



Red Hook VFW Post 7765

**Location: 30 Elizabeth Street – Mailing Address: PO Box 293
Red Hook, NY 12571
845-758-6212**

Dear Esteemed Supporters of VFW Post 7765

In our continuous effort to enhance the management and efficiency of our operations, we adopted a new Point of Sale (POS) system in October 2023. This strategic move aimed to gain an insightful understanding of our bar operations, inventory management, and cost control mechanisms.

Following an exhaustive six-month review period, replete with thorough discussions and culminating in a democratic vote by the members of our post, we've decided to adjust our pricing, effective April 1, 2024. This decision was reached after carefully considering the costs of inventory, facility operation, and administrative expenses tied to our bar services. Our analysis revealed that the bar operations resulted in a financial shortfall for the post, with the losses accumulating significantly by the year's end. While our collective philosophy maintains that generating profit from the bar is not our priority, we must prevent any financial drain that detracts from our ability to support vital VFW initiatives through fundraising efforts.

It's noteworthy that our last substantial price adjustment occurred in 2018. Since then, the cumulative price index has surged by 24%, indicating that the cost of goods has significantly increased, impacting on the financial sustainability of our post. Despite these challenges, we assure you that our revised prices will remain considerably lower than retail market values, ensuring that our valued supporters continue enjoying our offerings' benefits at favorable rates.

We understand that price adjustments are seldom welcome, yet they are sometimes necessary to adapt to economic realities. This decision was made with a comprehensive analysis, reflecting our commitment to fairness and sustainability. We deeply value the support and understanding of our community and hope to continue receiving it as we navigate these changes.

Thank you for your unwavering support and understanding.
Sincerely,
VFW Post 7765