



ANNUAL REPORT 2022

Operation Vet NOW Inc.

Website: www.opvetnow.org

#BeThereforOurVeterans

#WeWillNeverForget



TABLE OF CONTENTS

LETTER FROM THE LEADERSHIP _____	3
MISSION & PURPOSE STATEMENT _____	3
2022 RECAP _____	4
YEAR IN REVIEW _____	5
OVN Veterans Village Project _____	5
OVN Fallen Heroes Tribute Project _____	5
OVN Ambassador Athletes Program _____	6
RAISING AWARENESS _____	7

LETTER FROM THE LEADERSHIP

Dear Friends and Supporters,

I am proud to serve as the Chairman of the Board for Operation Vet NOW. All our members are either active or retired members of the military and we understand the stresses of military life. We take our mission very seriously, to improve the overall mental wellness of our warriors and heroes who have served their country honorably. And our vision to connect our warriors with the programs and services to help improve their quality of life. We have developed some great programs that are non-threatening for our Veterans, such as our Veterans Village outreach at major sporting events that draws these heroes to us and provides resources for them to get the assistance they need. We have also developed a phenomenal outreach through our Ambassador Athletes program, bringing awareness to our organization through active and retired vets participating in a wide array of sporting events. If we can save one of our warriors from the agony of PTSD or depression and help them recover the quality of life they deserve, our efforts are well worth it. We are all volunteers and dedicate our time to helping those who protect our freedoms. I am personally honored to be a part of this organization and will continue to seek ways to help our heroes!

Jeff Owen

Chairman, Operation Vet NOW Inc.

Operation Vet NOW's Mission & Purpose

Our Mission

Improve the overall mental wellness of every warrior who served, through outreach events and programs that connect them to the care and support they've earned and honoring all fallen heroes.

Our Vision

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

Meeting Veteran's NEEED'S
Through Endless OPPORTUNITIES
To Fortify Their Health & WELLNESS

2022 RECAP

Thank you for making 2022 a memorable year for Operation Vet NOW Inc. (OVN), marking our fourth full year of operation and just the second without significant pandemic restrictions. Our progress this past year has us excited about the potential for what lies ahead for OVN. This small team of volunteers has done an incredible job of surviving the multiple challenges and staying-the-course to grow our outreach while strengthening programs and expanding the reach of our message of hope for our Veterans.

While we had numerous accomplishments in 2022, we would like to highlight a few that just stood out to us. The OVN Veterans Village (VVP) and Fallen Heroes Tribute Projects (FHT) continue to develop and meet their objectives, the VVP concept is becoming better understood, and we see more organizations engaging, opening new opportunities to reach outside our home base. The FHT has grown extensively, honoring over 100 fallen heroes last year, along with growing the number of Gold Star family participation in the project, words can't explain the change these families have made in the lives of our team. We will continue to enhance our Gold Star family events this year, and with partners like Legacies Alive & WCVMC, there is little doubt we will accomplish this.

The new Ambassador Athlete program has taken off beyond anything we imagined, the ambassador team has grown to nearly Veteran athletes in 10 different sports competing in multiple states, the ambassadors have expanded our reach immeasurably and have become a beacon of hope for many Veterans. These athletes are Veterans or currently serving members of the military who have overcome many personal challenges through participation in their sport, and other services for Veterans. The time and commitment of these ambassadors, and the work in spreading the message that help is available is what makes this program work; veterans helping veterans.

While these projects are exciting and possibly groundbreaking, they are logistically demanding, trying to get large scale event leaders to understand and adopt the concept the way it needs to be for full effectiveness is a process that must be built for slow growth. Large scale events bring large expenses, and we continue to weigh the return of investment to scale of reach.

Our ongoing goal in 2023 is to keep our overhead low by staying 100% volunteer run, no physical facilities nor utilities, keeping the focus on increasing our reach of Veterans and family members and accomplish all we did with just over \$40,000 in donations for the year. We believe at OVN the most valuable thing we can donate is our time to be there for our Veterans and their families, a key function of our outreach, and in 2022 over **2,000** volunteer hours when in to the OVN mission! We cannot put into words how appreciative we are of those who see what we do and donate directly to make it possible for us to continue and stay focused on the mission. OVN continues to grow due to our continually expanding community of organizations coming together to donate time, resources, and talent in our efforts to connect Veterans to care available and honoring those who paid the ultimate sacrifice for our freedom.

