



Progress Report

2024



Introduction	04
Turning a Mission Into a Movement	05
Taking Action	11
The Power of Storytelling	15
Investing in Impact	20

Table of Contents

OUR RALLYING CRY



WE ARE TOLD TO STAND STRONG.

HOLD THE LINE.

NEVER SHOW WEAKNESS.

BUT HOLDING IT IN DOESN'T MEAN HOLDING IT TOGETHER.

ESPECIALLY WHEN MORE MEMBERS OF THE MILITARY ARE DYING

BY SUICIDE THAN IN COMBAT.

IT'S TIME TO FACE THE CHALLENGE.

FACE THE UNCERTAINTIES, ISOLATION, AND LONELINESS – TOGETHER.

BECAUSE IT'S NOT ABOUT KEEPING UP A GOOD "FACE."

IT'S ABOUT FACING THE STIGMA OF SUICIDE HEAD-ON.

WITH EYES, ARMS, AND HEARTS WIDE OPEN.

IT'S TIME TO



Welcome to the Fight.

FOR MORE THAN A CENTURY, USAA has remained committed to using our voice and resources to make a difference on the issues that matter most to the military community and their families. That is why — with our founding partners, Reach Resilience and the Humana Foundation, a growing coalition of more than 250 organizations and thousands of advocates — we have undertaken the critical work of veteran suicide prevention through Face the Fight.

In the pages that follow, you will see how our efforts are reaching those who need support and shifting the stigma around asking for help. In 2024, our coalition nearly doubled in size. Together, we have reached more than 355,000 veterans — and are now estimated to save 6,500 lives by 2032. This progress is only possible because each of us has chosen to commit to something larger than ourselves, in service of our nation’s heroes.

Thank you for your leadership, your advocacy and your partnership. I am proud to stand alongside you. And to those with whom we have not yet connected, we invite you to join us. We owe it to our military community to act with urgency and purpose — and be a force for change.

It will take all of us to continue making an impact.



JUAN C. ANDRADE
PRESIDENT & CEO, USAA



Two years ago, we set out to break the silence on veteran suicide and spark a movement. Today, because of you, Face the Fight is not just stronger — it’s saving lives.

Reach Resilience believes in turning awareness into action — investing in solutions that expand access to mental health support, financial security and crisis response for veterans, military families and other communities in need. Alongside USAA, the Humana Foundation and our growing coalition, we are driving real change.

Over the past year, Face the Fight has equipped communities across our nation with lifesaving tools, launched national awareness campaigns and brought together more partners than ever before. More than 30,000 people have been trained in evidence-informed suicide prevention interventions, helping to strengthen frontline response and community resilience across the country.

This is just the beginning. Your dedication fuels this movement, and together, we are proving that change is possible. Let’s keep pushing forward — let’s keep facing the fight.

SONYA MEDINA WILLIAMS
PRESIDENT & CEO, REACH RESILIENCE



JIM RECHTIN
PRESIDENT & CEO, HUMANA, INC. DIRECTOR, HUMANA FOUNDATION

Turning a Mission Into a Movement

Facing the Challenges Together

A YEAR IN REVIEW



Across the country, Americans support our nation's veterans through public and private-sector initiatives. Launched in June 2023, Face the Fight has jumped in to advocate for and drive purposeful change in the fight against veteran suicide. Through a multipronged approach including charitable giving, public education and contributions from a coalition of like-minded organizations, Face the Fight is making a marked difference. By deepening collaboration among different organizations, expanding frontline training and tools and fostering community-driven solutions to prevent veteran suicide, Face the Fight has grown into a dynamic force. With a team of more than 250 organizations in the Face the Fight coalition as of this year, our core belief is clear:

NO VETERAN SHOULD FACE LIFE'S CHALLENGES ALONE.

Most veterans are thriving and contributing meaningfully to their communities. But we know that even one life lost to suicide is too many. Our mission is bold but clear: **to greatly reduce veteran suicide** — and we're doing it by breaking stigma, raising awareness and equipping communities with the tools they need to take action.

TELLING OUR STORY FACE-TO-FACE

Based on scientific modeling conducted by UT Health San Antonio, Face the Fight's efforts are projected to save more than 6,500 veteran lives by 2032. But numbers alone don't provide a full picture — the true impact lives in the voices and communities that have been activated.

- ★ In partnership with the VA and Starbucks, Face the Fight helped drive over **20,000 pledges** during **Buddy Check Week**, reaching more than **200,000** in the **military/veteran community** with peer support.
- ★ During **Face the Fight Night at the Grand Ole Opry presented by Humana**, over 4,500 people came together to celebrate resilience and elevate veteran stories.
- ★ At the **National Organization of Black Law Enforcement Executives (NOBLE) Conference**, members of the law enforcement and first responder community recorded messages of hope for veterans through the Walmart-supported Encouragement Booth.





A COALITION EVOLVING FOR THE VETERANS WE SERVE

Face the Fight's mission is driven by collaboration, rooted in data and powered by a belief in what's possible. We're aligning efforts across national campaigns and driving action at every level to expand access to effective interventions. By supporting proven strategies and fostering cross-sector partnerships, we're empowering more people to take part in this mission and creating sustainable, community-driven solutions.

As we look to the year ahead, we will:

- Continue supporting what works
- Deepen our coalition's shared strategy
- Expand training and tools to the frontlines
- Amplify voices that can change hearts, minds — and outcomes

THIS IS MORE THAN A CAMPAIGN.
IT'S A MOVEMENT.
AND WE'RE JUST GETTING STARTED.

The Movement in Motion

A reminder of how far we’ve come — what began as a heartfelt, bold idea has grown into a national movement to help those who have served our country. From its initial launch to major philanthropic funding, partner activations and coalition-wide milestones, Face the Fight has turned momentum into measurable progress.

