



OPERATION VET NOW 2026 FOCUS & STRATEGY

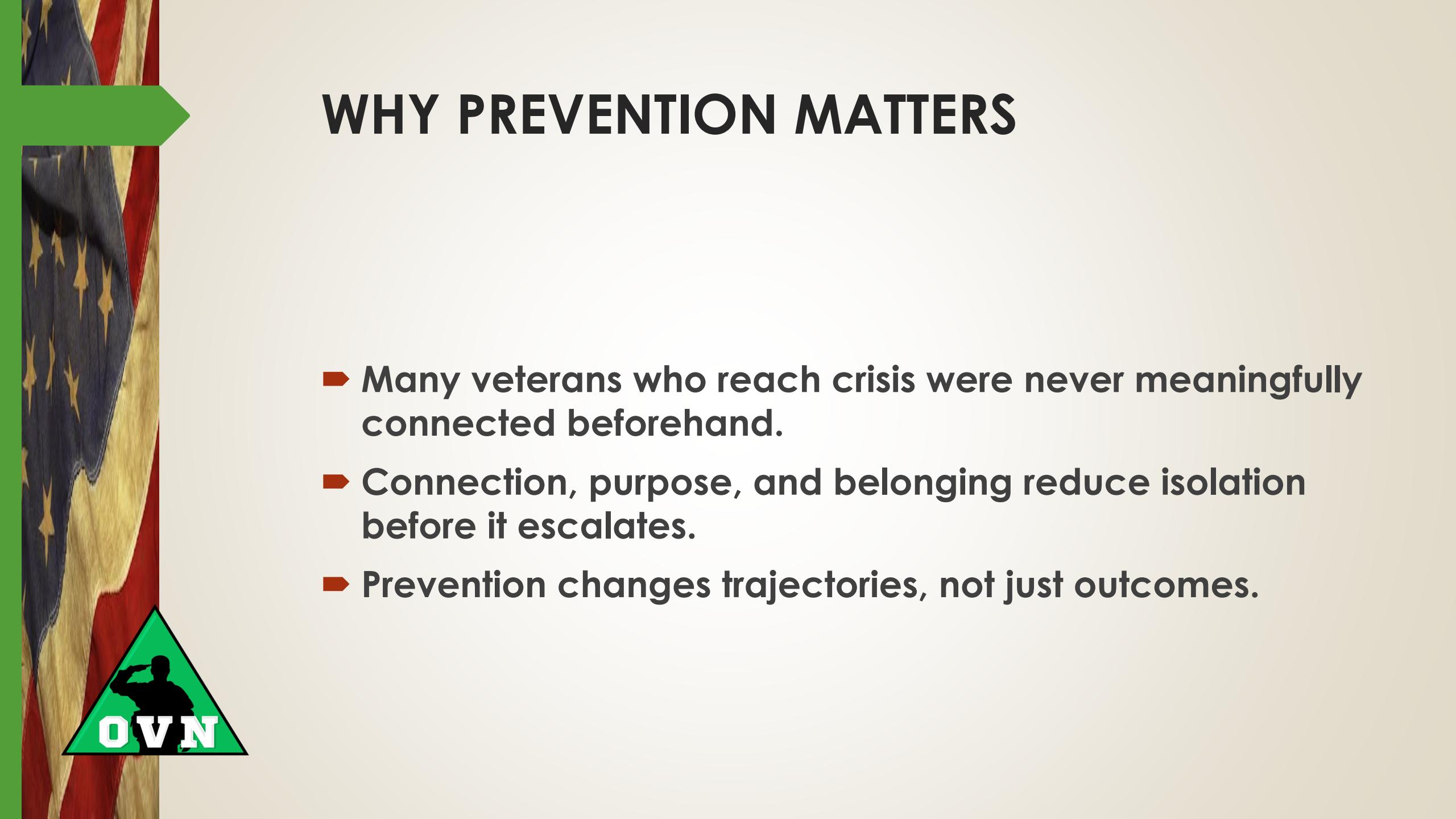
Be There for Our Veterans

**Remembering Those Who Never Made It Home,
and Standing with All Who Did**



2026 BOTTOM LINE

- ▶ In 2026, OVN will place greater emphasis on prevention and less on crisis.
- ▶ Crisis support remains critical, but it is not the primary entry point.
- ▶ Every OVN program, project, and partnership must support early engagement.



WHY PREVENTION MATTERS

- ▶ Many veterans who reach crisis were never meaningfully connected beforehand.
- ▶ Connection, purpose, and belonging reduce isolation before it escalates.
- ▶ Prevention changes trajectories, not just outcomes.





HOW OVN ENGAGES VETERANS

- ▶ Meet veterans where they already are through sports, music, and community events
- ▶ Use trusted, non-clinical engagement to reduce barriers to seeking care
- ▶ Increase willingness to access therapy and support services when needed
- ▶ Reinforce connection, accountability, and peer encouragement to help veterans stay engaged and complete recommended therapy, not disengage early



A vertical strip of the American flag is visible on the left side of the slide, featuring the stars and stripes.

