



PROGRESS REPORT 2023



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OUR RALLYING CRY

WE ARE TOLD TO STAND STRONG.

HOLD THE LINE.

NEVER SHOW WEAKNESS.

BUT HOLDING IT IN DOESN'T MEAN HOLDING IT TOGETHER.

ESPECIALLY WHEN MORE MEMBERS OF THE MILITARY ARE DYING

BY SUICIDE THAN IN COMBAT.

IT'S TIME TO FACE THE CHALLENGE...

FACE THE FEARS, ISOLATION, AND LONELINESS - TOGETHER.

BECAUSE IT'S NOT ABOUT KEEPING UP A GOOD "FACE."

IT'S ABOUT REVERSING THE STIGMA ASSOCIATED WITH MENTAL HEALTH.

FACING THE DARKNESS OF SUICIDE HEAD-ON...

WITH EYES, ARMS, AND HEARTS WIDE OPEN.

IT'S TIME TO



01

WELCOME
TO THE
FIGHT

Messages from our
Founding Partners



USAA, founded in 1922 by military officers, provides insurance, banking, and investment services to over 13 million U.S. military members, veterans, and their families. With its headquarters in San Antonio and offices worldwide, USAA employs over 37,000 people and contributes annually to nonprofits supporting military families and local communities. USAA’s mission is to empower our members to achieve financial security through highly competitive products, exceptional service and trusted advice. We seek to be the #1 choice for the military community and their families.

Fellow coalition partners, advocates and friends, USAA has a 102-year legacy of taking care of the military community and their families. We have a deep understanding of military service and the experience of military life on duty and at home, and it’s mission-critical that we advocate for them on important issues.

The veteran suicide rate is 1.5 times the national average, and the warrior ethos furthers the idea that asking for help is a weakness. In reality, it is a strength. With Face the Fight™, we are overcoming that stigma, encouraging open conversation and expanding access to evidence-based programs that help veterans in crisis.

Face the Fight’s aspiration is to cut the rate of veteran suicide in half by 2030. Since its launch in June 2023, we’ve received tremendous support, with individuals and organizations giving their time, talent and treasure to the initiative. This support has been instrumental in providing resources for the veterans who have sacrificed so much for this country, only to find themselves in crisis when they come home.

USAA and the coalition’s founding partners, Reach Resilience and the Humana Foundation created Face the Fight to complement the long-standing work of the Departments of Defense and Veterans Affairs. This report details the work we’ve done together, with the support of more than 175 dedicated organizations and thousands of individuals.

Thank you to our coalition partners and every individual who has been part of this important work with us. To those with whom we haven’t yet locked arms, we invite you to join us. Face the Fight is a testament to our shared commitment to taking great care of the military community and their families, and it will take all of us, working together, to win this fight.

WAYNE PEACOCK
President and CEO, USAA





Advancing the work of Endeavors, Reach Resilience serves communities in crisis through strategic investments in purpose-aligned partners that provide economic security, well-being, and disaster recovery nationwide. We are dedicated to expanding access to critical support services for vulnerable people, including veterans, active military, first responders, and their families.

To our partners for change,

Through our support of Face the Fight, Reach Resilience builds on the longstanding commitment of our parent organization, Endeavors, which for more than 50 years, has addressed veteran wellness, homelessness, and services for military families.

As we mark the first year of Face the Fight and our groundbreaking partnership with USAA and the Humana Foundation, we are encouraged by the increasing awareness of veteran suicide and the growing urgency and collaboration to address this national crisis — one that claimed the lives of approximately 17 veterans every day in 2021.

Our investment of \$25 million over five years underscores our strong belief in the power

and promise of Face the Fight, which brings together groups across sectors to tackle this complex issue and broaden support for veterans and military families.

That support is growing and creating a powerful impact. As more and more of our nation’s corporations, foundations, and scientific minds join us, we are expanding the response, resources, and expertise to save our veterans.

Already we are breaking the silence about suicide, reducing the stigma around asking for help, ensuring economic resources for veterans such as housing and financial security, and sparking a needed national conversation about military life and mental health.

