

FACE THE FIGHT: BRAND MESSAGING

April 22, 2026



MISSION

To inspire urgent, united action through proven solutions to dramatically reduce veteran suicide.

VISION

A future where every veteran and those who stand beside them are celebrated for their strength, backed in tough times, and never left to fight alone.

BOILERPLATE

About Face the Fight®

Face the Fight® is a life-saving initiative uniting more than 300 cross-sector partners to dramatically reduce veteran suicide by 2032. Founded by USAA, Reach Resilience, and the Humana Foundation, the movement breaks stigma, expands access to proven solutions, and builds a culture where seeking help is a sign of strength, ensuring every veteran and their loved ones are supported and never left to fight alone. Learn more at [WeFaceTheFight.org](https://www.WeFaceTheFight.org).

SHARED VALUES

Collaboration:

We lead with partnership and purpose by bringing together communities, organizations, and systems to scale life-saving solutions.

Innovation:

We evolve based on scientific data and lived experience to meet the changing needs of veterans and those who support them.

Accountability:

We lead with hope and urgency to break stigma, scale life-saving solutions, and mobilize every voice in the fight.

No One Left Behind:

We honor every veteran, their family, caregivers, and survivors. We are committed to reaching those most at risk and eliminating barriers, ensuring everyone has the care they deserve and a chance to thrive.

Face the Fight's Impact

Our Impact

We have made significant strides in addressing the urgent issue of veteran suicide.

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 grantmaking.

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

Note: impact updated as of 1/2026

LIVES REACHED AND TRANSFORMED

1 M+

lives impacted through Face the Fight-funded programs

6,500+

lives projected to be saved by 2032, per dynamic modeling

770,000+

veterans screened for suicide risk

98,000+

veterans received care

200,000+

lethal means safety conversations held

SUPPORT IN SOLUTIONS

\$41M+

in grants distributed

83

suicide prevention projects

COALITION MOMENTUM

300+

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

TRAINING AND CAPACITY-BUILDING

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)

Audiences

Target Audiences

Target Audience	What We Need Them to Do	Why They Matter	What's In It for Them?
Service Members, Veterans, Military Families, Caregivers, and Survivors	<p>We want them to give and receive support. Authentic voices make a difference—speak out and engage peers.</p> <p>Seek help, peer- support, combat stigma and share lived experience.</p>	<p>They are the heart of the mission. Authentic voices reduce stigma, normalize help-seeking, and drive real change from the inside out.</p>	<p>Face the Fight is here for you. We provide resources, connection, and support—while working to break the stigma that too often keeps people suffering in silence. Through stories of lived experience, practical tools, and peer-led advocacy, we're building a movement that centers your voice and ensures no one has to face challenges alone.</p>
Veteran-Serving Nonprofits	<p>Share best practices, integrate movement messaging, amplify stories, and expand peer/community engagement.</p>	<p>These orgs are embedded in communities and build trust with veterans and families.</p>	<p>Face the Fight strengthens your impact. We offer funding, visibility, tools, and a national platform to help you scale what works. By joining the coalition, you gain strategic support, shared learning, and opportunities to amplify your mission as part of a united movement driving measurable change for military-connected communities.</p>

Target Audiences

Target Audience	What We Need Them to Do	Why They Matter	What's In It for Them?
Healthcare Providers and Clinical Partners	Adopt and implement proven clinical interventions; participate in training and research collaborations.	They deliver direct mental health care and are key to improving clinical outcomes.	Face the Fight invests in your ability to save lives. We support implementation of evidence-based interventions, offer clinical training opportunities, and help you connect your work to a national effort focused on prevention, not just treatment. Your expertise is essential to building a stronger, more responsive mental health system for veterans.
Corporate and Philanthropic Funders	Invest in the movement and integrate FTF into corporate culture and priorities.	They provide essential financial and in-kind support while modeling commitment and embedding veteran well-being into business practices.	Face the Fight offers corporate and philanthropic partners a unique opportunity to align brand values with high-impact, measurable social good—while visibly standing with veterans, a community that commands public respect and loyalty.