Thank you for wholeheartedly being a part of the OVN movement. We look forward to staying the course in 2023, and with you by our side we move forward with confidence.

Cheryl Aubrey
President
Operation Vet NOW Inc.

2022 OVN YEAR IN REVIEW

Outreach (Veterans Village) & Suicide Prevention Project

- 27 different organizations participated.
- 14 outreach event set-ups
 - Event attendance where Vet Village set up – Over 37,000
- Awareness program reached over 2 million live and through media reach of the “Be There for Our Veterans” message.
- Call-to-action; together with key organizations Stop Soldier Suicide, Vets 4 Warriors and 988 Option #1 Crisis Line we reach out direct to our Veterans and communities with services.
- Suicide Prevention Awareness -specific OVN produced video spot on Veteran Suicide & PTSD
 - Live stream audience – Over 2 million
 - YouTube – Viewed by over 400,000 views



Hear from some of our partners about the outreach efforts of OVN - Testimonials:

“As a relatively new veteran service organization, Veterans Helping Veterans leaned on operation veteran now for help, guidance, and support. OVN was very professional and empowering. In 2022 they worked alongside VHV as we planned a wellness festival and were available for questions and guidance. Setting up a booth at the fallen hero’s ride proved to be another powerful experience. OVN is a leader for veterans, and for the community of veteran organizations, and organizations that support veterans.”

Sue Watson, Director, Veterans Helping Veterans

"I personally love all the resources that come to the event. It is a great honor to be part of the event each year."

Franny, Hospaws

"I have had the pleasure of watching OVN grow over the past 4 years. You all have always shared the same mission as I have while at the Vet Center and currently as a Suicide Prevention Coordinator here at the VA Pittsburgh Health Care system. From the start to now you all have remained enthusiastic about your message, approachable, and willing to grow to help support the mission. OVN is dependable with their outreach efforts and has become a staple in the Pittsburgh regions Veterans Network. I am proud to say I was there at the start and even more proud to see how you all have positively grown. I look forward to many more partnerships in the future!"

Dan Merchant, Suicide Prevention Coordinator, VA Pittsburgh Healthcare Systems

"The folks at Operation Vet Now are amazing and do incredible work. We are so grateful for the opportunity to help and support them in any way possible. Thank you and keep up the great work!!"

Chuck Thuss, Certified Professional Coach, Compassionate Connection

"I have had the pleasure to participate with OVN at multiple events, and it has been a blessing in every situation. I am grateful for OVN to visit our heroes at SWVC to discuss the importance of mental health and advocate for all warriors. It was an honor to participate in the Fallen Heroes Run, and I hope to attend every year moving forward. The power of comradery to heal the soul is an experience every veteran needs to recharge the spirit. Thank you!"

Brian Beach | Volunteer Resource Coordinator, PA Department of Military and Veterans Affairs | Southwestern Veterans Center

"This will be my 3rd year participating in OVN's Veterans Village at the Sno Cross event at Canterbury Park in Shakopee, Minnesota. Each year I have participated in OVN has brought in more resources and continued to grow the Veterans Village. It is a great outreach event and a way to connect with more veterans, and one that I look forward to attending every year!"

Derek Farwell, Scott County, Veteran Service Officer

Fallen Heroes Tribute Project

- Tributes to over 105 Fallen Heroes at live events in 13 states, from WWII to Afghanistan
- Partnered with TACP, & EOD Foundations to share the campaigns.
- Hosted over 137 Gold Star family members of service members lost to suicide, killed in action or training.
- The names and stories were viewed by over 2 million live and online, accomplished through relationships with large scale events, networks, and series.



Some of what folks are saying about the project - Testimonials.

I accompanied Mr. Buchan, a Gold Star father, at the Jennerstown Salutes 150 organized by Operation Vet NOW (OVN) to honor over 25 fallen heroes and their Gold Star families. Mr. Buchan had a wonderful experience and was warmly welcomed by the staff and volunteers of OVN. We truly appreciate OVN's dedicated support to our Veterans and Gold Star families!

Craig Minnick
Lieutenant Colonel, U.S. Army (Ret.)
Founder, Buchan Memorial Scholarship

The TACP Foundation pairing up with Operation Veteran Now was a fantastic experience. Our mission to remember the fallen was elevated while working with you. Seeing our brothers' names on those sleds honoring their legacy was awesome! Being able to meet the team and hand deliver some coins and bracelets meant a lot. Several different folks have been given credit for this quote: "it's believed a man dies twice. Once when they are buried in the ground and a second when your name is spoken for the last time." The ability for us to maintain these men's second life was only enhanced by your organization and the Scheuring racing team! Thanks for the hard work! Never stop saying their names!