This progress both inspires and drives us to do more. We stand determined to reduce veteran suicide and uplift the men and women who have made America the home of the brave and land of the free. Thank you for your partnership and passion to help America’s veterans survive, thrive, and Reach Resilience.

In partnership,

SONYA MEDINA WILLIAMS
President and CEO, Reach Resilience



Established in 1981, the Humana Foundation is the philanthropic arm of Humana Inc., dedicated to promoting health equity by eliminating barriers in health and healthcare. They prioritize creating healthy emotional connections for veterans, working with the Face the Fight coalition to reduce military suicides and alleviate systemic barriers to veterans’ well-being.

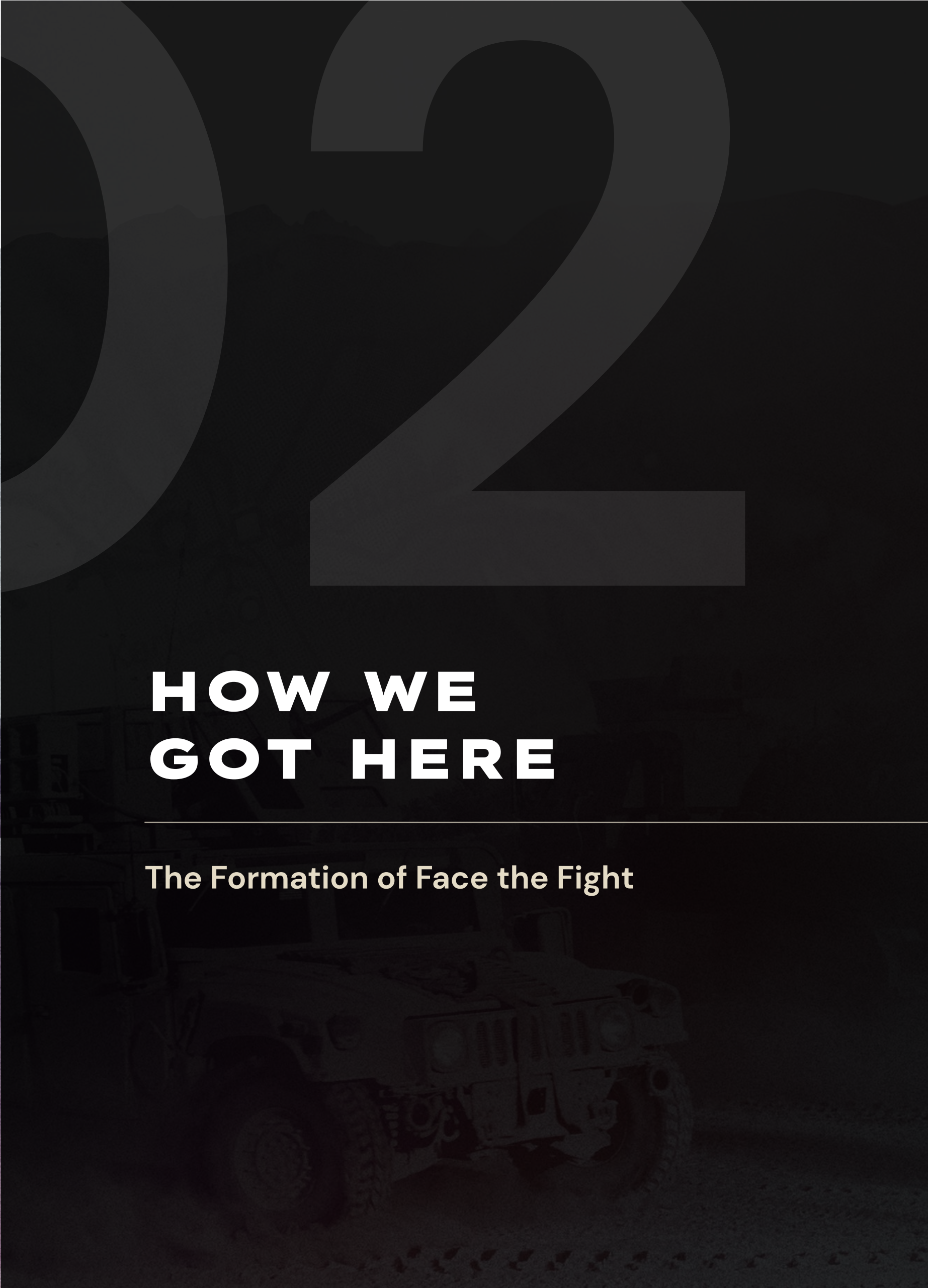
To our partners in this critical fight:

