



2023



**SERVING AMERICA'S COMBAT-WOUNDED VETERANS
AND THEIR FAMILIES FOR OVER 19 YEARS**





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Dear Coalition friends,

President Harry S. Truman famously had a sign on his desk that read, “The Buck Stops Here.” While this notion is inspiring, the reality in large organizations—particularly within government circles—is that ultimate responsibility can often feel elusive. Leaders understandably cannot oversee every detail in a long chain of command.

As the leader of the Coalition to Salute America’s Heroes, a relatively small organization dedicated to serving wounded veterans and their families, I find it challenging to stay on top of all our activities. Despite the perception that the need for our services has diminished since the wars in Afghanistan and Iraq, the reality is quite different. Tough economic conditions are impacting charitable support across the board, especially for organizations focused on veterans. The assumption that the government will fully meet veterans' needs is increasingly misplaced.

Consider this: from 2021 to the present, our emergency financial aid applications have surged nearly 100 percent—from 1,500 applications per year to approximately 2,500. This dramatic increase highlights the escalating demands placed on our services. Daily, we receive urgent calls from veterans facing eviction, foreclosure, and utility shutoffs. Last year alone, we provided aid to over 4,000 veterans. Despite our lean budget, we remain committed to ensuring that aid continues to flow because these brave individuals deserve our unwavering support.

The Coalition to Salute America’s Heroes is one of the few organizations that provide direct financial aid to veterans in crisis. We are on the front lines, helping veterans avoid eviction, maintain their vehicles, feed their families, cover medical expenses, and address other urgent needs. Our phone lines are constantly buzzing with desperate calls from veterans seeking assistance and reassurance. We also offer emotional support, listening to their stories and providing comfort.

I invite you to consider supporting our cause during this critical time. Our high ratings from the Better Business Bureau, the Combined Federal Campaign, and Charity Navigator attest to our credibility and transparency. Our team, largely composed of wounded veterans and their spouses, exemplifies empathy and commitment. The following pages further detail our significant work.

If you are able to offer financial support during this period of heightened need, or if you would like to arrange a personal meeting, please contact me or visit our website at www.saluteheroes.org. We are deeply involved in assisting wounded veterans and would be honored to have you join us in this mission.

Sincerely,

David W. Walker
President and Chief Executive Officer



To say 2023 was “tough” is an understatement. Veteran Service Organizations (VSO’s) and national nonprofits like ours were hit especially hard by the economy and inflation - because our donors were hit hard.

But our dedicated group trimmed, tightened and unfortunately even cut programs to keep us all on track. Our leadership was hyper focused on budgets and cutting costs and every penny had a purpose. As a result, we are still the national leader of providing emergency aid to post 9/11 combat-wounded veterans and their families and our goal is to remain just that.

There is still a high demand for emergency financial support, and calls and emails keep coming in from disabled veterans in desperate need of assistance. Many VSO’s across the nation have been forced to cut and even eliminate programs that provided funds, advocacy, mental health and family support. The funds just aren’t coming in. We know our supporters haven’t stopped caring, but their ability to give has been challenged.

Veterans are also facing financial difficulties, primarily due to inflation and job loss. We are making every effort to accomodate as many requests as we can. The majority of veterans applying are deeply in debt. Most are asking for assistance with their mortgage, auto loans and utilities. Every veteran we work with also has severe food insecurities and are struggling to put food on the table for their families.

In 2023, we fulfilled 187 requests from wounded veterans providing \$223,080 in direct financial assistance.

Our talented staff - comprised of 75% veterans or spouse/caregiver of a disabled veteran - continue to expand our mission for wounded vets far beyond direct financial aid.

www.saluteheroes.org

Coalition Veteran National Spokespersons



Donny Daughenbaugh
USMC (Ret.)



Shilo Harris
U.S. Army (Ret.)



COALITION TO SALUTE AMERICA'S HEROES
1769 Jamestown Road Suite 109 Williamsburg, VA 23185



Our Advocacy program offers veterans long term support by identifying and connecting them with other resources they were unaware of to help them meet their needs. Through the Advocacy program, the Coalition was able to provide 543 veterans and their families with assistance over the past year, with over \$281,000 in funds from other sources.



