Active Heroes’ mission is to support U.S. military service members, veterans and their families through physical, educational and emotional programs providing coping skills in an effort to eliminate suicide.

**2016 Board of Directors**
- Anne Adkins
- Todd Dunn
- Mike Griffith
- Scott Krueger, Chairman of the Board
- Jorge Pazmiño
- Bob Taylor
- Troy Yocum, President
- Jason Brangers
- Dustin Frankenfield
- Lee Heironimus
- Jean MacTarnahan, Secretary
- John Pringle
- Mareike Yocum, VP of Programs
- Natalie Wells

**2016 Board of Advisors**
- Ted E. Crawford
- Gary Owen
- Jayme Perez
- Shannon Walkowiak

*In Memory of Justin Finch*

**Active Heroes’ Vision is to Eliminate Military/Veteran Suicide.**

*In 2016, Active Heroes served more than 13,180 veterans and their family members.*
Over 20 veterans a day commit suicide nationwide.

One U.S. veteran commits suicide every 72 minutes.

Military suicides increased during the wars in Iraq and Afghanistan.

From 2009-2011, a record numbers of veterans attempted suicide.

2016 was a pivotal year for Active Heroes in the development of the retreat center, improvement of the community center, expansion of national activities and the addition of peer mentor training. We continued to create unique programs to combat the stress, depression and trigger points that many of our veterans and their families experience. Our focus in 2016 was to serve more veterans than any year before. We accomplished that by serving more than 13,180 veterans and their family members combined through our programs spanning across the United States.

In our second year of the Active Heroes Community Center in Louisville, we helped thousands. We doubled the amount of acupuncture and massage treatments while also increasing family events. We introduced music lessons and events for children. Many of our military families expressed how much they loved the Community Center. Because of the desire for more community centers, we began fundraising for a future location in a new state.

At the Active Heroes Retreat Center in Shepherdsville, KY, we finished the first cabin and made vast improvements at the retreat with the help of volunteers from UAW-Ford, UPS, The Home Depot, General Electric and many more. Improvements were made on the land including pergolas, fire pits, a new horse field, new roads, a new parking lot and repaired barns. By the end of the year, we finished 90% of a second cabin that is accessible to wounded veterans. We also raised enough funds to begin building the welcome center and main event pavilion. Construction projects continue through 2017 with the goal of opening in the summer of 2018.

It’s been more than a year since the passing of Active Heroes Board Member Justin Fitch. Justin was a key supporter of Active Heroes, and our mission was his passion. Our supporters embraced his dream of helping us to build the Retreat Center. His vision for building the Retreat Center will continue to be a driving force as we move forward. We will continue the fight to reduce veteran suicide as Justin envisioned.

In all states across America, we expanded Active Challenge events. We added Peer Mentor training for certified suicide prevention volunteers to assist struggling veterans. Combined with trained Team Leaders who coordinated our events, we were able to save the lives of 215 veterans who reached out for support. We improved to 134 incredible volunteer Team Leaders for the Carry The Fallen Ruck Marches. One hundred twenty five gym partners hosted the WOD To End Veteran Suicide and Pound Challenge weightlifting competition. Additionally, we added the Aiming For Zero competitions, motorcycle runs and grew the list of Ambassador Athletes to round out the ways veterans and their families can get involved with Active Heroes.

Active Heroes has an important mission that will continue in 2017. We look forward to completing major construction at the Retreat Center that will further support veterans. We are excited to expand our peer mentors with a goal of training volunteers in every state.

Sincerely,

Troy Yocum
Founder and President, Active Heroes
CARRY THE FALLEN are social meetings and ruck-march (hiking with weight) events with a purpose coordinated by volunteer Team Leaders across the United States and at several overseas military installations.

Teams of veterans, military families and supporters ruck-march for 3, 6, 12 or 22 hours while carrying weight, which symbolizes the burden that many veterans carry after war or trauma. The average weight carried at 2016 ruck-marches was 25 pounds, and participants hiked more than 1,703,835 miles while burning more than 165,271,995 calories. Additionally, team leaders hosted 224 social events attended by participants throughout the year.

“The camaraderie built and relationships developed during Carry The Fallen events are nothing like anything anywhere I have ever seen or felt,” said Paul Smith, Army veteran and Carry The Fallen Team Leader. “No matter the distance you can march, whether you are a veteran, an active service member, dependent, or have no military affiliation, you will truly be treated as a respected and appreciated part of the Active Heroes family.”