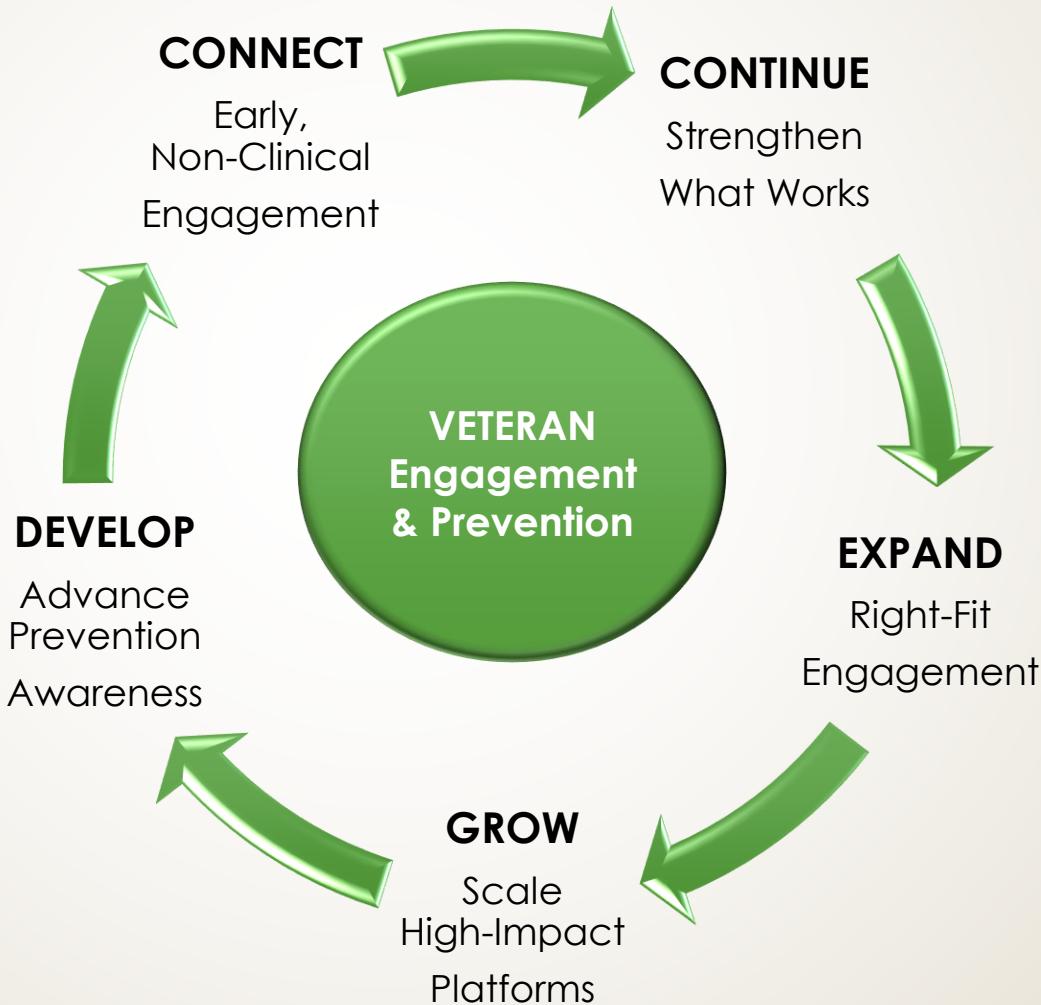
FOCUS AREAS

A large, solid green arrow pointing to the right is positioned in the upper left corner of the slide.A green triangle containing a white silhouette of a soldier saluting and the letters "OVN" in white is located in the bottom left corner.

Focus Areas

- ▶ Sports — Identity, routine, peer connection.
- ▶ Music — Shared experience and emotional access.
- ▶ Outreach — Veterans Village and relationship-first engagement.
- ▶ Fallen Heroes — Honor through action and prevention.

OVN STRATEGIC FRAMEWORK — PREVENTION BEFORE CRISIS



A continuous cycle of connection, purpose, and support — designed to reach veterans before crisis.



SURVIVOR-INFORMED OUTREACH

- ▶ Exploring advisory input from Gold Star and survivor families.
- ▶ Purpose: improve timing, placement, and awareness of outreach.
- ▶ Participation is voluntary, respectful, and trauma-aware.





FALLEN HEROES TRIBUTES

- ▶ Tributes integrated into sports, music, and outreach events.
- ▶ Honor the fallen by protecting the living.
- ▶ Remembrance paired with connection and prevention.

