



Face the Fight 2025 Impact Report Talking Points

KEY MESSAGE

Face the Fight was founded on a simple belief: veteran suicide is a challenge too large for any one organization to solve alone.

Three years later, our coalition of more than 300 organizations has impacted more than 1.4 million lives, distributed more than \$41 million in grants supporting evidence-informed suicide prevention efforts, and is helping build a future where service members, veterans, families, caregivers, and survivors are connected to support before a crisis occurs.

This milestone demonstrates that collaboration, data, and proven interventions can create measurable progress. While there is still much work ahead, the report shows that we are moving in the right direction.

TOP HEADLINES

- Face the Fight has impacted more than 1.4 million lives through FTF-funded programs.
- The coalition has grown to more than 300 cross-sector partners united around preventing veteran suicide.
- Face the Fight has distributed more than \$41 million in grants supporting evidence-informed suicide prevention efforts.
- Face the Fight-funded programs have supported over 1 million suicide risk screenings, 250,000 lethal means safety conversations, and 110,000 veterans receiving suicide-specific care.
- More than 88,000 people have been trained in evidence-informed suicide prevention interventions, strengthening communities' ability to recognize risk and respond before a crisis occurs.
- Face the Fight's dynamic data model now projects 10,900 lives saved by 2032.

MESSAGE PILLAR 1: PROGRESS IS POSSIBLE

For too long, veteran suicide has felt like an impossible challenge. The Impact Report demonstrates that measurable progress is possible when organizations align around proven solutions. We are seeing evidence that investments in prevention, connection, and access to care can make a difference.

Proof Points:

- 1.4 million+ lives impacted
- \$41 million+ in grants distributed
- 10,900 projected lives saved by 2032



MESSAGE PILLAR 2: COLLABORATION IS THE DIFFERENCE

Face the Fight was built to unite organizations that care deeply about veterans but may approach the issue from different angles. No single organization can solve veteran suicide alone. The coalition model allows partners to share expertise, resources, data, and reach to create greater impact together than any organization could achieve independently.

Proof Points:

- 300+ coalition members
- Partnerships across nonprofit, corporate, philanthropic, healthcare, academic, and government sectors
- 83 projects (largest cohort to date)

MESSAGE PILLAR 3: REACHING VETERANS BEFORE CRISIS

The goal is not simply to respond to suicide risk. The goal is to identify risk earlier, strengthen protective factors, reduce isolation, and connect veterans with support before they reach crisis. Face the Fight invests in evidence-informed interventions that help communities recognize risk and take action. The coalition is also working to normalize conversations about mental health, reduce stigma around seeking support, and build a culture where veterans know asking for help is a sign of strength.

Proof Points:

- 1M+ suicide risk screenings
- 250,000+ lethal means safety conversations
- 110,000+ veterans receiving suicide-specific care
- 88,000+ people trained in evidence-informed suicide prevention interventions

BRIDGING STATEMENTS

- "The promise to leave no one behind doesn't end when someone comes home or takes off the uniform. That's what this coalition is about: making sure veterans remain connected to support, community, and hope."
- "What is most important to remember is that behind every number is a person."
- "The story here is not just about statistics. It is about people finding connection, support, and hope."
- "The report shows what is possible when organizations commit to working together."

CALL TO ACTION

Veteran suicide prevention belongs to all of us. Whether someone is a veteran, family member, caregiver, employer, healthcare provider, community leader, or concerned citizen, everyone has a role to play in creating connection, reducing stigma, and ensuring veterans know they are not alone. Learn more at [WeFaceTheFight.org](https://www.WeFaceTheFight.org).