The ultimate purpose of Carry The Fallen is to reduce veteran suicide and assist military families by:

- Establishing camaraderie within the teams to cope with post-traumatic stress (anger, depression, loneliness, substance abuse and suicidal tendencies). Uniting veterans, families and supporters to care for each other in times of need.
- Training Team Leaders how to interact with suicidal veterans and the steps to assist them. Each team leader receives a three-year certificate as a peer mentor.
- Developing participants at the ruck-marches into peer mentors and ambassadors who support struggling families and/or veterans.
- Physically and mentally challenging the teams of participants and leaders to finish long miles in an effort to raise awareness about veteran suicide while building upon fitness.

215 LIVES SAVED FROM ALL ACTIVE CHALLENGE PROGRAMS RECORDED BY TEAM LEADERS AND GYM OWNERS

>>> 45 Carry The Fallen Ruck March events held in 2016
>>> 4,207 participants
>>> 1,703,835 miles hiked by participants
>>> Average weight carried during ruck-marches: 25 pounds
>>> 165,271,995 total calories burned
>>> 40 team leaders trained in suicide prevention certification
>>> Annual Carry The Fallen Convention held for team leaders included suicide prevention training, event training and visitation of centers
>>> 224 social events held by teams

“ACTIVE HEROES LET ME SEE I WASN’T ALONE. NOW I CAN SHOW OTHERS THEY DON’T HAVE TO BE ALONE.”

– ANONYMOUS
35% of Team Leaders had difficulty transitioning when they first returned home from military service.

25% of Team Leaders had difficulty transitioning when their spouse returned home from military service.

50% of veteran participants had difficulty transitioning when they first returned home from military service.

94% of participants with spouses in the military had difficulty transitioning.

After being involved with Carry The Fallen events, 91% of Team Leaders said there was an improvement in their transition.

After being involved with Carry The Fallen events, 92% of veterans said there was an improvement in their transition.

<table>
<thead>
<tr>
<th>CARRY THE FALLEN SURVEY RESULTS</th>
<th>Team Leaders</th>
<th>Military Family Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improvement to physical health</td>
<td>80%</td>
<td>85%</td>
</tr>
<tr>
<td>Reduction in stress</td>
<td>75%</td>
<td>79%</td>
</tr>
<tr>
<td>Participate in more fitness activities because of Carry The Fallen</td>
<td>79%</td>
<td>84%</td>
</tr>
<tr>
<td>Be more inspired in life</td>
<td>87%</td>
<td>88%</td>
</tr>
<tr>
<td>Exercise more frequently</td>
<td>79%</td>
<td>77%</td>
</tr>
<tr>
<td>Maintain a more healthy weight</td>
<td>76%</td>
<td>75%</td>
</tr>
<tr>
<td>Feel more optimistic</td>
<td>84%</td>
<td>82%</td>
</tr>
<tr>
<td>Increase my physical mobility</td>
<td>73%</td>
<td>74%</td>
</tr>
<tr>
<td>Increase my sense of pride within myself</td>
<td>88%</td>
<td>86%</td>
</tr>
<tr>
<td>Improve my mental health</td>
<td>78%</td>
<td>78%</td>
</tr>
<tr>
<td>Feel less nervous, anxious or on edge</td>
<td>72%</td>
<td>75%</td>
</tr>
<tr>
<td>Feel less down, depressed or hopeless</td>
<td>75%</td>
<td>78%</td>
</tr>
<tr>
<td>Feel more comfortable around the public</td>
<td>72%</td>
<td>75%</td>
</tr>
<tr>
<td>Increase my sense of belonging to a larger community</td>
<td>79%</td>
<td>80%</td>
</tr>
<tr>
<td>Make close, best friend type of relationships</td>
<td>74%</td>
<td>77%</td>
</tr>
<tr>
<td>Feel more valued by others</td>
<td>77%</td>
<td>79%</td>
</tr>
<tr>
<td>Feel a better sense of accountability to others</td>
<td>79%</td>
<td>79%</td>
</tr>
<tr>
<td>Make lasting, positive relationships</td>
<td>79%</td>
<td>79%</td>
</tr>
<tr>
<td>Have more people in my life I can turn to for emotional support</td>
<td>75%</td>
<td>79%</td>
</tr>
<tr>
<td>Have more people in my life I can turn to for information</td>
<td>80%</td>
<td>79%</td>
</tr>
<tr>
<td>Increase the number of trusted people in my life</td>
<td>76%</td>
<td>77%</td>
</tr>
<tr>
<td>Have more people in my life I can turn to for resources</td>
<td>79%</td>
<td>79%</td>
</tr>
<tr>
<td>Participate more in my community</td>
<td>80%</td>
<td>81%</td>
</tr>
<tr>
<td>Feel more satisfied with my life</td>
<td>79%</td>
<td>80%</td>
</tr>
<tr>
<td>Find more purpose in my life</td>
<td>82%</td>
<td>81%</td>
</tr>
<tr>
<td>Create more meaning in my life</td>
<td>81%</td>
<td>81%</td>
</tr>
<tr>
<td>Have a stronger sense of direction in my life</td>
<td>80%</td>
<td>81%</td>
</tr>
<tr>
<td>Meet others with shared passions</td>
<td>82%</td>
<td>84%</td>
</tr>
<tr>
<td>Feel part of something bigger than myself</td>
<td>84%</td>
<td>85%</td>
</tr>
<tr>
<td>Renew a sense of identity previously diminished or lost</td>
<td>76%</td>
<td>79%</td>
</tr>
<tr>
<td>Feel more like a leader in my community</td>
<td>76%</td>
<td>73%</td>
</tr>
</tbody>
</table>
WOd TO ENd vETERAN SUICIdE
WORKOUT OF THE DAY EVENTS AT GYMS ACROSS AMERICA