2022

UT Health San Antonio Joins USAA and the USAA Foundation, Inc.

for initial strategic planning and grants to support clinical suicide prevention efforts, laying the groundwork for what would become Face the Fight.

2023

Elizabeth Dole Foundation Joins as Strategic Partner

EDF contributes coalition-building expertise and helps shape early strategy and engagement efforts ahead of the official launch.

June 29, 2023

National Launch Event in Washington, D.C.

USAA, Reach Resilience, and the Humana Foundation formally launch Face the Fight, alongside 40 initial coalition members and 200 distinguished guests.

October 2023

First Round Face the Fight Grantees Delivered Outcomes

Five grantees impacted over 20,000 lives with evidence-informed interventions.

Second Round of Grantmaking

Fourteen nonprofits across the country receive funding to expand evidence-informed suicide prevention programs. The grants are now estimated to have impacted over 130,00 lives through evidence-informed suicide prevention programs.

2024

April 26, 2024

Awarded a third round of grants,

adding five additional nonprofits to the Face the Fight philanthropic portfolio.

Face the Fight Receives Benevity’s Bestie Award

Recognized for outstanding social impact and employee engagement.

May 23, 2024

Public Service Lifesaver Award

Former USAA President & CEO Wayne Peacock is honored by the American Foundation for Suicide Prevention for founding Face the Fight.

June 2024

Momentum Builds

- First annual Face the Fight report released.
- Face the Fight coalition grows to 175 for-profit, corporate, nonprofit and government members by its one-year anniversary.
- Official social media launch across platforms.

August 9–13, 2024

Encouragement Booth at the NOBLE Conference

In partnership with Walmart, Face the Fight hosts an activation where attendees record heartfelt messages to veterans — uniting law enforcement, nonprofits and community leaders.

September 2024

Fourth Round of Grantmaking Announced

As communities prepared for Veterans Suicide Awareness and Prevention Day, Face the Fight awarded grants to 23 organizations, implementing 27 projects nationwide.

September 10, 2024

Face the Fight Night at the Grand Ole Opry

Held on World Suicide Prevention Day and sponsored by Humana, this event brought together more than 4,500 people to celebrate resilience and hope.

September 30, 2024

USAA and Lockheed Martin partner

to produce Face the Fight Public Service Announcement that runs in national TV programming.

October 21–25, 2024

Buddy Check Week Activation With Starbucks

Face the Fight and Starbucks support the U.S. Department of Veterans Affairs Buddy Check Week, an annual, week-long observance that encourages veterans to connect with each other through peer-to-peer interactions. Starbucks donated 10,000 \$10 gift cards to the first 10,000 veterans registered, and with the support of this partnership, more than 200,000 veterans are checked on by a friend, peer or loved one.

2025

March 5–6, 2025

First In-Person Coalition Meeting

Held at USAA’s headquarters in San Antonio, over 200 people gathered for two days of discussing strategy, insights and ways to collaborate.

By the Numbers

Face the Fight's collective efforts have made significant strides in preventing veteran suicide and providing essential support to those in need.

Here's a snapshot of the measurable impact to date:

LIVES REACHED AND TRANSFORMED

355,000+

lives impacted through Face the Fight-funded programs

6,500

lives projected to be saved by 2032, per dynamic modeling

245,000+

veterans screened

40,000+

veterans received care

70,000+

lethal means safety conversations held

SUPPORT IN SOLUTIONS

\$25M+

in grants distributed

54

suicide prevention projects

COALITION MOMENTUM

250+

coalition members (growth of 100+ in the past year)

TRAINING AND CAPACITY-BUILDING

30,000+

people trained in evidence-informed suicide prevention interventions:

- Lethal Means Safety (LMS)
- Crisis Response Planning (CRP)
- Brief Cognitive Behavioral Therapy for Suicide Prevention (BCBT-SP)



"THE GREAT THING ABOUT THE FACE THE FIGHT COALITION IS THAT IT'S MORE THAN JUST A GROUP OF ORGANIZATIONS COMING TOGETHER. IT'S A MOVEMENT."

—

PHYLLIS WILSON
PRESIDENT, MILITARY WOMEN'S MEMORIAL

Taking Action

Dedicated to Growing the Movement

INTRODUCTION



As Face the Fight marks its two-year anniversary, the coalition has grown to more than 250 organizations, spanning corporations, foundations, nonprofits and government liaisons — all dedicated to tackling the veteran suicide crisis. With our teammates at the Elizabeth Dole Foundation, we’ve inspired companies and organizations to join the Face the Fight coalition, working together to nurture and elevate seeds of hope by lending their voices and collective resources to initiate change.

Face the Fight helps foster awareness, break stigmas and promote open conversations about veteran mental health. Thousands of individuals have received suicide prevention training, equipping them to recognize warning signs and provide critical support to veterans, military families, caregivers and survivors.

WORLD SUICIDE PREVENTION DAY: FACE THE FIGHT TAKES THE STAGE

On September 10, 2024, presenting partner Humana hosted Face the Fight Night at the Grand Ole Opry — a powerful event that brought veteran suicide prevention to center stage on one of country music’s most iconic backdrops. Over 4,500 people attended the event, which featured performances from artists including Trace Adkins, Craig Morgan and Coffey Anderson. The event garnered media coverage from the Nashville **Fox** affiliate and **Music Row**, a leading music publication, and a live interview with Coffey Anderson on the home of the Grand Ole Opry, **WSM Radio**, helping to amplify the message to an even broader audience.

While in Nashville, Face the Fight also convened a healthcare roundtable at Operation Stand Down Tennessee, an organization that engages, equips and empowers military veterans and their families through crisis, career and connection services. The event brought together Nashville healthcare leaders, veterans and caregiver survivors to explore collaborative strategies for prevention and care.