At Humana, we know the freedoms and liberties our country realizes today did not come without the significant sacrifice of others, especially our military service members. Every veteran deserves a future filled with hope, free from the peril of suicide, yet given the fragile circumstances many veterans face, the veteran suicide rate is much higher than that of the general population. That’s why we proudly joined Face the Fight as a founding partner, the first to step up alongside USAA and Reach Resilience with a steadfast commitment to raising awareness and supporting veteran suicide prevention.

Today, the coalition brings together a community of like-minded people and organizations — private sector companies, military/veteran organizations, government, and nonprofits — focused on changing that devastating statistic. Through the Humana Foundation, we’ve committed \$6 million to the Face the Fight Charitable Fund over 2023–25 to support veterans and help reduce deaths by suicide through expanding suicide prevention and training programs, raising awareness of mental health challenges, and removing barriers to getting help. We’re dedicated to ensuring every veteran regardless of age, race, or gender, has access to the mental health care they desperately need and deserve.

We are not just another donor; we’re champions for our veterans. We stand shoulder-to-shoulder with Face the Fight and our coalition, leading the charge toward a future where no veteran feels alone in their struggle and every hero finds the hope and healing they deserve.

BRUCE BROUSSARD
CEO, Humana



HOW WE GOT HERE

The Formation of Face the Fight

CONFRONTING VETERAN SUICIDE

MILITARY VETERANS EMBODY THE STRENGTH OF OUR nation. And while the overwhelming majority of those who have served our country are thriving, we must confront the fact that more than 120,000 veterans have died by suicide since 2001, a suicide rate that is currently more than 1.5 times that of the general population. Veteran suicide is a major, yet misunderstood issue that needs greater attention and resources. Data from the Veteran Affairs (VA) 2023 National Veteran Suicide Prevention Annual Report emphasizes the significant challenges affecting our nation’s heroes. In 2021:

- The unadjusted suicide rate was 46.3 per 100,000 for American Indian or Alaska Native veterans; 36.3 per 100,000 for White veterans; 31.6 per 100,000 for Asian, Native Hawaiian or Pacific Islander veterans; 17.4 per 100,000 for Black or African American veterans; and 6.7 per 100,000 for veterans of multiple races. Female veteran suicide rates increased by almost 25% since 2020.
- Suicide was the second leading cause of death among veterans under 45.
- Suicide rates were highest among veterans between the ages of 18–34.
- Over 72% of veteran suicides were by firearm — the most common method used in veteran suicide death.
- Just over 60% of veterans who died by suicide did not receive care from the Veterans Health Administration (VHA) in the two years leading up to their deaths.
- Nearly 40% of those who died by suicide did not have diagnoses of mental health or substance use disorders.

It’s a complex problem with many factors contributing to suicide risk — including financial insecurity, trouble finding or keeping a job, alcohol or drug abuse, social isolation and the challenging transition from the military to civilian life. These factors can take a toll and, without help, can lead to suicide. Like other pressures on those who serve, this has a cascading effect on their loved ones. Family members of veterans who might be at greater risk for suicide often begin to suffer symptoms of stress and anxiety. The children of those who die by suicide are three times more likely to die by suicide, too.

THE GOOD NEWS: RESEARCHERS HAVE REVEALED THAT VETERAN SUICIDE IS NOT INEVITABLE — IT IS PREVENTABLE.

There are interventions proven effective at reducing veteran suicide risk and driving positive outcomes. For example, studies have shown strategies like Safety Planning and Crisis Response Planning can help by having veterans make a proactive plan for managing distress. These interventions have been shown to rapidly reduce suicidal thoughts and emotional distress, building optimism and hope.