More than 2,357 participants including veterans, military family members and supporters came together for WOD (Workout of the Day) TO END VETERAN SUICIDE events in support of Active Heroes. Together, they burned more than 615,177 calories.

Coordinated by 125 volunteer Team Leaders (gym partners) across America, the WOD To End Veteran Suicide is an intense workout event with a purpose. The workout consists of 22 exercises and 22 repetitions of each exercise. At minute two of the workout everyone takes a moment of silence for veterans who we have lost to suicide. The event brings together military families into brick and mortar locations that have a suicide prevention certified Team Leader (gym owner, trainer or coach) trained by Active Heroes. In addition to the gyms that have participated in the past, five new gyms were trained in 2016.

Team leaders reported more than 215 lives saved from all Active Challenge Programs recorded by Team Leaders and gym owners.

“Bringing awareness to the people of our gym has been great. Now people know it’s an issue and know that there is something they can do to help,” said Travis Cain, WOD To End Veteran Team Leader, active duty green beret and owner of Royal Gorge CrossFit.

The primary purpose of the WOD To End Veteran Suicide is to reduce veteran suicide by:

• Establishing camaraderie to cope with post traumatic stress (anger, depression, loneliness, substance abuse and suicidal tendencies). Uniting veterans, families and supporters to care for each other in times of need.

• Training Team Leaders (gym owners, trainers and coaches) how to interact with suicidal veterans and the steps to assist them.

• Developing a Peer Mentor and Ambassador community of veterans, military families and civilians who support struggling families and/or veterans.

• Physically and mentally challenging military families to get fit while making long-lasting relationships.

• Getting military families to join the gym to build upon fitness and reductions in stress and obesity.

Upon hearing of the event through social media, Rhonda Anderson, a member of CrossFit U-Town of Uniontown, PA, became immediately passionate about organizing the WOD To End Veteran Suicide.

“This event touched home with me because PTSD is prominent in my family,” she said. “I needed to see what I was investing my heart and soul into, and it was humbling.”

WOD participant Je Taylor of Sparta, NJ said, “I received a purple heart in Iraq and along the road suffered from PTSD, TBI and a left leg injury. I’m medically retired, and this really helped me have a purpose.”

Active Challenges
BRINGING AWARENESS TO THE PEOPLE OF OUR GYM HAS BEEN GREAT. NOW PEOPLE KNOW IT’S AN ISSUE AND KNOW THAT THERE IS SOMETHING THEY CAN DO TO HELP.”

– TRAVIS CAIN, WOD To End Veteran Team Leader, active duty green beret and owner of Royal Gorge CrossFit

