



2025 IMPACT REPORT

July 2025 – June 2026

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 challenge of veteran suicide head-on.

With eyes, arms and hearts wide open.

It's time to



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Hold The Line. Push Forward.



FROM THE FOUNDERS

14 million lives

That number represents veterans, service members, families, caregivers and survivors — people who have been reached by our coalition's work. It is a milestone that none of us could have achieved alone. And it is proof that when organizations commit to collaborate on something larger than themselves, change is possible.

But this is not the finish line. It is a rallying point.

Veteran suicide remains one of the most urgent and persistent public health challenges facing our nation. The crisis is real, and the urgency has never been greater.

Face the Fight launched three years ago as a bold conviction: that a cross-sector coalition, grounded in data and driven by genuine commitment, could move the needle on veteran suicide in ways that no single organization could. Today, that coalition has grown to more than 300 organizations spanning corporations, nonprofits, foundations and government liaisons. Those coalition partners are coordinated by the Elizabeth Dole Foundation, whose contribution has been critical over the last three years.

Together, we have distributed more than \$41 million in grants, trained more than 88,000 people in evidence-informed suicide prevention interventions and funded 83 projects across the country. These projects span rural communities to urban healthcare systems and include peer support networks to clinical training programs. This work is guided by scientific advice from UT Health San Antonio, ensuring we are meeting the need where it matters most.

This report measures our impact and what has changed: in communities, in clinics and in the conversations happening between veterans and the people who care about them. It reflects where this coalition truly is and where it plans to go.

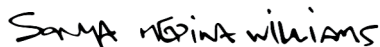
We are proud of what Face the Fight has built. We are proud of the standard we hold ourselves to: every veteran served without exception, every dollar tracked, every intervention grounded in evidence and every outcome measured against the question, "Are we saving lives?" Independent analysis from the RAND Corporation, funded by Face the Fight, validated the initiative's strategy as aligning with the strongest evidence-based interventions for reducing veteran suicide. UT Health San Antonio projects that our collective work will save more than 10,900 veterans' lives by 2032. That is not aspiration; that is commitment.

To the more than 300 organizations who have chosen to stand with us: thank you. To our generous philanthropic partners — including Founding Partners, Lockheed Martin, KPMG and so many others — your investments are being put to work with precision and purpose. And to the veterans, families, caregivers and survivors whose stories are woven throughout these pages: you are why this movement exists. You are why we will not stop.

The fight is not over. But because of you, we face it together, and together, there is hope.



JUAN C. ANDRADE
PRESIDENT & CEO, USAA



SONYA MEDINA WILLIAMS
PRESIDENT & CEO,
REACH RESILIENCE



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

GROUND TRUTH AND PROGRESS MADE

Released in March 2026, the U.S. Department of Veterans Affairs (VA)'s National Veteran Suicide Prevention Annual Report covers veteran suicide data from 2001 through 2023, providing a detailed look at who is at risk and what is working.

The Challenge:

- **6,398** veterans died by suicide in 2023
- Suicide rate rose from **34.7** (2022) to **35.2** per 100,000 (2023)
- Firearms involved in **73.3%** of veteran suicide deaths

Signs of Hope:

- **44** fewer total deaths by suicide, the lowest total in 14 of 15 years
- **34.7%** decline in suicide rates among veterans with mental health/substance use disorder diagnoses
- In 2022, the rate of suicide among veterans who separated from active duty was the lowest since 2016

The VA report confirms community-based solutions are critical — FTF delivers those solutions. The report also shows connection reduces risk — FTF scales it.