RESOURCES FOR SAFETY AND CRISIS RESPONSE PLANNING

VISIT YOUR VA:
veteranscrisisline.net/find-resources/local-resources/

STOP SOLIDER SUICIDE:
stopsoldiersuicide.org/get-help

TRAINING IN CRISIS RESPONSE PLAN:
strongstartraining.org/face-the-fight/

SAFETY PLAN MOBILE APP:
zerosuicide.edc.org/resources/resource-database/safety-plan-mobile-app



The recent VA report also found a few encouraging signs, including:

From 2020 to 2021, suicide rates fell by 8.1% for veteran men aged 75 and older.	And the rate fell by 2.2% for men and women between 55 and 74.
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This positive progress has been mostly nurtured by research and advocacy work done by public health agencies and organizations like Department of Defense (DoD) and the VA. In recent years, it became clear there was a need for a movement to mobilize and energize private organizations to do more in raising awareness and resources around this critical issue.

Enter Face the Fight, an initiative created by USAA with founding partners Reach Resilience and the Humana Foundation. Face the Fight is committed to building on that strong initial advocacy work by forming a coalition of like-minded companies and organizations, bringing together people and resources to drive meaningful change.

Since the initial investments from the founding partners, the coalition has drawn many others to the cause, all willing to do what it takes to better protect the military members who have dedicated their lives to protecting our country, along with family and caregivers.

“Suicide prevention efforts require a public health approach and are strengthened through cross-sector collaboration,” said Matthew Miller, PhD, MPH, Executive Director of VA Suicide Prevention at the VA. “Face the Fight has championed this approach and demonstrated an ongoing commitment to convene collaborators from a diverse, dedicated and knowledgeable group of people across the country as they push forward the shared mission to end Veteran suicide.”

FACE THE FIGHT’S ASPIRATIONAL GOAL: REDUCE THE VETERAN SUICIDE RATE IN HALF BY 2030.

The Face the Fight coalition is working to challenge and ultimately break the stigmas surrounding suicide by encouraging open conversation around the topic. Facing the reality of veteran suicide is a struggle, but there’s hope in facing this fight together.

Instilling hope and fighting for change

Face the Fight’s roots started with USAA, a company that has served the military community for over 100 years. In late 2021, when the U.S. Armed Forces withdrew from Afghanistan, the VA reported record levels of crisis outreach from veterans. After surveying its members who said veteran suicide and other mental health issues were the most important cause for USAA to engage in, USAA decided to make veteran suicide prevention a central focus of its philanthropic work — but needed expert guidance on how to drive an even greater impact. They engaged the University of Texas Health Science Center at San Antonio (UT Health San Antonio) and the STRONG STAR Training Initiative, whose faculty have deep expertise and experience with research, practice and training regarding evidence-based interventions for suicide prevention in military and veteran communities.

In 2022, USAA and the USAA Foundation Inc. (USAAF) seeded Face the Fight with \$10 million in philanthropic grants to develop critical, community-based clinical infrastructure. USAA and UT Health San Antonio engaged more than a dozen of the nation’s leading experts in military and veteran suicide prevention from the VA, the DoD, The RAND Corporation and the nonprofit sector to advise on the best approach for Face the Fight to achieve its aspirational goal. The advisory committee highlighted the importance of community-

based programs in addition to clinical programs — and this has become a key focus of Face the Fight’s work.

“The team at UT Health San Antonio helped us understand the gravity, scope and complexity of this issue,” said Lindsey O’Neill, Chief Communications and Corporate Responsibility Officer at USAA. “It became immediately clear that we needed to act boldly and decisively — and that we needed to gather a coalition of like-minded organizations to help.”

Building a coalition of allies

Building on the initial grants from USAA and USAAF, the Face the Fight coalition launched in June 2023 with investments to the Face the Fight Charitable Fund. “Veteran suicide is a national crisis. An estimated 50,000 more veterans will die by suicide this decade if we don’t act now,” said Sonya Medina Williams, Reach Resilience President and CEO. “As part of our mission to serve communities in crisis, we are proud to join USAA and the Humana Foundation to break the silence around veteran suicide and spark a national conversation about military well-being.”