215 LIVES SAVED
FROM ALL ACTIVE CHALLENGE PROGRAMS
RECORDED BY TEAM LEADERS
AND GYM OWNERS

>>> 125 gyms participating in the WOD To End Veteran Suicide
>>> 2,357 WOD To End Veteran Suicide individual participants
>>> Average 22 minutes per 20 repetition workout per participant
>>> 615,177 total calories burned
>>> 5 new gym owners trained in suicide prevention
>>> Annual WOD To End Veteran Suicide convention held for Team Leaders with suicide prevention training, event training and visitation of centers
>>> 502 social events held by gyms throughout the year
<table>
<thead>
<tr>
<th>Gym Owners (Team Leaders)</th>
<th>WOD SURVEY RESULTS</th>
<th>Military Family Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>90% Improvement to physical health</td>
<td>93%</td>
<td></td>
</tr>
<tr>
<td>83% Reduction in stress</td>
<td>90%</td>
<td></td>
</tr>
<tr>
<td>83% Participate in more fitness activities because of the WOD</td>
<td>84%</td>
<td></td>
</tr>
<tr>
<td>95% Be more inspired in life</td>
<td>96%</td>
<td></td>
</tr>
<tr>
<td>84% Exercise more frequently</td>
<td>84%</td>
<td></td>
</tr>
<tr>
<td>84% Maintain a more healthy weight</td>
<td>80%</td>
<td></td>
</tr>
<tr>
<td>90% Feel more optimistic</td>
<td>96%</td>
<td></td>
</tr>
<tr>
<td>84% Increase my physical mobility</td>
<td>80%</td>
<td></td>
</tr>
<tr>
<td>88% Increase my sense of pride within myself</td>
<td>88%</td>
<td></td>
</tr>
<tr>
<td>90% Improve my mental health</td>
<td>88%</td>
<td></td>
</tr>
<tr>
<td>84% Feel less nervous, anxious or on edge</td>
<td>84%</td>
<td></td>
</tr>
<tr>
<td>80% Feel less down, depressed or hopeless</td>
<td>88%</td>
<td></td>
</tr>
<tr>
<td>84% Feel more comfortable around the public</td>
<td>85%</td>
<td></td>
</tr>
<tr>
<td>87% Increase my sense of belonging to a larger community</td>
<td>86%</td>
<td></td>
</tr>
<tr>
<td>76% Make close, best friend type of relationships</td>
<td>66%</td>
<td></td>
</tr>
<tr>
<td>73% Feel more valued by others</td>
<td>71%</td>
<td></td>
</tr>
<tr>
<td>76% Feel a better sense of accountability to others</td>
<td>74%</td>
<td></td>
</tr>
<tr>
<td>76% Make lasting, positive relationships</td>
<td>74%</td>
<td></td>
</tr>
<tr>
<td>71% Have more people in my life I can turn to for emotional support</td>
<td>74%</td>
<td></td>
</tr>
<tr>
<td>78% Have more people in my life I can turn to for information</td>
<td>74%</td>
<td></td>
</tr>
<tr>
<td>73% Increase the number of trusted people in my life</td>
<td>74%</td>
<td></td>
</tr>
<tr>
<td>78% Have more people in my life I can turn to for resources</td>
<td>74%</td>
<td></td>
</tr>
<tr>
<td>80% Participate more in my community</td>
<td>83%</td>
<td></td>
</tr>
<tr>
<td>82% Feel more satisfied with my life</td>
<td>77%</td>
<td></td>
</tr>
<tr>
<td>84% Find more purpose in my life</td>
<td>77%</td>
<td></td>
</tr>
<tr>
<td>84% Create more meaning in my life</td>
<td>74%</td>
<td></td>
</tr>
<tr>
<td>82% Have a stronger sense of direction in my life</td>
<td>69%</td>
<td></td>
</tr>
<tr>
<td>87% Meet others with shared passions</td>
<td>80%</td>
<td></td>
</tr>
<tr>
<td>91% Feel part of something bigger than myself</td>
<td>80%</td>
<td></td>
</tr>
<tr>
<td>73% Renew a sense of identity previously diminished or lost</td>
<td>69%</td>
<td></td>
</tr>
<tr>
<td>82% Feel more like a leader in my community</td>
<td>74%</td>
<td></td>
</tr>
</tbody>
</table>
The POUND CHALLENGE Weightlifting Competition is hosted in over 30 gyms across America with large veteran membership. The event is live streamed online and on WAVE 3 TV, which is owned by Raycom Media. This allows Active Heroes to reach an audience of thousands of military families.

Gyms compete against each other to lift the most weight with a collective goal of lifting more than 20 million pounds to raise awareness that there are more than 20 veteran suicides a day. The weightlifting gets veterans active with their local gym and other events that Active Heroes coordinates.

“The effects of PTSD is that it really destroys people’s mental health and physical health as well,” said Stephanie Vontrapp, general manager of Louisville Athletic Club. “By helping to combat that through the Pound Challenge, we at Louisville Athletic Club are able to further our mission in what we do in the community.”

The ultimate purpose of the Pound Challenge Weightlifting Competition is to reduce veteran suicide and assist military families by:

• Targeting struggling veterans who don’t have gym memberships to increase sign-ups and boost fitness. Getting veterans out of their homes and into a community of veterans working out.

• Establishing camaraderie to cope with post traumatic stress (anger, depression, loneliness, substance abuse and suicidal tendencies). Uniting veterans, families and supporters to care for each other in times of need.

• Training Team Leaders (gym owners, trainers and coaches) how to interact with suicidal veterans and the steps to assist them.

“I cannot think of a more worthy endeavor than to be working with veterans and helping encourage veterans to get active,” said James Sims, Vietnam veteran.