Marcus Mader
Executive Director
TACP Foundation

"The SEAL teams is a brotherhood. We spend months working together in close proximity - training, eating, sleeping, laughing, fighting, pranking each other, etc. In those tight spaces and shared struggles, unbreakable bonds are formed. While we mourn Nick's loss - we are humbled and thankful for the opportunity to walk beside him for a little while - and that OVN provided a night to focus on and remember our brother - and the great American hero he truly was."

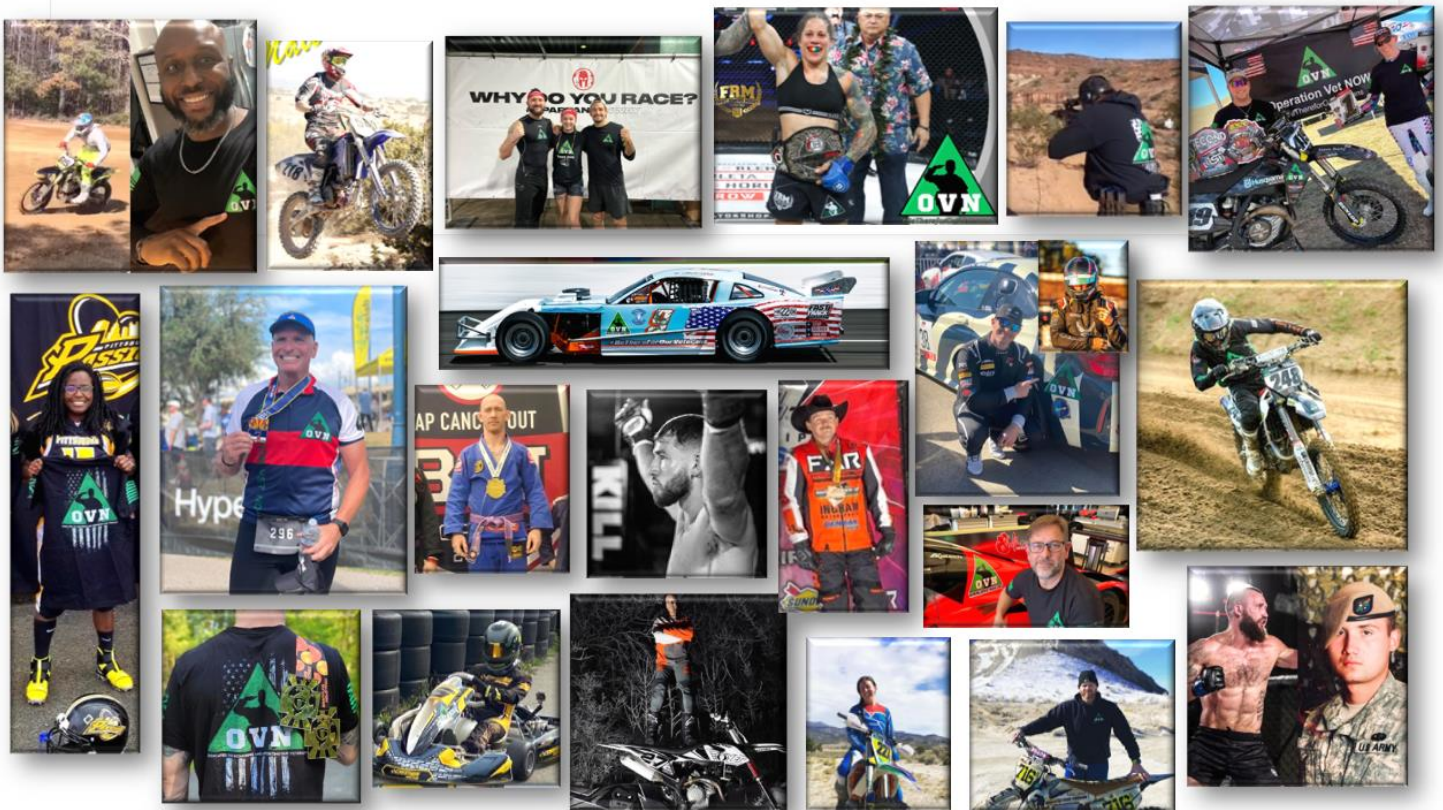
Caleb Foreman
Sr. Director, Marketing | Leadership
SEAL Futures Foundation
BUD/s 269 | ST3 | NSWBTC