“The Humana Foundation is committed to ensuring all veterans and military members have access to the support they need, especially those in underserved communities where advances in health equity are lacking, and greatly needed,” said Tiffany Benjamin, Humana Foundation CEO. “Joining Face the Fight, to help remove structural obstacles and raise awareness of the mental health challenges faced by our veteran community, was a natural step for us, and to collaborate with such dedicated partners is a plus.”

As the founding partners started to grasp the enormity of what would be required to bring about real change, Face the Fight sought out an organization with deep experience building and managing coalitions — The Elizabeth Dole Foundation (EDF). EDF traces its

existence to a comprehensive, evidence-based national study done by the RAND Corporation that examined the population and needs of military and veteran caregivers. They also brought a vast network of relationships with the military service organization ecosystem, as well as with corporate America, nonprofits and government.

USAA and the founding partners reached out to EDF for input and guidance on the mission and campaign in the early days of Face the Fight. As a strategic partner, EDF has helped Face the Fight cultivate support from like-minded companies and organizations, recognizing that one company can’t enter the arena of suicide prevention and expect to turn the tide single-handedly.

On June 29, 2023, at a launch event in Washington, D.C., diverse advocates including former Chairman of the Joint Chiefs of Staff Mark Milley, veteran and former White House Chef Andre Rush, and Retired General and former Under Secretary of the Army Patrick Murphy spoke about the urgent need to address veteran suicide. The coalition members announced the Face the Fight mission and called on others to join the fight — and many have answered the call. One year after launch, the coalition stood at 175 members representing a wide array of corporations, foundations, nonprofit organizations and government liaisons.

“VETERANS HAVE GIVEN SO MUCH TO PROTECT US. WE JUMPED AT THE CHANCE TO JOIN THIS IMPORTANT CAUSE AND TO DO WHAT WE CAN TO SUPPORT THOSE WHO HAVE SERVED OUR COUNTRY.”

Steve Schwab, EDF CEO



STOP SOLDIER SUICIDE

Founded in 2010 by Army veterans, Stop Soldier Suicide (SSS) is the only national nonprofit focused solely on reducing the military suicide rate. Funding from Face the Fight is helping support SSS’s clinical program ROGER that offers free, evidence-based treatment to veterans who are at increased risk of suicide, connecting them to community resources based on their individual and family needs. The funding also allows SSS to have all of its wellness coordinators trained in Brief Cognitive Behavioral Therapy for Suicide Prevention (BCBT-SP). Face the Fight’s support is helping SSS make a real impact. According to a recent internal program evaluation, **at the conclusion of treatment, over 75% of medium and high-risk clients stated that they were able to manage their thoughts and feelings related to suicide.** SSS believes it has helped prevent hundreds of suicide deaths or attempts.

Entering the fight against veteran suicide

The founding partners are committed to building an expansive coalition of corporate, nonprofit and government liaisons, each devoted to combating the stigma surrounding veteran suicide — with an aspirational goal of reducing veteran suicide in half by 2030. By engaging the private sector, Face the Fight is focused on directing resources to scale effective interventions proven to save lives and complement government resources.

Face the Fight’s approach is informed by ongoing research. The Scientific Advisory team at UT Health San Antonio serves as academic partners for the coalition, helping to inform the coalition’s strategic approach, providing technical assistance to grantees, convening the Scientific Advisory Committee and measuring impact. The Scientific Advisory Committee consists of 34 scientific experts who provide diverse input to continuously inform

and update our strategic approach across key interconnected components: public awareness, coalition building and grantmaking.

The committee will also identify emerging needs (e.g., populations at risk) and share best practices for intervening with those at risk, implementing proven approaches and disseminating research findings.

Spreading awareness is a crucial goal of Face the Fight as well. By amplifying and broadening the conversation about the problem, the coalition supports and complements existing efforts to combat veteran suicide by organizations like the VA, the DoD and more.