“I cannot think of a more worthy endeavor than to be working with veterans and helping encourage veterans to get active.”

– JAMES SIMS, VIETNAM VETERAN

215 LIVES SAVED
FROM ALL ACTIVE CHALLENGE PROGRAMS
RECORDED BY TEAM LEADERS AND GYM OWNERS

>>> 35 gyms participated in the Pound Challenge
>>> 870 participants in the Pound Challenge
>>> 22,782,566 pounds lifted in Pound Challenge
>>> 20 hours of weightlifting
>>> 398,694,905 total calories burned

ACTIVEHEROES.ORG
<table>
<thead>
<tr>
<th>Pound Challenge Host Gyms</th>
<th>POUND CHALLENGE SURVEY RESULTS</th>
<th>Military Family Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>92% Improvement to physical health</td>
<td>88%</td>
<td></td>
</tr>
<tr>
<td>90% Reduction in stress</td>
<td>92%</td>
<td></td>
</tr>
<tr>
<td>78% Participate in more fitness activities because of the Pound Challenge</td>
<td>82%</td>
<td></td>
</tr>
<tr>
<td>90% Be more inspired in life</td>
<td>84%</td>
<td></td>
</tr>
<tr>
<td>80% Exercise more frequently</td>
<td>80%</td>
<td></td>
</tr>
<tr>
<td>84% Maintain a more healthy weight</td>
<td>86%</td>
<td></td>
</tr>
<tr>
<td>90% Feel more optimistic</td>
<td>82%</td>
<td></td>
</tr>
<tr>
<td>78% Increase my physical mobility</td>
<td>76%</td>
<td></td>
</tr>
<tr>
<td>80% Increase my sense of pride within myself</td>
<td>88%</td>
<td></td>
</tr>
<tr>
<td>86% Improve my mental health</td>
<td>76%</td>
<td></td>
</tr>
<tr>
<td>80% Feel less nervous, anxious or on edge</td>
<td>82%</td>
<td></td>
</tr>
<tr>
<td>86% Feel less down, depressed or hopeless</td>
<td>76%</td>
<td></td>
</tr>
<tr>
<td>85% Feel more comfortable around the public</td>
<td>72%</td>
<td></td>
</tr>
<tr>
<td>88% Increase my sense of belonging to a larger community</td>
<td>86%</td>
<td></td>
</tr>
<tr>
<td>74% Make close, best friend type of relationships</td>
<td>75%</td>
<td></td>
</tr>
<tr>
<td>74% Feel more valued by others</td>
<td>78%</td>
<td></td>
</tr>
<tr>
<td>78% Feel a better sense of accountability to others</td>
<td>82%</td>
<td></td>
</tr>
<tr>
<td>76% Make lasting, positive relationships</td>
<td>76%</td>
<td></td>
</tr>
<tr>
<td>79% Have more people in my life I can turn to for emotional support</td>
<td>82%</td>
<td></td>
</tr>
<tr>
<td>78% Have more people in my life I can turn to for information</td>
<td>72%</td>
<td></td>
</tr>
<tr>
<td>76% Increase the number of trusted people in my life</td>
<td>82%</td>
<td></td>
</tr>
<tr>
<td>80% Have more people in my life I can turn to for resources</td>
<td>76%</td>
<td></td>
</tr>
<tr>
<td>84% Participate more in my community</td>
<td>80%</td>
<td></td>
</tr>
<tr>
<td>76% Feel more satisfied with my life</td>
<td>80%</td>
<td></td>
</tr>
<tr>
<td>80% Find more purpose in my life</td>
<td>84%</td>
<td></td>
</tr>
<tr>
<td>82% Create more meaning in my life</td>
<td>78%</td>
<td></td>
</tr>
<tr>
<td>70% Have a stronger sense of direction in my life</td>
<td>79%</td>
<td></td>
</tr>
<tr>
<td>84% Meet others with shared passions</td>
<td>86%</td>
<td></td>
</tr>
<tr>
<td>84% Feel part of something bigger than myself</td>
<td>90%</td>
<td></td>
</tr>
<tr>
<td>72% Renew a sense of identity previously diminished or lost</td>
<td>74%</td>
<td></td>
</tr>
<tr>
<td>76% Feel more like a leader in my community</td>
<td>76%</td>
<td></td>
</tr>
</tbody>
</table>

## 5 BENEFITS OF WEIGHT TRAINING

1. **IT INCREASES YOUR PHYSICAL WORK CAPACITY**
2. **IT IMPROVES BONE DENSITY**
3. **IT PROMOTES FAT-FREE BODY MASS**
4. **IT INCREASES THE STRENGTH OF CONNECTIVE TISSUE, MUSCLES, AND TENDONS**
5. **IT IMPROVES YOUR QUALITY OF LIFE**

