

A photograph of a soldier in a military aircraft, looking out of the open door. The soldier is wearing a helmet, goggles, and a flight suit. The aircraft is flying over a landscape with fields and buildings. A green bar is at the top left of the image.

ANNUAL REPORT 2024

Operation Vet NOW Inc.

Website: www.opvetnow.org

#BeThereforOurVeterans

#WeWillNeverForget





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CHAIRMAN'S LETTER

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.

Our vision is to connect our warriors with programs and services to help improve their quality of life. We have developed 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.

PRESIDENT'S LETTER

Dear Friends, Supporters, and Members of the OVN Family,

As we close the chapter on another year, I'm proud to share the continued impact and unwavering consistency of Operation Vet NOW Inc. (OVN) in fulfilling our mission: connecting with veterans where they are, and offering support in ways that are meaningful, immediate, and lasting.

Rather than expanding for growth's sake, 2024 was about refining our mission-driven efforts — making sure that every project and every outreach stays true to our purpose. Our Ambassador Athlete Program is a shining example of this. Through it, we've personally connected with over 6,000 veterans this year — veterans who were engaged not through formal systems, but through conversations and connection in places where they felt most comfortable.

Another deeply meaningful development has been the growing attendance of Gold Star families at our events — this year surpassing 200 family members. These moments have been among the most personal and powerful for me. Sitting with families, hearing the stories of their fallen heroes, and feeling the pride, pain, and love they carry — it is profoundly humbling. Their voices remind us why our mission must endure.

One of the most exciting new chapters this year was the launch of Task Force Rock, a veteran music project that gives former service members the opportunity to heal and connect through live performance. With multiple shows in 2024, this band has already made an immediate impact, bringing energy, purpose, and camaraderie to the veterans who perform — and to those in the audience who are reminded they're not alone.

At the core of OVN is connection through outreach. We don't wait for veterans to come to us — we go to them. Whether it's at a local dirt track, a community event, or a rural town gathering, we intentionally show up in their space, on their terms. Too often, veterans don't walk through the doors of a VA clinic or reach out to established support networks — not because they don't need help, but because it doesn't feel accessible or relatable. That's the gap we are committed to closing.

Looking forward to 2025, we remain focused on refining our approach, making the most of the limited resources we have, and reaching even more veterans in meaningful ways. We do this with passion, humility, and prayer — that our efforts bring life-saving support, and that more of our warriors recognize the help that's here for them.

Thank you for standing with us. Together, we are making a difference — one connection at a time.

With gratitude and resolve,
Cheryl Aubrey
President, Operation Vet NOW Inc.

Our Mission, Vision, & Constancy of Purpose

OUR MISSION

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 improving the wellness of every Veteran we encounter...heal and honor our heroes.

NOW

At Operation Vet NOW, the word NOW is more than part of our name — it represents our commitment to take action today for the Veterans who need us most.

N – Meeting Veterans’ NEEDS

Every Veteran’s journey is unique. We listen, respond, and adapt to meet their immediate and long-term needs.

O – Creating Endless OPPORTUNITIES

Through outreach, sports, music, and community programs, we open doors that empower Veterans to connect, grow, and thrive.

W – Fortifying Health & WELLNESS

Our purpose is to strengthen the mental, emotional, and physical wellness of every Veteran we encounter, ensuring they are never alone in their fight.

NOW is not just a name — it’s a call to action. It reflects our promise to honor our fallen heroes and to stand by all who served, in this moment and always.

YEAR IN REVIEW – 2024

2024 was a year of measurable growth and meaningful impact for Operation Vet NOW (OVN). What began as a vision to honor fallen heroes and meet Veterans where they are has continued to evolve into a powerful, multi-layered network of outreach, remembrance, and wellness programming. Our four cornerstone initiatives — the Fallen Heroes Tribute Campaign, Ambassador Athlete Program, Task Force Rock, and Veterans Village Outreach — not only strengthened their reach this year, but also worked in unison to expand the ways OVN connects with Veterans, Gold Star families, and communities nationwide.

Across 2024, OVN programs reached hundreds of thousands of people through live events, digital broadcasts, and direct connections. More than 6,000 Veterans were personally engaged through our Ambassador Athletes, while over 200 Gold Star family members were hosted at ceremonies and events to honor their loved ones. Through partnerships with national broadcast platforms like FOX Sports, FloRacing, and ESPN, OVN tributes and suicide prevention messaging were amplified to millions of viewers, ensuring that remembrance and awareness reached far beyond the local communities we serve.