EXPANDING REACH DURING VA’S BUDDY CHECK WEEK

With support from Starbucks, Face the Fight activated a national effort to expand veteran peer-to-peer connection during the U.S. Department of Veterans Affairs’ Buddy Check Week. Starbucks donated 10,000 eGift Cards to encourage participation — rewarding the first 10,000 individuals who pledged to check in on 10 veterans. The campaign resulted in more than 20,000 veterans, spouses and caregivers registering, ultimately reaching over 200,000 lives.

To amplify the effort, Face the Fight developed a social media toolkit, equipping coalition partners with messages, graphics and calls to action that helped spread awareness and drive participation. Starbucks Military Family Stores (MFS) shared resources leading up to Veterans Day, and Starbucks served as the coffee provider for the VA’s Annual Buddy Check Summit. USAA’s Kendra Mathews spoke about Face the Fight at Starbucks headquarters in November for their annual Veterans Day event.



BUDDY CHECK WEEK

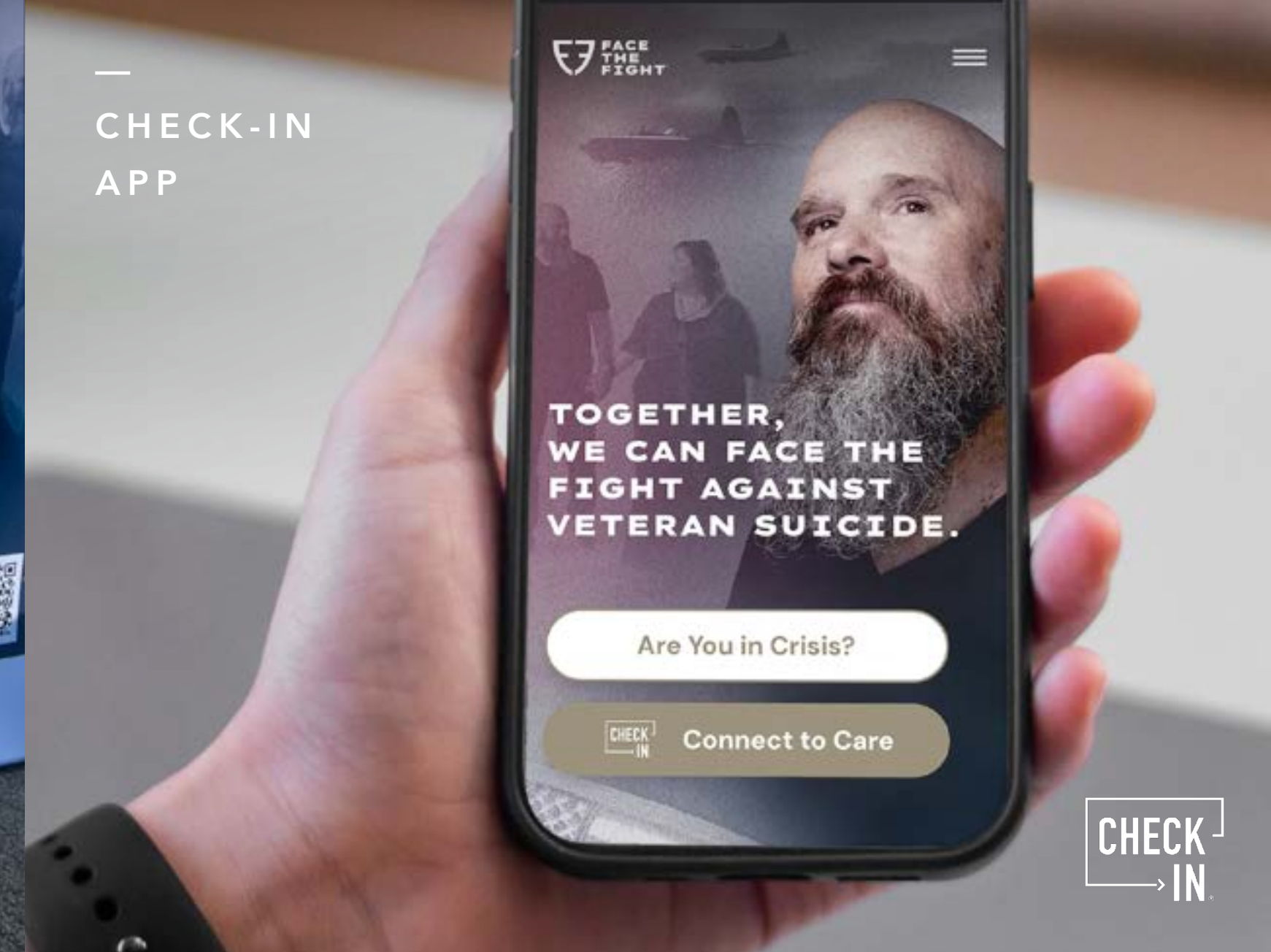


FIRST IN-PERSON
COALITION MEETING



WALMART ENCOURAGEMENT BOOTH

Walmart



CHECK-IN
APP

THE POWER OF COMING TOGETHER: A MILESTONE GATHERING

In March 2025, over 200 representatives from corporate, nonprofit and community partners convened at USAA's headquarters in San Antonio, Texas, for Face the Fight's first in-person coalition meeting. This capstone event reinforced our shared mission, strengthened relationships and sparked increased action to address the veteran suicide crisis.

During the meeting, scientific experts spoke about the latest evidence-informed innovations in preventing suicide, and participants engaged in collaborative problem-solving to help lay the groundwork for a three-year strategic plan. Participants left with new tools, actionable insights and a renewed sense of purpose to drive greater impact in their communities, reinvigorating their commitment.

