



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.



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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.



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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



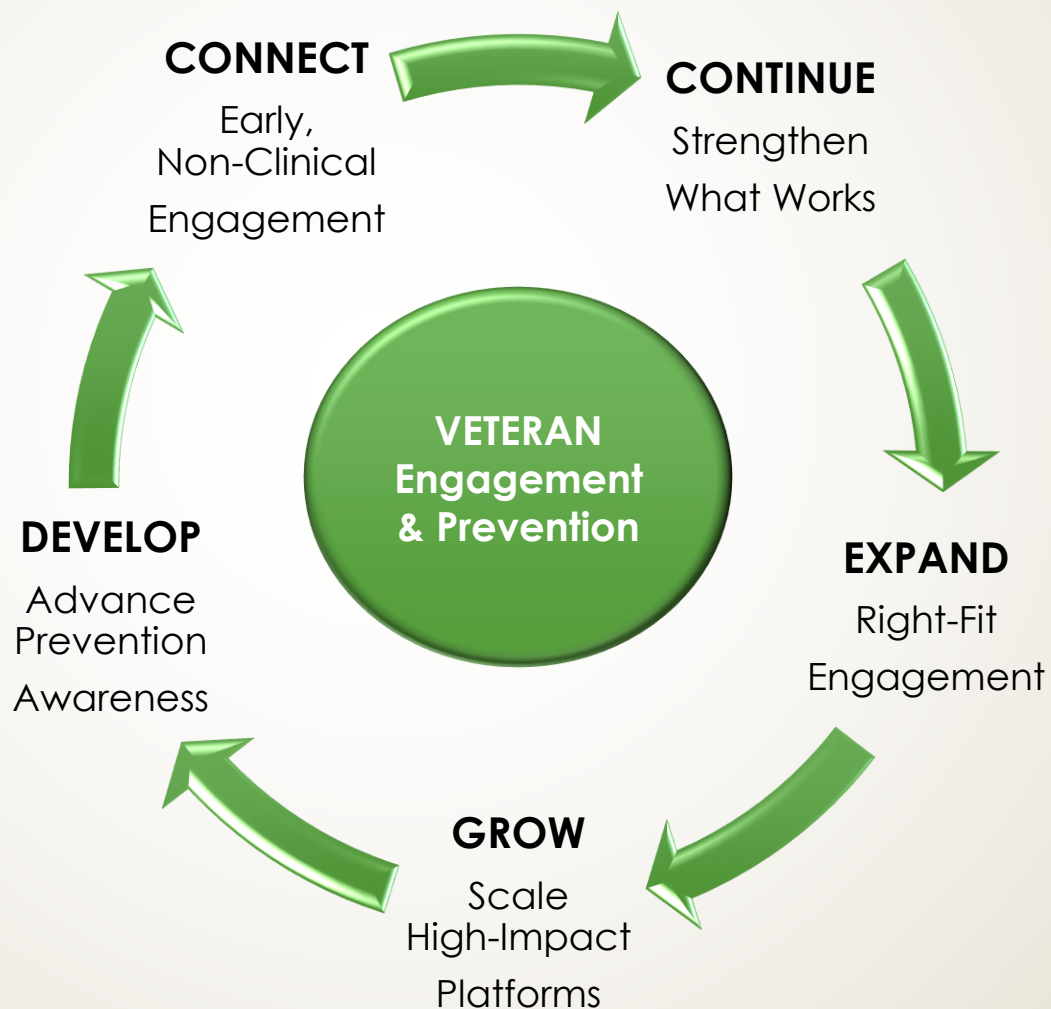
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FOCUS AREAS

- 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.



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FALLEN HEROES TRIBUTES

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



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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.

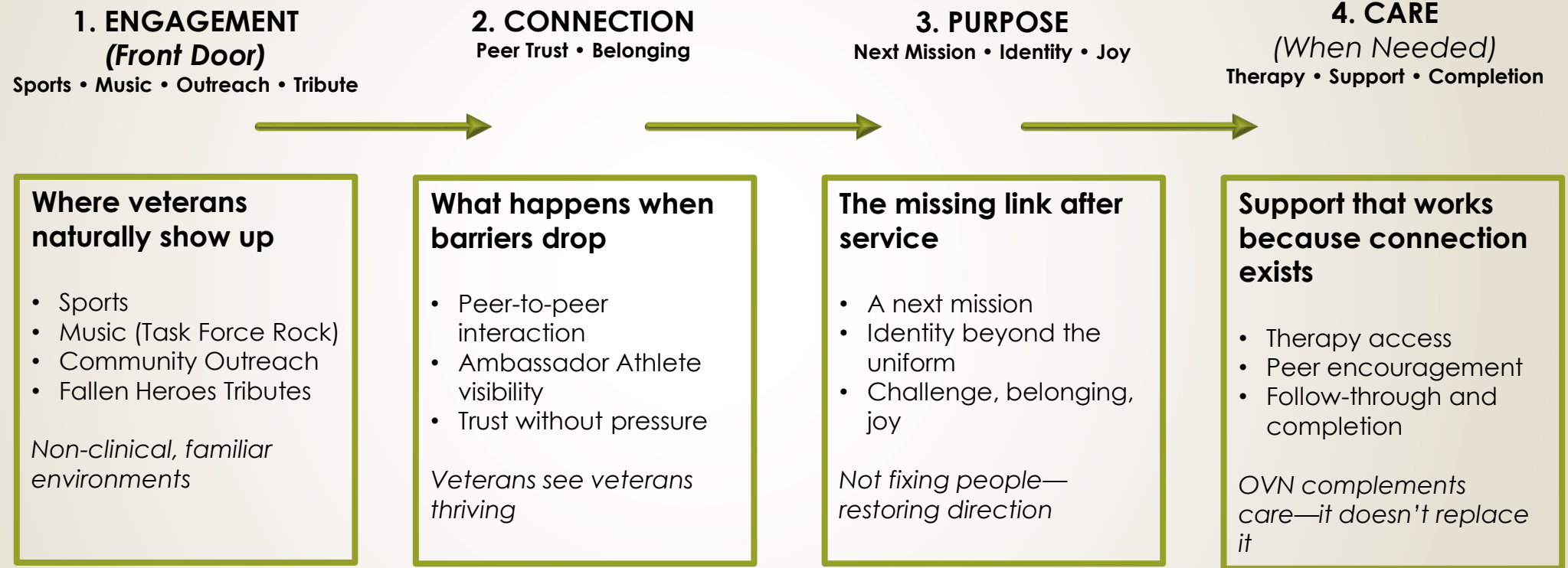
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OVN 2026 COMMITMENT

- 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



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



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.



Legend: 🎵 Music 🚩 / 🏏 / 🎯 Sports 📣 Outreach (Veterans Village) 🕯️ Fallen Heroes Tribute