This growth extended into the digital arena as well. OVN's online presence saw significant year-over-year increases in website traffic, social media reach, and athlete-driven storytelling. Ambassador Athletes proudly carried OVN branding, crisis line numbers, and partner organization logos on their uniforms and equipment, transforming every competition into both an act of remembrance and a lifeline of awareness for Veterans in need.

The expansion of Task Force Rock added another dimension to our outreach, providing Veterans and first responders with a platform to heal through music, while our Veterans Village Outreach continued to bring dozens of partner organizations together to meet Veterans in approachable, comfortable settings. Together, these efforts closed critical gaps between those who need support and those who provide it.

Most importantly, 2024 underscored OVN's steadfast commitment to doing the most with every dollar. With an all-volunteer team and no paid employees, we maximized every contribution to directly fund Veteran programs, remembrance events, and outreach efforts. Our message of honor, healing, and prevention is not just growing — it is being lived out in the lives of those we serve.

PROGRAMS & IMPACT

Fallen Heroes Tribute Campaign

The 2024 campaign was dedicated to honoring the 19 service members lost in Mogadishu, Somalia, and the 13 heroes who gave their lives at Abbey Gate during the Afghanistan withdrawal. With these tributes, OVN surpassed 500 fallen heroes honored since the initiative began.

Over 200 Gold Star family members were hosted at ceremonies across the year, including the 6th Annual Fallen Heroes Ride, which featured the Mogadishu Mile Commemorative Walk, the annual Texas tribute ride, and numerous smaller ceremonies nationwide. Ambassador Athletes carried the names of the fallen on their uniforms and gear, extending remembrance into arenas and racetracks across the country.



At Jennerstown Speedway, OVN's tribute car carried a suicide prevention message that was broadcast on FloRacing, reaching national audiences. In partnership with Scheuring Speed Sports, OVN honored eight fallen U.S. Air Force Security Forces heroes during the AMSOIL Snocross Championship — tributes televised on FOX Sports, reaching millions of households.

"They make sure those we've lost serving their country are not forgotten and ensure those still with us are provided the care and attention they need to lead a purposeful and rewarding life post military."

Ambassador Athlete Program

In 2024, OVN's Ambassador Athletes were more than competitors — they were mentors, teammates, and storytellers. Using their sports as platforms for healing and connection, the program reached over 6,000 Veterans nationwide, linking training, competition, and shared purpose to wellness.



Athletes carried the names of the Mogadishu 19 and the Abbey Gate 13, blending remembrance with outreach. Independent survey data confirmed the program's impact: 92% of Veterans reported improved mental wellness, and 88% felt more connected to a supportive community.

"Working with Operation Vet Now has helped me overcome my challenges. I feel like working with OVN I have more of a purpose and the ability to continue forward."

Task Force Rock

Launched in 2023, Task Force Rock continued to expand in 2024 as OVN's all-Veteran and first responder rock band. Performing at multiple live venues, the band created spaces of healing and connection through music.

For the musicians — many still serving — Task Force Rock offered camaraderie, purpose, and a renewed mission. For audiences, it was a reminder that healing can take many forms and that no Veteran is ever alone.

"Task Force Rock gave me a place to share my story and heal through music — it reminded me that service doesn't end when the uniform comes off."



Veterans Village Outreach Project

In 2024, OVN deployed Veterans Villages at more than 20 events across multiple states. These unique outreach models bring Veteran-serving organizations directly to Veterans, in settings where they already feel comfortable — racetracks, festivals, and community gatherings.

By closing the gap between those in need of help and those offering it, the Veterans Village initiative fosters trust, builds community, and ensures that Veterans are connected to life-changing services.

Partnerships with organizations such as Vets4Warriors and Stop Soldier Suicide have

strengthened OVN's capacity, with 24/7 peer-to-peer support and centralized crisis resources carried on all Ambassador Athlete gear in 2024.

"OVN has done a wonderful job of supporting military members, veterans, and their families by connecting them with any resources that they need."



2024 DIGITAL PRESENCE & GROWTH SUMMARY

In 2024, OVN's digital platforms continued to expand as essential tools for honoring fallen heroes, amplifying suicide-prevention messaging, and connecting with Veterans and families nationwide. Across all channels, visibility, engagement, and storytelling saw strong year-over-year growth.

Website — OPVETNOW.org

- **35% increase** in total users compared to 2023.
- Majority of traffic driven by **direct referrals** (events, outreach, word of mouth) supported by Instagram and Facebook.
- Website served as OVN's central hub for event info, impact stories, tributes, and Veteran resources.

