



URBAN WARRIOR PROJECT

Supporting Our Urban Warriors — Where Service Meets Support

“They stood on the line for us. Now, we stand for them.”

Established: September 11, 2025



Executive Summary

*The **Urban Warrior Project (UWP)** is a nonprofit initiative designed to change the national conversation around first responder care. Built by those who have worn the badge, UWP is leading a movement to transform how America supports its domestic defenders, police, fire, EMS, and dispatch.*

Founded by Jeffrey Marr, a former law enforcement officer who personally experienced the cost of service and the struggle to rebuild, the Urban Warrior Project stands as both advocacy and action. Through policy reform, community outreach, and sustained funding, UWP fights to ensure that every first responder is honored with lifetime care, access to resources, and recognition equal to that of our nation's veterans.

This plan outlines a three-year roadmap toward self-sustainability, projecting \$1M+ in annual impact through diversified revenue streams, grants, corporate sponsorships, merchandise, and membership programs. Each dollar raised fuels advocacy, awareness, and direct resources for those on the front line.

UWP is built on systems, not slogans. We are establishing the infrastructure to influence federal policy while also creating immediate, tangible outcomes for local communities through online training, emergency relief, and public education.

With guidance from fiscal sponsorship oversight, and a structured board of directors, UWP enters its next phase with legal clarity, financial governance, and measurable goals. We invite sponsors, agencies, and citizens alike to join a movement that is both mission-driven and results-proven, ensuring that America's protectors are never left to stand alone.



Key Initiatives:

- **Community Resource Network:** *Building an online hub that connects responders to vetted mental health, recovery, and financial resources*
- **Membership & Engagement Program:** *A tiered support system that transforms donors into lifelong advocates through symbolic colors representing each responder field.*
- **Merchandise & Brand Expansion:** *Branded apparel, tactical gear, and products that build identity, awareness, and recurring revenue.*
- **Sponsorship & Events:** *Corporate partnerships and national conferences that amplify advocacy and storytelling.*

The Challenge - When the Sirens Stop

Across the nation, first responders operate within a system built to deploy them, not to sustain them. Police officers, firefighters, EMTs, and dispatchers are equipped for emergencies but left without structured support once their service ends. There is no unified national policy guaranteeing long-term care, mental-health coverage, or financial protection for those who have worn the badge or carried the radio.

Instead, assistance is fragmented, managed by local departments, inconsistent state programs, or temporary nonprofit initiatives. Many responders retire into uncertainty, facing the cumulative effects of trauma, injury, and burnout with little coordinated help. For every firefighter battling cancer from years of exposure, or officer haunted by the scenes they can't forget, the safety net looks different or doesn't exist at all.



Mission, Vision, & Core Values

Mission:

The Urban Warrior Project exists to ensure that no first responder faces life after duty without access to the care, dignity, and stability they deserve. We are building a unified national voice that turns gratitude into action, advocacy into reform, and awareness into lifelong support.

Vision:

We envision an America where police, fire, EMS, and dispatch professionals are recognized not just for their service, but sustained because of it. A nation where every call answered is met with the assurance that someone will answer for them in return.

Core Values:

Honor - *We uphold the integrity and sacrifice of every first responder through our own transparency, stewardship, and service.*

Duty - *We move with urgency and discipline, driven by responsibility, not recognition.*

Unity - *We reject silos. Across every badge and branch, we serve as one voice for all who protect.*

Resilience - *We build what lasts. Challenges don't deter us, they define us.*

Impact - *We measure success by lives changed, systems improved, and the strength of the line we reinforce.*



Programs & Community Impact

The Urban Warrior Project operates through three integrated pillars, Advocacy & Policy Reform, Resource & Support Services, and Community & Training Initiatives.

Together, these programs form a complete ecosystem of support, designed not only to change laws but to change lives.

Advocacy & Policy Reform:

UWP's top priority is to drive legislative change that establishes federal lifetime benefits for first responders.

Our advocacy model combines data-driven research, coalition building, and direct engagement with lawmakers to ensure the men and women who protect our cities receive permanent national recognition and support.

Key Initiatives Include:

- **Legislative Action Campaigns** - Nonpartisan education efforts highlighting the realities of first responder life after service.
- **First Responder Policy Briefings** - Presentations and reports that share data on responder health, retention, and post-service outcomes.
- **Public Awareness Events** - National campaigns and digital storytelling that shift public perception and mobilize support for improved systems of care.

Impact Goal: *Influence federal and state awareness of first responder lifetime-care gaps by establishing partnerships with at least 25 agencies or organizations by 2028.*



Resource & Support Services:

While policy awareness builds momentum, UWP acts now to fill the immediate gaps left by inconsistent or nonexistent programs.

