THE HEADSTRONG PROJECT

ANNUAL REPORT 2025

TRIUMPH
OVER TRAUMA

Veteran-founded in 2012, The Headstrong Project is a non-profit mental health organization that provides barrier-free, cost-free, stigma-free PTSD treatment to veterans, transitioning service members, and family members connected to their care.

Headstrong's mission is to help clients "Triumph Over Trauma" by providing best-in-class outpatient care delivered via an extensive network of military-connected clinicians carefully selected for each client based on their individual needs.

Since its inception, Headstrong has provided more than 270,000 mental health sessions to thousands of service members, veterans, and military family members, regardless of era or service status. Headstrong offers in-person treatment in 20 states, plus D.C., and can serve clients in all 50 states via telehealth.

Learn more at **theheadstrongproject.org.**

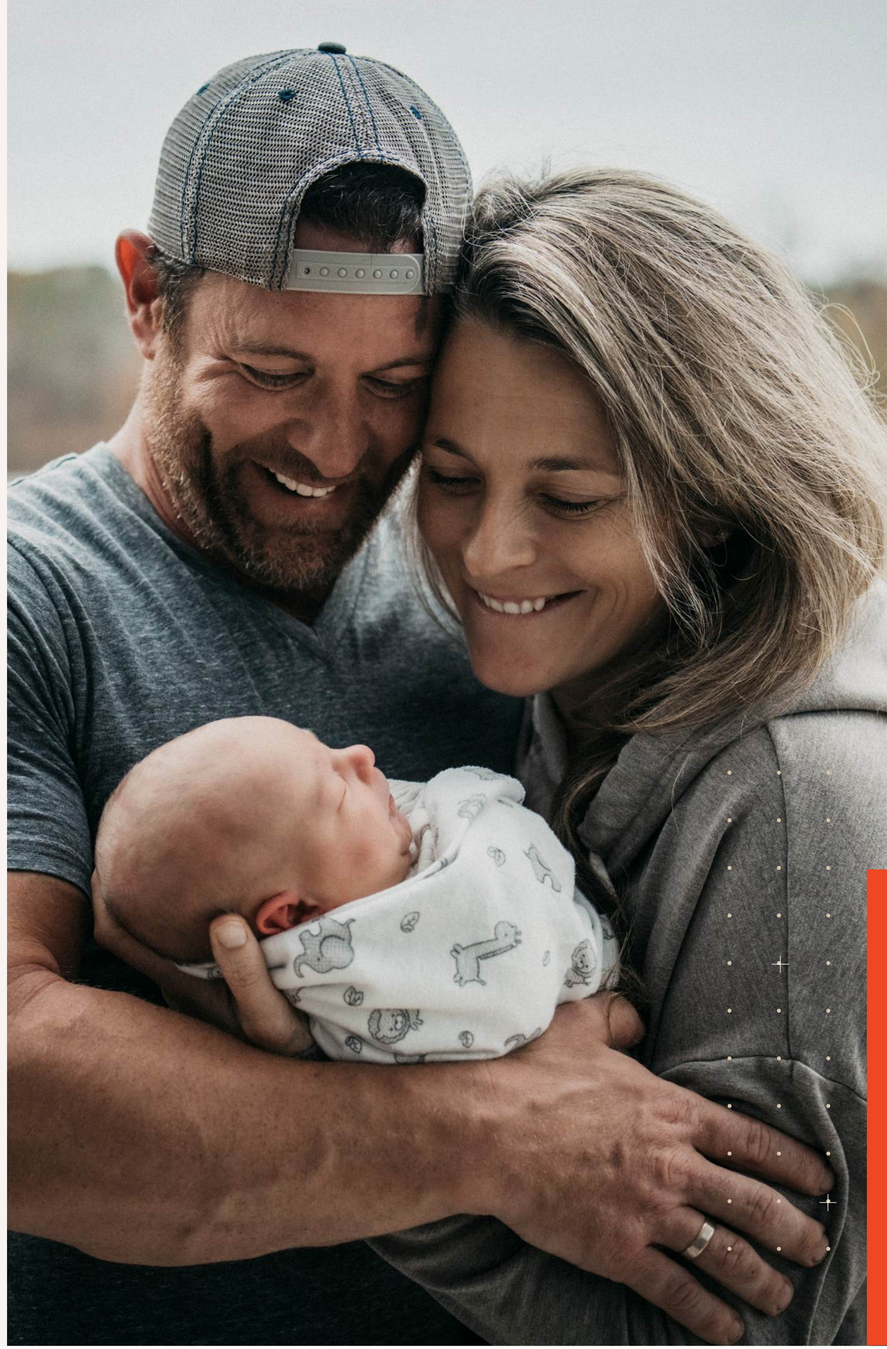
OUR 2025 CHARITABLE RATINGS

GIVE WITH CONFIDENCE 100 OUT OF 100

For the full break down:
Charity Rating

Platinum Transparency 2026
Candid.