Our innovative Veteran Circle Program (VC) has over 3,000 verified members and we are growing every day. The dedicated VC team connects and follows up directly with disabled veterans. By creating a bond and staying in touch, we are able to provide advocacy and support before a financial disaster or mental health crisis occurs. The team made 2,138 outreach calls in 2023 and connected through various virtual events and groups.

Our newest endeavor is solely focused on the children of injured service members. America's Little Helpers connects children ages 3-24 with resources, support, and outlets to help them cope and thrive with the effects of their parents mental and physical war wounds.

“I really needed this phone call and I am so happy you reached out to me!” - Veteran Circle member Eric W.

IN THE NEWS



March 2023 - Coalition to Salute America's Heroes names Paralympian Rob Jones to Board of Directors. “As combat-wounded Veterans recover and move forward in their post-military lives, their needs change. Rob understands this better than most. He will be a credit to our board and his peers as we evolve as an organization” said David Walker, President & CEO of the Coalition.

September 2023 - Coalition to Salute America's Heroes moves headquarters to Williamsburg, Virginia.

The Coalition has been based in Leesburg, Va., for the last 10 years, and will continue to maintain a presence in the area, which is also home to three members of its Board of Directors. The organization's new offices are housed in Jamestowne Professional Park at 1769 Jamestown Road, Suite 109, Williamsburg, VA 23185. "We have great respect for the rich military history of this area, and we look forward to meeting many of our new neighbors and other like-minded citizens who wish to join our mission and serve alongside us on behalf of America's combat-wounded Veterans."

HEROES FREEDOM MARRIAGE RETREAT 2023

We hosted our annual Heroes Freedom Marriage Retreat during Veteran's Day in November of 2023. We gathered 6 military couples for an in-person, multi-day relationship enrichment retreat in historic Colonial Williamsburg, Virginia. We were joined by Dr. Aishwarya Nambiar, PhD, NCC, a counselor from The Relationship Center (local to Williamsburg) as a facilitator. The mission is to combat the divorce rate and make more marriages "Veteran Strong," through workshops and bonding experiences.



"The opportunity to connect with other couples facing similar challenges and the valuable tools and perspectives we learned will help to strengthen our relationship, and we feel more connected than ever." - The Joaquin's, 2023 attendees

Coalition In The Community

Together our team of staff, board members, ambassadors and supporters work day in and day out to fulfill the needs of our nations' disabled veterans. We strive to create life-changing bonds within our communities through our various programs designed to help veterans and their families. Our work is so rewarding because of the people we meet; those who have sacrificed so much for our country, the spouses and caregivers who work with them and the many donors and supporters who share their time and resources. We are thankful for the opportunity to change or even save a life and we can only do it by joining forces.



Coalition's Mission

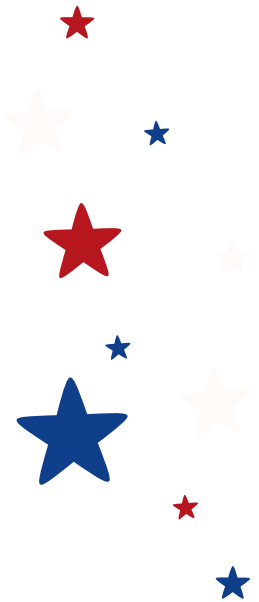
The mission of the Coalition to Salute America's Heroes is to help severely-wounded veterans and families of Operation Enduring Freedom, Operation Iraqi Freedom, and Operation New Dawn recover from their injuries and illnesses, and to inspire other organizations and the general public to participate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

America's Little Helpers



"Thank you ALH Team for encouraging my creative side and this fun art gift to help me expand my artistic skills." - ALH member

"My name is Annabel and I'm 14 years old. I really appreciate all of the fun activities America's Little Helpers has given me. I enjoy connecting with my mom, who is a disabled veteran. It gives us a break from everything and time to spend together. Thank you so much for including me in your events!" -Anabel R. age 14



COPE ADJUST ASPIRE

America's Little Helpers 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.

