

UNITING TO ENSURE NO VETERAN STANDS ALONE

Face the Fight® envisions 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.

Face the Fight is a national initiative with a mission to break the stigma surrounding suicide in the military and veteran community by fostering honest conversations rooted in support and hope. **Face the Fight seeks to dramatically reduce veteran suicide by 2032, empowering communities with the tools they need to support those who've served**.

Backed by more than 300+ coalition members across sectors, this growing movement is built on one powerful belief: that no veteran should ever face life's challenges alone – and together, we can build a future where every veteran feels seen, supported, and valued.

JOIN US.
SHARE THIS MISSION.
SAVE LIVES.

WEFACETHEFIGHT.ORG

FACING THE FACTS*

140K+

Over 140,000 veterans have died by suicide since 2001.

60%

The veteran suicide rate is 60% higher than the national average.

#2

Suicide is the second leading cause of death among veterans under 45.

With our collective impact, we can create a future where no veteran faces this fight alone.

FACE THE FIGHT®

OUR APPROACH

Through our coalition, philanthropic grantmaking and a robust public awareness campaign, Face the Fight is taking meaningful steps to ensure that no veteran, family member, caregiver, or survivor faces the risk of suicide alone – where mental health stigma is eliminated and compassionate, life-saving support is always within reach. We are investing in proven interventions, deepening collaboration, expanding frontline training and tools, and fostering community-driven solutions to prevent veteran suicide.

OUR IMPACT

Face the Fight is making significant strides in addressing the urgent issue of veteran suicide through raising awareness and reducing stigma with a focus on sustaining and scaling interventions proven to reduce suicide. Our Scientific Advisors utilize a custom dynamic data model to measure the impact of our philanthropic investments and guide real-time strategy. These efforts are making a tangible difference in the lives of service members, veterans, their families, caregivers, and survivors.

FOUNDERS

USAA®

Reach Resilience
An Endeavors Foundation

Humana Foundation

STRATEGIC PARTNERS

Elizabeth Dole Foundation
CARING FOR MILITARY FAMILIES

UT Health San Antonio

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OUR IMPACT IN NUMBERS

1.8 MILLION+ lives reached through Face the Fight–funded suicide prevention, connection, and early-intervention strategies

Over 10,900 lives projected to be saved by 2032, per dynamic modeling

Through 110 funded suicide prevention projects, Face the Fight is expanding reach across communities nationwide

Early progress across key interventions: suicide risk screening, suicide-specific care, lethal means safety, and postvention training

1.3M+ suicide risk screenings to provide support before crisis occurs

350,000+ lethal means safety conversations to help protect service members and veterans in crisis

119,000+ clinicians, peers and community members trained in evidence-informed suicide prevention interventions

*2025 National Veteran Suicide Prevention Annual Report, https://www.mentalhealth.va.gov/suicide_prevention/data.asp

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