For the full break down:
Guidestar Rating



A MESSAGE FROM **OUR CEO**

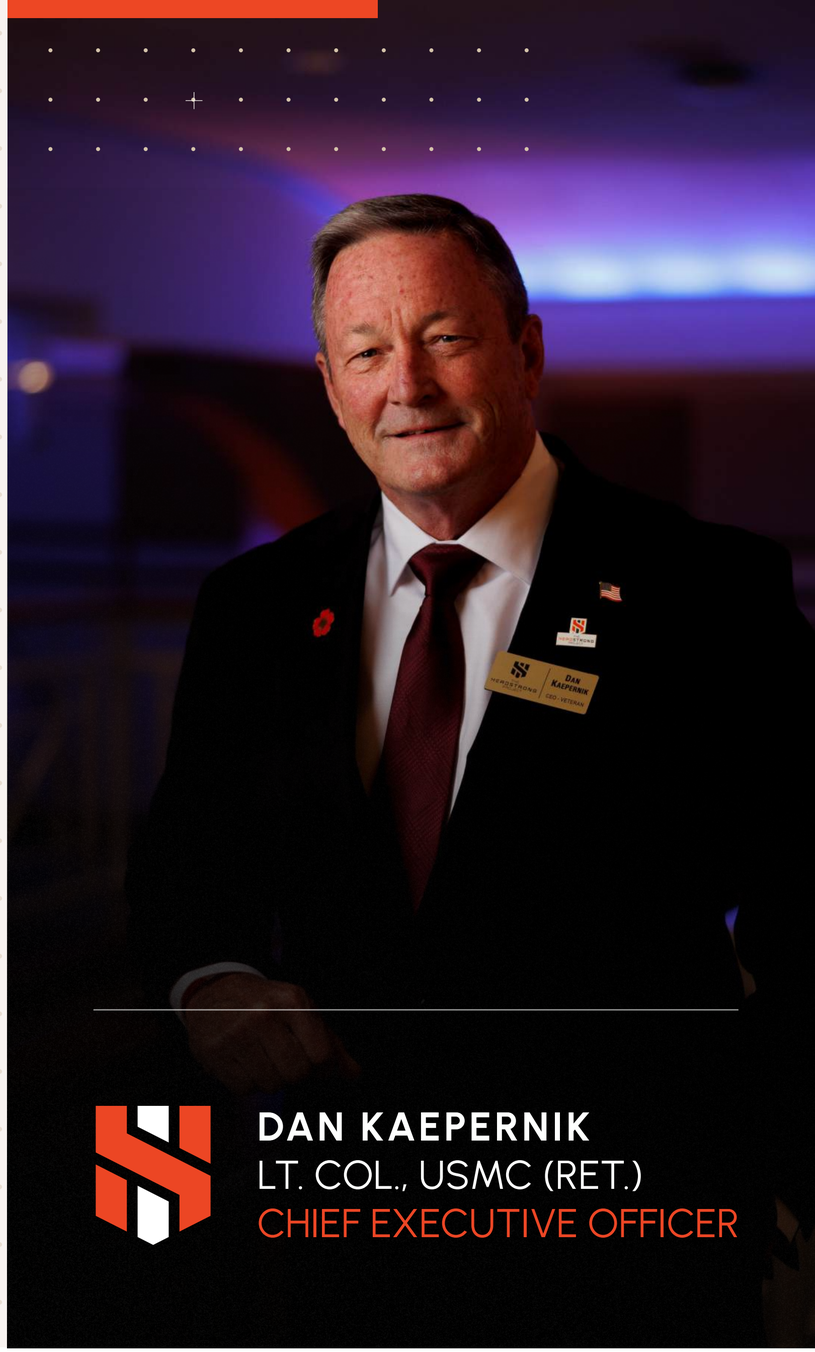
In my years of service in the U.S. Marine Corps, I learned that when the mission is clear, you move with urgency and you don't leave people behind. At The Headstrong Project, that principle guides how we operate every day.