Target Audiences

Target Audience	What We Need Them to Do	Why They Matter	What's In It for Them?
Government Stakeholders	Collaborate, scale what works, share data, and leverage communications channels. Advocate.	Federal, state, and local leaders can expand reach, align systems, and sustain proven strategies at scale.	Face the Fight is a bridge between national priorities and local solutions. We provide access to proven programs, real-time insights, and a platform to scale what works. By collaborating with us, government leaders can amplify innovation, align systems, and better meet the needs of those who've served.
Brand Advocates	Tell stories that change perceptions and amplify the mission.	They shape public opinion, reduce stigma, and drive national awareness that turns into action.	Face the Fight gives you a meaningful platform to use your voice for impact. Whether you're a veteran, family member, influencer, or public figure, your story has the power to break stigma, spark conversation, and inspire action. As a brand advocate, you'll help amplify a national movement that brings hope, healing, and connection to those who need it most.

Brand Messaging

Brand Messaging: Coalition Purpose & Impact

<p>VALUE PROPOSITION <i>(Defines the brand's impact)</i></p>	<p>Face the Fight unites a growing coalition of over 300 organizations to address the national crisis around veteran suicide through public awareness, actionable engagement, and strategic funding of proven solutions. We offer our partners a meaningful way to drive change and save lives.</p>			
<p>POSITIONING STATEMENTS <i>(Details what separates a brand from the rest of the field)</i></p>	<p>How is Face the Fight leveraging partnerships to reduce veteran suicide?</p>	<p>How is Face the Fight breaking the stigma around mental health and suicide in the military community?</p>	<p>How does Face the Fight empower communities with evidence-based solutions?</p>	<p>What training does Face the Fight provide to prevent veteran suicide?</p>
	<p>We lead a powerful coalition of organizations from diverse sectors to unite efforts, share resources, and take collective action in preventing veteran suicide.</p>	<p>We foster open, honest dialogue about mental health and suicide to normalize seeking help in the military community.</p>	<p>We invest in proven, evidence-informed interventions to provide veterans with the best support. These efforts are making a tangible difference in the lives of service members, veterans, their families, caregivers, and survivors.</p>	<p>We provide critical training for veterans, their families, caregivers, survivors, colleagues, friends and mental health professionals to reduce suicide risk.</p>

Brand Messaging: Impact Through Partnerships

POSITIONING STATEMENT	MESSAGING PILLARS	PROOF POINTS
<p>We lead a powerful coalition of organizations from diverse sectors to unite efforts, share resources, and take collective action in preventing veteran suicide.</p>	<p>We unite over 300 organizations, including corporations, foundations, nonprofits, and government liaisons, to collaborate and share resources in the fight against veteran suicide.</p>	<ul style="list-style-type: none">● Face the Fight is a private-sector-led initiative that brings together coalition members and partners to collaborate on public awareness campaigns, charitable giving, staff engagement, and other impactful efforts. By leveraging their resources and reach, these partnerships amplify efforts to prevent veteran suicide.● More than \$85 million has been pledged through 2027 from the founding partners and many other private organizations and donors.● FTF brand advocates play a crucial role in our mission to combat veteran suicide by using their platforms to raise awareness, share resources, and foster conversations that break the stigma surrounding mental health within the military community.● During the 2024 Face the Fight Night at the Grand Ole Opry, over 4,500 people came together to celebrate resilience and elevate veteran stories.● In its 2024 and 2025 partnership with the VA and Starbucks, Face the Fight helped drive over 20,000 pledges during Buddy Check Week each year, reaching more than 200,000 in the military/veteran community with peer support.

