

2022-23

Annual Report





A WORD FROM THE CEO

Dear Friends and Supporters,

I hope this message finds you well and in good spirits. As we emerge from the challenging days of the COVID-19 pandemic, I want to express my deepest gratitude for your unwavering support of Honor the Fallen, formerly known as 5K For Heroes.

In 2022, we had the incredible opportunity to come together once again and host our inaugural Kickball Tournament. The camaraderie, the competition, and the shared dedication to our mission were truly inspiring. It's with immense pride that I announce the Superstition Fire Department as the tournament champions.

During this time of renewal, we also took the opportunity to adopt a new logo, a symbol of our commitment to honoring the fallen heroes who inspire us daily. Alongside this, we launched a brand-new apparel line and custom hats that are a testament to our shared values and vision.

Now, as we approach the end of the year, I'm thrilled to announce our most exciting news yet – the return of the 5K For Heroes race! After a hiatus of three years, we're back, stronger than ever, and ready to make a difference.

Your continued support is the driving force behind our mission. It's your dedication, your passion, and your belief in our cause that empowers us to move forward with determination and hope.

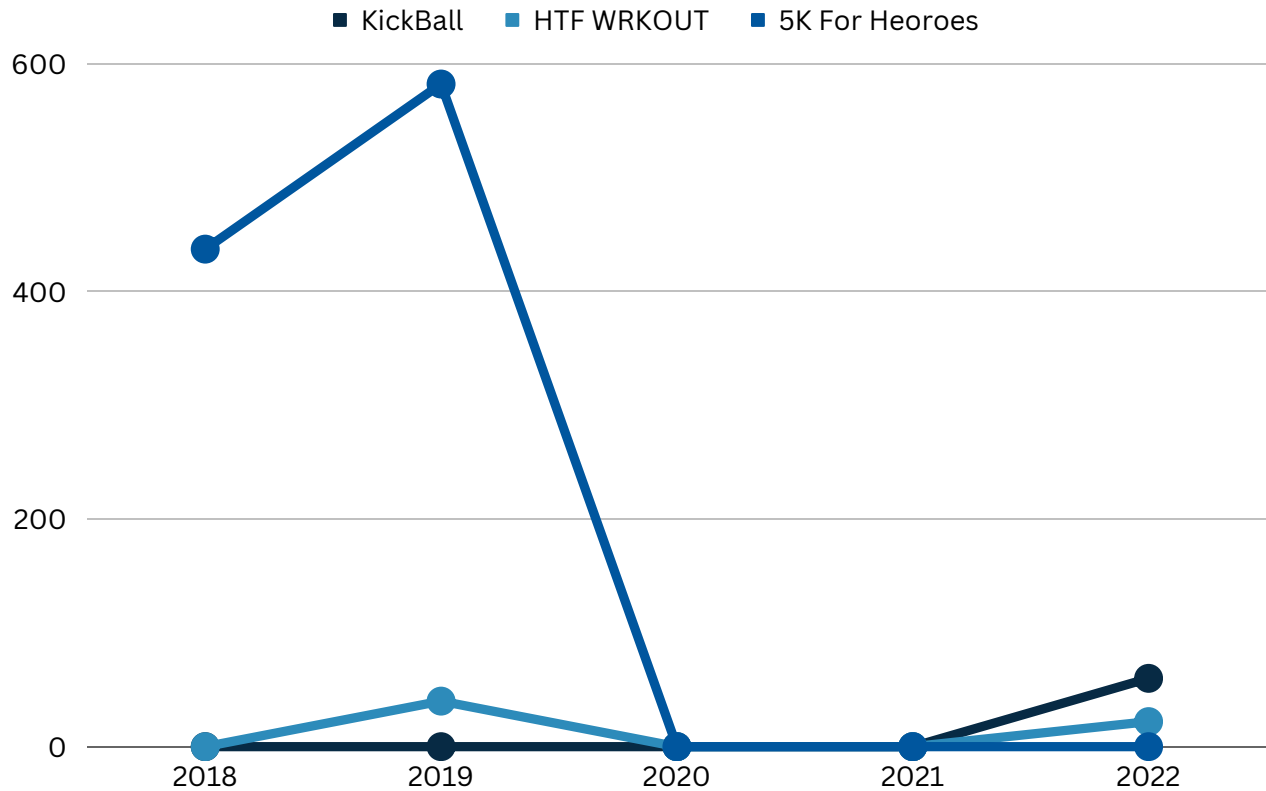
As we look ahead to the upcoming 5K For Heroes race, I am filled with gratitude for all that we've accomplished together and for all that lies ahead. Your support makes it possible for us to provide critical assistance to the families of our fallen heroes.