In 2025, our clinicians delivered more than 52,000 therapy sessions to nearly 3,000 veterans, service members, and family members. We surpassed 270,000 sessions since our founding, a milestone that reflects both the scale of need and the trust placed in our care. We expanded into three new states, bringing in-person treatment to 20 nationwide, while maintaining an average of just 12 days from intake to first appointment.

We are advancing our model to deliver better outcomes in less time. Accelerated treatment options are helping veterans make progress faster, reducing dropout, and allowing us to serve more people with the resources we have. Our family therapy program is building on that progress, strengthening outcomes by ensuring veterans don't have to navigate treatment alone and that their families are also supported throughout the process.

Our progress is being met with increased demand. In 2025, outreach to Headstrong increased by 20%, reflecting both rising need and growing trust in our care. This acceleration in demand is a reminder that this mission isn't slowing down, and that every veteran who reaches out deserves to be met with timely, high-quality care.

Thank you for standing with us and helping ensure that care is there when it's needed most.



DAN KAEPERNIK
LT. COL., USMC (RET.)
CHIEF EXECUTIVE OFFICER

2025 IMPACT
TRANSFORMING VETERAN LIVES, ONE THERAPY SESSION AT A TIME

52,000

NUMBER OF THERAPY SESSIONS DELIVERED BY HEADSTRONG IN 2025

2,940+

NUMBER OF CLIENTS WHO RECEIVED MENTAL HEALTH TREATMENT FROM HEADSTRONG IN 2025

12 DAYS

AVERAGE TIME TO CARE.
THOSE WHO SEEK SUPPORT FROM HEADSTRONG HEAR FROM US BY NEXT BUSINESS DAY

$0.85

OF EVERY DOLLAR SPENT WENT DIRECTLY TOWARDS HEADSTRONG PROGRAM SERVICES

270,000+

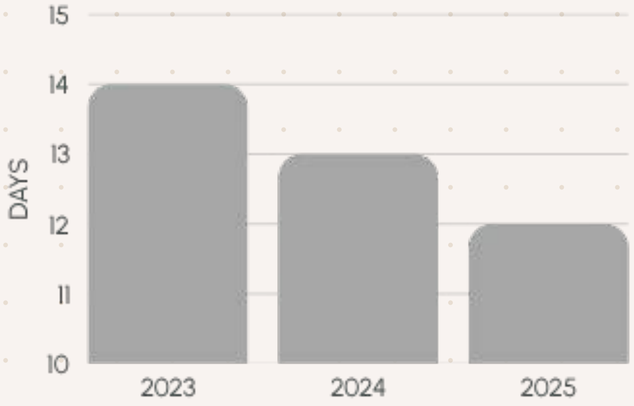
HOURS OF CLINICAL TREATMENT DELIVERED TO VETERANS, SERVICE MEMBERS, AND FAMILIES SINCE INCEPTION

