



OPERATION VET' NOW

2025 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
- Train/educate and support 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
- Expand and explain access to support groups local & national

2025 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 “right-fit” support programs
- Maximize the connection to care/support through outreach
- Reaching Veterans who are suffering in silence before it's too late!

OVN KEY FOCUS

OVN OUTREACH EVENTS

- OVN Veteran Outreach: Activating Support & Connections with help/support/care available for Veterans
- Introduce, connect, and educate over 5000 Veterans annually on the care & support available to them

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

AMBASSADOR ATHLETE PROJECT

- 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

MUSIC

- **Empowering Veterans Through Music** – Providing opportunities for Veterans to perform live in a band, fostering connection and self-expression.
- **Highlighting the Healing Power of Music** – Showcasing the profound impact music has on mental well-being and recovery.
- **Sharing Personal Journeys** – Encouraging Veterans to tell their stories and inspire others through the power of music.

#BeThereforOurVeterans

2025 KEY EVENTS

| Event | Location | Date |
|--|-------------------|-------------|
| Over, Never Out Concert | Nashville, TN | 21 Feb |
| OVN Call-to-Action 5K for Veterans | Monogahela, PA | 5 Apr |
| 3 rd Fallen Heroes Ride & Outreach | New Braunfels, TX | 12 Apr |
| Jennerstown Salute to Armed Forces Event | Jennerstown, PA | 18 May |
| Outreach with Carmichael Riders | Carmichaels, PA | 24 May |
| OVN Call-to-Action 5k for Veterans | Monroeville, PA | 28 Jun |
| HCNR Ride & Hog Roast Benefit | Homer City, PA | 12 Jul |
| 7 th Annual Fallen Heroes Ride & Outreach | Greensburg, PA | 2 Aug |
| Veteran MX Foundation National Championship | Maize, KS | 21-24 Sept |

#BeThereforOurVeterans

OVN Team



President, OVN
Cheryl Aubrey
Air Force Veteran



Chairman
Jeff Owen
Maj(R) Air Force



Vice-Chairman
Paul Gallagher
CMSgt(R) Air Force



Mike Gasparetto
CMSgt(R) Air Force



Garret Spencer
CSM(R) Army



Randy Fuller
CMSgt(R) Air Force



Dave Richards
CMSgt(R) Air Force



Marv Daughtery
SMSgt(R) Air Force



Pam Aubrey
Civilian



MSgt(R) Shad Babb
Air Force



Eli Rogers
Marine Veteran



SSG Tiffany Atkins
Active Marine



Dean Unger
CMSgt(R) Air Force



Spencer Allen



Dr. Anthony D'Onofrio

- Over 200 years of active-duty military experience.