

# 2021

## Annual Report



**SERVING AMERICA'S COMBAT-WOUNDED VETERANS  
AND THEIR FAMILIES FOR OVER 17 YEARS**



**ACCREDITED  
CHARITY**

[give.org](https://give.org)





Dear Coalition friends,

The War on Terrorism launched on September 11, 2001, has gone on for 20 years and counting. To gain perspective on this situation, we must look back to the ancient Roman Empire that lasted a thousand years. Like us, the Romans were required to fight constantly against barbarian tribes that challenged them at every turn. Generation after generation of Romans answered the call to arms. The only alternative they had was to give up everything they believed in – which was not a valid alternative. They fought on, in what surely seemed to them a perpetual war.

Like the ancient Romans, we too are caught up in perpetual war. Today our forces are called upon to battle the forces of darkness all over the world. Our troops need and deserve our support. We hope and pray that the casualty lists will disappear, but there is faint hope of that. The wounded may not command as much media exposure today but they are still coming home with missing limbs and broken spirits. They often must wait weeks or months for the benefits they have earned and depend upon. We remain one of the few organizations available to fill that void in addition to helping wounded veterans cope with post-traumatic stress and acquire useful employment in the private sector.

Our work, like the war on terrorism, is not finished. Recently we launched something new – the Veterans Caregivers Alliance – to provide support to the legions of caregivers who dedicate their lives to our wounded warriors. Most of these caregivers are spouses of wounded warriors many of whom bear extraordinary burdens caring for their husband or wife who are unable to work. They need and deserve all the support we can give them. Everyone here at the Coalition is devoted to serving those who have suffered for our freedoms, and we will continue to do so for as long as we have your support.

But the struggle continues. I do not know what the next phase of our war against the forces of darkness will look like; I only know it will continue. Failure is not an option. In the meantime, our troops have done all they could do in Afghanistan. The government reports the cost of our foreign wars in terms of dollars and cents in the yearly budget. But the real costs go on a lot longer than that. As President Lincoln said in his second inaugural address, we must now care for those who bore the brunt of the battles, and their widows and their orphans. Today, as always, we – and the veterans we serve – depend on your support.

David W. Walker  
President and Chief Executive Officer  
Coalition to Salute America's Heroes

## **Board of Directors** (\* Independent Voting Board Member)

**David W. Walker, President and CEO**

**COL. Charles Bogle, U.S. Army (Ret.), Chairman \***

**Matthew Cary, Army Reserves veteran, Vice Chair \***

**Bruce Kelly, Secretary and Treasurer \***

**CCM Stephen Page, USAF (Ret.) Chairman Emeritus \***

**David Wetherell, U.S. Army (Ret.), Director \***

**Courtney Jacobs, USAF (Ret.), Director \***

**Dr. Tom Sircher \***

**Honorable Fred Foreman, Special Counsel**

**www.saluteheroes.org**



## Coalition Military Veteran Leaders



Donny Daughenbaugh  
USMC (Ret.)



Mary J. Herrera  
U.S. Army (Ret.)



## Coalition Spokespeople



Jorge De Leon  
U.S. Army (Ret.)



Shilo Harris  
U.S. Army (Ret.)



The Coalition has appealed to thousands of federal workers through CFC presentations and we are among an exclusive group that is represented globally in CFC Overseas.



# YEAR IN REVIEW

2021 was yet another year of uncertainty, thankfully our loyal donors rallied together to support our nations' combat-wounded veterans and their families, even through tough circumstances. Donors are ever more selective these days about which charitable organizations they support. We respond to this dynamic by focusing on transparency which has become perhaps our strongest point. Supporters generally want to know how much of their donations will get directly to the people they want to help - a reasonable expectation. Our numbers are invariably reassuring to potential donors.