1.4M

lives impacted through FTF-funded programs

» 110,000+

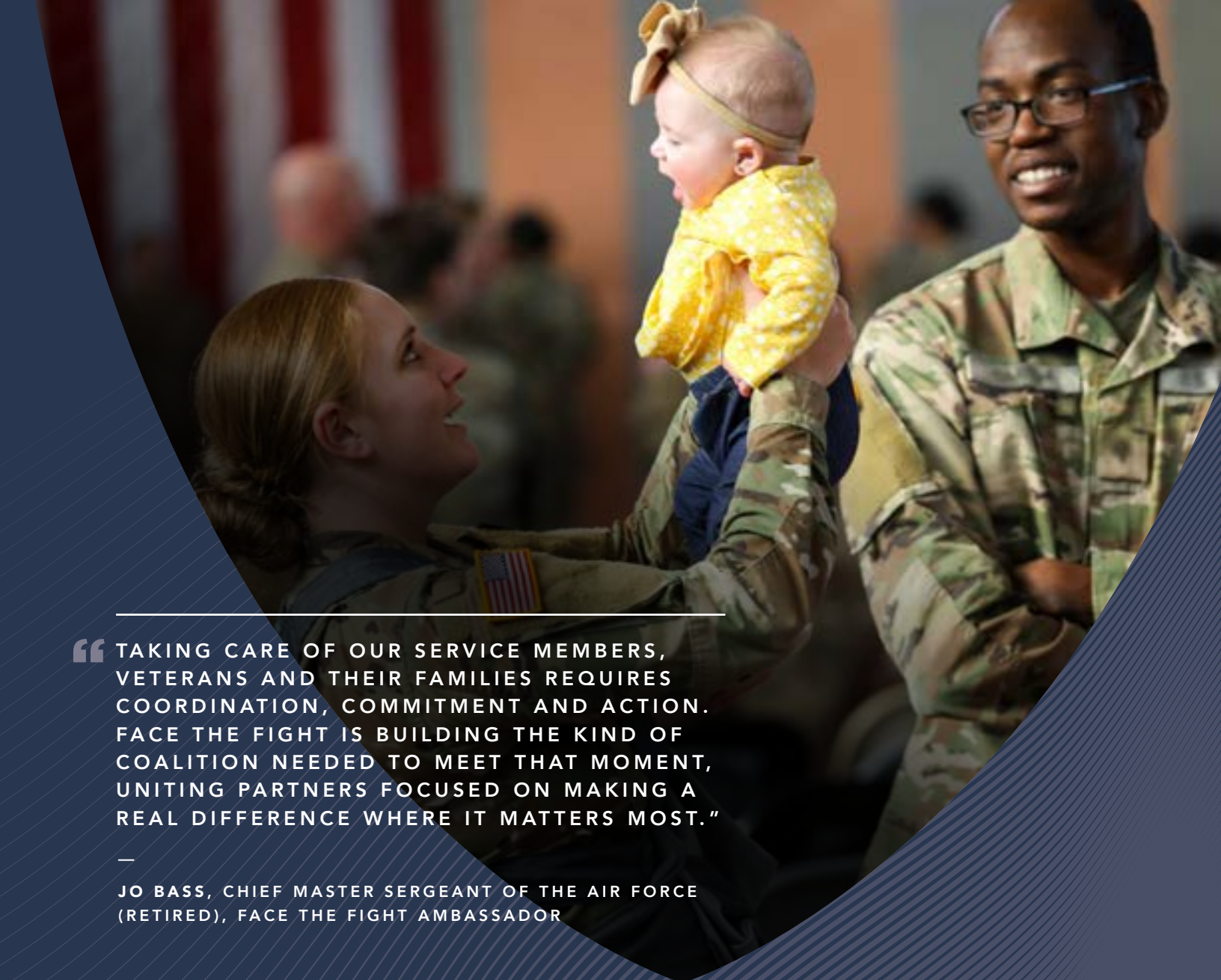
veterans receiving suicide-specific care to reduce risk and support recovery

» 1M+

suicide risk screenings to provide support before crisis occurs

» 250,000+

lethal means safety conversations to help protect service members and veterans in crisis



“TAKING CARE OF OUR SERVICE MEMBERS, VETERANS AND THEIR FAMILIES REQUIRES COORDINATION, COMMITMENT AND ACTION. FACE THE FIGHT IS BUILDING THE KIND OF COALITION NEEDED TO MEET THAT MOMENT, UNITING PARTNERS FOCUSED ON MAKING A REAL DIFFERENCE WHERE IT MATTERS MOST.”

—
JO BASS, CHIEF MASTER SERGEANT OF THE AIR FORCE
(RETIRED), FACE THE FIGHT AMBASSADOR

300+
coalition members

10,900
lives projected to be
saved by 2032

83
projects funded

\$41M+
in grants distributed

Data reflects cumulative results since FTF launched in June 2023.

