

 **FACE THE FIGHT®**

**COMBATING**

**VETERAN SUICIDE**



# THE FIGHT TO END VETERAN SUICIDE

**FACE THE FIGHT**

Face the Fight® is dedicated to breaking the stigma surrounding suicide within the military community by fostering open, honest conversations centered on support and hope with America's leading corporations, foundations, and philanthropists.

Face the Fight is a testament to our shared commitment to caring for the military community and their families, and it takes all of us, working together, to win this fight.

To those with whom we haven't yet locked arms, we invite you to join us.

Military veterans embody the strength of our nation. While the overwhelming majority of those who have served our country are thriving, **more than 125,000 veterans have died by suicide since 2001, driven by a suicide rate currently 1.5 times that of the general population.**

Committed to support every veteran, regardless of their unique needs and challenges, Face the Fight (FTF) aims to dramatically reduce the devastating rate of veteran suicide by 2032. FTF was launched in 2023 by founding partners USAA, Reach Resilience, and the Humana Foundation, with strategic support from the Elizabeth Dole Foundation and the University of Texas Health Science Center at San Antonio.

Face the Fight's coalition includes **over 300 corporations, foundations, nonprofits, and government liaisons**, and complements the long-standing work of the Departments of Defense and Veterans Affairs.

Through philanthropic grantmaking to organizations who are the actual boots on the ground making a difference every day, and a robust public awareness campaign, Face the Fight is taking meaningful steps to ensure that no veteran, military family, caregiver, or survivor feels alone in their struggle.

Founding Partners



# VISUALIZING FACE THE FIGHT'S IMPACT

Face the Fight has made significant strides in addressing the urgent issue of veteran suicide. Beyond raising awareness and reducing the stigma around seeking mental health support within the military community, we have also successfully scaled the effort through evidence-informed interventions.

Face the Fight's custom dynamic data model brings together data and expert knowledge to create an ongoing feedback loop, allowing the coalition to better understand the impact of programming.

These efforts are making a tangible difference in the lives of veterans, survivors, and their families.

[Learn more about our impact at WeFaceTheFight.org](https://www.wefacethefight.org)

## Philanthropy & Funding

**\$42M+**

grants distributed

**\$85M+**

pledged through 2027  
by founding partners  
and private donors

**1M+**

lives impacted by Face the Fight-funded  
programming since 2022

**6,500**

Projected estimate of  
lives saved through 2032  
*as measured through dynamic data modeling*

## Support & Training

**770,000+**

veterans screened  
for suicide risk

**98,000+**

veterans receiving care through  
funded projects

**75,000+**

people trained in evidence-informed  
strategies: suicide screening, Lethal Means  
Safety (LMS), Crisis Response Planning  
(CRP), Brief Cognitive Behavioral Therapy  
for Suicide Prevention (BCBT-SP)

**200,000+**

lethal means safety  
conversations held



**LEVERAGE YOUR COMPANY'S ASSETS TO  
SUPPORT VETERANS, MILITARY FAMILIES,  
CAREGIVERS AND SURVIVORS**

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Sponsorship/Giving Opportunities

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In-Kind Contributions

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*Connect with us to explore how your contributions can make a difference.*

**CALLING ON  
COMPANIES TO  
JOIN THE FIGHT**

# GIVING LEVELS

Face the Fight's Giving Levels recognize organizations making bold, multi-year investments to combat veteran suicide. Giving levels reflect a total contribution over three years, and in appreciation, benefits are delivered annually to deepen engagement, amplify your impact, and align efforts.