The crux of the Coalition was founded on the critical need for emergency assistance. Every month the Coalition receives 130-140 applications for Emergency Financial Aid (EFA). Every month we are able to help wounded veterans avoid evictions, foreclosures and shutoffs of utilities. In 2021, we fulfilled 350 requests from wounded veterans providing nearly \$583,000 in assistance.

Our talented staff has taken our support for wounded vets far beyond direct financial aid. Through our relatively new Advocacy Program, we offer vets long term support by locating for them other resources they were unaware of to help them meet their needs. Through the Advocacy Program, the Coalition has been able to provide 774 veterans and their families with assistance over the last year with close to \$600,000 in funds from other sources.

At the end of 2021, our innovative Veteran's Circle Network (VC) had over 2,800 verified members and we are growing every day. This program serves as a membership and benefits program for veterans who meet the criteria of service eligibility. The dedicated VC team connects and follows up with disabled veterans. This allows a relationship between our outreach representatives and our members to be formed and strengthened. These calls are an important piece in the puzzle for the support we offer our veterans. The majority of our referrals for Give an Hour, Skillsoft and Financial Coaching come through the follow up calls. By staying in touch we are able to provide advocacy and support before a financial disaster or mental health crisis occurs.

Our top and most vital partnership is with Give an Hour. We receive many calls from wounded veterans and their families suffering from post-traumatic stress disorder (PTSD), traumatic brain injury (TBI) and other mental health issues. This number rises every year. Our partnership with Give an Hour allows veterans to receive services they need to face ongoing challenges. Once we refer a veteran to Give an Hour, a clinician helps the veteran create healthy habits of emotional well-being, create a toolbox of coping mechanisms and create a long-term plan.



Over the past 6 years we have coordinated with the national non-profit, Feed the Children, to mobilize food trucks that distribute free meals to needy military families. In 2021, we partnered with Feed the Children and Blue Star Families and successfully distributed critical food and household items to over 3,200 veterans in need across the nation. Our relationship with the Blue Star Family foundation continues to grow and has remained strong. The demand for food trucks continues as one catastrophe is overcome by the next and we are proud to say that we have maintained a steadfast response.





# COALITION IN THE NEWS

The Coalition was again, featured in the 2021 National Memorial Day Parade that premiered the weekend of Memorial Day - May 29-31, 2021 - nationwide on ABC, CBS, NBC, Fox and CW stations, and aired to our military personnel worldwide on the American Forces Network.



The Coalition was proud to participate and sponsor the annual TV program "The Wounded Warrior Experience 2021," produced by the American Veterans Center. The show originally aired on the Fox Business Channel in November. The goal is to examine transitional issues confronted by combat-wounded veterans upon their return to civilian life. This year the program focused primarily on the huge increase of suicides and mental health crises due to the withdrawal from Afghanistan. This was a very emotional time for our active and retired service members. A group of wounded veterans participated in a open panel discussion with

Fox International Correspondent Jennifer Griffin (shown here). Our combat-wounded veterans, Mary Jessie Herrera and Will Weatherford, proudly represented the Coalition this year.



U.S. Secretary of Labor, Martin J. Walsh, recognized the Coalition as one of the 849 recipients of the 2021 HIRE Vets Medallion Award in an award ceremony presented by U.S. Department of Labor. For the second consecutive year, the Coalition earned the Gold Award.



The Honoring Investments in Recruiting and Employing American Military Veterans Act (HIRE Vets Act) Medallion Program is the only federal award program that recognizes employers that successfully recruit, hire and retain veterans.

Donors to the Coalition can give with confidence knowing we follow the strict guidelines of the BBB and receive awards from GuideStar, GreatNonProfits and qualify for the CFC, year after year.