IMPACTING 1.4M LIVES GRANTEES AT WORK

Face the Fight's investments are helping reach people earlier, connect them to care, support them through crisis and strengthen community-based prevention nationwide. This is what that impact looks like in practice.

1M+

suicide risk screenings to provide support before crisis occurs

Onward Ops + Team RWB Collaboration

Onward Ops and Team RWB are partnering to support recently separated veterans during the critical first year after military service — a period associated with elevated suicide risk. A key component of the partnership is Onward Ops' suicide screening of transitioning veterans and training peer sponsors and supporters with tools to recognize warning signs, respond appropriately and connect veterans to care when needed. Combined with Team RWB's nationwide peer network, the effort aims to strengthen early identification and support for veterans in transition beyond traditional clinical settings.



“THE TRAINING AROUND SUICIDE RISK SCREENING GAVE ME PRACTICAL TOOLS TO RECOGNIZE WHEN SOMEONE MAY NEED HELP AND HOW TO RESPOND APPROPRIATELY.”

—
JOHN REYES, TEAM RWB TRANSITION CHAPTER CAPTAIN AND ONWARD OPS SPONSOR



250,000+

lethal means safety conversations to help protect service members and veterans in crisis

UT Health San Antonio

Through its Lethal Means Safety (LMS) training and Train-the-Trainer model, Face the Fight, in partnership with UT Health San Antonio, is expanding the reach of suicide prevention education by equipping trusted community members to lead these trainings themselves. By preparing individuals to train others, LMS training expands critical opportunities for intervention in everyday settings.

“After one session, a man said, ‘Thank you, because tonight I was going to use my firearm to end my life,’” shared David “Ryles” Reiley, a LMS trained peer mentor with Centerstone Military Services. “Instead, he told me he was having his wife change the code on the safe and hold the key until he felt ready. In follow-up, he’s doing phenomenal.”



110,000+

veterans receiving suicide-specific care to reduce risk and support recovery

Support the Enlisted Project (STEP)

Thomas, a veteran who recently transitioned to civilian life, found himself struggling to cover living expenses. He reached out to STEP for assistance as he worked to stabilize his situation. What began as financial support also became an opportunity for connection and care outside of a traditional clinical setting. Recognizing financial strain as a risk factor for suicide, Face the Fight is supporting STEP in integrating Crisis Response Plans (CRPs) into financial counseling.

Thomas' social worker introduced him to a CRP, which Thomas described as “a plan to keep me grounded when I’m feeling stressed.” At his 30-day follow-up, Thomas reported meaningful progress and expressed renewed hope for the future.



COALITION AT WORK



Starbucks stepped up to amplify the VA's Buddy Check Week, an initiative focused on promoting mental health and peer-to-peer connections among veterans and family members. As part of this collaboration, Starbucks donated \$10 gift cards for the first 15,000 individuals who pledged to check in with 10 veterans. More than 20,000 veterans checked in during the initiative, resulting in more than 200,000 connections.

Starbucks also hosted a coffee corner at the Military Influencer Conference, which was attended by U.S. Secretary of Veterans Affairs Doug Collins.



As part of its commitment to suicide prevention, **The Bob Woodruff Foundation (BWF)** partnered with Face the Fight to host a national series of Suicide Prevention Trainings, equipping more than 200 participants from 40+ organizations with life-saving tools in CRP and LMS. These sessions helped strengthen community-based approaches to veteran well-being and inspired continued collaboration.



Robert Irvine Foundation (RIF) + Stop Soldier Suicide

Face the Fight is supporting organizations like RIF to bring suicide prevention beyond clinical settings and into everyday environments, equipping corporations and nonprofits with the tools to recognize and respond to crisis.

At an October event, this approach moved from training to real-time intervention. What began as a typical employee-focused engagement quickly shifted when a corporate partner expressed concern about a veteran employee in crisis: he was experiencing suicidal thoughts and had a plan to act on them.

Because of FTF's investment in training, RIF team members were prepared to act immediately. They engaged with the individual, building trust in the moment and ultimately helping him to decide to secure his weapons.