Brand Messaging: Destigmatizing Mental Health Support

POSITIONING STATEMENT	MESSAGING PILLARS	PROOF POINTS
<p>We foster open, honest dialogue about mental health and suicide to normalize seeking help in the military community.</p>	<p>Face the Fight is committed to breaking the stigma surrounding mental health by promoting open, honest conversations that encourage veterans, families, caregivers to seek help.</p>	<ul style="list-style-type: none">● We aim to change the narrative about mental health, encouraging veterans to view seeking help as a strength rather than a weakness.● Face the Fight fosters safe, judgment-free spaces where veterans can openly talk about their mental health. Through impactful public awareness campaigns, FTF helps break the stigma around seeking support. One such initiative — the FTF Encouragement Booth, sponsored by Walmart — invites community members to share personal messages of hope and encouragement for veterans, helping to build a stronger network of support and understanding.● Faces of the Fight is a growing network of authentic supporters — from service members and veterans with lived experience to celebrities and public figures — who use their voices to inspire hope, break stigma, and rally others to join the movement to prevent veteran suicide.

Brand Messaging: Grants & Strategic Investment

POSITIONING STATEMENT	MESSAGING PILLARS	PROOF POINTS
<p>We invest in proven, evidence-informed interventions to provide veterans with the best support. These efforts are making a tangible difference in the lives of veterans, their families, caregivers, and survivors.</p>	<p>Since our launch in June 2023, Face the Fight has distributed \$42 million+, enabling grantees to implement scalable strategies that focus on identifying and supporting at-risk individuals, enhancing access to clinical care, and creating protective environments for veterans in their communities.</p>	<ul style="list-style-type: none">● Face the Fight has distributed more than \$41 million in grants.● Face the Fight grants have supported suicide risk screening for more than 770,000 veterans.● Face the Fight-funded programs have reached over 1,000,000 people and provided care to more than 97,000 veterans nationwide.● Cohen Veterans Network, which conducted research supported by Face the Fight, reported findings that are advancing the field by enhancing clinical practice around suicide prevention. Researchers analyzed electronic health records to identify key factors influencing suicide risk among veterans and active duty clients. They found that fostering connection and trust between clients and clinicians is crucial for creating a safe space where individuals feel comfortable disclosing suicidal thoughts and behaviors. Safety planning and standardized suicide screenings were also highlighted as effective tools in this process.

Brand Messaging: Training & Capacity Building

POSITIONING STATEMENT	MESSAGING PILLARS	PROOF POINTS
<p>We provide critical training to reduce suicide risk for anyone supporting veterans—whether in a professional, volunteer, or peer capacity—including veteran-serving mental health clinics and veteran allies.</p>	<p>Face the Fight equips veterans, caregivers, and mental health professionals with essential training and tools to recognize warning signs and take proactive steps to reduce suicide risk.</p>	<ul style="list-style-type: none">● More than 75,000 people have been trained in evidence-informed suicide prevention interventions, helping to strengthen frontline response and community resilience across the country.● Trainings include evidence-based interventions like Safety Planning and Crisis Response Planning, which have been shown to reduce thoughts of suicide and provide hope.● Face the Fight promotes voluntary secure storage of firearms, encouraging veterans to take leadership in making their homes safer.● Through Face the Fight-funded programs, more than 200,000 lethal means safety conversations have been held with veterans and their families. These life-saving discussions promote voluntary secure firearm storage, helping create time and space in moments of crisis and preventing impulsive actions.

Voluntary Safe Storage Messaging

Voluntary Secure Storage Messaging

- **Promoting Veteran Leadership:**

- Veterans are leading the charge for secure communities. Secure your firearms and lead by example.
- Your leadership can save lives. Join the movement for secure firearm storage.

- **Validating Ownership and Expertise:**

- As a veteran, your experience with firearms is unparalleled. Use that expertise to promote security.
- Your skills keep us secure. Secure your firearms to ensure the safety of those around you.

- **Practical and Individual Choices for Storage Solutions:**

- Explore secure storage options that fit your lifestyle and budget.
- From safes to lockboxes, there are accessible and affordable ways to secure your firearms.

- **Suicide Prevention and Security Focus:**

- Secure storage saves lives. Protect your loved ones and fellow veterans.
- Every second counts. Storing firearms securely can prevent impulsive actions and save lives.

- **Time and Space in Crisis:**

- In moments of crisis, having time and space between you and your firearm can be lifesaving.
- Creating a buffer by securing your firearm provides critical moments to think and seek help.