Instagram — @operationvetnow

- Followers grew nearly 50% in 2024, and tripled since 2022.
- Ambassador representation grew 4x since 2022, with over 60 athletes listing OVN in their bio.
- Instagram remains the most active channel for daily storytelling, tributes, and Ambassador Athlete highlights.

Facebook — Operation Vet NOW

- Page followers increased 35% since 2022, showing steady long-term growth.
- Tribute videos and event highlights consistently generated strong community engagement.

- Platform remains a key connection point for Gold Star families and regional supporters.
-

YouTube — @OVN

- Total yearly views increased by approximately 42%.
 - Tribute and Task Force Rock content made up over 70% of total annual watch time.
 - Event-linked spikes drove viewership surges of 300%+ during major race weekends.
 - YouTube is now OVN's primary long-form storytelling platform, expanding awareness well beyond in-person events.
-

Overall Reach

Together, OVN's digital channels reached tens of thousands directly online and extended program visibility to millions nationwide through televised coverage on FOX Sports, FloRacing, and ESPN. Every tribute, message of remembrance, and story of resilience is now seen, heard, and shared far beyond the physical events where they begin.

COMMUNITY & PARTNERSHIPS

In 2024, OVN's Veterans Villages and outreach events connected Veterans with a robust network of support. More than **80 partner organizations** participated throughout the year — from national crisis-response leaders to community-based providers — creating a comprehensive, accessible pathway to care.

National Partnerships: Expanding the Safety Net

In 2024, OVN significantly strengthened two cornerstone national partnerships:

- Vets4Warriors – providing 24/7 peer-to-peer support, ensuring Veterans always have a trained Veteran to talk to.
- Stop Soldier Suicide – delivering centralized crisis services, long-term case management, and personalized intervention pathways.

Their names — along with the 988 Suicide & Crisis Lifeline — were carried on all Ambassador Athlete gear throughout the year. Because of this visibility:

- Thousands of spectators at live events
- Hundreds of thousands of viewers across FOX Sports, FloRacing, and ESPN

were reminded that immediate help is available, anytime.

This approach represents a powerful innovation: using sports competition as a platform for life-saving suicide-prevention messaging.

Community Partnerships

Across OVN's 2024 outreach efforts, a broad network of community organizations participated in Veterans Villages and local events. These partners represented a wide range of services — from mental health and wellness providers to Veteran nonprofits, service groups, and local community organizations. Together, they created approachable, supportive environments where Veterans could access resources without stigma or systemic barriers.

Impact Summary

By combining 70+ community-based partners with 10+ national and remote organizations, OVN delivered a hybrid support model that extended well beyond any single event.

The partnerships with Vets4Warriors and Stop Soldier Suicide became foundational to this approach, ensuring every Veteran reached through OVN had access to:

- Immediate crisis-response resources
- 24/7 peer support
- Long-term care pathways and case management

Through these partnerships, OVN strengthened its mission of connection, prevention, and community, ensuring no Veteran stands alone.

2024 FINANCIAL SUMMARY

Revenue

Donations & Contributions: \$55,030.86

Our funding came entirely from generous individual donors, community partners, and event supporters. Every dollar received represents a direct investment from the community into improving the lives of veterans and honoring fallen heroes. The organization has zero debt.

Spending Allocation

- Programs: 84%
- Administration / Management: 14%
- Fundraising: 2%

Impact Statement

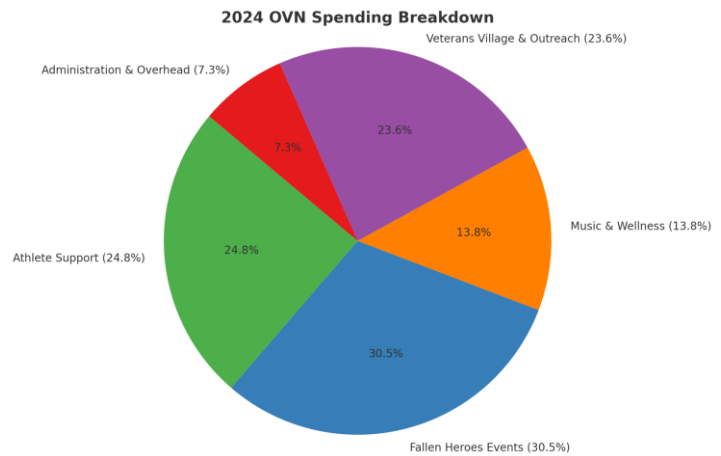
84 cents of every dollar OVN spent in 2024 went directly to Veteran programs — including remembrance events, Veterans Village outreach, athlete support, and wellness initiatives. Only 14% supported essential administrative functions, and 2% supported minimal fundraising activity.