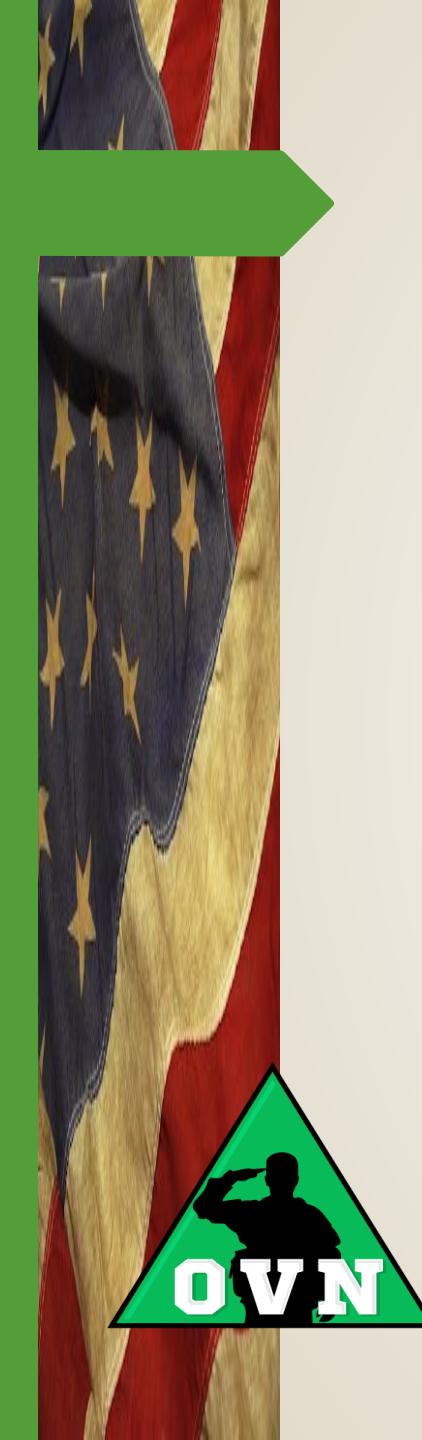




2026 SUCCESS LOOKS LIKE

- ▶ Earlier engagement with veterans not connected to care.
- ▶ More repeat participation and peer connection.
- ▶ Reduced reliance on crisis-first outreach.
- ▶ Clear prevention impact communicated to donors and partners.





2026 OVN FOCUS & INTENDED IMPACT

- Our 2026 focus is to:

- Reduce the likelihood of crisis by engaging veterans earlier through trusted, non-clinical environments
- Increase participation and follow-through in care by lowering barriers to therapy and supporting completion, not just access
- Build sustained connection and belonging through repeat engagement, peer accountability, and purpose-driven activities

Bottom Line:

Prevention is achieved through early connection, continued engagement, and follow-through.





OVN 2026 COMMITMENT

- ▶ Be There for Our Veterans.
- ▶ Honor those who never made it home.
- ▶ Stand with all who did — early, consistently, and with purpose.



OVN 2026 STRATEGY MODEL — PREVENTION BEFORE CRISIS

1. ENGAGEMENT (Front Door)

Sports • Music • Outreach • Tribute

2. CONNECTION

Peer Trust • Belonging

3. PURPOSE

Next Mission • Identity • Joy

4. CARE (When Needed)

Therapy • Support • Completion

Where veterans naturally show up

- Sports
- Music (Task Force Rock)
- Community Outreach
- Fallen Heroes Tributes

Non-clinical, familiar environments

What happens when barriers drop

- Peer-to-peer interaction
- Ambassador Athlete visibility
- Trust without pressure

Veterans see veterans thriving

The missing link after service

- A next mission
- Identity beyond the uniform
- Challenge, belonging, joy

Not fixing people—restoring direction

Support that works because connection exists

- Therapy access
- Peer encouragement
- Follow-through and completion

OVN complements care—it doesn't replace it



Ambassador Athletes & TFR — Year-Round: Continuous sports & Music participation and outreach that strengthens connection and follow-through between events.

OVN

2026 OVN EVENTS & ENGAGEMENT — PREVENTION IN ACTION

Each event serves as a prevention-first entry point through sports, music, outreach, and remembrance.

APR

More Volume
Southern Pines, NC
🎵 Music | 🎤 Outreach

MAY

Festival for the Brave
Vantross, VA
🎵 Music
Jennerstown Salute
Jennerstown, PA
🚩 Sports | 🎤 Tribute | 🎤 Outreach

JUN

Pocono NASCAR Fan Zone
Pocono, PA
🎵 Music | 🎤 Outreach

JUL

HCNR Hog Roast & Ride
Homer City, PA
🎤 Tribute | 🎤 Outreach

AUG

8th Fallen Heroes Ride & Music Fest
Greensburg, PA
🎵 Music | 🎤 Tribute | 🎤 Outreach

OCT

Heartland Hard as Hell
Grand Island, NE
🎯 Sports | 🎤 Outreach

SEP

Veteran MX Championship
Maize, KS
🏁 Sports | 🎤 Outreach

NOV

Ambassador Conference
San Antonio, TX
🏁 Sports | 🎤 Outreach | 🎵 Music



Ambassador Athlete Competition Participation — Year-Round (Jan-Dec)

Continuous peer-led sports engagement and outreach reinforcing connection, accountability, and follow-through between events.

OVN

Legend: 🎵 Music 🇺🇸 / 🏁 / 🎯 Sports 🎤 Outreach (Veterans Village) 🎤 Fallen Heroes Tribute