The Urban Warrior Resource Network connects first responders and their families to verified support across mental health, addiction recovery, financial stability, and emergency assistance.

Program Components Include:

- **Crisis Response & Referral** - Confidential connection to culturally competent counselors and peer-support specialists.
- **Emergency Relief Fund** - Immediate assistance for responders experiencing hardship from injury, illness, or transition out of service.
- **Vetted Partnerships** - Collaboration with credible nonprofits and service providers to ensure confidentiality and quality of care.

Impact Goal: *Provide direct resources or financial aid to more than 1,000 responders and families within three years.*

Community & Training Initiatives:

Healing and readiness thrive in the community. UWP strengthens resilience by bringing first responders and their families together through continuous learning and shared experience.



Program Components Include:

- **Online Membership Platform** – *Weekly virtual sessions offering education in wellness, leadership, preparedness, and family resilience.*
- **Quarterly “Warrior Forums”** – *Interactive discussions featuring experts and peer mentors who address mental health, communication, and life after service.*
- **Urban Warrior Retreats (Future Development)** – *In-person gatherings designed for decompression, personal growth, and community building.*

Impact Goal: *Engage over 10,000 active members nationwide through training, forums, and digital community participation by Year 5.*

Program Philosophy:

Every program under UWP is built on a tactical model of impact, precise, efficient, and accountable.

Our approach is not political; it is people-centered and results-driven. Each initiative advances measurable outcomes: stronger communities, healthier responders, and a public that truly understands what it means to protect those who protect us.

Together, these programs transform awareness into measurable action, building a legacy of strength, resilience, and lifelong support for America’s Urban Warriors.



Membership & Engagement Model

The Urban Warrior Project's membership network is more than a funding source, it's a living, breathing community of people united by a shared purpose. Each member becomes part of a nationwide movement of civilians, families, and first responders committed to strengthening the front line.

Every membership tier carries a stripe, a color drawn directly from the responder community, symbolizing the unity and sacrifice of those who serve. These colors form the UWP Identity Line, representing dispatchers (yellow), firefighters (red), EMS/medical responders (white), and law enforcement officers (blue).

Guardian - \$50/month (Yellow Stripe: Dispatchers):

Symbolism: *The steady voice guiding the line. Guardians represent vigilance, clarity, and unwavering communication.*

Benefits include:

- *Exclusive UWP T-shirt shipped annually*
- *Digital membership badge & certificate of recognition*
- *Early access to updates, awareness campaigns, and community news*
- *Name placement on the **Wall of Guardians**, a public show of unity and gratitude*



Protector — \$100/month (Red Stripe: Firefighters):

Symbolism: *Courage, sacrifice, and the heat of service. Protectors are those who act and spread the mission in their communities.*

Benefits include:

- *All Guardian benefits*
- *Alternating months of tactical gear (UWP hat, patch, or bottle)*
- *Invitation to quarterly **Warrior Briefings** with leadership updates*
- *10% discount on all UWP merchandise*
- *Annual limited-edition supporter coin*

Defender — \$250/month (White Stripe: EMS & Medical Responders):

Symbolism: *Purity, healing, and preservation of life. Defenders embody the calm under pressure that saves lives when seconds count.*

Benefits include:

- *All Protector benefits*
- *Choice of premium item every six months (tactical backpack, smartwatch, or knife)*
- *20% discount on UWP merchandise*
- *VIP seating at national events and annual conferences*
- *Personalized thank-you message from UWP leadership*



Champion — \$500+/month (Blue Stripe: Police & Leadership):

Symbolism: *Loyalty, vigilance, and leadership. Champions serve as protectors of the mission, leading by example and ensuring the movement endures.*

Benefits include:

- *All Defender benefits*
- *Quarterly **Mission Crate** with custom apparel and tactical gear*
- *Invitation to the annual **Warrior Dinner**, a private networking event for major supporters and responders*
- *Recognition as a **Founding Champion** on UWP's National Donor Wall*
- *Private annual mission briefing with executive leadership*

Member Connection & Engagement:

UWP members are kept closely connected to the mission through:

- **Quarterly mission briefings** showcasing program outcomes, financial transparency, and success stories
- **Online community access** for discussion, training, and shared experiences
- **Volunteer opportunities** at community events and awareness campaigns
- **Direct digital recognition** through the "UWP Member Line" on the organization's website and social channels

This isn't a transaction, it's a pledge of alignment. Each member, from Guardian to Champion, becomes a vital part of a national movement to protect those who protect us.



Growth & Retention Goals:

UWP's membership program is designed for sustainability and scalability.

As the membership grows, so does the movement, building a culture of gratitude, resilience, and lifelong support that echoes far beyond the uniform.