100%

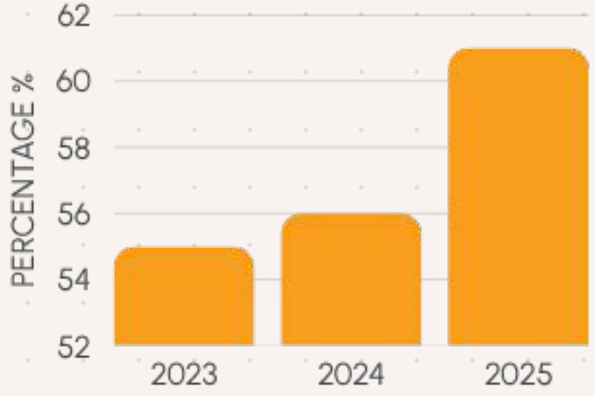
OF A CLIENT'S FIRST 30 SESSIONS DELIVERED COST-FREE

ACCELERATING PROGRAM **OUTCOMES**

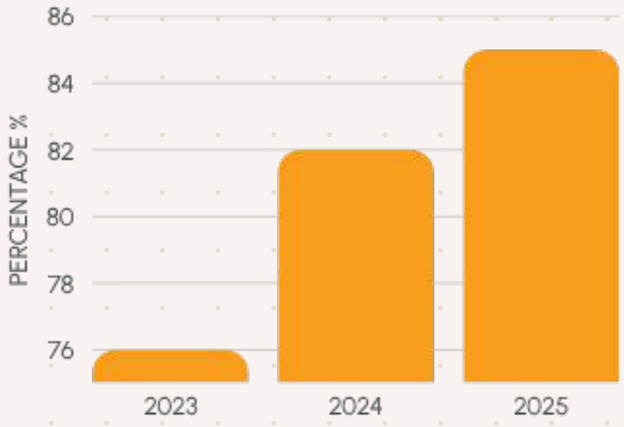
AVERAGE TIME TO CARE



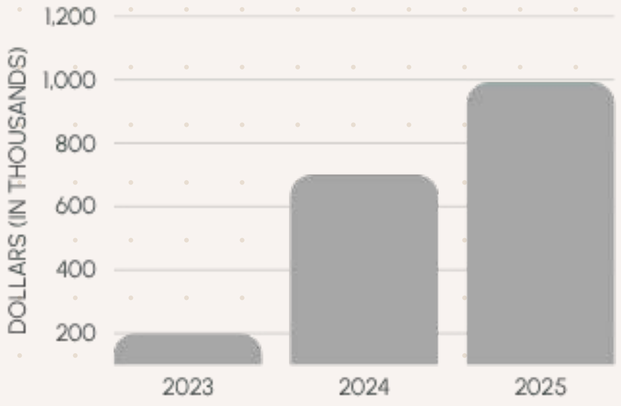
REDUCTION OF PTSD SYMPTOMS



PROGRAM EFFICIENCY RATIO

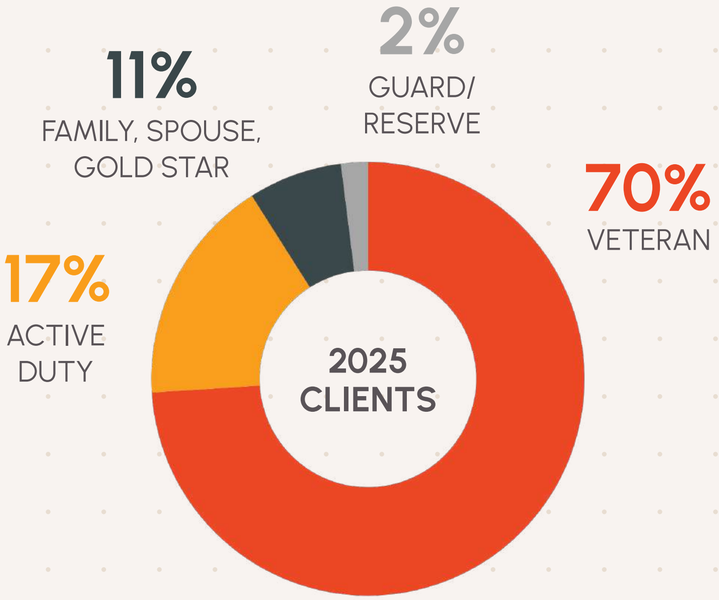


REFERRAL FUNDED CARE



WHO WE SERVE
2025 CLIENT SNAPSHOT

2,947 CLIENTS RECEIVED MENTAL HEALTH TREATMENT FROM THE HEADSTRONG PROJECT IN 2025



CLIENT AGE, RACE, AND ETHNICITY

Under Age 18	1%	American Indian or Alaska Native	<1%
18-24	3%	Asian	2%
25-34	22%	Black or African American	13%
35-44	39%	Native Hawaiian or Pacific Islander	<1%
45-54	22%	White	66%
55-64	10%	Multicultural/Other	5%
65-74	2%	Hispanic/Latino	13%
75	1%	Non-Hispanic/Latino	84%

CLIENT SERVICE BRANCH

AIR FORCE **14%**

MARINE CORPS **15%**

ARMY **38%**

NAVY **28%**

COAST GUARD **2%**

SPACE FORCE **<1%**

*MULTIPLE BRANCHES < 3%

IMPACT IN ACTION
CLINICIAN STORY

2025 CLINICIAN OF THE YEAR J. BLAIR CANO, PSYD, MSCP, BCN, U.S. NAVY VETERAN

"As clinicians, we know that once someone reaches out for help, every passing hour adds to the likelihood that they will not go through with therapy. Headstrong's intake process is the keystone upholding the connection between veterans and treatment. And when a service member or veteran receives treatment, their loved ones share in the healing process.