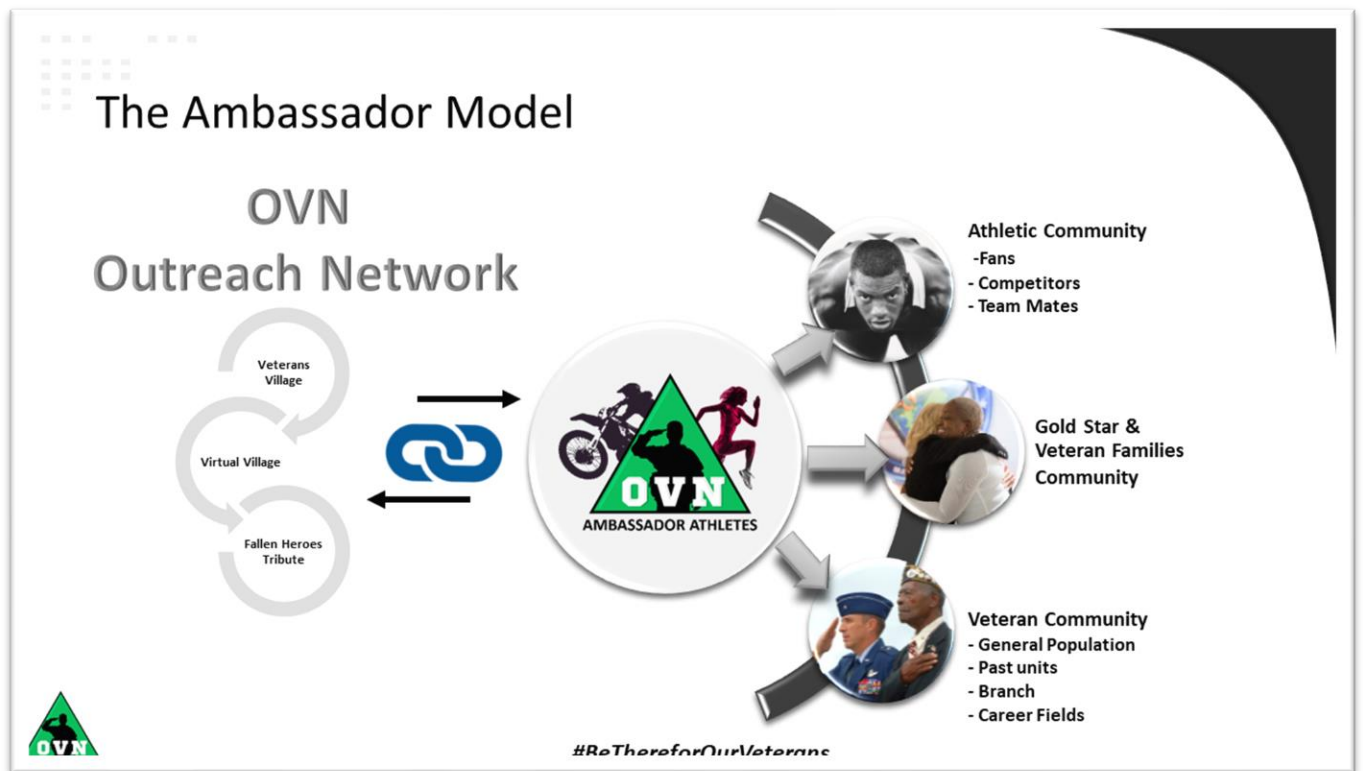
Ambassador Athlete Program

- Athletes are Veterans who have the passion to help their fellow Veterans and pursue their goal of competing in sports some during and many after their military career is over.
- Ambassador team make-up, 15 Veterans, 3 Guard/Reserve, & 1 Active Duty
- Athletes competed and raising awareness of Veteran suicide in 10 different sports.
- Competed in 25 different states – with an estimated reach of well over 1.5 million at live events and media coverage.
- Professional athlete corp., this selects group of athletes compete at the highest level of their sport and use their platform to focus on Veteran suicide prevention. Every athlete has engaged with Veterans one-on-one.