*Source: [http://www.active.com/fitness/articles/5-benefits-of-weight-training](http://www.active.com/fitness/articles/5-benefits-of-weight-training)
STAND AT ATTENTION COMPETITION
A FRIENDLY TEST OF MENTAL TOUGHNESS AND STAMINA
BETWEEN THE MILITARY BRANCHES

The STAND AT ATTENTION COMPETITION was held for the sixth year in 2016. As always, a member representing each branch of the military stood for more than 12 hours to raise awareness about veteran suicide. Past members have included veterans, ROTC, JROTC and off-duty military. The competitions took place at four malls in 2016 with an audience of more than 15,000. The competition also was streamed live online for viewers across America.

The Stand at Attention events are a unique way to bring together military families to volunteer and talk about issues that they face while cheering for their favorite military branch. Everyone involved is a winner, but the crowd champion of 2016 was the Navy.

The primary purpose of the Stand At Attention Competition is to reduce veteran suicide by:

• Establishing camaraderie to cope with post traumatic stress (anger, depression, loneliness, substance abuse and suicidal tendencies). Uniting veterans, families and supporters to care for each other in times of need.
• Raising awareness about the charity’s mission by connection with a large audience online and in person.
• Showing military families that they have supporters in their communities.

“In 2016, the Stand at Attention was a success, “ said Gold Star mother Cathy Bordeaux. “We had events in North Carolina, Georgia and Texas! All were excited to be a part of this event to help our veterans and take a stand in the fight to end veteran suicide!”

“IN 2016 THE STAND AT ATTENTION WAS A SUCCESS. WE HAD EVENTS IN NORTH CAROLINA, GEORGIA AND TEXAS! ALL WERE EXCITED TO BE A PART OF THIS EVENT TO HELP OUR VETERANS AND TAKE A STAND IN THE FIGHT TO END VETERAN SUICIDE!”
– CATHY BORDEAUX, GOLD STAR MOTHER

215 LIVES SAVED
FROM ALL ACTIVE CHALLENGE PROGRAMS
RECORDED BY TEAM LEADERS AND GYM OWNERS

>>> 4 Stand at Attention Competitions
>>> Audience of 15,000 reached
>>> 20 veteran standers

ACTIVE HEROES.ORG
STAND AT ATTENTION SURVEY RESULTS

Team Leaders
88% Improvement to physical health 90%
78% Reduction in stress 88%
80% Participate in more fitness activities because of the Stand At Attention Competition 80%
80% Be more inspired in life 88%
82% Exercise more frequently 74%
74% Maintain a more healthy weight 76%
81% Feel more optimistic 90%
78% Increase my physical mobility 88%
86% Increase my sense of pride within myself 95%
76% Improve my mental health 80%
78% Feel less nervous, anxious or on edge 80%
80% Feel less down, depressed or hopeless 84%
78% Feel more comfortable around the public 80%
76% Increase my sense of belonging to a larger community 88%
78% Make close, best friend type of relationships 72%
80% Feel more valued by others 78%
76% Feel a better sense of accountability to others 70%
76% Make lasting, positive relationships 82%
78% Have more people in my life I can turn to for emotional support 78%
80% Have more people in my life I can turn to for information 82%
78% Increase the number of trusted people in my life 82%
76% Have more people in my life I can turn to for resources 72%
80% Participate more in my community 80%
80% Feel more satisfied with my life 75%
80% Find more purpose in my life 80%
84% Create more meaning in my life 70%
78% Have a stronger sense of direction in my life 88%
84% Meet others with shared passions 88%
80% Feel part of something bigger than myself 78%
84% Renew a sense of identity previously diminished or lost 70%
74% Feel more like a leader in my community 74%

Standers in the Events
80% Improvement to physical health 90%
78% Reduction in stress 88%
80% Participate in more fitness activities because of the Stand At Attention Competition 80%
80% Be more inspired in life 88%
74% Exercise more frequently 76%
74% Maintain a more healthy weight 76%
81% Feel more optimistic 90%
78% Increase my physical mobility 88%
86% Increase my sense of pride within myself 95%
76% Improve my mental health 80%
78% Feel less nervous, anxious or on edge 80%
80% Feel less down, depressed or hopeless 84%
78% Feel more comfortable around the public 80%
76% Increase my sense of belonging to a larger community 88%
78% Make close, best friend type of relationships 72%
80% Feel more valued by others 78%
76% Feel a better sense of accountability to others 70%
76% Make lasting, positive relationships 82%
78% Have more people in my life I can turn to for emotional support 78%
80% Have more people in my life I can turn to for information 82%
78% Increase the number of trusted people in my life 82%
76% Have more people in my life I can turn to for resources 72%
80% Participate more in my community 80%
80% Feel more satisfied with my life 75%
80% Find more purpose in my life 80%
84% Create more meaning in my life 70%
78% Have a stronger sense of direction in my life 88%
84% Meet others with shared passions 88%
80% Feel part of something bigger than myself 78%
84% Renew a sense of identity previously diminished or lost 70%
74% Feel more like a leader in my community 74%

