



OPERATION VET NOW INC.

Dedicated to Honoring and Supporting Our Veterans & their Families

2024 Strategic Plan



MISSION STATEMENT

Honor our heroes that never made it home, and to be there for all who did. Supporting our warriors by reaching out and creating connections through innovative programs focused on improving mental and physical wellness.

OUR VISION

Connecting our Veterans to life changing services and programs, dedicated to improve the wellness of every Veteran we encounter...heal and honor our heroes.



Meeting Veteran's NEEED'S

Through Endless OPPORTUNITIES

To Their Overall WELLNESS

#BeThereforOurVeterans

What is “NOW”

Needs

- Connect service members to care; regardless of era served, who suffer from the invisible injuries linked to Veteran suicide
- Finding “right fit” programs based on needs and comfort zone of Veterans and active service members
- Community understanding; a realistic understanding of Veterans mental health issues and needs
- Post 9/11 Veterans are underserved with outreach programs they can relate to
- Grow team approach with our fellow veterans' organizations on effective outreach

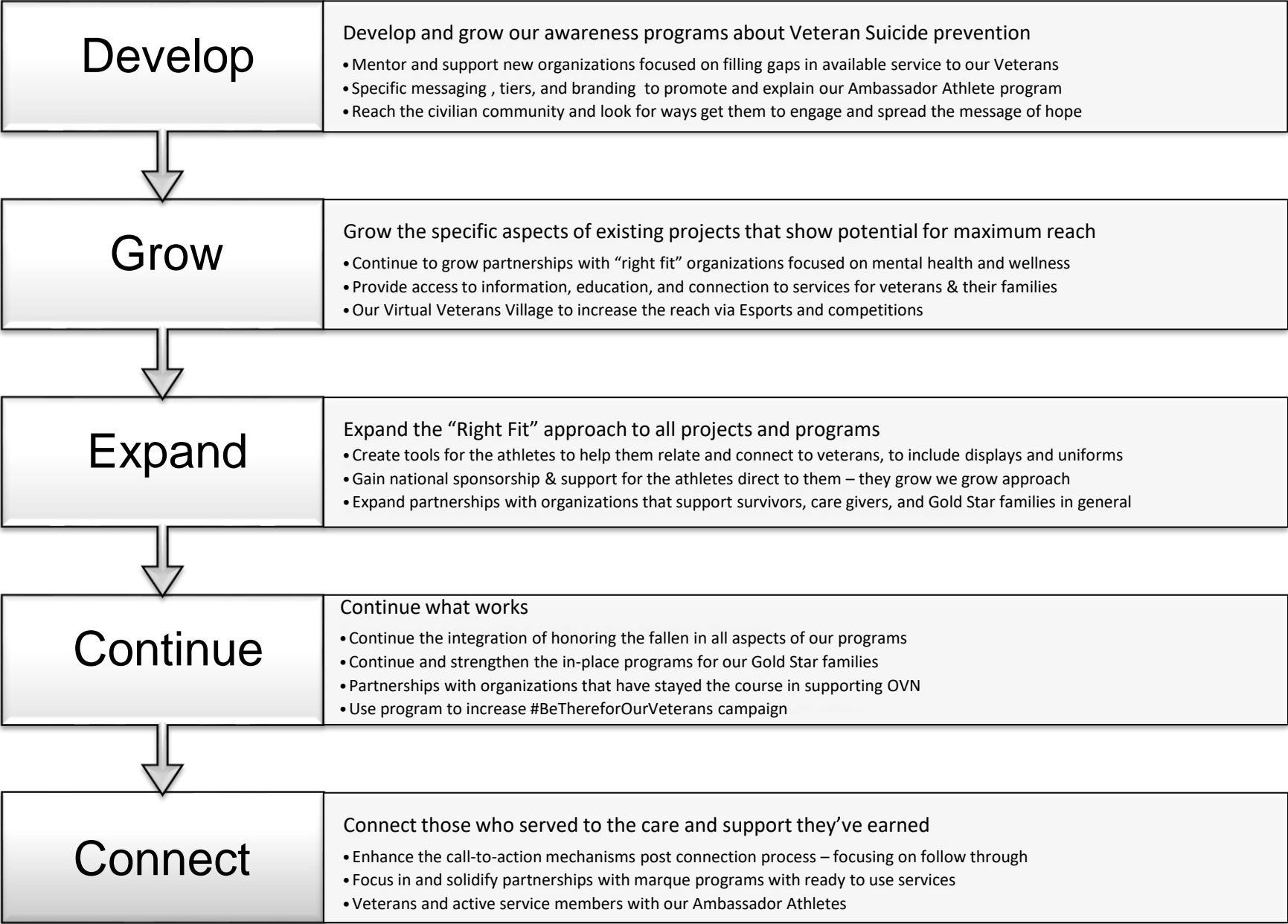
Opportunities

- Connect to Veterans to care via innovative live events and programs
- 11 of the 17+ Veterans who commit suicide daily are not registered with care or support services
- Connect Veterans to support networks that generate a programs based on interest (i.e. sports)
- Reach & support younger Veterans through innovative sports-based programs