The following day, Robert Yarnall, RIF's Director of Programs and Impact, spent two hours on the phone with the veteran. Through continued engagement, the veteran agreed to accept support. Together, they developed a personalized CRP to help him navigate moments of acute distress. Importantly, FTF's network enabled seamless collaboration across grantees, connecting him to Stop Soldier Suicide for ongoing clinical care and longer-term support.

At his follow-up check-in, he was actively engaged in services, with bi-weekly appointments supporting continued stability and connection.

YEAR 3: PROGRESS MADE A YEAR IN REVIEW

SEPTEMBER 2025

The Grand Ole Opry hosted the second annual **"Face the Fight Night"** featuring country music stars like Craig Morgan, Mickey Guyton and Tucker Wetmore. Presented by Humana, the event brought together over 200 coalition members, veterans and active service members.

From Sept. 23-26, the **Military Influencer Conference** brought together more than 2,000 leaders, creators and innovators shaping the future of the military-connected community.



NOVEMBER 2025

USAA serves as the title sponsor for **HYROX Dallas**, a global fitness race, leveraging the event to highlight Face the Fight. The sponsorship emphasized how community and camaraderie, key elements of HYROX, contribute to overall well-being, one of three pillars of USAA's **Honor Through Action** initiative, which launched the same month.



JANUARY 2026

Face the Fight was honored at the **Lockheed Martin Armed Forces Bowl**, a national moment to elevate veteran suicide prevention and the power of connection. In the Veterans Village, Face the Fight team members and coalition partners, including Soldiers' Angels, met directly with veterans, families and service members to share resources and encourage conversation.



MARCH 2026

Hosted by Humana and the Humana Foundation, the **Face the Fight Coalition** convened in Louisville, KY for its second annual meeting, bringing together over 250 leaders from more than 125 organizations to focus on preventing veteran suicide.



SIGNAL THROUGH THE NOISE

STORYTELLING THAT RAISES AWARENESS

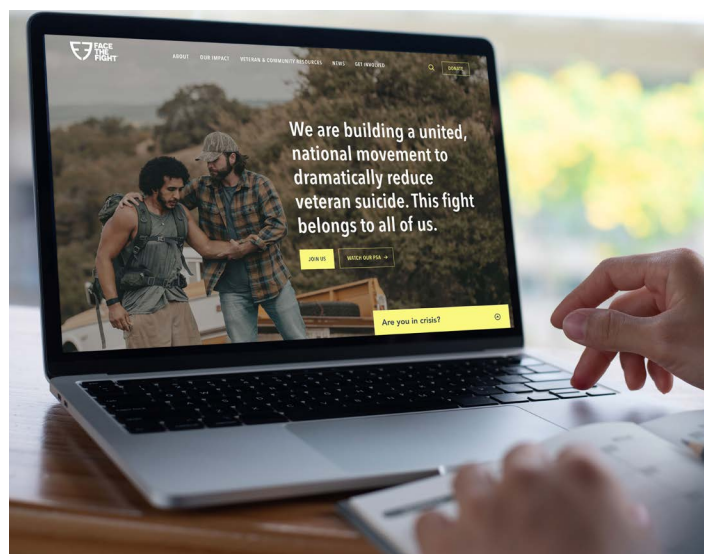
Face the Fight leverages media coverage and other public communications as critical tools to reach veterans and their families with vital information, aiming to combat isolation, raise awareness, reduce stigma and ultimately save lives.

Key Media Engagements:

- **Chief Master Sergeant of the Air Force (Ret.) Jo Bass and FTF Coalition Executive Director Babs Chase** appeared on WNYW Fox 5 DC during the VA's Buddy Check Week to emphasize the life-saving impact of simple check-ins.
- A satellite media tour surrounding **"Face the Fight Night" at the Grand Ole Opry** (presented by Humana) featured Army Warrant Officer and country music star Craig Morgan and USAA VP Jenna Saucedo-Herrera, generating significant Nashville coverage.
- The Face the Fight Annual Convening in Louisville received substantial local broadcast attention from outlets like WLKY and the Kentucky Lantern, highlighting the importance of community-based coalition building and local news in connecting veterans and caregivers.
- A feature in **TIME magazine** brought the coalition's name to a national audience.
- When the VA released its annual suicide report, journalists consulted Face the Fight's scientific experts and included a personal story from Chris Ford, Face the Fight Lead for USAA, to illustrate the human impact of the data.
- An **ESPN broadcast** of the Face the Fight PSA during the 2026 Armed Forces Bowl reached millions of viewers nationally.

