



ANNUAL REPORT 2024



THE NEXT *chapter* OF HOPE



HOPE
FOR THE
WARRIOR



HOPE

FOR THE
WARRIOR



Message FROM THE CEO



In 2024, Hope For The Warriors (HOPE) prepared for change. Still, our mission remained the same: to **deliver unparalleled services that uplift individuals and their families as they navigate the complexities of military life.**



We started updating our branding this year and launched a new logo in early 2025. Our goal was to unveil new branding that honors our past, strengthens our present, and shapes our future. We went with a design where the word "HOPE" stood firm at the core and chose branding that matched the strength and power of those we serve. We kept patriotic elements alive in our brand with the star and red, white, and blue colors. These changes represent who we are and the HOPE we bring.

Since 2006, Hope For The Warriors has evolved to meet the emergent needs of the military community. What began as bedside care, standing beside post-9/11 military families in the most critical moments of tragedy, has shifted to a continuum of services that address current needs. Many of today's post-9/11 veterans never saw combat, yet they still face PTSD, suicidality, homelessness, financial strain, isolation, and other challenges.

In 2024, we continued to see a **growth in the need for our services, with a 23% increase in unique clients served from the previous year.** We have seen an elevation of those facing food insecurity and the risk of homelessness, eviction, or foreclosure. We will continue to meet these needs with the genuine support of our dedicated investors, which allow HOPE the flexibility to develop tailored solutions for the unique needs of each person, family, and community.

We are committed to fostering resilience and a sense of purpose, ensuring that those who have served our nation will thrive. Together, we forge a strong community that champions courage, commitment, and grit.

We thank you for being part of this journey to bring HOPE to our nation,

A handwritten signature in black ink that reads "Robin Kelleher".

Robin Kelleher
CEO / Co-Founder | Hope For The Warriors

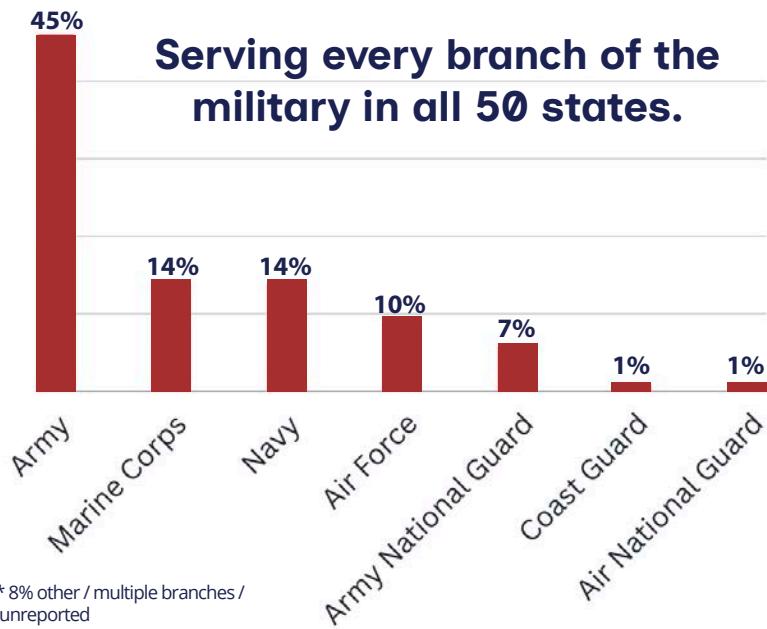




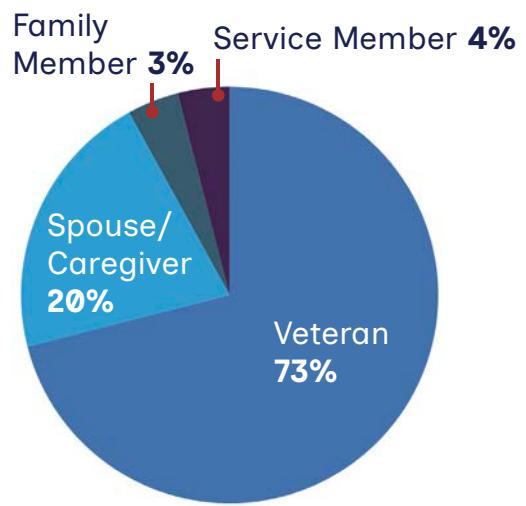
YOU changed **47,000+** military lives through HOPE

HOPE Programs & Services | Food Drives | Volunteer Activations | HOPE Clinic | Military Dependents

The need for HOPE increased by **23%** in 2024.