Wellness

- Promote long term connection to the right care programming; solutions not band-aids
- Support mentorship, rehabilitation and treatment programs focused on outcomes through sports and activities

2024 Goals & Objectives



Key Issues OVN is Addressing

- High suicide rate among veterans – over 17 per day nationwide
 - Connection to PTS, TBI Transitional & Combat Stress issues (*Does not mean direct combat only*)
- Reaching the Veterans who are suffering before it's too late – Go to them!
- Community understanding and relationship building with Veterans
- Numerous Non-Profit organizations – reduce confusion on help
- Connecting Veterans to help/care/support well beyond just medical
- Maximize the connection to care/support through outreach initiatives
- Reaching Veterans who are suffering in silence before it's too late!
- Connecting Veterans to programs that don't require a VA disability rating to participate

Three Focused Projects



Project Reach Out

- Introduce, connect, and educate over 5000 Veterans annually on the care & support available to them
- To reach Veterans, Active Military, & their families by participating in events that they have a high propensity to attend in normal life...reach them in their comfort zones.

Fallen Heroes Tribute Project

- Manage large scale programs to honor service members that have been killed while serving or from conditions stemming from service at local and national public events (Professional Sports, Military holidays & more)
- Work extensively with Gold Star families and military units of the fallen service members
- OVN has honored over 400 fallen heroes since 2018

Ambassador Athlete Project

- Veterans, and Active Service members who compete in organized, sanctioned sports series, organizations and competitions.
- Athletes are ambassadors of the message to help veterans that suffer from PTSI, TBI, Combat & Transitional Stress and have personal experiences or knowledge of the various issues veterans experience
- Athletes use their sport to help their mental wellness and help other veterans get involved

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OVN PROJECT REACH OUT

Objective: To reach Veterans, Active Military, & their families by participating in events that they have a high propensity to attend in normal life...reach them in their comfort zones.

Project Features:

- A OVN only display at events
 - Reduce planning time and logistic support requirements
- OVN display would be more elaborate, yet simpler
 - Minimum 10'x10' to 40'x60' displays– with upscaled material displays
 - Enhanced intake process – Tablets & manual forms for visitor engagement
 - Hospitality piece would be included in all event displays
- Veterans' organizations would sign on to support through materials from their org
 - Organizations can send reps to help in the OVN Reach Out display
 - Materials and SWAG for display come from organizations & Veteran owned companies
- Display open to Veteran owned businesses to participate with information
 - Engage businesses to implement drawings and sponsorship support
- Integrate OVN Ambassador Athletes to this this project
 - Participate in the display – equipment on display, posters, autograph and answer sessions etc...

OVN PROJECT REACH OUT

Project Features Cont.

- Outreach display kits would be usable by our Ambassador Athletes at larger events
- **Veterans Village legacy format opportunities and existing events**
 - Allow local organizations to an event to run a Veterans Village to integrate into our event
 - Example is Fallen Heroes Run South
 - Keep 6th Annual Fallen Heroes Ride & Veterans Appreciation event & possibly NY Snocross Event in the VVP format (These have strong local support)
- **Measurability for future support**
 - Event attendance
 - Veterans/Active Military/Families reached
 - Veterans/Active Military/Families connected to support/care/help
 - Number of organizations represented

OVN AMBASSADOR ATHLETE

Project Recommended Changes for 2024

- Create caps on athlete categories of competition (i.e. Pro, amateur, sport category etc..)
- Focus on expanding sports and geographies to increase reach
- Model doesn't require individual athlete funding
- Invest in set kit all athletes get –approximately \$125 each
- Athlete funding
 - Professional competition sponsorship where increased reach is present for OVN message (i.e. MMA on Showtime, MMA on ESPN, SnoCross on Fox Sports, etc...)
 - Provide travel funds support for national competitions (i.e. VetMX Nationals, World Armed
 - Fund graphics for competition equipment and/or uniforms that increase awareness and reach
- Supply traveling kits for Ambassadors to set up displays at events
- Continue to provide and re-supply Ambassador tool kits

2024 KEY EVENTS



Event	Location	Date	VVP	AA	FHT	GS
Snocross – Traditional VVP	Salamanca, NY	16-17 Feb		X	X	X
Fallen Heroes Run South	New Braunfels, TX	6 Apr	X		X	
Jennerstown Salutes Armed Forces Day	Jennerstown, PA	18 May	X	X	X	X
HCN Ride & Roast	Homer City, PA	20 Jul	X		X	
Gold Star Dinner	Greensburg, PA	2 Aug			X	X
5 th Annual Fallen Heroes Run	Greensburg, PA	3 Aug	X		X	
Veteran MX Nationals	Maize, KS	Sept – 20-22		X	X	
Armed Service Rodeo Nationals	Clovis, NM	Nov - TBD		X	X	

Note: Only major events planned and coordinated by OVN listed

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