REBUILDING LIVES AND RESTORING HOPE FOR TROOPS DISABLED IN THE WAR ON TERROR

Coalition to Salute America's Heroes

WWW.SALUTEHEROES.ORG

2025



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

Platinum Transparency 2025 Candid.

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GREATNONPROFITS 2025 TOP-RATED NONPROFIT

CFC Combined Federal Campaign Approved Charity



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Dear Coalition Friends and Supporters,

As we reflect on 2025, I am proud of what the Coalition has accomplished and, more importantly, what those accomplishments represent for the post-9/11 combat-wounded veterans and families we serve.

The need for our services has never been greater. Demand for Emergency Financial Aid and other essential assistance has grown to nearly three times the level experienced in 2021. Behind these numbers are veterans and families facing mounting financial pressures, housing instability, rising living costs, and circumstances that often leave them with nowhere else to turn. For many, our assistance provides a critical lifeline during some of their most difficult moments.

What makes this growth particularly challenging is that charitable contributions have remained relatively flat while the demand for our services continues to accelerate. This disparity places an increasing responsibility on the Coalition to make every donated dollar count. We recognize that the trust placed in us by our donors is both a privilege and an obligation.

Throughout 2025, we remained focused on delivering the greatest possible impact through disciplined financial management, operational efficiencies, and thoughtful resource allocation. Our results reflect that commitment. We finished the year with positive net income of more than $211,000 and strengthened our overall capital position by approximately $350,000. Our administrative and program expenses remained well controlled, while our fundraising and outreach initiatives continued to evolve to maximize results and reduce costs.

We also made meaningful progress in reaching new audiences, strengthening donor relationships, and raising awareness of the challenges facing our nation's wounded veterans. Through national outreach, digital engagement, public service announcements, and targeted donor initiatives, we expanded our visibility and reinforced the importance of our mission. These efforts are helping us build a stronger foundation for the future.

But financial results and organizational efficiencies, while important, are only part of the story. Our real measure of success is the veteran or family who receives financial assistance when it matters most. It is the difference we make in helping a wounded service member navigate an unexpected crisis, maintain stability, or take an important step forward. That is why we are raising the level of financial aid in 2026, despite flattening donations.

Looking ahead, we recognize that the challenges are not going away. The gap between the growing need for assistance and available charitable resources will require continued attention, innovation, and support. We will remain committed to strengthening our programs, expanding our reach, maintaining the highest standards of accountability, and ensuring that resources entrusted to us are directed where they can make the greatest difference.

To our donors, partners, stakeholders, and everyone who believes in this mission, thank you. Your generosity, confidence, and continued commitment make our work possible. And to the veterans and families we serve, please know that our commitment to you remains unwavering.

The need is growing. Our responsibility is growing with it. And our commitment has never been stronger.

Respectfully,

David W. Walker
President and Chief Executive Officer



YEAR IN REVIEW 2025

While 2025 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 2025, we fulfilled 173 requests from wounded veterans providing $182,970 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





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 532 veterans and their families with assistance over the past year, with over $250,000 in funds from other sources.





Our innovative Veteran Circle Program (VC) has over 3,800 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 1,940 outreach calls in 2025 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.

"Just having someone check in on me made a huge difference. It helped me feel supported during a time I really needed it!" - Veteran Circle member

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.

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 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.

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	$ 4,294,459
Gifts in Kind	$ 6,637,000
Net Realized Unrealized Gain on Investments	$ 83,276
Dividend and Interest Income	$ 118,519
Other Income	$ 27,773
Total Revenue, Gains and Other Support	$ 11,161,027
EXPENSES:	
Total Program Services	$ 8,185,852
Fundraising	$ 2,141,560
Management and General	$ 622,401
Total Expenses	$ 10,949,813