Social Media Growth and Engagement: Face the Fight's social media presence saw significant growth, with **views increasing by 87%** and **engagement rising by 58%** year over year. The coalition's digital footprint expanded with an **89% increase in followers**, reaching a total audience of **6,398** across LinkedIn, X, Facebook and Instagram.

"Faces of the Fight" Initiative: This video-based initiative captures authentic voices from the military community, with 86 videos produced. Participants share their reasons for joining the movement, how they support veterans and encourage actions others can take.



Redesigned Website: The recently launched website (wefacethefight.org) enhances connections between veterans, families, caregivers, communities and partners, strengthening the coalition's support network. It showcases the movement's full scope and provides improved tools and resources for better coordination and engagement.

“BEING PART OF FACE THE FIGHT, A COALITION THAT'S ABLE TO BRING ALL OF THESE LIKE-MINDED PEOPLE TOGETHER, IT KEEPS US MOTIVATED TO KEEP WANTING TO DO MORE FOR THOSE VETERANS, MILITARY FAMILIES AND SERVICE MEMBERS OUT THERE.”

—
SEAN CASEY, COMCAST NBCUNIVERSAL

HOLD THE LINE. PUSH FORWARD.

FTF'S COMMITMENT TO 2032

Face the Fight made great progress in our third year, but there is more to do...together.
Join the fight.

Turning Strategy into Action

With McKinsey & Company's support in synthesizing what the coalition shared in Louisville, the path forward is clear and we're building the infrastructure to turn those insights into action. Three priorities are now in motion:

- **A shared resource hub** will give coalition members a single destination for proven messaging, evidence-informed strategies and practical tools.
- **Ready-to-use communications** toolkits so organizations can show up with a consistent, credible voice when the message matters most.
- **Expanded opportunities for peer connection** through Coalition Connects, virtual and in-person meetings and a centralized events calendar.

These efforts are driving greater alignment, consistency and collective impact. Together, we are saving lives.

Face the Fight's **dynamic data** model now projects

10,900 lives saved by 2032

— a significant increase from last year's estimate of 6,500, accelerating progress toward the 15,000 lives saved goal.

Round 6 Grantmaking

As Face the Fight approaches its sixth round of grantmaking, the focus is on expanding and strengthening a more connected suicide prevention ecosystem — particularly for veterans navigating the transition from military to civilian life, when risk is highest and support is often fragmented. This includes advancing innovative approaches to increase the secure storage of

firearms; embedding proven interventions into community-based and transition-focused programs; strengthening connections to resources that address social and financial stability during this critical period; and investing in greater access to high-quality, suicide-specific care.

Scaling Proven Interventions

Face the Fight is focused on scaling proven solutions that help prevent suicide by connecting people to the right support at the right time. This means expanding screening for suicide risk and social needs in everyday settings — not just healthcare — and ensuring those who screen positive are connected to resources and support. It also includes equipping communities with effective tools and strengthening access to evidence-based, suicide-specific treatments. Together, these interconnected approaches create a more responsive system of care.

Financial Risk Working Group

Face the Fight partnered with Dr. Eric Elbogen, Professor at Duke University School of Medicine, a leading researcher on the link between financial distress and increased suicide risk among veterans. His research helped identify specific financial risk factors and generate actionable data to support targeted interventions. The establishment of a Financial Risk Working Group was a direct response to this critical research. This group aims to develop strategies to identify and mitigate financial stressors that contribute to veteran suicide, aligning with broader initiatives like Honor Through Action and Face the Fight. Research findings are expected to deliver actionable insights for the VA, nonprofits and financial institutions to better identify and address financial risk factors linked to veteran suicide.



Fund this moment.
Share this mission.
Save lives.

wefacethefight.org

THANKS TO OUR PHILANTHROPIC COALITION MEMBERS

FOUNDING PARTNERS



The following organizations have supported Face the Fight by providing financial, in-kind and other resources in excess of \$50,000.

For a list of all philanthropic partners, please visit wefacethefight.org