BENEFITS OF COMPETITIVE ATHLETIC SPORTS PARTICIPATION

1. IT DEVELOPS GOOD TIME MANAGEMENT SKILLS
2. IT CREATES STRATEGIES FOR IMPROVING YOUR SKILL SET
3. IT BUILDS A STRONG SENSE OF FOCUS AND CONCENTRATION
4. IT DEVELOPS INTERNAL SKILLS FOR HANDLING PRESSURE
5. IT TEACHES YOU HOW TO TAKE CALCULATED RISKS AND WHEN NOT TO
6. IT TEACHES YOU TO TAKE RESPONSIBILITY FOR YOUR SUCCESS OR FAILURE

Source: http://www.chicagonow.com/the-athletes-sports-experience-making-a-difference/2010/02
AIMING FOR ZERO
COMPETITIONS AIMED AT REDUCING VETERAN SUICIDE

AIMING FOR ZERO provides the national competitive shooting community an opportunity to leverage their passion to support ending veteran suicide. Individuals, groups or clubs hosted side stages, full matches and other creative events at their local ranges. Active Heroes worked with these ranges to target veterans who are struggling.

Since firearms are used in the majority of suicides, it became a priority of Active Heroes to reach the veteran shooting community. It has proven to be very successful in supporting veterans within the community. We partnered with ranges that hosted 17 Aiming For Zero events in 2016, reaching more than 1,000 veterans, military family members and supporters. Moving forward, we plan to train more of these coordinators as peer mentors.

“Aiming For Zero events are a no brainer,” said veteran Chris Tessier “I am able to support our veterans and military families through Active Heroes while enjoying one of the most important freedoms they served to preserve. Not mention the events are great fun!”

The ultimate purpose of Aiming for Zero is to reduce veteran suicide and assist military families by:

• Targeting struggling veterans within the competitive shooting community.
• Establishing camaraderie to cope with post traumatic stress (anger, depression, loneliness, substance abuse and suicidal tendencies). Unitiing veterans, families and supporters to care for each other in times of need.
• Training shooting clubs and ranges how to interact with suicidal veterans and the steps to assist them.

“Active Heroes’ role in aiding my fellow brothers and sister veterans when they need it most is a cause that is near and dear to me,” said veteran Julie Golob. “The Aiming for Zero program has been a wonderful way to connect those who participate in the shooting sports to this worthy charity. As a shooter and personal supporter, I am so proud of the shooting community for their devotion to the veteran community. I hope 2017 brings even more success and awareness!”

215 LIVES SAVED FROM ALL ACTIVE CHALLENGE PROGRAMS RECORDED BY TEAM LEADERS AND GYM OWNERS

>>> 17 Aiming For Zero competitive shooting events
>>> More than 1,000 participants including veterans, military family members and supporters
>>> Distributed suicide prevention information to reach veterans in the community
>>> Active Heroes attended International Defensive Pistol Association (IDPA) National Championship

“AIMING FOR ZERO EVENTS ARE A NO BRAINER. I AM ABLE TO SUPPORT OUR VETERANS AND MILITARY FAMILIES THROUGH ACTIVE HEROES WHILE ENJOYING ONE OF THE MOST IMPORTANT FREEDOMS THEY SERVED TO PRESERVE. NOT MENTION THE EVENTS ARE GREAT FUN!”