Serving the entire military family.



“Taking that first step is the biggest challenge. I wish I had reached out sooner to Hope For The Warriors. When I finally did, they provided the support I needed to get back on my feet. I’m still on my journey, but now, I know I don’t have to walk it alone.”

—Navy Veteran



916 individuals and families received care at our Steven A. Cohen Military Family Clinic at Hope For The Warriors in Jacksonville, N.C.

Serving all who answer the call.

- **43%** of those we serve are female
- **42%** reported income less than \$40K per year
- **57%** are under 40 years old
- **34%** reported both physical & psychological injuries



Hope For The Warriors mission is to deliver unparalleled services that uplift individuals and their families as they navigate the complexities of military life.

We do this work by restoring a foundation of stability, strength, and community.

Stability

- Financial Wellness
- Career & Education

Strength

- Physical Wellness
- Mental Wellness

Community

- Connection & Belonging
- Peer Support



“I probably wouldn’t be here if it wasn’t for HOPE. I thought I had things under control, but all it takes is one bad day. Then, you realize you need support and HOPE was there.”

—Purple Heart Recipient



“The check-ins are welcomed, and to me, [it shows] you truly care about your mission and the people, not just the stats.” —Army Veteran



As part of the HOPE team, many of our Community Partners host custom beneficiary events to **1)** generate revenue and awareness for the HOPE's mission and **2)** offer our service members and veterans the opportunity to engage with their community.

These events give service members and veterans a sense of belonging to something bigger than themselves, allowing them to be recognized and appreciated for their service and sacrifice.

2024 Community Partners



BEAR LAKES
COUNTRY CLUB, INC.



THE BROOKSIDE CLUB



GRANDFATHER GOLF
AND COUNTRY CLUB



RIVER LANDING



TOWN OF PINE
KNOLL SHORES



Partners in Mission

HOPE recognizes the power of collaborating with other organizations to address the critical needs of our community. Together, we stabilize veteran economic insecurity, strengthen the mind and body, and build resilient communities. Since our inception, we have built strategic alliances with over 100 nonprofit organizations, allowing us to offer comprehensive support. Our partners in mission include:

Armed Service YMCA | Cohen Veterans Network | Combined Arms | Elizabeth Dole Foundation | Fisher House Foundation | Gary Sinise Foundation | Hire Heroes USA | Iraq and Afghanistan Veterans of America | Military Family Advisory Network (MFAN) | Red Cross Military and Veteran Caregiver Network | VA Experience Office | WeHero | Wounded Warrior Project



Passionate, reliable, and positive. Those are just three words to describe HOPE volunteers. They give their time, energy, and talent every day.

Each month, we spotlight one volunteer and share their story. These individuals bring different experiences and backgrounds to our team so we can continue to transform the lives of our nation's heroes.

Volunteers of the Month

January	Lauren Fagan NC
February	Robin Powers VA
March	Frank and Carol Hall VA
April	Pat Young VA
May	Chris and Kathy Marks NY
June	Bernie and Linda Ruf NY
July	James and Kellie Reichart IA
August	Jessica Sanders DC
September	Tony Romano NC
October	Andrea Malloy NC
November	Hannah Weeg NC
December	Cyd Deathe FL



Bernie and Linda Ruf



Jessica Sanders



Andrea Malloy

“HOPE lifted me over the barriers, and it’s been amazing to see the progress I’ve made in such a short time.” -Navy and Army veteran



In March of 2024, Hope For The Warriors opened a renovated Military Lounge at Albert J. Ellis Airport (OAJ) in Jacksonville, N.C. The lounge is open during peak military travel times and is operated and staffed by Hope For The Warriors volunteers.

The space provides military travelers and their families a private place to relax, charge their phones, get some snacks, watch TV, and learn about HOPE while traveling.