## HEROES FREEDOM RETREAT 2021

We hosted not one but TWO Heroes Freedom Retreats in 2021! In May, we gathered 11 veteran couples for an in-person multi-day marriage enrichment retreat in historic Colonial Williamsburg, Virginia. We were joined by Dr. Johnny Parker and his wife as facilitators. We followed up on our promise to host a virtual "marriage checkup" for all previous attendees



of in-person or virtual events. This took place in November 2021 and brought 8 couples together for the 'Give an Hour' Emotional Life Skills program. Each attendee was given a bag with assorted items to make them feel as connected to us as possible. The Coalition also paid for dinner and childcare for the 2-hour program to improve focus.



"I would like to thank all the Coalition staff for the hard work put in to making this happen. It was a fun and really beneficial experience. Also, it was so nice to meet all the couples." - Will Weatherford



# VETERAN'S CAREGIVER ALLIANCE

The Mission of the Veteran's Caregiver Alliance (VCA) is to improve the quality of life for the caregivers of our nation's combat-wounded post 9/11 veterans. We work with like-minded VSO's, government agencies, and community initiatives, to assure the needs of our caregivers are being met, both privately and publicly. The care and compassion from one caregiver to another is a bond that we ensure is not easily broken. Key components of the 2021 program include:

- ★ Virtual Caregiver Conference
- ★ Heroes Healthy Kitchen (Food Deliveries)
- ★ Mentorship & Support

Our aim is to reduce the stress a member may feel so he/she can focus on caring for the family unit. We do this through routine check-in calls, providing resources, virtual support chats, a private Facebook support group and hosting resourceful conferences tailored to current needs. By building relationships with our members, the VCA team has been able

## HEROES HEALTHY KITCHEN

A major topic in the news recently is food insecurity. As the cost of food and other consumer goods increase due to inflation, so does the stress on our veteran families who live on disability payments and little income. There is a vital need for us to continue our Heroes Healthy Kitchen program, delivering healthy and sustainable food options right to the doorsteps of veteran caregivers, at no cost to them. This ensures our families have food to feed their families, and more free time to focus on other responsibilities or self-care.

*"We were affected by a winter storm and busted pipes in several areas of our home. Needless to say, it's been an adjustment making sure my veteran husband eats and stays engaged periodically in conversation. To receive a box filled with food you allowed me to choose was beyond anything I could have hoped for or imagined. Again, thank you to all involved in making sure families are taken care of."*

*- Patricia, Veteran Caregiver*



identify current gaps in support services and communicate these gaps to our Coalition team so that partnerships can be formed and programs can be created to "fill these gaps."

## INAUGURAL 2021 VCA VIRTUAL CONFERENCE

When Covid-19 made in-person events nearly impossible for 2021, the VCA team improvised and hosted our very first caregiver conference virtually. We carefully selected 32 caregivers who are all verified members of VCA and provided them with a week full of virtual gathering. All sessions were held via Zoom on video so all participants had the opportunity to connect with other caregivers and build support systems.

## MENTORS AND SUPPORT

The VCA program has mentors who are assigned members that they call or email to check in with frequently. Often times, resources are needed and we are able to research and advocate for the member in need. We've been able to secure assistance for a variety of situations like natural disasters, health emergencies, utility shut-offs and many other stressors. We also provide many options for support for our members to stay connected and informed monthly newsletters, wellness challenges, book club, compassion kits and monthly support group chats.

**SURVIVE. RECOVER. REBUILD.**



# COALITION IN THE COMMUNITY



Covid-19 certainly impacted our ability to get out in the community as much as we wanted to, but TOGETHER our Coalition of staff, board members, ambassadors and supporters continued to fulfill the needs of our nations' combat-wounded veterans. Coalition programs are designed to help not just our disabled veterans but also their caregivers, spouses and children. Our work is truly unique because of the people we serve and connections we make with donors and supporters who share their time and resources. We are so thankful for the opportunity and support to continue to serve our veteran community.