Thank you for being an essential part of our journey, for your continued support, and for believing in our vision to make a lasting impact.

With heartfelt appreciation,

Watus Cooper
CEO

Annual Sales/Participation



We saw great participation in our flagship event “5K For Heroes” in its 3rd year of 2018 growing by almost 40% in 2019. Through 2020 and the years following the pandemic, up to 2022 we moved to virtual events and fundraisers. The kickball event in 2022 was a great catalyst into 2023 with the announcement of the 5K for Heroes returning in the last quarter of 2023.



Superstition Firefighters
2022 Kick Ball Champions!

Meet Our Team



WATUS COOPER

CEO

"Watus Cooper is the owner of Unfair Advantage Performance and has created a 4000+ sq. ft. sanctuary in the heart of Tempe, AZ, dedicated to helping individuals achieve true wellness. At UAP, they specialize in a comprehensive range of services, from the cold plunge and rejuvenating infrared sauna to the restorative power of compression therapy, massage therapy, and corrective exercise.

In addition to his professional pursuits, he is the founder of the local non-profit "Honor The Fallen". An organization dedicated to supporting the families of fallen police, fire, and military personnel. Through Honor The Fallen, Watus and his team work to make a meaningful difference in the lives of these heroic families, embodying the values of empowerment, gratitude, and service.



STEPHANIE RODRIGUEZ - LUCERO

MANAGER

Stephanie is an Experienced Manager of Community Operations with nine years of expertise in overseeing various types of properties. Ambassador for Brand Integrity Committee and Corporate Social Responsibility Committee with Mark-Taylor Residential. Dedicated volunteer with non-profit organizations, aiming to make a positive impact on communities.



JENNIFER COOPER

MARKETING

Jennifer Cooper is a dedicated and multifaceted individual making a difference in both education and the community. With a master's degree in education and leadership, Jennifer has a deep-rooted passion for fostering learning and growth.

As the founder of the non-profit organization, Love Society, she channels her compassion into a powerful force for good. Love Society is committed to donating essential items to children and families in need, embodying Jennifer's unwavering belief in the power of kindness and generosity.

VISION

We envision a world where the sacrifices made by our heroes and their families are recognized, honored, and met with unwavering support.

MISSION

Our mission is to support families of fallen heroes and provide support to organizations that come along side these families. We aim to partner with organizations to provide financial assistance and therapeutic programs and services that promote healing.





ABOUT HONOR THE FALLEN

Who We Support:

We proudly collaborate with remarkable non-profit organizations to extend our reach and impact.

These organizations include:

- **Camp Hometown Heroes:** Offering solace and support to children who have lost a loved one serving in the military.
- **The 100 Club of Arizona:** Standing beside the families of fallen police officers and firefighters in their time of need.

- **America's Mighty Warriors:** Providing vital assistance to Gold Star families who have lost a loved one in military service.

Our Local Commitment:

In addition to our national partnerships, we are firmly rooted in our local community. Through collaboration with local agencies, we work tirelessly to ensure that the families of fallen police and fire personnel in our very own community receive the care and assistance they deserve.



HOW WE MAKE A DIFFERENCE

Honor the Fallen channels our collective efforts into fundraising, awareness campaigns, and dedicated initiatives to provide financial support, emotional care, and essential resources to those who need it most. We believe in the power of community, compassion, and unity to create lasting change.



HOW YOU CAN HELP

We invite you to join us in our mission. Whether through donations, volunteer work, or spreading the word, your support enables us to make a positive difference in the lives of our heroes and their families. Together, we can honor their sacrifices and build stronger, more resilient communities.

Thank you for being a part of Honor The Fallen and for helping us make a lasting impact.

Join us in supporting our heroes and their families. Together, we can make a difference.



Financial Statements

	2022	2023
Revenue	3200	65000
Expenses	1700	48000
Profit	\$800	27000

Numbers for 2023 are predictions based on numbers from 2018-2019

Contact Us



480.906.4645



info@honorthefallen.org



www.honorthefallen.org