- **Veteran Stories and Testimonials:**

- Hear from veterans who have made the change to secure storage and see the impact it has made.

Statistics

Statistics

- **Veteran suicide remains a serious and persistent public health challenge.**

While the total number of deaths declined slightly in 2023, the actual suicide rate increased due to the decreasing overall Veteran population. This underscores the continued need to expand the reach of proven prevention interventions.

Data: In 2023, 6,398 Veterans died by suicide, 44 fewer than in 2022; however, overall Veteran suicide rate increased from 34.7 (2022) to 35.2 (2023).

- **Suicide is one of the leading causes of death for younger Veterans.**

This is a critical window for prevention during times of transition and change.

Data: In 2023, suicide was the second leading cause of death among Veterans under age 45.

- **Firearms remain the most common method of suicide among Veterans.**

Creating time and distance during moments of crisis can save lives.

Data: In 2023, firearms were involved in 73.3% of Veteran suicide deaths.

- **Suicide risk is not limited to Veterans with mental health diagnoses.**

Prevention means paying attention before someone ever shows up in a clinic.

Data: In 2023, 39.1% of Veterans in VHA care who died by suicide had no documented mental health or substance use disorder diagnosis.

- **Many suicide warning signs show up in everyday life.**

Pain, stress, and instability often matter as much as diagnoses.

Data: Common contributing factors identified by VA Behavioral Health Autopsy reviews of Recent Veteran VHA Users included pain (52.3%), sleep problems (51.5%), increased health problems (43.1%), relationship problems (31.9%), hopelessness (30.2%), impulsivity (24.9%), unsecured firearms in the home (24.4%), and financial loss (23.6%).

Patterns of Increased Risk

- **Some Veteran groups experience higher suicide rates relative to their population size.**
Risk is not evenly distributed, which helps guide prevention and outreach.
Data: In 2023, American Indian or Alaska Native Veterans in VHA care experienced elevated suicide rates, highlighting the need for targeted prevention and culturally responsive support.
- **Firearm suicide risk is higher among Veteran women compared with non-Veteran women.**
Firearm access matters across the Veteran community.
Data: In 2023, the firearm suicide rate among female Veterans was 168.3% higher than among female non-Veteran adults; among male Veterans, the rate was 70.5% higher than for male non-Veteran adults.
- **Financial stress is closely linked to suicide risk among Veterans.**
Economic strain can increase vulnerability during difficult periods.
Data: From 2005–2023, suicide rates were highest among Veterans in income-based eligibility Priority Group 5 (Veterans without a service-connected disability whose income is below VA limits); in 2023, the rate was 57.9 per 100,000, with the highest rates among Veterans ages 18–34.
- **Suicide risk varies based on how Veterans are connected to care.**
Gaps in connection and care can increase risk.
Data: In 2023, 61.0% of Veteran suicide deaths occurred among Veterans who had not received VHA care in the year of or prior year.

Signs of Progress and Opportunity — Anchors of Hope

- **Everyone has a role to play in suicide prevention.**

Prevention happens in communities, not just clinics.

Data: The 2025 VA report emphasizes coordination across VA and non-VA health systems, community organizations, families, employers, and Veteran-serving partners as essential to reducing suicide risk.

- **Reaching out for support can reduce suicide risk.**

Contact with help can be a turning point.

Data: Among Veterans in VHA care, suicide rates in the 12 months following an initial Veterans Crisis Line contact were 16.1% lower in 2022 compared with the year prior.

- **Staying engaged in care over time is associated with lower suicide risk.**

Ongoing connection matters.

Data: From 2001–2023, suicide rates among Veterans in VHA care with mental health or substance use disorder diagnoses declined by 34.7%, despite remaining higher than among Veterans without those diagnoses.

- **Addressing basic needs and stability supports prevention.**

Housing, financial security, and support reduce risk.

Data: In 2023, Veterans in VHA care with documented homelessness had suicide rates 146% higher than those without such diagnoses, underscoring the importance of stability-focused interventions.