IMPACT *Partners*

*giving levels based on 2024 gifts



FIVE-STAR \$250K+



Paine
Schwartz
Partners

FOUNDATIONS
CAR DONATION
FOUNDATION

FOUR-STAR \$100K+



FOUNDATIONS

BOB WOODRUFF FOUNDATION | **MOTHER CABRINI HEALTH FOUNDATION** |
ROMA FOUNDATION | **WOUNDED WARRIOR PROJECT**

THREE-STAR \$50K+



We Grow Confidence



FOUNDATIONS

GEORGE & SARAH BUCHANAN FOUNDATION | **GEORGE T. LEWIS, 2001 FOUNDATION** | **OWENS & MINOR FOUNDATION**



EVERCORE



KIRKLAND & ELLIS LLP



MORRISON
FOERSTER

News Corp



TWO-STAR \$25K+



FOUNDATIONS

D. LANE & ALWYN BATES FOUNDATION | **GARY SINISE FOUNDATION** | **LAWSON CHARITABLE FOUNDATION** | **O'SHEA FAMILY FOUNDATION** | **YOUNG GREEN FOUNDATION**



McKinsey
& Company

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SPURRIER GROUP
WE KNOW STUFF

TD SYNNEX

TRUE NORTH
Insurance and Financial Strategies

ZIPPS
LIQUOR



Board AND COUNCIL



BOARD OF DIRECTORS

CHAIRMAN OF THE BOARD **Jack W. Marin** | Attorney-at-Law (Ret.) and member of the NBA Hall of Fame

VICE CHAIRMAN AND SECRETARY **MajGen. Robert Dickerson, USMC (Ret.)** | Former Executive Vice President, Marine Federal Credit Union

BOARD TREASURER **Paul McTear** | Former President/CEO, Raycom Media; Board of Directors, Gray Television

COL Gregory L. Bowman, USA (Ret.) J.D., LL.M. | Chief Innovation Officer & Vice President, Corporate Development, Siemens Government Technologies

Tom Brennan | Chief Merchandising Officer, Casey's General Stores, Inc.

Harry Bridgwood | In Memoriam

Tina Dolph | Chief Global Officer, CRDF Global

COL Gregory D. Gadson, USA (Ret.) | Military Advocate and Former Commanding Officer, Fort Belvoir; CEO, Patriot Strategies

Robin Kelleher | Ex Officio, CEO/Founder Hope For The Warriors

Capt. Dan Moran, USMC (Ret.) | Chairman/CEO/President, Moran Enterprises, Inc.®

Bill Nelson | Former Chairman and CEO, HBO®; Chairman/CEO, Eleven Bravo Enterprises

Craig Proctor | Vice President and Associate General Counsel, Altria Group

JoAnn Stonier | Chief Data Officer, MasterCard

Richard Wood | Senior Managing Director, Development & Construction, Turnbridge Equities

HONORARY COUNCIL

Shannon Maxwell | Co-founder, Hope For The Warriors

John Vigiano, Sr. | In Memoriam, USMC, FDNY

BOARD COUNCIL

Craig Conover | Reality TV Personality

Patrick Hogenbirk | Global Vice President and chief compliance & privacy officer with Owens & Minor

Tom Lyons | Former Director, Community Services, MassHousing

Kevin Schwartz | CEO, Paine Schwartz Partners

Chris Tyll | Former United States Navy SEAL

William Wagasy | Former Navy SEAL; VP, National Sales, National Commercial Services for Commonwealth Land Title

BOARD OF ADVISORS

Sandy Breeland | Executive Vice President & Chief Operating Officer, Gray Television

Dr. Kate Chard | Associate Chief of Staff for Research and Director of Trauma Recovery Center at the Cincinnati VA Medical Center

CDR David C. Dziengowski, USNR | JAG Corps, U.S. Navy Reserve, Associate; Morgan, Lewis & Bockius LLP

Todd Finger | Partner, McDermott Will & Emery LLP

Chris Ford | Strategic Innovation Director, USAA

Sue Jurney | Military Family Advocate

Marquette Leveque | Former US Navy Officer, Global Marketing Director for Carotid Therapies

Pat Locke | Military Advocate

Scott Moran | CEO, Moran Oil Co., Inc.

