



2024



**SERVING AMERICA'S COMBAT-WOUNDED VETERANS
AND THEIR FAMILIES FOR OVER 20 YEARS**



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Dear Coalition Friends and Supporters,

I hope this message finds you well and enjoying a meaningful start to 2025. I'm proud to share that the Coalition to Salute America's Heroes has entered the year with momentum, purpose, and a renewed commitment to serving post-9/11 combat-wounded veterans and their families.

We closed 2024 on a high note, achieving and surpassing our net income by nearly \$125,000 —thanks in large part to the strength of our mission and your steadfast support. While the transition to new, creative marketing brought some early challenges, our team's dedication and your generosity ensured we finished the year strong.

Already in Q1 2025, we've seen both promise and growing pressure. Requests for Emergency Financial Aid continue to surge, with applications more than doubling since 2020—from 1,742 to 4,505 in 2024. We anticipate that number could reach over 6,000 this year. Veterans face rising costs, housing instability, and limited external aid, making our programs—EFA, Advocacy, Veteran Circle, and America's Little Helpers—more essential than ever.

Our financial performance reflects strategic stewardship: despite a typical first-quarter softness, donations are trending upward and key programs remain on budget. We've responded to growing needs with compassion, efficiency, and innovation—from expanding caregiver support to enhancing our digital outreach and donor engagement.

As we look ahead, I want to extend my heartfelt thanks for your continued partnership. In a time marked by global conflict and rising instability, your support allows us to remain vigilant and responsive to the evolving needs of our veteran community. Together, we are not just meeting needs—we are transforming lives and honoring the sacrifices of our nation's heroes.

With Gratitude,

David W. Walker
President and Chief Executive Officer



While 2024 brought significant challenges, it also highlighted the strength and resilience of our mission. Veteran Service Organizations (VSOs) and national nonprofits like ours were significantly impacted by the economy and ongoing inflation—because our donors were impacted as well.

Our committed team worked tirelessly to scale back, tighten budgets, and in some cases even reduced programs to keep us moving forward. Leadership remained intensely focused on finances, ensuring every dollar was maximized. Because of that, we continue to stand as the nation's leader in delivering emergency aid to post-9/11 combat-wounded veterans and their families—and we are determined to remain in that role.

The demand for urgent financial support has not slowed. Calls and emails pour in daily from disabled veterans who need immediate assistance. Across the country, many VSOs have been forced to reduce or even shut down programs once providing funds, advocacy, counseling, and family support. The dollars simply aren't there. We know our supporters haven't stopped caring, but inflation and hardship have limited their ability to give.

Veterans themselves are also under growing financial strain, particularly due to inflation and job loss. The majority of applicants we see are burdened by debt and seeking help with mortgages, auto loans, and utility bills. Nearly all also face serious food insecurity, struggling daily to provide for their families.

In 2024, we fulfilled 252 requests from wounded veterans providing \$247,201 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



Jorge De Leon
U.S. Army (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 527 veterans and their families with assistance over the past year, with over \$269,000 in funds from other sources.



Our innovative Veteran Circle Program (VC) has over 3,600 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 2,231 outreach calls in 2024 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

Williamsburg nonprofit supports severely wounded veterans of War on Terror

The Coalition to Salute America's Heroes provides emergency financial assistance and more to help veterans recover from their injuries and rebuild their lives.

July 2024 - (13 News Now, Hampton Roads, VA)

"Men and women call in and use words like repossess, foreclose, evict," said David Walker, president and CEO of the [Coalition to Salute America's Heroes \(CSAH\)](#). "It's a whole 'nother battlefield, but it's one that has to be recognized and supported in terms of solving issues."

April 2024 - Local Coalition Celebrates America's Heroes Every Day (Williamsburg Yorktown Daily)

In 2024, the Coalition to Salute America's Heroes celebrated its first year headquartered in Williamsburg, continuing its mission to provide direct financial aid, job opportunities, and family support to combat-wounded veterans from Operations Enduring Freedom, Iraqi Freedom, and New Dawn. The organization's America's Littlest Helpers program, launched in 2021, offers military children who serve as caregivers opportunities for connection, fun, and recognition, from family bonding events to milestone celebrations. Guided by a deep commitment to veterans and their families, the Coalition remains dedicated to preventing foreclosure, repossession, and homelessness while fostering hope, resilience, and community.

Coalition In The Community

Every day, our dedicated staff, board members, ambassadors, and supporters come together to meet the urgent needs of our nation's disabled veterans. Through a variety of programs, we build meaningful connections within communities and offer critical support to veterans and their families. The heart of our mission lies in the people we serve: those who have sacrificed for our freedom, their devoted spouses and caregivers, and the generous individuals who give their time and resources to help. We're honored to make a difference, and we know lasting change is only possible when we stand united.