ENCOURAGEMENT BOOTH: AMPLIFYING MESSAGES OF SUPPORT

With support from Walmart, Face the Fight launched the Encouragement Booth — an interactive experience where individuals could record uplifting personalized messages for veterans. First introduced at the National Organization of Black Law Enforcement Executives (NOBLE) Conference, the booth brought together law enforcement, nonprofits and community leaders. A companion fireside chat featuring Chief Rodney Bryant, past National President of NOBLE, and Dr. Katy Dondanville of UT Health San Antonio explored stigma and support in high-stress professions. More than 60 messages were collected and later shared through social channels.

Later in the year, the Encouragement Booth also traveled to NASCAR events and the Military Influencer Conference, helping amplify messages of care and connection.

CHECK-IN: EXPANDING ACCESS TO QUALITY CARE

In partnership with the Bush Institute, Face the Fight now features the Veteran Wellness Alliance's "Check-In" on its website — offering a personalized pathway to no-cost, high-quality mental and brain health support. The tool connects veterans, service members, families, caregivers and survivors to care ranging from preventative support to crisis intervention.

One veteran, facing PTSD, anxiety and depression, was connected to outpatient telehealth therapy through Check-In. With regular support, she gained the confidence to leave her home and reengage with her life. Face the Fight and the Bush Institute are making it easier for others to take that same first step by offering Check-In as a simple, accessible way to connect to care.



“BEING PART OF FACE THE FIGHT HAS BEEN PHENOMENAL FOR US — A TRUE GAME-CHANGER. IT BRINGS ME SO MUCH HOPE TO KNOW THERE ARE SO MANY GREAT PEOPLE AND ORGANIZATIONS WORKING ON THIS PROBLEM. IT’S AMPLIFYING OUR IMPACT IN WAYS I NEVER IMAGINED POSSIBLE.”

—

BETSEY MERCADO

EXECUTIVE DIRECTOR, OBJECTIVE ZERO
FOUNDATION (GRANTEE)

The Power of Storytelling

Amplifying Our Message

FOR TOO LONG, SILENCE HAS SURROUNDED SOME OF THE STRUGGLES VETERANS FACE AFTER SERVICE. THE STIGMA AROUND MENTAL HEALTH SPECIFICALLY HAS KEPT MANY FROM REACHING OUT — AND ULTIMATELY COST MANY LIVES.

Face the Fight is working to rewrite that story. Through targeted communications, campaigns and strategic media partnerships where we leveraged trusted voices within the space, we're replacing silence with support — and building a movement that shows that seeking help is a sign of strength.

Over the past year, we've launched a communications strategy that meets people where they are: at home watching election night coverage, scrolling social media, attending a country concert or competing in an online gaming tournament.

Each effort is a building block in a larger cultural shift — one that invites veterans, families and communities to talk openly, seek help and support one another.



NATIONAL PSA CAMPAIGN AND STRATEGIC MEDIA ENGAGEMENTS

In the fall of 2024, we crafted a Public Service Announcement focused on the power of connection and shared strength, showing that no one has to carry their burdens alone. It served as a loud, unmistakable signal: mental health matters, and help is available. This PSA illustrates the collaborative nature that Face the Fight brings to the table in tandem with valued partner organizations and trusted media outlets in order to call attention to the issue of veteran suicide.

We partnered with trusted media outlets and organizations relevant to our audiences to amplify our storytelling:

- **USAA & Lockheed Martin** partnered to fund, create and produce the PSA.
- **Fox and NBCUniversal/Comcast** broadcasted the Face the Fight PSA across their owned channels, including during major moments such as Fox’s election night coverage. NBCUniversal alone donated more than \$377,000 in airtime from October to December 2024.
- **Military Times & Defense News** supported paid and in-kind content, including blog posts, print ads and email campaigns spotlighting coalition impact and grantee stories to extend the PSA’s reach.
- **GovExec** published a national feature on Face the Fight as a model of public-private collaboration.
- **Fox 5 DC** (“The Final 5”), **NJ Spotlight News**, **KSNV Las Vegas**, **WBZ NewsRadio Boston** and **CBS** covered coalition milestones and aired PSAs.
- **Men’s Health Magazine** ran a feature on the shifting narrative around mental health and suicide prevention, referencing Face the Fight’s tone-setting work.
- **Wounded Warrior Project** distributed a veteran-focused PSA featuring tattoo artist Marz across their channels, expanding organic and email reach.