Year	Members	Projected Monthly Support	Annual Impact
Year 1	500	\$50,000+	Initial funding for outreach and operations
Year 3	2,500	\$150,000+	Expansion of Resource Network and emergency funds
Year 5	10,000+	\$500,000+	Nationwide awareness, resource hubs, and retreat development



Fundraising & Financial Model

Sustainability is the foundation of the Urban Warrior Project. To serve first responders for life, UWP operates under a multi-channel funding model designed to ensure independence, transparency, and long-term scalability.

Rather than relying on a single source of support, UWP combines memberships, merchandise, corporate partnerships, events, and grants into one integrated system, where every contribution directly advances the mission to protect those who protect us.

Diversified Funding Streams:

Grants & Philanthropic Donations (40%)

UWP partners with foundations, state agencies, and private philanthropists to secure funding for operational costs, emergency relief, and mental health initiatives.

Grant funding allows us to expand programming while maintaining affordability for first responders and their families.

Focus Areas for Grant Support:

- *Mental health & trauma recovery programs*
- *Family resilience and reintegration*
- *Emergency financial relief for injured responders*
- *Community awareness and education*

Projected Year 3 Goal: *\$400,000 annually through foundation and philanthropic partnerships.*

Merchandise & Product Sales (40%)

The UWP brand represents identity, resilience, and unity. Through branded apparel, tactical gear, and lifestyle products, we build awareness while generating sustainable revenue.



Key Product Lines:

- *Urban Warrior apparel (shirts, hats, hoodies, and patches)*
- *Tactical backpacks and accessories*
- *Fitness and nutrition line designed for responder performance*
- *Limited-edition collectibles and branded knives/watches*

All merchandise profits are reinvested directly into UWP programs and the Resource Network.

Projected Year 3 Goal: \$400,000 in annual product-based revenue.

Corporate Sponsorships & Events (15%):

Corporate sponsors are critical allies in expanding awareness and outreach.

Through sponsorships, conferences, and community events, UWP builds bridges between the private sector and first responders.

Partnership Opportunities Include:

- *Event sponsorships and co-branded campaigns*
- *“Adopt-a-Responder” corporate giving programs*
- *Annual **Warrior Dinner** for networking and recognition*
- *Sponsored awareness events and conference booths*

These partnerships strengthen relationships between businesses and the heroes who serve their communities daily.

Projected Year 3 Goal: \$150,000 annually through sponsorships and events.



Membership Program (5%):

The membership model represents the heart of UWP's grassroots strength. Through monthly recurring contributions, members provide a dependable source of funding for community programming, digital platforms, and direct support.

Membership revenue also serves as a stability anchor, smoothing out cash flow between grant cycles and event income.

Projected Year 3 Goal: \$50,000 in recurring annualized membership support (based on 2,500 active members).

Financial Philosophy & Accountability:

*The Urban Warrior Project operates on three core financial principles: **Integrity, Efficiency, and Impact.***

- **Integrity** - Every dollar is accounted for. UWP publishes quarterly financial updates and undergoes annual third-party review through its fiscal sponsor.
- **Efficiency** - Funds are allocated tactically, prioritizing direct impact programs over administrative overhead.
- **Impact** - Measurable outcomes guide all spending decisions. Programs are evaluated for performance, reach, and sustainability.

*UWP's fiscal model ensures that **at least 80% of every dollar raised** goes directly toward programming, outreach, or resource development.*



Projected Surplus:

- Year 1: *-\$100,000 (Startup investment phase)*
- Year 2: *+\$140,000*
- Year 3: *+\$225,000*

Category	Year 1	Year 2	Year 3
Grants & Donations	\$200,000	\$300,000	\$400,000
Merchandise Sales	\$200,000	\$300,000	\$400,000
Sponsorship & Events	\$75,000	\$100,000	\$150,000
Membership Support	\$25,000	\$50,000	\$50,000
Total Revenue	\$500,000	\$750,000	\$1,000,000+

Expense Category	Year 1	Year 2	Year 3
Programs & Resources	\$150,000	\$250,000	\$300,000
Staffing & Administration	\$100,000	\$150,000	\$200,000
Marketing & Awareness	\$60,000	\$80,000	\$100,000
Merchandise production	\$60,000	\$80,000	\$100,000
Events & Outreach	\$30,000	\$50,000	\$75,000
Total Expense	\$400,000	\$610,000	\$775,000



Long-Term Financial Vision:

Within five years, UWP aims to achieve financial self-sufficiency, generating consistent funding through diversified sources while reducing reliance on grants.

Future growth opportunities include:

- *Expansion of the Urban Warrior Foundation Fund to provide direct financial relief to responders and families*
- *Launch of national partnerships with first responder agencies and corporations*
- *Development of the Urban Warrior Retreat & Training Center for post-service resilience and recovery*

The goal is not just to fund a nonprofit, it's to build a sustainable national movement that protects America's protectors for generations to come.

