



Hope For The Warriors
Strategic Plan | 2022-2024

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OUR MISSION

We believe those touched by military service can succeed at home by restoring their sense of self, family and hope. Nationally, Hope For The Warriors provides comprehensive support programs for service members, veterans and military families that are focused on transition, health and wellness, peer engagement and connections to community resources.

WE BELIEVE warriors can thrive with access to integrated services focused on their individual and collective well-being.

WE RECOGNIZE every service member, veteran and military family has their own goals and needs and ideal resources do not always exist in their communities.

WE RESTORE SELF, FAMILY and HOPE through our national services, virtual capabilities and partners in mission.

WE PROVIDE services that promote health and wellness in the mind, soul and body. We connect communities, whether it's bringing military families together at events or bridging better understanding between military and civilians. We promote resiliency in military families, not just today but for the long haul.

WE ARE HOPE.

OUR CORE VALUES

Hope For The Warriors (HOPE) understands the challenges, pride and joy of being a military family. For today, tomorrow, and years to come, we will strive to meet the changing needs of service members and their families.

OUR VISION

We envision a world where HOPE helps to shape a life of passion, purpose and value to society by providing resources that promote well-being, financial stability and community connection.

OUR STORY

Hope For The Warriors was founded by military families aboard Marine Corps Base Camp Lejeune, North Carolina, in 2006, as they witnessed, firsthand, the effects war imparts on service members and their families.

At HOPE, we understand the unique challenges our post-9/11 service men and women confront every day and our goal is to be there for them on their healing journey. We don't define the warriors we serve by their challenges; our goal is to help redefine each life and chart a course for continued growth.

We remain grounded in family values and uphold the beliefs, attitudes and ideals that families hold dear. We are an extension of the family and will always be there for our brothers and sisters in need. The gratitude we feel for the bravery and sacrifice these warriors have made in service to our country cannot be overstated and is never taken for granted.



STRATEGIC PLAN 2022-2024

OUR GOALS

1. Identify and address the most critical needs of service members, veterans and military families.
2. Maintain a commitment to fiscal responsibility and stewardship of donor resources to ensure overall financial health and long-term sustainability.
3. Continue advocating for the military family at state and federal levels.
4. Create a stronger in-person presence that aligns with client demands and our corporate partner footprint.
5. Attract, develop and retain top talent and strengthen our employer brand as a choice workplace that uplifts the voices and lived experiences of all people.
6. Align brand, image, identity and purpose to build internal cohesion and external trust.
7. Prioritize the client, donor and staff experience.
8. Execute a long-term, sustainable strategy for the Steven A. Cohen Military Clinic at Hope For The Warriors.