ALH BENEFITS:

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

2.3 MILLION

CHILDREN UNDER 18
LIVE IN A HOME WITH A
DISABLED VETERAN

FINANCIAL SUMMARY

REVENUES AND OTHER SUPPORT:

Cash Contributions	\$ 3,899,586
Gifts in Kind	\$ 6,541,974
Unrealized Gain on Investments	\$ 126,947
Realized Loss on Investments	\$ (17,056)
Dividend and Interest Income	\$ 18,609
Employee Retention Credit	\$ 288,665
Other Income	\$ 185,439
Loss From Disposal of Fixed Assets	\$ (4,302)
Total Revenue, Gains and Other Support	\$ 11,039,862

EXPENSES:

Total Program Services	\$ 8,670,997
Fundraising	\$ 1,397,235
Management and General	\$ 642,762
Total Expenses	\$ 10,710,993

The 2023 Coalition Audited Financial Statement is available on request by contacting us at info@saluteheroes.org or writing to: Coalition to Salute America's Heroes 1769 Jamestown Road, Suite 109, Williamsburg, VA 23185

A copy of the current Coalition IRS Form 990 can be viewed at www.saluteheroes.org

NATIONAL FOOD TRUCK PROGRAM

We are proud to report that in 2023, we hosted two successful food truck events that provided food, hygiene and household supplies to more than 800 military and veteran families in need. Food insecurity is a national issue and no one is immune to the high cost of goods. Many of our retired and even active service members are struggling to keep food on the table. We aim to grow our partnerships to host more events in military communities and we will remain focused on combating the immediate needs of our disabled veterans.

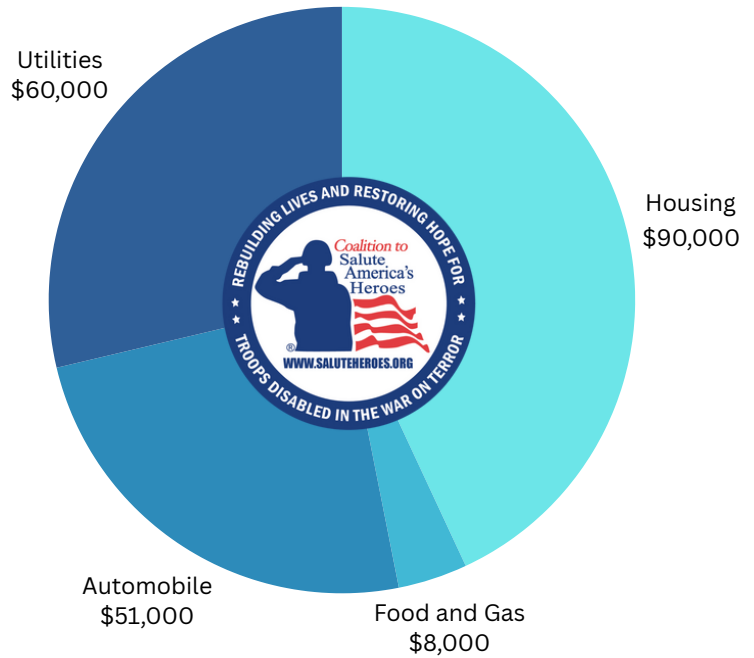


2023 YOUR DOLLARS AT WORK

EMERGENCY FINANCIAL AID PROGRAM

We help severely disabled veterans and their families meet a wide range of day-to-day urgent financial needs - particularly if they are waiting on their disability benefits to begin, unable to work due to injuries, or have lost income because their spouse/parent had to quit working to become their caregiver. This direct financial aid is used to cover pressing basic expenses such as:

- ★ Mortgage & Rent
- ★ Utility Bills
- ★ Food & Necessities
- ★ Car Payments & Insurance



★ Snapshot of Financial Aid Disbursed in 2023 (Note: Only a partial sample)



Top States for Assistance:

- Texas
- California
- Georgia
- Florida
- North Carolina
- Virginia

In 2023, we received 2,696 applications. Each applicant was significantly behind on their bills with the majority of requests seeking assistance with housing. Veterans who are homeless or facing eviction are becoming more prevalent nationwide as a result of rising prices. At least one eviction or utility shut off is prevented each week by the Coalition.

Top Requests for Assistance:

1. Eviction Prevention
2. Employment
3. Utility Assistance
4. Auto Repairs
5. Food & Necessities

ADVOCACY

Our team never wants to say “no” to any veteran that contacts us for help. Our Advocacy Program works to fulfill veterans’ immediate financial needs while also offering long-term assistance even if they don’t meet our eligibility requirements. It is our duty to find the resources that will allow veterans to build a strong and stable foundation to help them flourish. We want to make sure they are not struggling in terms of their mental health, finances, or any other situation they may be facing. In 2023, 543 veterans were assisted through advocacy.