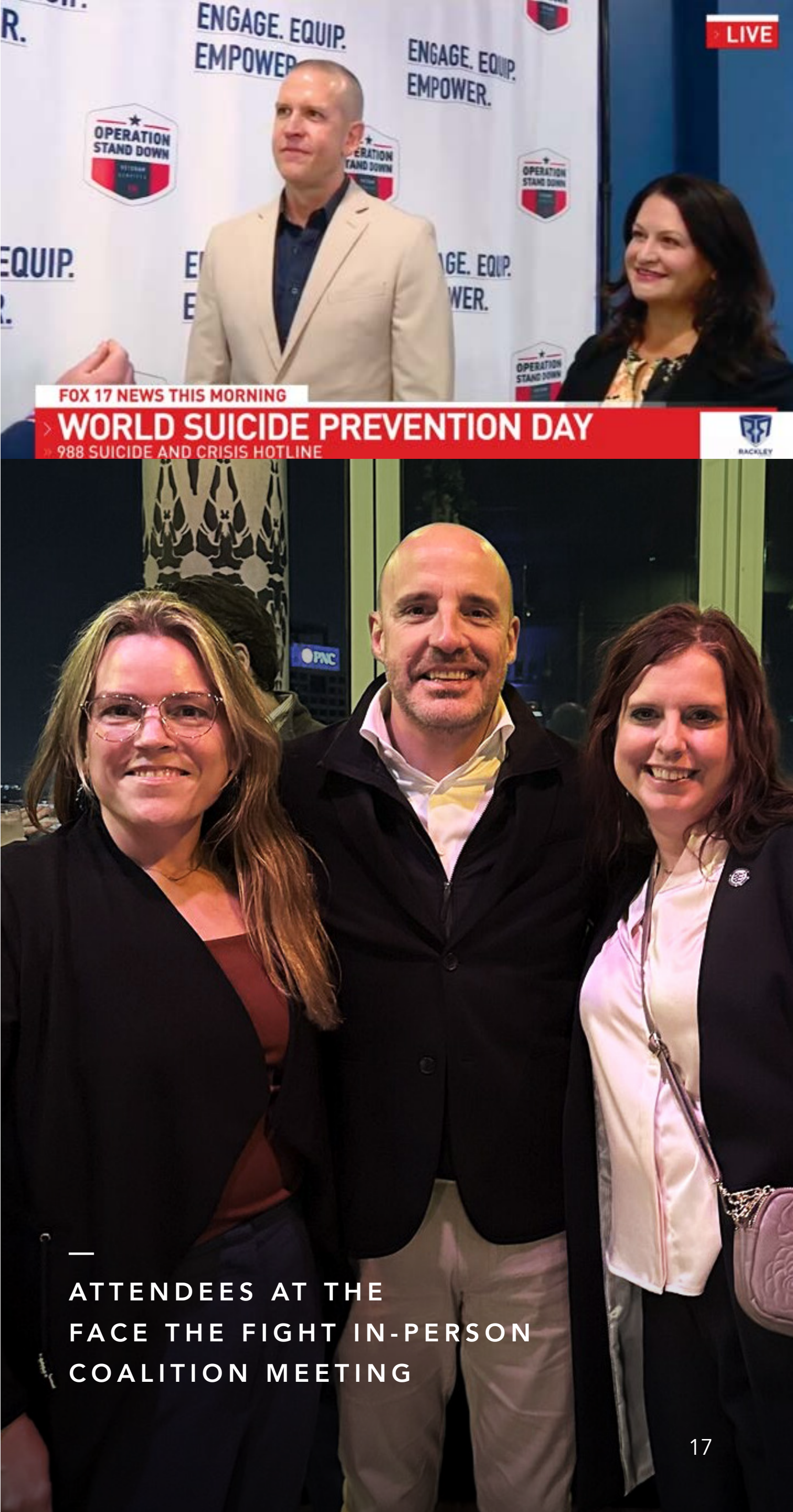
By amplifying our PSA using editorial stories, platforming authentic voices and partnering with established channels, we’ve communicated our message to millions.

MEETING AUDIENCES WHERE THEY ARE: DIGITAL & STREAMING CAMPAIGNS

Face the Fight expanded its presence across digital platforms to connect with new and diverse audiences:

- **Social Media Launch:** Official branded accounts launched on LinkedIn, X, Facebook and Instagram, creating year-round platforms for storytelling, partner amplification, and real-time engagement.
- **August Interactive’s Gamers & Guardians:** A streaming partnership reached more than 254,000 viewers during kickoff week, connecting veterans and families through online tournaments, Face the Fight messaging and the Check-In tool.
- **RallyPoint & VA Newsletters:** The Check-In tool and Face the Fight coalition stories were promoted through RallyPoint, a professional network serving the military and its veterans, and through blogs and shared in Department of Veterans Affairs newsletters reaching veteran audiences with trusted content.
- **Frontline:** Face the Fight’s monthly newsletter keeps thousands of coalition members and supporters informed and inspired, spotlighting activations, grantee work and public awareness campaign progress.
- **USAA:** USAA engaged with national media outlets to encourage the public to “Go Beyond Thanks” and engage in meaningful dialogue with veterans, including about challenges they might face. USAA also matched \$1,000,000 of donations to the Face the Fight Charitable Fund.

THE MOVEMENT IS GROWING BECAUSE THE MISSION MATTERS.
WE’RE NOT JUST CHANGING THE NARRATIVE — WE’RE REWRITING WHAT’S POSSIBLE.