Coalition's Mission

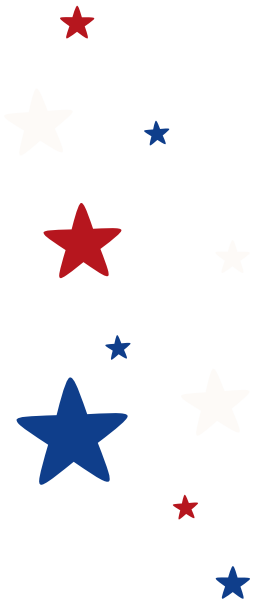
The mission of the Coalition to Salute America's Heroes is to help severely-wounded veterans and families of Operation Enduring Freedom, Operation Iraqi Freedom, and Operation New Dawn recover from their injuries and illnesses, and to inspire other organizations and the general public to participate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

America's Little Helpers



"Programs like these [ALH], help youth like myself to learn how to cope and have fun. Having the responsibility to help out parents can be tough sometimes." - ALH member

"Thank you so much for the incredibly thoughtful gifts. I really appreciated it and it was definitely a pick-me-up during this hard last push of the semester." - College Care Package Recipient



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	\$ 4,793,838
Gifts in Kind	\$ 7,915,448
Unrealized Gain on Investments	\$ 12,257
Realized Loss on Investments	\$ 45,376
Dividend and Interest Income	\$ 17,978
Other Income	\$ 107,587
Total Revenue, Gains and Other Support	\$ 12,892,484

EXPENSES:

Total Program Services	\$ 9,982,311
Fundraising	\$ 2,159,147
Management and General	\$ 655,349
Total Expenses	\$ 12,796,807

The 2024 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

VETERAN FAMILIES - THE MISSION AT WORK

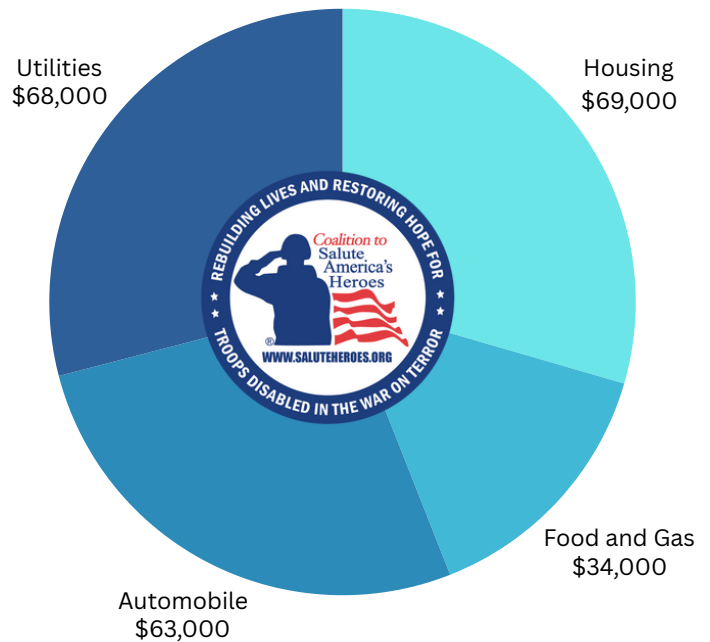


2024 YOUR DOLLARS AT WORK

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 2024 (Note: Only a partial sample)



Top States for Assistance:

Texas
California
Georgia
Florida
North Carolina
South Carolina

In 2024, we received 4,505 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 2024, 527 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)



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



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:

★ Air Force Staff Sergeant Natasha S. from Virginia served our country in Afghanistan. She urgently needed assistance with her mortgage and food. EMERGENCY FINANCIAL AID FROM COALITION DONORS: \$ 1,284.31

★ Army veteran Maleni M. F. from Colorado, suffered a Traumatic Brain Injury (TBI) while serving in Afghanistan. Maleni asked for \$700 to avoid eviction. EMERGENCY FINANCIAL AID FROM COALITION DONORS: \$ 700.00

★ Army Staff Sergeant Joshua H. from Texas, was medically retired after his service in Afghanistan. He asked for \$1592.01 to avoid foreclosure, as well as for help feeding his family. EMERGENCY FINANCIAL AID FROM COALITION DONORS: \$ 2,111.18



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

"We are grateful for the Coalition to Salute America's Heroes. We were helped with emergency financial aid to cover vehicle payments when we fell on hard times. They also sent us a check to help cover our holiday meal for Thanksgiving."
-2024 EFA Recipient

THANK YOU!

I want to say thank you to the donors and the people at the Coalition. You helped get my family food, formula and diapers for my baby, and flu medicine to my house. You also helped turn my utilities back on. I was deseparate and depressed. Who knows what i would've done if you didn't help. Thank you -2024 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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