As philanthropic coalition members join, funding will be pooled through the Face the Fight Charitable Fund. Every voice that joins the fight helps promote the group’s mission, and spreads the word about the diverse tools and interventions available for veterans, military families and caregivers.

“IT WAS INCREDIBLY MOVING TO SEE SO MANY DIFFERENT PEOPLE AND ORGANIZATIONS COMING TOGETHER FOR OUR VETERANS IN THEIR TIME OF NEED. WORKING TOGETHER, I KNOW WE CAN COMBAT VETERAN SUICIDE AND END THE STIGMA AROUND MENTAL HEALTH.”

Patrick Murphy, former Under Secretary of the Army



Washington, DC, Launch event





3

**PUBLIC
AWARENESS
CAMPAIGN**

PUBLIC AWARENESS CAMPAIGN

THE FIRST STEP IN THE FIGHT IS TO RAISE AWARENESS AND destigmatize help-seeking behaviors. There is a need not only to make people aware of this tragic issue, but also to dispel myths – like the idea that suicide only affects those with mental health issues.

Veteran suicide is not an individual problem — it impacts every community, which is why this cause requires both community prevention and clinical intervention. Suicide does not stem from a singular cause but rather from a complex interaction of risk and protective factors, affecting individuals in different ways.

Mental health and suicide prevention have been top issues of concern for many of the coalition members, the military community and the network of nonprofits that support them.

That’s what is driving Face the Fight’s efforts to bring this crisis out of the shadows and into the light.

“THERE’S A PERVASIVE MYTH THAT TALKING ABOUT SUICIDE CAN CAUSE HARM. BUT THAT’S WRONG — IN FACT, IT’S THE ONLY PATHWAY TO HELP SUPPORT PEOPLE WHO ARE SUFFERING.”

Katherine “Katy” Dondanville, PsyD, Associate Professor at UT Health San Antonio



OUR IMPACT

UNIVERSITY OF WASHINGTON

Support from Face the Fight helped researchers at the University of Washington develop an easy-to-use online platform supporting the delivery of Caring Contacts, an evidence-based intervention for suicide prevention, via text message to peers and clinicians. Caring Contacts consists of non-demanding, caring messages sent to individuals at risk for suicide for one to two years. These simple but specific caring messages have been shown to reduce suicide thoughts and attempts. The funding helped the team solve several startup issues and create a product that is ready for use. The platform now has an upgraded user interface with improved language for usability, guided by consultations with clinicians and user feedback. Funding also helped the university provide tailored resources to each individual veteran or service member and their family.



Chef Rush at the Washington, DC, Launch event



General Mark A. Milley

2023 PUBLIC AWARENESS CAMPAIGN IN ACTION

Since the launch of Face the Fight, public awareness efforts include:

- Face the Fight partnered with former White House chef and Former MSgt Andre Rush (U.S. Army, Ret.) at the launch event and during Suicide Prevention Awareness Month. He shared his own life experiences and why suicide prevention is so important for veterans. “I know those battles and struggles,” he told Fox Business, speaking about the difficulty military members often have seeking help for mental health issues. “We’re fighting that stigma ... we have to help civilians understand what service men and women go through.” Rush also does 2,222 push-ups every day in honor of military veterans who have died from suicide.
- Carolina Panthers tight end Hayden Hurst shared his personal story as part of NFL’s “My Cause My Cleats” efforts that allow players to highlight causes near and dear to their hearts, highlighting the coalition’s work with a TV spot that aired during an NFL game. Hurst’s foundation started with a focus on adolescent suicide prevention but has since grown to include veteran suicide — making his charity work a natural fit with Face the Fight.
- Face the Fight is collaborating with four veterans whose lives have been impacted by suicide through sharing their stories to raise awareness of veteran suicide. Their stories, both in video and written form, are part of ongoing communications and have been critically important in connecting with impacted communities.
- Ads, billboards and other collateral were featured in the 2023 Army–Navy football game and in major veterans publications.
- USAA’s “Beyond Thank You” website, revealed on Veterans Day, encouraged Americans to check on the veterans in their lives. Simple acts like a phone call, a text or an invitation to meet can help a veteran struggling with mental health issues or suicidal ideation.
- USAA and Face the Fight won Benevity’s “The Bestie Award” for their best-in-class social impact approach. Per Benevity, USAA is proving that it’s more than possible to make an impact on a big issue through partnerships, grantmaking and employee engagement.