One of my recent clients came to me after nearly 25 years with the Army Special Forces. He spent three quarters of that time separated from his wife and children. When they finally reunited, after all he had endured, he struggled to empathize with them, and they were beginning to break apart.

Fortunately, we were able to rebuild this veteran's connection to his family. Not only is he in a better place now, but his wife has her husband back and his children finally have their father. Recovery stories like this happen every day, thanks to Headstrong, and I am so honored to be a part of the team.

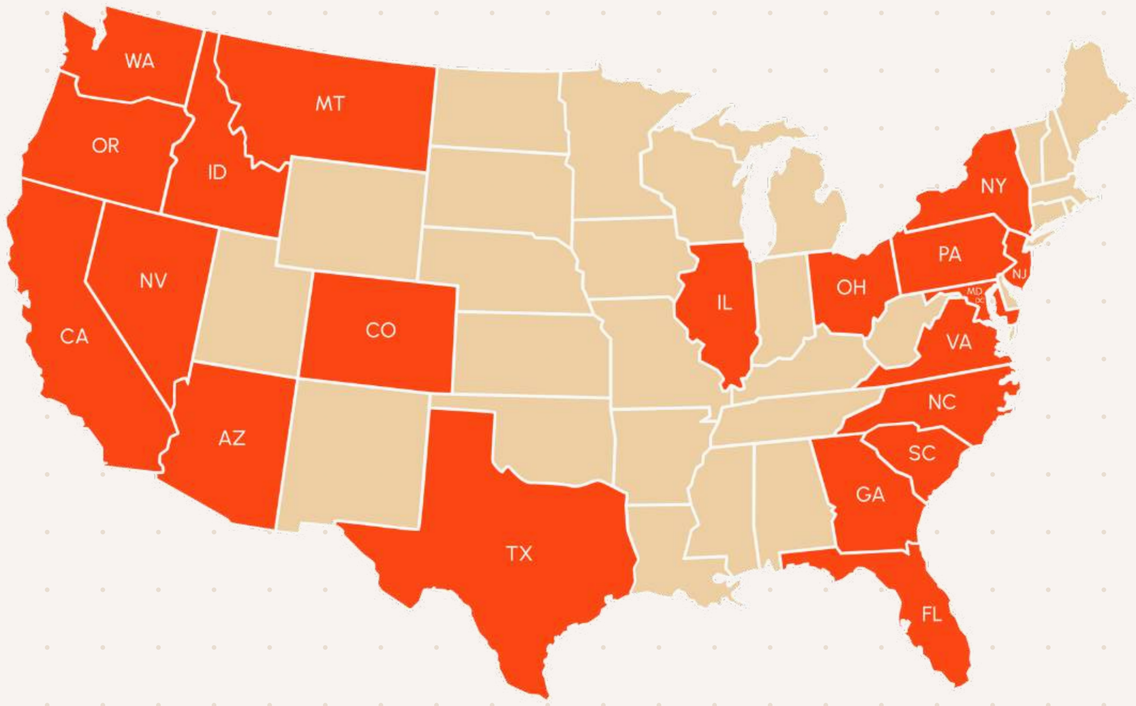
EXPANDING COVERAGE

This past year, Headstrong expanded its in-person services to Montana, Nevada, and South Carolina.

Demand for our services continues to grow. Veteran outreach increased by 20% in 2025. Despite a tremendous spike in outreach, we remain committed to ensuring veterans who ask for help are met with care, dignity, and follow-through.

In 2026, our responsibility is clear: protect clinical quality, expand access, strengthen our infrastructure, and move this mission forward with urgency and integrity. One veteran's healing creates a ripple effect, and our supporters are the reason that ripple exists.