**“I would tell [other children of wounded veterans] that [ALH] is a program for children of military vets to connect and participate in online events together in order to make new connections and have a group of others they can relate to.” – 10 YR. OLD ALH MEMBER**

**America's Little Helpers**



**ALH BENEFITS:**

- ★ WELCOME PACKET:  
WITH ALH SWAG
- ★ MONTHLY VIRTUAL EVENTS:  
ONLINE MEET-UPS WITH PEERS
- ★ NEWSLETTER: WRITINGS BY  
MEMBERS, RESOURCES,  
AND SO MUCH MORE!

# COPE ADJUST ASPIRE

America's Little Helpers was launched in July 2021 at the behest of a passionate team of veterans and caregivers here at the Coalition, many of whom are parents of little helpers. This program recognizes the reality that the children of wounded veterans are often required to grow up quicker than their friends can comprehend. They are busy remembering the medication regimens of their parents, taking on household chores, dealing with family isolation, caring for siblings, worrying about healthcare and generally shouldering the burden of caregiving.

Our mission is to provide an inclusive program for children of post 9/11 wounded veterans. By addressing the unique needs of these young people, we aim to boost strength and resiliency in our nation's future leaders through peer enrichment, parent support and partnering with like-minded organizations.

A recent study found that families built around wounded veterans who require attentive care face challenges that can fall heavily on children. Caregiving children are more likely to experience isolation; have increased feelings of stigmatization; have difficulties expressing emotion and trouble learning in school; and they also have more health problems such as stress, burnout and fatigue.





# CHANGING LIVES

The mission of the Coalition to Salute America's Heroes is to help severely wounded veterans and families of Operation Enduring Freedom, Operation Iraqi Freedom, Operation New Dawn and Operation Inherent Resolve recover from their injuries and illnesses, and to inspire other organizations and the general public to participate in this effort.

We verify applications and process payments quickly. (For the sake of privacy, we do not share their full names.) Some examples of **EMERGENCY aid requested and fulfilled** in 2021:

- ★ **Army Private Adey F. from Locust Grove, Georgia, was disabled after suffering a traumatic brain injury (TBI) while serving in Iraq. He asked for assistance paying for his mortgage and utilities (including water, electricity, and gas). EMERGENCY FINANCIAL AID FROM COALITION DONORS=\$1,786.98**
- ★ **Medically discharged after serving in the Air Force, Staff Sergeant Ryan C. from Denver, Colorado, suffers from PTSD following his deployment to Iraq. He desperately needed help with rent and electric bill. EMERGENCY FINANCIAL AID FROM COALITION DONORS=\$2,101.92**



- ★ **Corporal Lazarus S. from Canal Winchester, Ohio, was discharged from the U.S. Marine Corps after injuries during his time serving in Afghanistan left him severely scarred. Lazarus urgently needed to pay his rent and avoid eviction. EMERGENCY FINANCIAL AID FROM COALITION DONORS=\$2,738.00**



“Working from home allows me to be present for all my spouse’s appointments, take care of him as needed and also be around for our children and their needs. It’s a true blessing to be a part of the Coalition’s Heroes Thanking Heroes program with not only being able to grow professionally, but also have the continued support of others in organization. Not many places can offer that!”

- Casey HTH Rep.



# FINANCIAL SUMMARY

## REVENUES AND OTHER SUPPORT:

Cash Contributions	\$7,225,287
Gifts in Kind	\$43,362,196
Unrealized Gain on Investments	\$77,095
Realized Gain on Investments	\$81,585
Dividend and Interest Income	\$59,591
Other Income	\$242,650
Total Revenue, Gains and Other Support	\$51,048,404

## EXPENSES:

Total Program Services	\$47,735,321
Fundraising	\$2,296,664
Management and General	\$870,875
Total Expenses	\$50,902,860

The Coalition 2021 Audited Financial Statement is available on request by contacting us at [info@saluteheroes.org](mailto:info@saluteheroes.org) or writing to: Coalition to Salute America's Heroes