We are Proud of Our Ambassador Athlete Team





Let's hear from a few of our Ambassador Athletes - Testimonials

Being a part of the OVN team has morphed over the years for me. Initially it was to possibly help out a fellow veteran. It's been a constant inspiration to compete in Ironman races and succeed in finishing the races while getting the word out. I later realized, I'm working daily with veterans and active-duty AF to include newly enlisted airmen. Giving me a chance to meet a variety of service members. In the past month, I lost a non-military family member to suicide, and it really hit home that OVN is a more worthy cause than I ever could imagine. If by me talking with a veteran and letting them know there's help changes their path, their families won't have to endure the pain. I wish I could race more often and be more of a social media person, but my daily unseen contacts have volume. I'm glad to be a tiny part of this awesome team.

Don Prescott, USAF, SMSgt(R), Triathlete, OVN Ambassador Athlete

"Being an OVN Athlete has been a great experience. I really appreciate the effort the staff and team at OVN spread the word on all the amazing veteran programs that exist. It can be a confusing world to navigate, and they find a way to bring it together under a single tent and spread the information."

Chris Walsh, USAF, Major, Professional Racecar Driver, OVN Ambassador Athlete

Having support from OVN and the partners that support our organization is so important. Not only has it help me and my husband deal with our trauma in a positive way as athletes. But I have had others reach out to me on social media, who needed help. It's an amazing blessing and we are so grateful to be able to be a part of the OVN team.

Crystal Perry, ANG, SGT, 3-Gun Shooting, OVN Ambassador Athlete

RAISING AWARENESS VIA SOCIAL MEDIA

Through the implementation of the Ambassador Athlete program, increased attendance at live events and expansion of the Fallen Heroes tributes, we have seen tremendous growth in our awareness and connection activities. The following are some key digital media metrics providing a snapshot of the growth in the reach and frequency of the message and programs. Our ambassadors carry a strong presence online of over 80,000 followers and have provided a significant boost to our mission objective. The data below does not include the Ambassadors' amateur/professional athlete accounts.

Reach

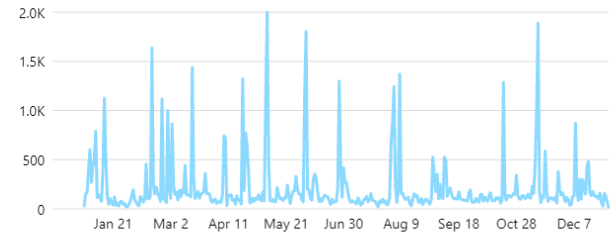
Facebook Page reach ①

230,481 ↑ 148.3%

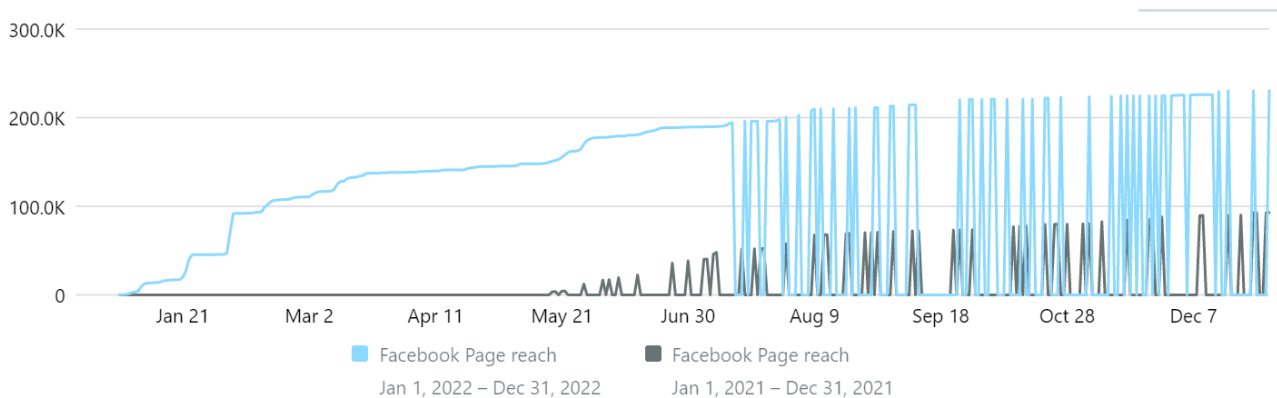


Instagram reach ①

33,242 ↑ 461.4%



2022 vs 2021 performance – Facebook – 148.4% Increase



2022 vs 2021 performance – Instagram – 461.4% Increase