Hayden Hurst’s
“My Cause My Cleats”



Behind the scenes at a photo shoot highlighting military families impacted by suicide



Billboards at the
Army–Navy game



Beyond Thank
You website



PHILANTHROPIC GRANTMAKING

PHILANTHROPIC GRANTMAKING

AWARENESS ALONE ISN'T ENOUGH. SOLVING A PROBLEM AS deeply rooted and complex as veteran suicide requires bold and meaningful actions.

The Face the Fight Charitable Fund invests in programs aligned with public health best practices for suicide prevention and extends suicide prevention efforts aligned with three focus areas outlined by the Centers for Disease Control (CDC):



Create protective environments.



Strengthen access and delivery of suicide care.



Identify and support people at risk.

Grants awarded help support efforts underway to reduce veteran suicide and uncover new avenues to address complex issues at the root of this devastating problem.

DYNAMIC MODELING TO HELP GUIDE DECISION MAKING

Part of FTF’s unique approach to grantmaking includes careful and thorough data modeling which will allow scenario testing of expanding access to interventions, and guide the decision-making process. The goal is to create a feedback process that keeps

evidence-based results at the forefront — both in terms of how grants are distributed and how success is measured.

The UT Health San Antonio researchers who helped shape the priorities and approach for Face the Fight also created a unique data model to help streamline and guide decision-making. This model leverages top-tier research, data and expert knowledge to predict potential outcomes. This approach is widely used by public health agencies such as the CDC and the American Foundation for Suicide Prevention and is critical for measuring the effectiveness of policy and interventions when resources are limited, and when problems are complex — like veteran suicide.

One of the most exciting aspects of this model is that it allows Face the Fight to project the outcome of lives saved through its grantmaking by tracking the scaling of selected evidence-informed interventions.

“Face the Fight is distinctly different in that we’re engaging the private sector to drive cross-sector collaboration and scale evidence-based nonprofit interventions proven to reduce veteran suicide,” said Justin Schmitt, President of The USAA Foundation and AVP, USAA Corporate Responsibility. “Our Scientific Advisory Committee provides deep and diverse veteran suicide prevention expertise to inform our strategic approach.”

The Face the Fight philanthropic strategy and dynamic data model will be reviewed annually to be responsive to emerging data, research and initiatives while consistently working towards the overarching goal of reducing veteran suicide. In future years, the strategy will evolve to encompass metrics that measure impact across diverse veteran communities and demographics, ensuring equitable outcomes.



OUR IMPACT

OBJECTIVE ZERO

Objective Zero is a rapidly growing suicide prevention, behavioral and mental health, wellness and peer-to-peer support mobile app for veterans. It offers a “get support or give support” model where those connected to the military and veteran community can provide or receive support through text, voice or video chat. Funding from Face the Fight has allowed Objective Zero to build an in-app Columbia-Suicide Severity Rating Scale to identify and assess the suicide risk of those interacting with the app, as well as an initial version of the organization’s training “Sandbox,” which allows their volunteers to train with AI chatbots in a safe environment. The funding has also allowed Objective Zero’s volunteers to attend virtual training sessions, including Crisis Response Plan Training and training in suicide screening using the Columbia Suicide Severity Rating Scale (C-SSRS).

05

BY THE NUMBERS

2023 Highlights and Key Performance Indicators

FUNDING OBJECTIVE

ADDRESS GAPS AND EXTEND EQUITABLE ACCESS TO SUICIDE PREVENTION EFFORTS IN ALIGNMENT WITH CDC EVIDENCE-INFORMED STRATEGIES

THE FIRST 12 MONTHS

Nearly 15,000 veterans screened for suicide risk of which 33% are Black veterans and 25% are Hispanic/Latino veterans	More than 5,000 veterans received suicide-specific interventions with the Cohen Veterans Network, Stop Soldier Suicide and the Headstrong Project	130 mental health clinicians trained to deliver suicide-specific treatments	Over 140 mental health clinicians and peers trained to talk with veterans about voluntary, safe and secure storage of firearms at times of distress	10 new expert national trainers in suicide-specific treatment
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MEASURING IMPACT

An estimated 3,500 lives will be saved through 2032, as measured through dynamic data modeling of Face the Fight-funded philanthropic interventions. Face the Fight’s custom dynamic data model brings together data and expert knowledge to create an ongoing feedback loop, allowing the coalition to better understand the impact of programming.