## Sustainers Circle

\$5,000,000+

FTF team will work with you to customize around priorities and desired impact

### Benefits of CHAMPION Level plus:

- Invitation to join the Face The Fight Executive Committee
- Prominent Recognition in the annual FTF Progress Report
- Two speaking opportunities at FTF-hosted meetings and/or events
- Up to 15 hours of technical assistance from the UTHSA team to assist with suicide prevention and awareness training
- 30-second social media video spotlight featuring our partnership
- Recognition at an aligned in-person event

## Champion

\$1,000,000+

### Benefits of DEFENDER Level plus:

- Customized FTF/Corporate Logo Lockup
- Leadership roles on FTF Committees (as available)
- Opportunity to share a "Mission Moment" during coalition meeting
- Up to 10 hours of technical assistance from UTHSA
- Opportunity to order co-branded swag for employees to raise awareness
- Feature in FTF Frontline and other communications
- 15-second social media video spotlight featuring our partnership

## Defender

\$500,000+

### Benefits of WARRIOR Level plus:

- Prominent logo recognition on FTF website
- Opportunity to participate in an in-person FTF Committee meeting
- Up to 5 hours of technical assistance from UTHSA
- One speaking opportunity at an FTF-hosted event

## Warrior

\$250,000+

### Benefits of FIGHTER Level plus:

- One FTF speaker at your hosted event
- Recognition on FTF marketing collateral
- Opportunities for committee participation

## Fighter

\$100,000+

### Benefits of PATRIOT Level plus:

- Featured in FTF messaging, highlighting best practices in suicide prevention (as aligned)
- Invitations to all in-person FTF events
- Access to PSA, infographics, and videos for distribution on media channels and to stakeholders

## Patriot

\$50,000+

### Benefits of ALLY Level plus:

- Logo recognition on FTF website
- FTF speaker at your hosted event (as available)
- FTF to amplify your organization's social posts and news stories featuring relevant work
- Invitations to select in-person FTF events

## Ally

\$10,000+

- Name listed on FTF website
- Invitation to the in-person Annual FTF coalition meeting
- Invitation to all virtual FTF events
- Access to FTF's curated resource library and training catalog (i.e. Language Guide for Writing & Talking About Suicide, RAND's Veteran Suicide Prevention Landscape Analysis)

# YOUR RESOURCES, OUR MISSION

Leverage Your Assets to Support Veterans, Military Families, Caregivers and Survivors

## KEY IN-KIND CONTRIBUTIONS:

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**Media & Airtime:** Unlock national reach with donated airtime for PSAs on major networks.

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**Digital Advertising:** Expand visibility through donated digital ad space on top platforms.

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**Sponsorship Opportunities:** Help amplify Face the Fight's mission through strategic partnerships and branding initiatives.

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**Host & Engage:** Invite Face the Fight to speak at major conferences or other events.

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**Promotional Materials:** Coordinate with our team to provide high-impact promotional resources, such as merchandise and printing services.

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*Connect with us to explore how your contributions can make a difference.*

# THANK YOU TO OUR SUPPORTERS

We extend our deepest gratitude to our founding partners and philanthropic members, whose generous contributions have made Face the Fight's mission possible. Your unwavering support and commitment are instrumental in our collective effort to reduce veteran suicide and provide vital resources to those who have served.

Your support is saving lives.

## FOUNDING PARTNERS



## CHAMPIONS



## DEFENDERS



## WARRIORS



## FIGHTERS



## PATRIOTS



## ALLIES

Allstate Foundation

Benevity

Brown Foreman

Churchill Downs

Fortitude RE

Four Branches Bourbon

GovExec

Guidewire

Imagine Believe Realize LLC

Moth + Flame

MX Technologies

MyAdvisor LLC

National Society Sons of the

American Revolution

National Veterans Memorial & Museum

Optum Serve

Pyramid Consulting Group

San Antonio Sports

Social Driver

## CONNECT AND GET INVOLVED:

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Share your support on social media and use #FaceTheFight

 @WeFaceTheFight

 @WeFaceTheFight

 @WeFaceTheFight

 @WeFaceTheFightOfficial

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Learn more about our story at [www.WeFaceTheFight.org](http://www.WeFaceTheFight.org)

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If you're interested in supporting Face the Fight, contact

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**TOGETHER, WE  
CAN SAVE LIVES**