristic ID Assumption

Mission Statement

A 501(C)(3) Non-Profit dedicated to the advancement of national technological knowledge through the establishment of regional non-profit help agencies specifically for the victims of individual or corporate technological abuse.

Board of Directors

- Martha Steimel
President
- Ted Amshoff, Jr.
Attorney
- Dale Brannon
Benefit Series
Chairman
- Vineta Brannon
Grant Writer
Chairman
- Mona Cohn
Victims Advocate
- Annette Ray
Fund Raising
Chairman
- Ben Steimel
Committees
Chairman
- Dan Steimel
Vice President
- Jon Steimel
Treasurer
- Sheila Stoke
CPA
- Tom Strong
Investigator
- Susan Vonnahme
Secretary

Registered Agent

The Company Corp.
2711 Centerville Road
Wilmington, Delaware
19808
(302) 636-5440

Mailing Address

PO Box 270
Prospect, KY 40059—0270

Telephone

(502) 292-2456
(202) 213-2541

Letter to the Editor And to:

Mr. Bob Williamsted, CEO, Ken Stork, Executive
And Also to the Head of Marketing for CitiBank National

Thur., Dec 4, 2003

c/o CitiBank Executive Correspondence
PO Box 6500
Sioux Falls, SD 57117-6500

Dear All,

I would like to comment on your new line of CitiBank T.V. & Newspaper ads. You show an Identity Theft Victim on the screen in each commercial while simultaneously you play the voice of the victim's perpetrator.

In one (for instance) you show a picture of Victim "Jake B" while a female voice talks about the black leather bustier that she just *Had to Have* – and it didn't cost HER anything – so why NOT?!

It took me a few of your ads to understand the message and realize. . . that was the perpetrator laughing & talking about what they bought on the victim's credit. It appears to me to make fun of the victim. An Associated Press Article a few weeks back quoted the FTC: There are millions of victims now. I.D. Theft is the nation's #1 and fastest growing crime.

I imagine you are trying to sell your credit cards. After working for years to set up a national 501-c-3 nonprofit organization to help victims of this horrendous financial crime . . . and getting it to the point that (while working 15 hours per day, 7 days per week for the past 2 years straight), we (that's me and 53 volunteers all across the U.S.) were helping 1500 victims per day . . . only to be continually attacked by these perpetrators . . . impersonating me . . . hacking into our phones, our mail, our computers, our e-mail, our website, our fax lines, etc, etc, etc. . . we have been forced to temporarily shut down our help to victims programs and search out organizations such as yours that obviously have a budget for Identity Theft Issues. Because my own salary would come from our fund-raisers, and they have always taken a major hackers hit, I have been forced to finance the whole national operation (1500 victims per day) for 2 years now out of pocket with no source of income and can no longer continue in this venue.

I'd like to personally invite you to sponsor our VAA National Community Action Project. The project will be the first effort that I am aware of that will put in prevention measures all across the U.S. to begin to identify and stop these perpetrators. We could sure use some of your CLOUT. We could really use some of your marketing dollar. Why not cancel those commercials that glamorize the crime and make it look like fun to be able to have all of those "nicer" things . . . and NOT have to PAY for them?! . . . Especially right at Christmas time when these perpetrators will also want to buy some really nice gifts for their friends and family . . . and consider working with VAA instead?

Rather than "groom" future American I.D. Theft perpetrators with your marketing budget – for the same buck you can keep your name in the media (directly connected with Identity Theft – in a very GOOD way) and actually write off your marketing dollar. VAA is the nation's only national 501-c-3 nonprofit that helps the victim one on one. (We have finance backgrounds and help victims with their credit reports, give guidance with problems that crop up along the way, and help with the lock-down of the victims' credit against further attack.) VAA intends to take a major stand against these perpetrators as soon as we can find an organization such as yours that can protect our fledgling VAA and our huge national project while it is set up (again), announced, and run in the media for an estimated 9 to 12 months.

If you can't be a sponsor – possibly you will consider a venture capitalist position with us on this 100 million dollar fund raiser. We hope to fund the opening of 50 victim help agencies in 50 states immediately following this prevention project. If you can help VAA, we will make sure your name stays right in the forefront as our sponsor for the duration.

Whether you've been a victim yet or not: If you're reading this and you're not with CitiBank, but are as appalled as we are by those ads: please write to the above address & suggest to CitiBank that they instead use the "Goliath" marketing buck to *help* a victim by backing the new little "David": VAA. It's my thought *that* would sell more credit cards.

Thank you for your time today.

Most Sincerely,
Martha Steimel, President
Victims Assistance of America, Inc (VAA)
P.O. Box 270
Prospect, KY 40059-0270

For additional Information go to www.guidestar.org
Do a Search for VAA, then click on our name, then in the left hand column: click on Missions and Programs.

THANK YOU TO CBS, CRAIG T NELSON, AND THE DISTRICT FOR YOUR STAND AND CBS CARES. YOU'VE RUN IN AND PUT A "SAVE" ON THOSE COMMERCIALS AND ADD THE TOUCH OF CLASS THAT THEY TOTALLY MISSED THE MARK ON. PLEASE CONSIDER HELPING VAA IN OUR QUEST TO HELP THESE VICTIMS. THANK YOU FOR YOUR CONSIDERATION IN THIS GRAVE MATTER.