WHAT’S NEXT IN ROUND TWO

Goals for the next round of funding and impact, launched in September 2023, include:

More than 44,000 veterans screened for social needs and suicide risk factors	Over 3M veterans screened for suicide risk	10,000 veterans receiving suicide-specific interventions including Crisis Response Planning (CRP), Safety Planning and Caring Contacts
More than 44,000 veterans engaged in voluntary, safe and secure storage of firearms at times of distress	Over 2,500 clinicians and peers trained in suicide-specific interventions	 A suite of on-demand suicide prevention training resources for all

06

FINANCIAL
UPDATE

STATEMENT OF
FINANCIAL POSITION

Cash and Cash Equivalents	7,088,391
Total Assets	7,088,391
Net Assets	7,088,391
Total Liabilities and Net Assets	7,088,391

STATEMENT OF ACTIVITIES

	2023*	2022*
Contributions	15,440,678	2,473,814
Dividends and Interest	43,021	-
In-kind Support - USAA	291,500	1,000,000
Total Revenue and Support	15,775,199	3,473,814
Program Service (Grants)		
Create Protective Environments	384,767	144,738
Strengthen Access and Delivery of Suicide Care	2,805,214	1,690,551
Identify and Support People at Risk	4,226,716	238,525
Operations	975,000	400,000
Total Grants	8,391,697	2,473,814
General and Administrative		
Administrative and Investment Fees	3,611	-
In-Kind Support - General and Administrative	291,500	1,000,000
Total General and Administrative	295,111	1,000,000
Total Expenses**	8,686,808	3,473,814
Change in Net Assets	7,088,391	-

* Recent grants were directed through the FTF Charitable Fund. Prior to the development of the fund, grants were paid directly by USAA or USAA Foundation.

** Staff time and other direct expenses paid by USAA and supporting organizations are not reflected above.



7

LOOKING
AHEAD

PROJECTED MILESTONES FOR THE STRATEGIC HORIZON

As Face the Fight continues to grow and advance its mission, the founding partners’ sights are set on several milestones in the years ahead:



Effectively deploy approximately **\$17.5M in Year 3 Face the Fight grants** in 2024



Through the combination of years 1–3 Face the Fight grants, substantively increase our current estimate of **more than 3,500 lives saved** through 2032



Inspire an additional **\$50M in commitments** to the Face the Fight Charitable Fund (over 2023–24)



Publish Face the Fight dynamic data model in a peer-reviewed journal



Increase Face the Fight support for **diverse and underserved subpopulations**



Build Face the Fight presence on social media

JOIN THE FIGHT TO RECEIVE AND GIVE SUPPORT

While acknowledging the progress made this year, we know the work of Face the Fight is just beginning. Face the Fight remains inspired by the resilience and courage of our veterans and the unwavering commitment of this community. The combined efforts of 175 corporations, nonprofits and government liaisons are all working to provide the necessary resources to address the pressing needs of our veterans.

Looking ahead, the commitment to our goal will not waver — to drastically reduce the risk of veteran suicide as we strengthen and complement the substantial efforts of organizations that have been in this fight for decades. Face the Fight extends the deepest gratitude to our partners, coalition members and all those who have contributed to the movement. Their unwavering support and dedication have been instrumental in making progress on this critical issue.

Facing the reality of veteran suicide is a struggle, but there’s hope and power in facing it together. Thank you for being a part of this movement.

TO LEARN MORE AND TO JOIN THE 175 COALITION
MEMBERS SUPPORTING OUR CAUSE, VISIT
WEFACETHEFIGHT.ORG