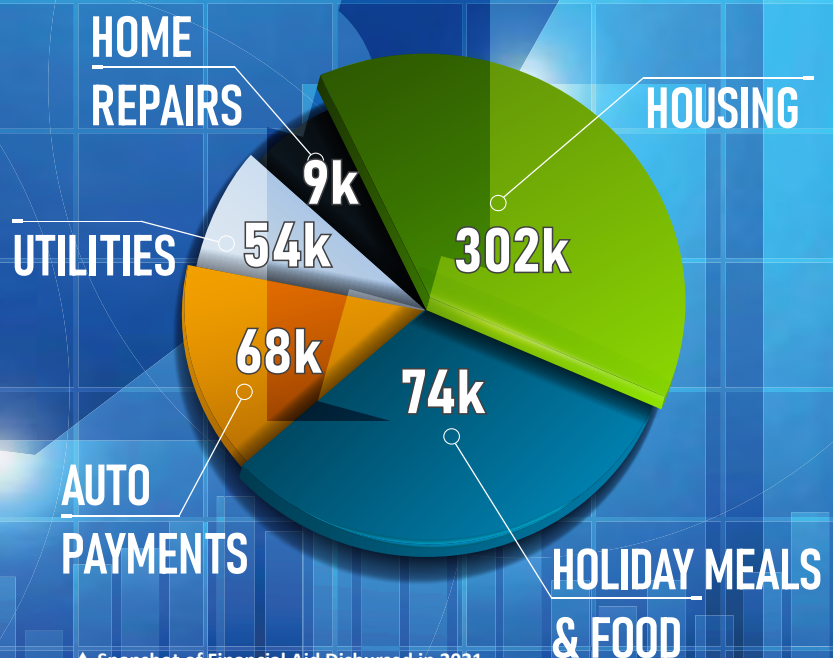
552 Fort Evans Road, Suite 300, Leesburg, VA 20176

A copy of the current Coalition IRS Form 990 can be viewed at [www.saluteheroes.org](http://www.saluteheroes.org)

## 2021 YOUR DOLLARS AT WORK EMERGENCY FINANCIAL AID PROGRAM

For over 17 years we have helped severely wounded veterans and their families meet a wide range of day-to-day urgent financial needs – particularly if they are waiting for their disability benefits to begin (average wait time of 10 months) or have lost income because their spouse or parent had to quit working to become their caregiver. This direct financial aid is used to cover pressing basic expenses such as:

- ★ Utility bills
- ★ Mortgage and rent
- ★ Food and necessities
- ★ Car payments/repairs
- ★ Home maintenance



▲ Snapshot of Financial Aid Disbursed in 2021  
(Note: Only a partial sample)

**SURVIVE. RECOVER. REBUILD.**



# COALITION PROGRAMS

## VETERAN CIRCLE MEMBERSHIP

A free membership program designed to provide a network for America's combat-wounded troops. Qualified disabled service members receive numerous benefits including: being eligible for holiday meal and gift checks, receiving updates of events and employment options across the nation, special discounts, scholarship opportunities, mental health support and the ability to communicate with other disabled veterans in a private environment.

## PUBLIC AWARENESS & PUBLIC SERVICE ANNOUNCEMENTS

A major goal of the Coalition's work is raising awareness of the critical needs faced by many wounded veterans who often must wait months or even years to receive the benefits to which they are entitled. Therefore we engage in a variety of events such as parades, festivals, community events and assorted media appearances described in this publication. In recent years, we have relied primarily on PSAs featuring prominent media personalities - TV and movie stars mainly - but of late we have been featuring our home grown luminaries from the ranks of wounded warriors. Our PSA's have been aired on Fox, Fox Business Network, Fox News, ABC, Bounce, Fusion, ION Plus, Peacock, NRB, various regional sports networks and local stations across the U.S. Altogether, our PSA's had a combined total of 197,594 nationwide airings from January 1 - December 31, 2021.