OVN is an all-volunteer organization with no paid employees.

Doing the Most with Every Dollar

In 2024, generous supporters contributed \$55,030.86 to Operation Vet NOW (OVN). This drove the programs to reach, connect and support our veterans. These included:

- Athlete Support (24.8%) – grants and competition entry support for veteran athletes.
- Fallen Heroes Events (30.5%) – remembrance ceremonies and family support at tribute events.
- Music & Wellness (13.8%) – music therapy and veteran band wellness programming.
- Veterans Village & Outreach (23.6%) – crisis prevention outreach, veteran resource connections, and community engagement.
- Administration & Overhead (7.3%) – lean operating costs such as insurance and essential compliance.



LOOKING AHEAD TO 2025

As OVN enters 2025, our commitment remains clear: Be There for Our Veterans. Every program, every event, and every partnership we pursue in the year ahead will be guided by this principle.

In 2025, OVN will continue to build on the momentum created in 2024. With the rapid growth of our Ambassador Athlete Program, Task Force Rock, and Veterans Village Outreach, our focus will be on deepening impact while maximizing resources. By maintaining an all-volunteer structure and operating debt-free, we will continue to ensure that every dollar possible goes directly toward honoring heroes, supporting Gold Star families, and reaching Veterans in need.

Our goals for 2025 include:

- **Expanding Veteran Reach:** Building on the 6,000+ personal Veteran connections from 2024, we aim to engage even more through sports, music, outreach events, and digital platforms.
- **Honoring More Heroes:** With over 500 fallen service members already honored, we are committed to expanding tributes nationwide, ensuring no hero is forgotten.
- **Strengthening Outreach:** Through the Veterans Village model, we will bring more partner organizations into comfortable, accessible spaces to connect Veterans with life-changing services.
- **Growing Awareness Digitally:** By leveraging social media, athlete storytelling, and broadcast partnerships, OVN will expand its national reach and amplify suicide-prevention messaging even further.
- **Sustaining Financial Stewardship:** We will continue to operate debt-free with minimal overhead, focusing our resources on mission-driven programs and expanding impact without compromising sustainability.

Looking forward, 2025 is about more than numbers and events. It's about ensuring that every Veteran knows they are not alone, every Gold Star family knows their loved one is remembered, and every supporter knows their contribution is making a direct, life-changing difference.

Together, we will Be There for Our Veterans — in remembrance, in wellness, and in unwavering support.

ACKNOWLEDGEMENTS

Operation Vet NOW (OVN) is built on the strength of people — donors, partners, athletes, families, and communities who believe deeply in our mission. But at the very heart of everything we do are our volunteers.

Our volunteers are the lifeblood of OVN. In 2024 alone, they contributed over 2,000 hours of passionate work to plan, prepare, run, and tear down events across the country. These hours were not spent fundraising — they were spent helping. They were spent welcoming Veterans, supporting families, building Veterans Villages, honoring fallen heroes, and creating safe places for connection and healing. Every hour reflects a commitment far greater than duty: a personal promise to stand beside every Veteran we meet.

They give their weekends, evenings, and countless hours of preparation so that Veterans and families feel seen, honored, and supported. They cook, they serve, they plan, they organize — and they do it all with humility, respect, and love for those who served. Quite simply, without our volunteers, OVN could not exist.

We also extend our gratitude to the Gold Star families who have trusted us to share the stories and legacies of their loved ones. It is our solemn honor to walk alongside you in remembrance and to ensure that your heroes are never forgotten.

To our Ambassador Athletes, thank you for carrying this mission into stadiums, gyms, racetracks, and competition floors nationwide. You not only represent OVN, you carry the names of the fallen and the hope of healing for the living. Your courage and commitment inspire us all.

To our Veteran-serving partner organizations — from Vets4Warriors and Stop Soldier Suicide to the dozens of groups who stood with us in the Veterans Village — thank you for closing the gap between Veterans in need and the care, connection, and resources available to them.

To Task Force Rock, our all-Veteran and first responder band, thank you for using music as a tool for healing and unity, and for reminding every audience that no Veteran is ever alone.

And to our donors and sponsors, thank you for your generosity and trust. Every dollar you invest allows us to honor more heroes, support more Veterans, and expand our impact across the country.

From the bottom of our hearts, thank you to everyone who played a role in 2024. Together, you make it possible for OVN to live out its promise each day: **to Be There for Our Veterans.**