Sponsorship Opportunities

The Urban Warrior Project offers sponsorship opportunities for companies, organizations, and individuals who believe in strengthening America's first line of defense, our first responders.

Sponsorship is not a transaction; it's a partnership in purpose. Every sponsor helps bridge the gap between service and support, ensuring that police officers, firefighters, EMTs, and dispatchers receive the recognition, care, and stability they've earned. Each tier reflects a level of investment in both mission and visibility, giving sponsors the chance to align their brand with honor, integrity, and national impact.



Sponsorship Philosophy:

We believe sponsorship should be mutually beneficial. UWP sponsors don't just give; they join the movement. Their brand becomes part of a story that celebrates sacrifice, resilience, and unity. Sponsors are recognized publicly, integrated into campaigns, and included in key awareness events, ensuring their partnership carries both social value and community influence.

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Sponsorship Tiers:

Silver Sponsor - \$5,000 for sponsors who want to take the first step in standing with America's protectors.

Benefits include:

- *Company name and logo featured on the UWP website*
- *Recognition on official UWP social media channels*
- *Inclusion in quarterly digital newsletters and supporter updates*
- *Company listing in the annual UWP Impact Report*
- *Sponsor certificate for display*

Impact Focus: *Helps fund emergency financial assistance for first responders in crisis.*



Gold Sponsor - \$10,000 for organizations ready to amplify their support and visibility.

Benefits include:

- All Silver-level recognition
- Company logo displayed at major UWP events and community booths
- Co-branded promotional materials and awareness campaigns
- Quarterly sponsor briefings and progress reports
- Recognition during Warrior Forums and national awareness events

Impact Focus: Supports the expansion of the Resource Network and responder mental health programming.

Platinum Sponsor - \$25,000+ for legacy sponsors who want to lead from the front.

Benefits include:

- All Gold-level recognition
- VIP access to the Annual Warrior Dinner and national networking events
- Dedicated feature story in UWP's annual media publication and website
- Option to underwrite a specific program or event (with co-branding)
- Private annual mission briefing with UWP executive leadership
- Recognition as a National Partner of the Urban Warrior Project

Impact Focus: Fuels large-scale awareness campaigns, national training events, and the future Urban Warrior Retreat Center development.

Custom Sponsorships: UWP also offers customized sponsorship packages for brands and philanthropic partners with specific focus areas, including mental health, family support, veteran transitions, or community resilience. Custom partnerships allow sponsors to directly underwrite programs that align with their mission while maximizing visibility through co-branded campaigns and national recognition.



Brand Identity & Logo Meaning

The Urban Warrior Project brand is more than a logo, it's a flag of unity. Every line, color, and design element reflects the people we serve and the principles we stand for. The flag's four stripes, yellow, red, white, and blue, represent the collective strength of America's first responder community. Together, they form one continuous line, symbolizing unity under pressure and shared sacrifice in service to others.

Our logo was designed to be recognizable, resilient, and mission-driven, a tactical emblem that carries the weight of purpose. Whether printed on apparel, displayed at events, or featured in advocacy campaigns, it serves as a constant reminder that this movement belongs to every first responder and every citizen who stands with them.

● **Yellow - Dispatchers:** *The unseen heroes who guide every response.*

Yellow represents vigilance, communication, and precision, the calm voice that holds the line when chaos unfolds.

● **Red - Firefighters:** *The embodiment of courage and sacrifice.*

Red honors those who run into danger when others run away, symbolizing endurance, bravery, and the flame of service that never goes out.

● **White - EMS & Medical Responders:** *The guardians of life.*

White reflects purity, hope, and healing, the color of calm under pressure, representing those who restore balance in moments of crisis.

● **Blue - Law Enforcement** *The shield of stability and order.*

Blue stands for loyalty, discipline, and vigilance — the unwavering commitment to protect and serve, even when the weight of duty is heavy.



Join the Movement

This mission can't succeed alone

It requires champions, individuals, companies, and communities willing to stand in the gap, to become part of the line that never breaks.

Your partnership fuels more than programs, it fuels hope. Every membership, every sponsorship, every shared conversation strengthens the network that keeps our Urban Warriors standing tall.

Now is the time to move from appreciation to action.

Ways to Join the Mission

- **Become a Member** - Choose your stripe. Join the Guardian, Protector, Defender, or Champion tier and stand on the line.
- **Sponsor the Mission** - Partner with us through corporate sponsorship or customized impact programs.
- **Collaborate** - Bring your organization's expertise or resources to help expand training, awareness, or support initiatives.
- **Advocate** - Share our message in your community. Awareness saves lives.

Every action matters. Every voice strengthens the line.



Contact Information

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When the line is tested, we hold.

When the call comes, we answer.

This is our mission. This is our promise.