## CONFERENCES & RETREATS

A core part of our mission is to encourage hope, healing and re-connecting. We strive to create life-changing experiences for our severely wounded veterans and their families from all across the U.S. as they continue on their personal road to recovery. Heroes Freedom Retreats are an all-expenses-paid event that presents an extraordinary opportunity for veterans to improve communication and strengthen marriages with their spouse, build camaraderie with other veterans and tour some of America's most sacred and historic landmarks. The Road to Recovery (R2R) Conference and Tribute is a multi-day all

expenses paid educational and motivational event. It features seminars, workshops and panel discussions where attendees learn about resources and services available. Experts from government, private sector and other veteran-focused non-



profit groups and corporations offer advice and guidance on: career counseling and transition, caregiver support, family counseling and enhancing personal relationships.

## GIFT IN KIND

Our relationship with other non-profit organizations allows us to be the key factor in facilitating the disbursement of donated goods. A typical food truck event will provide food and urgent household supplies to 400 military families for two weeks. The demand for food trucks continues due to inflation and food insecurity among our military community.

## HEROES THANKING HEROES

The Heroes Thanking Heroes program (HTH) provides essential short-term internal employment for severely wounded veterans (who meet certain eligibility requirements), their spouses or caregivers with the opportunity to work at home on a part-time basis. The participants have flexible hours and learn valuable skills by working in a virtual call center. More than 352 members of the veteran community have participated in HTH since inception. Many in the program have found improved motivation and self-esteem as they contribute to the household finances, gain a sense of purpose and develop a supportive peer network.



## GRANT PROGRAM

The Coalition provides direct funding to thousands of wounded veterans in need, and also offers grants to other organizations that support disabled veterans and their families in a variety of ways. In 2021, we provided grants for housing, employment, mental health, care giving and education through Building Veterans, Fields 4 Valor Farm, Caregivers on the Homefront and Give an Hour. Together we make every effort to provide solutions to issues faced by the disabled veteran community.



Visit [www.SaluteHeroes.org](http://www.SaluteHeroes.org) to learn more about all of our programs and resources.



# PATRIOTIC FRIENDS

TRACE ADKINS  
JASON ALEXANDER  
SCOTT BAKULA  
DESHAUNA BARBER  
ASHLEY BELL  
JACK BLACK  
DREW BREES  
LYNDA CARTER  
TONY DANZA  
JAMIE FARR  
BRETT FARVE

JEFF FOXWORTHY  
LEE GREENWOOD  
WAYNE GRETZKY  
CHARLES GRODIN  
JIMMY GUNN  
MARK HARMON  
KATHY IRELAND  
MICHAEL KELLY  
TOMMY LASORDA  
KATHARINE MCPHEE  
WILLIAM H. MACY

BEBE NEUWIRTH  
JACK NICKLAUS  
OAK RIDGE BOYS  
ROBERT PATRICK  
RICHARD PETTY  
CAL RIPKEN  
RAY ROMANO  
J.K. SIMMONS  
RICKY SKAGGS  
RUSTY WALLACE  
And Many More!

## Coalition Ambassadors



Lt. General  
Ronald R. Blanck, D.O.  
U.S. Army (Ret.)

Senior Airman Daniel Acosta, USAF (Ret.)

Sgt. First Class Dana Bowman, U.S. Army (Ret.)

Master Sergeant Leroy Petry, U.S. Army (Ret.)

SSG JD Williams, U.S. Army (Ret.)

SPC Jack Zimmerman, U.S. Army (Ret.)

James (Jayme) Hentig, U.S. Army (Ret.)

SPC Rob Jones USMC, (Ret.)

Jack Scalia



**Coalition to Salute America's Heroes - CFC#12523**

**552 Fort Evans Road Suite 300 Leesburg, VA 20176**

**[www.saluteheroes.org](http://www.saluteheroes.org) ★ (888) 447-2588 ★ @saluteheroes**



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