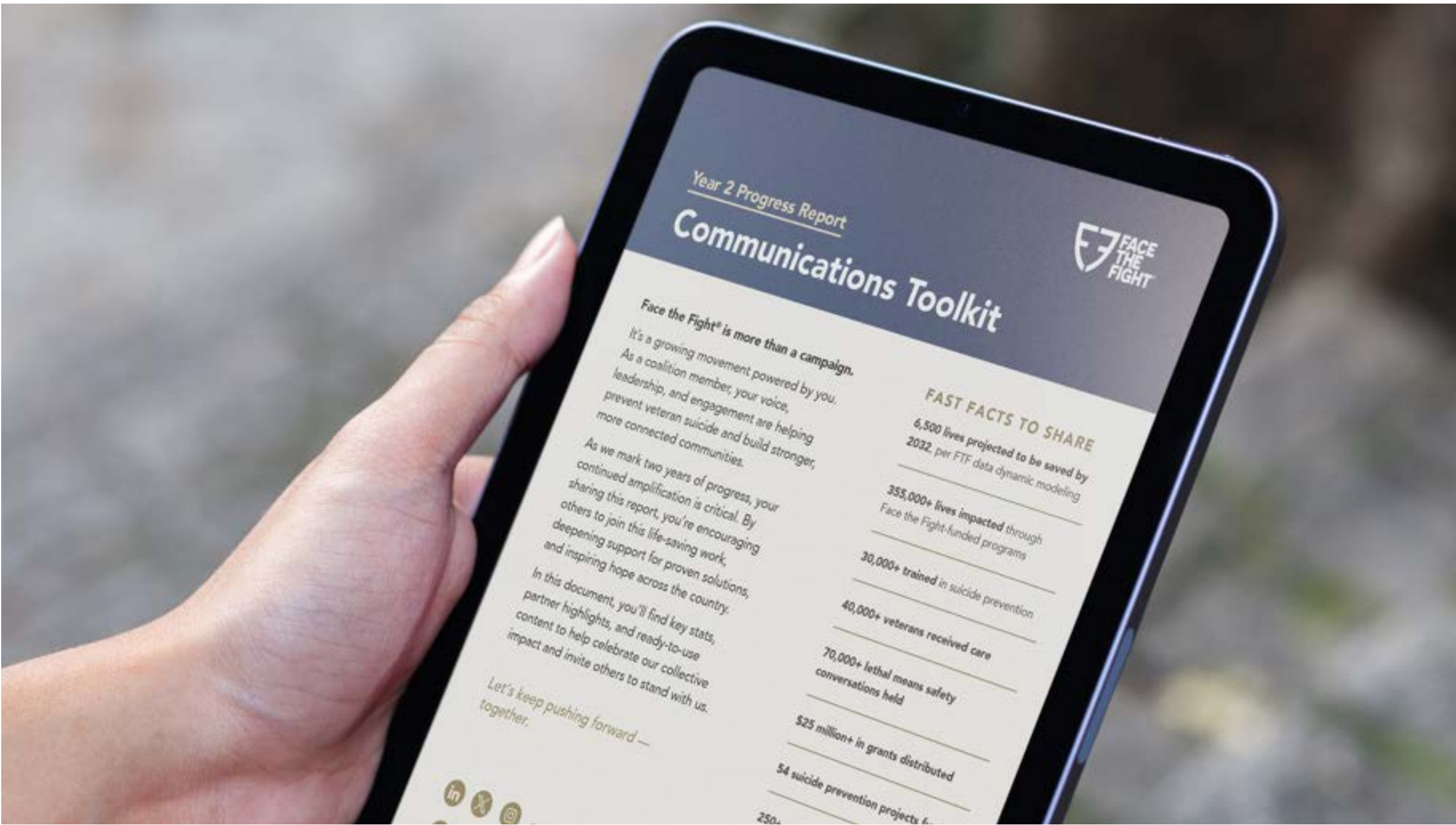


—
ATTENDEES AT THE
FACE THE FIGHT IN-PERSON
COALITION MEETING

STORYTELLING THAT CONNECTS: SUICIDE PREVENTION MONTH SOCIAL CAMPAIGN

During National Suicide Prevention Month in September 2024, we launched our first coalition-wide, social-first campaign, a coordinated effort that elevated the voices of more than 20 organizations from across the Face the Fight coalition.

- Veterans, advocates, clinicians and caregivers shared stigma-busting stories of strength, recovery and support in their social channels, which were also amplified across Face the Fight channels.
- Key resources like the **Nonprofit Engagement Guide** and **Social Media Toolkit** empowered coalition members to join the conversation and extend the campaign’s reach on their own platforms.
- Thousands of followers engaged with these messages, helping normalize conversations about mental health in homes, communities and workplaces across the country.



VOICES WHO INSPIRE

Trusted public figures lent their voices, their platforms, and their personal stories to help humanize the movement and reach new audiences:



CHEF ROBERT IRVINE
worked with Face the Fight to produce multiple PSAs that were broadcasted via social channels. The Robert Irvine Foundation also received a grant to support suicide prevention through wellness programs.



CRAIG MORGAN & COFFEY ANDERSON
brought the mission to the Grand Ole Opry stage, performing during Face the Fight Night and sharing their deep commitment to veteran well-being.



TUCKER WETMORE
courageously shared his own story of loss by suicide, helping others see that vulnerability is a strength, not a weakness.



ANTHONY SHOP
Chairman of the National Digital Roundtable, delivered a powerful keynote at the coalition meeting on the role of digital influence in culture change, inspiring coalition members to share their stories on social media.



PATRICK MURPHY
Chair of the Face the Fight Honorary Committee, participated in a media campaign telling the story of Face the Fight to Military Times, Fox News Channel and several local media across the country.

THESE LEADERS DIDN'T JUST RAISE AWARENESS — THEY HELPED SHIFT WHAT VETERAN MENTAL HEALTH LOOKS AND SOUNDS LIKE IN OUR COMMUNITIES.

"FACE THE FIGHT IS A POWERFUL OPPORTUNITY FOR OUR MILITARY-CONNECTED COMMUNITY TO COME TOGETHER — NOT JUST TO CELEBRATE OUR VETERANS, BUT TO HONOR THEIR SERVICE BY MAKING SURE LIFE AFTER SERVICE IS EVERYTHING IT CAN BE."

—

RALEIGH SMITH DUTTWEILER
CHIEF IMPACT OFFICER, NATIONAL MILITARY
FAMILY ASSOCIATION



Operation Purple Camp is a free summer camp program run by the National Military Family Association designed to build community, connection and resilience.

Investing in Impact

Creating Grants and Impactful Programs

INTRODUCTION

The Face the Fight Charitable Fund makes grants to support public health best practices for suicide prevention focusing on three key areas: strengthening clinical care, enhancing voluntary secure storage of firearms and improving veteran care connections.

Over the last year, Face the Fight has expanded its philanthropic efforts through partnerships with innovative organizations. Face the Fight grantmaking has increased access to evidence-based interventions and strengthened training for mental health clinicians and veteran peers.

Face the Fight also launched the Training and Resource Center in 2024 to provide ongoing education and best practices to organizations and providers. Each funding round scales effective interventions, expands training and strengthens the infrastructure to support veterans and military communities, driving systemic change in suicide prevention.

MEASURING OUR IMPACT

Face the Fight continues to refine its data-driven approach to grantmaking, leveraging dynamic data modeling to guide decision-making and optimize impact. This model helps ensure that the most impactful interventions remain central — both in how grants are distributed and how success is measured.