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.

"When you feel like there's no hope or help, it's nice to know that there are organizations like the Coalition to Salute America's Heroes. Because of you all, I'm no longer at risk of becoming homeless. I'm so thankful to know that there are still organizations that support our veterans as much as this one." - U.S. Army Spc. Monica Perales (EFA Recipient)

We verify all 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 2023:

★ Air Force Staff Sergeant Irene M. from New York served our country in Iraq. She desperately needed help to pay her mortgage and keep her home. EMERGENCY FINANCIAL AID FROM COALITION DONORS: \$1,015.37

★ Retired Army Staff Sergeant Berea F. from Georgia, served in Iraq and suffers from PTSD. Berea asked for \$794.74 to help pay urgent auto expenses. EMERGENCY FINANCIAL AID FROM COALITION DONORS: \$794.74

★ U.S. Marine Corps Sergeant Joshua M. from West Virginia was paralyzed while serving in Iraq. He urgently needed assistance with auto and utility expenses. EMERGENCY FINANCIAL AID FROM COALITION DONORS: \$1,081.70

U.S. Army Spc. Monica Perales (Ret.) and her family



◀ Families like Adrian's are so thankful for the support they have received from the Coalition. Here are few more thank you messages:

I was almost evicted last week. The Coalition helped to stop my eviction.

I had less than \$20 in my account and was unable to pay any of my bills. I was about to be homeless. They also helped me find food in my city and got my power bill lowered since I am a vet. I don't know what I would have done without the Coalition's help. -Jan 2023 EFA Recipient

Recently, my family fell upon hard times when several unexpected and unplanned for expenses came up. We don't ever like to ask for help but we didn't want to get any further behind on the bills and the stress was overwhelming. We are so grateful that the Coalition to Salute America's Heroes prevented our vehicle from being repossessed. The assistance helped us get back on track with our budget and lowered our stress levels tremendously. Thank you Donors and Staff for looking out for us during one of our greatest times of need. -May 2023 EFA Recipient

COALITION PROGRAMS



VETERAN CIRCLE MEMBERSHIP

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



AMERICA'S LITTLE HELPERS

America's Little Helpers 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.



PUBLIC AWARENESS

A major goal of our work is raising public awareness to the needs of wounded veterans. So we engage in a variety of events and assorted media appearances. We also rely on media public service announcements (PSAs) that share the stories first-hand of our combat-wounded veterans. These PSA's have been aired on Fox, Fox Business, Fox News, ABC, and more local stations across the U.S.

EMERGENCY FINANCIAL AID & ADVOCACY

The Coalition provides direct emergency financial aid to combat-wounded, post 9/11 veterans struggling with the economic challenges that often accompany severe injuries. This support helps cover essential expenses such as food, gas, medical bills, housing, utilities and other critical needs. For veterans and needs that do not meet eligibility requirements, our team advocates by identifying and connecting them to other resources.



HOLIDAY MEAL & GIFT CHECKS

The Coalition distributes thousands of gift checks and Thank You cards to disabled service members across the nation for meals and other urgent needs during the holidays. To ensure these heroes are able to enjoy these occasions and are aware of the public's gratitude for their sacrifices, the Coalition distributes gift checks ranging from \$70 to \$500 prior to major holidays as Easter, Thanksgiving and Christmas.

COALITION FRIENDS

TRACE ADKINS
JASON ALEXANDER
SCOTT BAKULA
DESHAUNA BARBER
ASHLEY BELL
JACK BLACK
DREW BRES
LYNDA CARTER
TONY DANZA
BRETT FAVRE
JEFF FOXWORTHY

KELSEY GRAMMER
LEE GREENWOOD
WAYNE GRETZKY
JIMMY GUNN
MARK HARMON
KATHY IRELAND
MICHAEL KELLY
KATHARINE MCPHEE
WILLIAM H. MACY
JOE MANTEGNA
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.)
Colonel Charles Bogle, U.S. Army (Ret.)
Mary Jessie Herrera, U.S. Army (Ret.)
Jack Scalia, Actor

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.



Coalition to Salute America's Heroes - CFC#12523
1769 Jamestown Road, Suite 109, Williamsburg, VA 23185
www.saluteheroes.org ★ (888) 447-2588 ★ @saluteheroes



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