The 2025 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

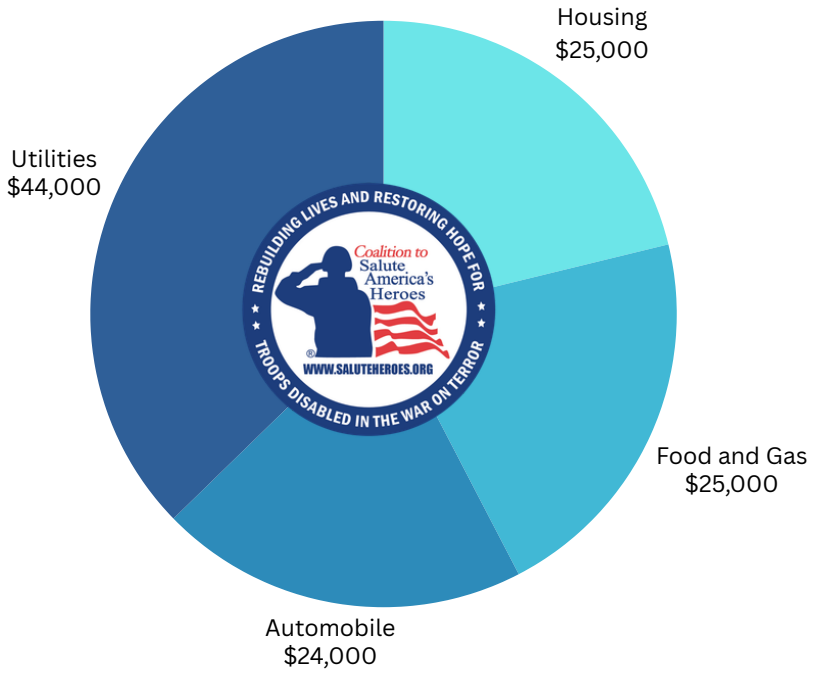


2025 YOUR DOLLARS AT WORK

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 2025 (Note: Only a partial sample)



Top States for Assistance:

Texas
California
Georgia
Florida
North Carolina

In 2025, we received 6,274 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 2025, 532 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 P. (EFA Recipient)



U.S. Army Veteran Armando Vega (Ret.)



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:

★ **Army veteran Nancy from Montana needed $571.81 to stop her car from being repossessed. Nancy also needed food to feed her family, so we sent $468.88 in groceries to her home. EMERGENCY FINANCIAL AID FROM COALITION DONORS: $ 1,040.69**

★ **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**

★ **Retired U.S. Army Staff Sergeant Joseph was seriously injured in Iraq. Now living in Texas, Joseph called in urgent need of $1,087.63 to stop his electricity from being turned off. EMERGENCY FINANCIAL AID FROM COALITION DONORS: $ 1,087.63**



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

"I want to say thank you to the Coalition to Salute America's Heroes. They helped me with my electricity and food. I didn't have anything to feed my kids and my electric was shut off. I had to nowhere else to turn. They saved me and my family." -2025 EFA Recipient

THANK YOU!

"The Coalition to Salute America's Heroes was there for us when we needed it the most. We were unable to cover our rent and they stepped in and helped us get caught up on bills and also sent food so we could feed our children. The process was quick and the staff was wonderful." -2025 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

KURT RUSSELL
TRACE ADKINS
JASON ALEXANDER
SCOTT BAKULA
DESHAUNA BARBER
ASHLEY BELL
JACK BLACK
DREW BREES
LYNDA CARTER
TONY DANZA
BRETT FAVRE
JEFF FOXWORTHY
DON JOHNSON
KELSEY GRAMMER
LEE GREENWOOD
WAYNE GRETZKY
JIMMY GUNN
MARK HARMON
KATHY IRELAND
MICHAEL KELLY
KATHARINE MCPHEE
WILLIAM H. MACY
JOE MANTEGNA
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ROB LOWE
MELINA KANAKAREDES
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.

CFC Combined Federal Campaign Approved Charity



Coalition to Salute America's Heroes - CFC#12523
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www.saluteheroes.org ★ (888) 447-2588 ★ @saluteheroes

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