One of the most transformative aspects of this model is its ability to project the potential lives saved through Face the Fight's grantmaking efforts. Face the Fight's efforts are projected to save more than 6,500 veteran lives by 2032.

GRANTMAKING EXPANSION

The number of funded projects has grown significantly: from six projects in the first round of grantmaking to 16 projects in the second round in October 2024. Face the Fight has now funded a total of 52 grant projects that reflect the deep commitment to scaling the impact.



PANEL OF EXPERTS AT IN-PERSON
COALITION MEETING

WHY IT MATTERS

EVIDENCE-INFORMED STRATEGIES: The report highlights proven programs and strategies, which Face the Fight uses to inform its grantmaking in support of veteran suicide prevention. It confirms that community-based initiatives and suicide risk assessments are among the most effective approaches.

IDENTIFYING GAPS: By identifying gaps in current efforts, the report supports Face the Fight’s mission to strengthen and expand critical services, ensuring that grants target areas with the greatest potential for impact.


FUTURE DIRECTION: The report’s recommendations emphasize the need for evidence-based prevention, strategic research grants and comprehensive suicide prevention strategies — all of which align with Face the Fight’s data-driven approach to grantmaking.

INSIGHTS FROM THE RAND REPORT ON SUICIDE PREVENTION

In partnership with RAND, Face the Fight sponsored an in-depth analysis of existing suicide prevention programs in the veteran space: **Preventing Veteran Suicide: A Landscape Analysis of Existing Programs, Their Evidence, and What the Next Generation of Programs May Look Like**. This report offers crucial insights that help guide Face the Fight’s approach to expanding and refining its grantmaking strategy.



RAND REPORT ON PREVENTING VETERAN SUICIDE



"FACE THE FIGHT, TO ME, IS THE OPPORTUNITY TO BE PART OF AN ACTION-ORIENTED COALITION. THIS ISN'T JUST ABOUT BRINGING STAKEHOLDERS INTO A ROOM TO TALK — IT'S ABOUT CREATING REAL SOLUTIONS, ONE STEP AT A TIME AND SETTING REACHABLE GOALS."

—

MONA CHOI DEXTER

VICE PRESIDENT, MILITARY AND VETERAN
AFFAIRS, COMCAST

Grantee Spotlights

CENTERSTONE MILITARY SERVICES

Centerstone Military Services, a nonprofit specializing in mental health services for veterans, has significantly expanded its suicide-specific training for mental health therapists through funding from Face the Fight, enhancing Centerstone’s network providers treatment plans and suicide-specific supports.

For example, a Marine veteran facing multiple challenges — physical injuries, PTSD and a traumatic brain injury (TBI) — was looking for support. Civilian life had become overwhelming, compounded by a difficult divorce and ongoing financial instability. His situation presented as high risk for suicide. Fortunately, his therapist had received training in Brief Cognitive Behavioral Therapy for Suicide Prevention (BCBT-SP) through Centerstone Military Services’ Face the Fight grant. This training proved essential in helping the veteran begin to regulate his emotions and challenge the thought patterns that lead to suicidal crisis.

The therapist reflected:

“IT’S INCREDIBLY REWARDING TO SEE HIS PROGRESS AND TO BE PART OF A SYSTEM THAT PRIORITIZES EVIDENCE-BASED APPROACHES TO CARE. THIS EXPERIENCE REMINDED ME WHY THIS WORK MATTERS — AND HOW VITAL IT IS TO EQUIP PROVIDERS WITH THE RIGHT TOOLS TO TRULY MAKE A DIFFERENCE.”

Thanks to skilled, compassionate care, and proven interventions, this veteran is finding a new path forward.



AMERICA'S WARRIOR PARTNERSHIP

"I AM GRATEFUL FOR FACE THE FIGHT AND CONTINUE TO BE AMAZED BY THE SUPPORT FROM OUTSIDE COMMUNITIES AND FEEL DEEPLY HONORED TO GIVE BACK IN SUCH A MEANINGFUL WAY."

—
CASSANDRA
MORGAN

America's Warrior Partnership (AWP) empowers veterans and their communities with a four-step plan to connect, educate, advocate and collaborate. Face the Fight funding enables AWP's implementation of holistic screening, including suicide risk assessments utilizing the C-SSRS, in rural and tribal communities. AWP case coordination staff use a "one size fits one" model to create holistic service plans for veterans, spouses and caregivers to improve their overall quality of life.

Cassandra Morgan, Marine veteran and program lead for the Dine' Naazbaa Partnership (a program of AWP), knows firsthand how military service can present a variety of challenges including addiction, emotional stress, and familial instability. Her father, a Navajo Nation Marine veteran, is living proof that a supportive community can greatly approve quality of life.



—
CASSANDRA MORGAN (RIGHT) AND
DINE' NAAZBAA STAFF VISIT WITH
A VETERAN AND THEIR FAMILY

OVERWATCH PROJECT/FORGE

THE TOPIC OF GUNS AND SUICIDE IS UNCOMFORTABLE, AND THE NEGATIVE STIGMA IS COSTING LIVES. THE OVERWATCH PROJECT BREAKS THROUGH THIS STIGMA TO CREATE NEW NORMS ON SUICIDE PREVENTION BY TRANSFORMING THE CONVERSATION ABOUT FIREARMS AND SUICIDE RISK.

Casey Woods, Founder and Executive Director at Overwatch Project / FORGE, remembers a conversation that made it clear to her how the Face the Fight-funded training that her team provides saves lives that might otherwise be lost to suicide: A service member she had trained texted her and said, “No joke, I think I saved between one and three lives today because I went to your training two weeks ago.”