MISSION ANY VETERAN ANYWHERE



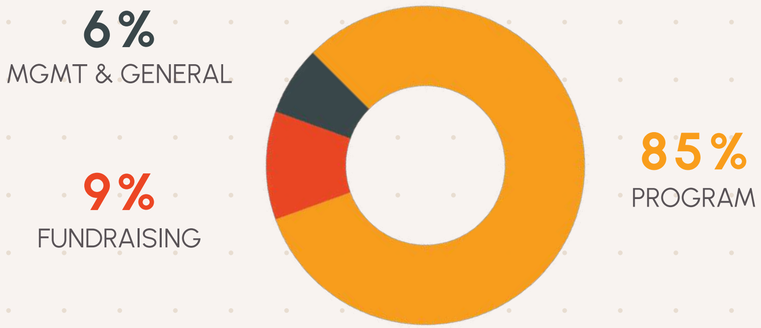
IN-PERSON + TELEHEALTH

TELEHEALTH ONLY

EXPENSE SUMMARY

Headstrong invests heavily in program execution, with **85%** of its cost structure dedicated to mental health program activities.

PROGRAM	$11,961,600	85%
FUNDRAISING	$1,282,300	9%
MANAGEMENT & GENERAL	$785,300	6%
TOTAL EXPENSES	$14,029,100	100%



REVENUE SUMMARY

EVENTS, NET	$5,774,700	42%
FOUNDATIONS	$3,153,400	23%
CORPORATE	$1,588,700	12%
INDIVIDUALS	$1,662,000	12%
FEE FOR SERVICE	$991,400	7%
OTHER	$330,500	2%
GOVERNMENT	$228,200	2%
TOTAL REVENUE	$13,728,900	100%

HEADSTRONG CHAMPIONS
TOP CORPORATE DONORS

- Ally Financial, Inc
- Barracks Baristas
- Cadwalader, Wickersham & Taft LLP
- Capital One
- Chubbies & Foundation 43
- Discovery Senior Living
- DLA Piper LLP
- First American Title Insurance
- Flowers Foods
- HANKS for Our Troops
- Harley-Davidson Motor Company
- Harry's USA
- Juneau Construction Company
- Patriot Crew
- PIMCO
- Power Design, Inc
- Remedy Medical Properties, Inc
- Sparksoft Corporation

MISSION DRIVERS
TOP FOUNDATION DONORS

A. JAMES & ALICE B. CLARK FOUNDATION

THE BOB & RENEE PARSONS FOUNDATION

BOB WOODRUFF FOUNDATION

THE DUCHOSSOIS FAMILY FOUNDATION

ROOTED + REACHING

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Disabled American Veterans Charitable Services Trust

ERANDA Rothschild Foundation

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The Justamere Foundation

Veterans United Foundation

VFW POST 9545

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Chief Clinical Officer

JANEL SKELLEY
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TAHLIA DOS SANTOS
Vice President, Programs & Organization Strategy
U.S. AIR FORCE VETERAN

ERIN MINTMIER
Vice President, Major Gifts

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Sr. Director, Care Coordination

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Sr. Director, Human Resources

ROBIN MYERS, LMSW
Sr. Director, Clinical Systems,
U.S. ARMY NATIONAL GUARD

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Sr. Director, Strategic Initiatives & Board Liaison

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ANNA CRANE, PHD
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Director, Major Gifts & Foundations

HEATHER KACOS, PSY.D.
Regional Director, Clinical Network

KRISTIN MEISNER, LPC, CAS
Regional Director, Clinical Network

KRISTEN RHEINLANDER
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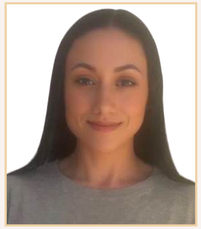
MILITARY SPOUSE

AJ VEAL
Director, National Outreach
U.S. ARMY VETERAN

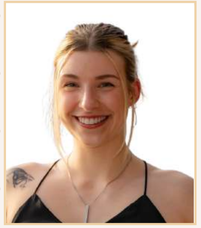
OLIVIA PEREZ-BRELAND
Manager, Marketing & Communications
MILITARY SPOUSE

KATHERINE WILLIAMS
Manager, Grants & Integrated Fundraising
MILITARY SPOUSE



JESS GAGLIARDO, LMHC
Coordinator, Clinical Care

SAMANTHA GETHA, LCSW
Coordinator, Clinical Care
MILITARY SPOUSE



SYDNEY PRZYBYSZ, LMHC
Coordinator, Clinical Care

KRISTEN E. BREEN
Specialist, Clinical Support
MILITARY SPOUSE

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A SECOND CHANCE AT
LIFE. YOUR SUPPORT
MAKES THE RIPPLE EFFECT
OF HEALING POSSIBLE.
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