Sean Passmore | Head of Military Talent Strategic Sourcing and Enterprise Military and Veteran Initiatives, Wells Fargo & Company

CMDCM Octavia Harris, USN (Ret.) | Military Advocate

Sim B. Sitkin | Michael W. Krzyzewski University Professor of Leadership, Management, Public Policy; Faculty Director, Fuqua/Coach K Center on Leadership & Ethics; Director, Behavioral Science and Policy Center

Gary Sinise | Actor and Advocate for Wounded Service Members; Founder, Gary Sinise Foundation

COL David Sutherland, USA (Ret.) | Chairman, Dixon Center



REVENUE AND EXPENSES

JANUARY 1, 2024—DECEMBER 31, 2024

SUPPORT AND REVENUE

Grants and Contributions	\$8,080,044
Contract Revenue	\$171,156
Special Events	\$1,569,219
Donated Goods & Services	\$47,794
Steven A. Cohen Veterans Network Clinic	\$380,744
Investment Income	\$160,441
Other Income	\$451,517
Total Support & Revenue	\$10,860,915

EXPENSES

Program Expense	\$9,403,748
Management & General	\$896,951
Fundraising	\$116,737
Total Expenses	\$10,417,436

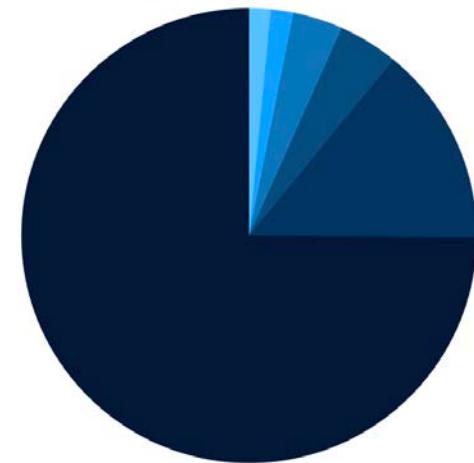
Change in Net Assets	\$443,479
NET ASSETS	

Beginning of 2024	\$3,342,317
End of 2024	\$3,785,796

You changed the lives of more than 47,000 service members, veterans, and military families in 2024. Your support with HOPE's approach in fiscal responsibility restores stability, strength, and community.

A detailed look at Hope For The Warriors financial information can be found at hopeforthewarriors.org.

THE NEXT *Chapter* OF HOPE



- Investment Income 1.5%
- Contract Revenue 1.6%
- The Clinic 3.5%
- Other 4.2%
- Special Events 14.2%
- Contributions 75%

90.3%

8.6% goes to management
1.1% goes to fundraising

of every dollar raised goes directly to our programs & services.



CHARITY NAVIGATOR
Four Star Charity

Hope For The Warriors has received a 4-star rating from Charity Navigator for 14 consecutive years.





Invest IN HOPE



Being a part of our mission at HOPE is different for everyone. For some, it's giving their time, talent, and services through volunteer work and community engagement. For others, it's being a part of our donor community, ensuring we can provide focused programs to our service members, veterans, and their families.

Circle of Hope Monthly Giving Club is more than just a way to give; it's a community of compassionate individuals like you who make a lasting impact. Your monthly contributions provide vital, year-round support to military families every day.

Pledge a monthly gift and join our Circle of Hope.

Courage Partner \$10/month

Provide essential materials for a military or veteran caregiver to learn how to lower the effects of stress through mind-body techniques and skill-building exercises.

Patriot Partner \$25/month

For military families facing invisible wounds, mental health support is the common thread that connects every HOPE program. Your gift can help toward the cost of counseling by a licensed HOPE therapist.

Valor Partner \$50/month

When veterans with injuries take time off from work for intensive medical treatment, families still need to buy food. You can supply a military family with groceries between pay checks.

Honor Partner \$75/month

When an injured service member receives in-patient treatment HOPE grants travel assistance for a caregiver and family to visit their loved one. Help fund a stability grant that includes emotional support during the treatment as well as short-term financial assistance so that the veteran or service member can focus on recovery.

Hope Partner \$100/month

Provide financial assistance and critical resources to a service member or military family who is facing homelessness during a service-related income gap.

Visit hopeforthewarriors.org to connect to services or donate.

Follow us on social media to stay up-to-date on all Hope For The Warriors happenings.



/HopeForTheWarriors



@Hope4Warriors



@Hope4Warriors



/hope-for-the-warriors-/



Hope For The Warriors

MSC 7613 PO Box 415000
Nashville, TN 37241

www.hopeforthewarriors.org
givehope@hopeforthewarriors.org