When Casey asked him what happened, the service member told her that a member of his unit was experiencing problems at home. Casey’s Overwatch Project equips training participants with skills to make proactive plans to prevent firearms suicide, and the service member decided to ask his buddy if he could hold onto his firearms. His buddy initially said no, but in the end, the service member persisted and eventually convinced his buddy to store the firearm differently until the situation at home improved. Later that same night, his buddy’s family member had a mental health



crisis and was threatening to harm themselves and others — but they couldn’t find the firearm because the buddy had changed the storage measures because of his conversation with the service member that the Overwatch Project had trained two weeks prior.

The Overwatch Project has built the equivalent of the “Friends Don’t Let Friends Drive Drunk” campaign for veterans and service members, only instead of talking about alcohol and vehicles, it is focused on guns and suicide. Through the Overwatch Project, FORGE trained more than 25,000 veterans, service members and family members last year, through educational partnerships with military entities, nonprofits, major corporations and other partners. This initiative equips veterans, service members and those who care about them with new suicide prevention tools through comprehensive training, outreach and engagement programs crafted in an authentic veteran voice.

VETS4WARRIORS

Vets4Warriors has offered confidential, 24/7 support to over 940,000 veterans, active-duty service members and their families since 2011. Using the Reciprocal Peer Support model, they connect individuals with trained peer specialists who share military life experiences, providing guidance and emotional support for mental health, transition issues and other concerns. On average, they handle 25 new cases daily.

Face the Fight’s collaboration with Vets4Warriors has enhanced the use of screening tools, leading to better risk assessments and the creation of safety plans. This partnership raises awareness, promotes open discussions and ensures that service members seek support. Funding has also enabled staff training.

One success story involves a pregnant Army veteran who lost her job and was considering suicide. Through the use of screening tools, she was connected to the appropriate care and continues to report improvements with ongoing peer support.



THE FIGHT AHEAD

As Face the Fight grows, so does our commitment to scale evidence-informed solutions, deepen collaboration and support veterans, families, caregivers and survivors. This is just the beginning of a long-term movement to drastically reduce veteran suicide — one that draws strength from real stories, fosters connection and brings hope to those who need it most.

IN THE YEAR AHEAD, WE WILL:

SCALE PROVEN INTERVENTIONS

We will build on programs and training models that have demonstrated measurable impact by launching new rounds of grantmaking and expanding support to grantees working on the front lines of veteran mental health and suicide prevention.

STRENGTHEN AND ALIGN PARTNERSHIPS

By elevating the work of frontline organizations and fostering stronger collaboration among veterans, families, nonprofits, corporations, funders and government liaisons, we aim to deepen alignment across the coalition and support the most effective solutions. We will work to provide more opportunities for coalition members to come together, share progress and strengthen the relationships that fuel this movement in ways that best support our shared goals.

PRESENT OUR STRATEGIC VISION

Later this year, Face the Fight will share our three-year strategic plan, grounded in feedback from coalition members and informed by foundational work facilitated by McKinsey & Company. This plan will serve as a road map for the coalition's next phase of impact, guiding how we scale proven interventions, expand support networks and coordinate efforts across sectors.

ELEVATE THE NATIONAL CONVERSATION

We will continue to participate in meaningful, high-visibility events that raise awareness, honor the veteran community and spotlight stories of strength, connection and survival.

Strategic communications and public engagement remain central to breaking stigma, reaching those in need and connecting with new audiences. We'll also build Faces of the Fight, a storytelling effort that shares authentic voices from the military community and offers hope through lived experience.

INVITE MORE VOICES TO JOIN THE MOVEMENT

We will continue to invite funders, community leaders, businesses, foundations and individuals to stand with us and help drastically reduce veteran suicide. This movement grows stronger with every new voice.

**THIS MOVEMENT IS BIGGER THAN ANY ONE ORGANIZATION.
BUT IT NEEDS ALL OF US. AND WE'RE JUST GETTING STARTED.**



Finances

STATEMENT OF FINANCIAL POSITION

	2024	2023
Cash and Cash Equivalents	6,442,461	7,088,391
TOTAL ASSETS	6,442,461	7,088,391
Net Assets	6,442,461	7,088,391
TOTAL LIABILITIES AND NET ASSETS	6,442,461	7,088,391

*Prior to the development of the Face the Fight Charitable Fund, grants were paid directly by USAA or USAA Foundation.

**Staff time and other direct expenses paid by USAA and supporting organizations are not reflected.

STATEMENT OF ACTIVITIES

	2024	2023*
Contributions	17,372,163	15,440,678
Dividends and Interest	360,785	43,021
In-kind Support — USAA	509,000	291,500
In-kind Support — Other	928,650	-
TOTAL REVENUE AND SUPPORT	19,170,598	15,775,199
Program Service		
Grants		
Create Protective Environments	3,010,432	384,767
Strengthen Access and Delivery of Suicide Care	4,262,472	2,805,214
Identify and Support People at Risk	8,908,911	4,226,716
Operations	2,183,550	975,000
TOTAL GRANTS	18,365,365	8,391,697
In-kind Support — Programmatic	928,650	-
TOTAL PROGRAM SERVICE	19,294,015	8,391,697
General and Administrative		
Administrative and Investment Fees	13,513	3,611
In-kind Support — General and Administrative	509,000	291,500
TOTAL GENERAL AND ADMINISTRATIVE	522,513	295,111
TOTAL EXPENSES**	19,816,528	8,686,808
CHANGE IN NET ASSETS	(645,930)	7,088,391

THANKS TO OUR PHILANTHROPIC COALITION MEMBERS

FOUNDING PARTNERS



More than a dozen organizations have supported Face the Fight by providing financial, in-kind and other resources.



THE INVITATION IS OPEN.
JOIN US.
FUND THIS MOVEMENT.
SHARE THIS MISSION.
SAVE LIVES.