– CHRIS TESSIER, VETERAN
## Aiming for Zero Survey Results

<table>
<thead>
<tr>
<th>Coordinators (Clubs/Ranges)</th>
<th>Military Family Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>80% Improvement to physical health</td>
<td>70%</td>
</tr>
<tr>
<td>86% Reduction in stress</td>
<td>95%</td>
</tr>
<tr>
<td>83% Participate in more fitness activities because of Aiming For Zero</td>
<td>75%</td>
</tr>
<tr>
<td>94% Be more inspired in life</td>
<td>92%</td>
</tr>
<tr>
<td>83% Exercise more frequently</td>
<td>70%</td>
</tr>
<tr>
<td>71% Maintain a more healthy weight</td>
<td>70%</td>
</tr>
<tr>
<td>94% Feel more optimistic</td>
<td>88%</td>
</tr>
<tr>
<td>74% Increase my physical mobility</td>
<td>75%</td>
</tr>
<tr>
<td>93% Increase my sense of pride within myself</td>
<td>92%</td>
</tr>
<tr>
<td>83% Improve my mental health</td>
<td>84%</td>
</tr>
<tr>
<td>83% Feel less nervous, anxious or on edge</td>
<td>75%</td>
</tr>
<tr>
<td>80% Feel less down, depressed or hopeless</td>
<td>75%</td>
</tr>
<tr>
<td>80% Feel more comfortable around the public</td>
<td>85%</td>
</tr>
<tr>
<td>85% Increase my sense of belonging to a larger community</td>
<td>84%</td>
</tr>
<tr>
<td>88% Make close, best friend type of relationships</td>
<td>76%</td>
</tr>
<tr>
<td>85% Feel more valued by others</td>
<td>80%</td>
</tr>
<tr>
<td>80% Feel a better sense of accountability to others</td>
<td>76%</td>
</tr>
<tr>
<td>88% Make lasting, positive relationships</td>
<td>84%</td>
</tr>
<tr>
<td>83% Have more people in my life I can turn to for emotional support</td>
<td>76%</td>
</tr>
<tr>
<td>85% Have more people in my life I can turn to for information</td>
<td>84%</td>
</tr>
<tr>
<td>88% Increase the number of trusted people in my life</td>
<td>84%</td>
</tr>
<tr>
<td>83% Have more people in my life I can turn to for resources</td>
<td>84%</td>
</tr>
<tr>
<td>88% Participate more in my community</td>
<td>84%</td>
</tr>
<tr>
<td>83% Feel more satisfied with my life</td>
<td>80%</td>
</tr>
<tr>
<td>83% Find more purpose in my life</td>
<td>76%</td>
</tr>
<tr>
<td>83% Create more meaning in my life</td>
<td>76%</td>
</tr>
<tr>
<td>73% Have a stronger sense of direction in my life</td>
<td>72%</td>
</tr>
<tr>
<td>90% Meet others with shared passions</td>
<td>80%</td>
</tr>
<tr>
<td>93% Feel part of something bigger than myself</td>
<td>88%</td>
</tr>
<tr>
<td>73% Renew a sense of identity previously diminished or lost</td>
<td>72%</td>
</tr>
<tr>
<td>70% Feel more like a leader in my community</td>
<td>76%</td>
</tr>
</tbody>
</table>

### Benefits of the Shooting Sports

1. It’s A Fun Sport
2. It’s A Safe Sport
3. It’s A Family Sport
4. It’s An Individual Sport
5. It’s A Lifetime Sport
6. It’s Training: Builds Physical Discipline
7. It’s Training: Increases Mental Discipline
8. It’s Training: Advances Personal Responsibility
9. It’s Training: Promotes Liberty
10. It’s Training: Preserves Life and Family
11. It’s Training: Assists in Crime Prevention
12. It’s Training: Assists in National Defense
13. It’s Training: Provides Enhanced Educational Opportunities
15. It’s Training: Promotes The Values Needed For A Safe, Courageous and Self-Sacrificing Society

Source: https://www.gunowners.org/op0302.htm
AMBASSADOR ATHLETES continue to get veterans engaged in fitness events that Active Heroes doesn’t host. One hundred eighteen athletes participated in 350 Races in 2016. This expands our reach and helps attract more veterans to future fitness events coordinated by Active Heroes. These Ambassador Athletes generate significant awareness toward ending veteran suicide and build bonds with thousands of veterans in every state at 5Ks, mini marathons, full marathons, obstacle course races and online challenges including the 22 Pushup Challenge. More than 100 million pushups were completed, and more than 6,801 miles were traveled in 2016.

The primary purpose of Ambassador Athletes is to reduce veteran suicide by:

• Establishing camaraderie to cope with post traumatic stress (anger, depression, loneliness, substance abuse and suicidal tendencies). Uniting veterans, families and supporters to care for each other in times of need.

• Targeting events that Active Heroes doesn’t host to find more veterans to assist.

• Raising awareness about the charity’s mission by connecting with large audiences online and in person.

• Physically and mentally challenging military families to get fit while making long lasting relationships.

“Active Heroes is a great organization that not only spreads awareness about the issue of veteran suicide but also makes strides to try to stop it,” said Ambassador Athlete Kristin Burke. “I could not be more proud about partnering with this amazing organization as I run 12 Marathons in 12 Months to raise awareness and funds for their mission.”

215 LIVES SAVED
FROM ALL ACTIVE CHALLENGE PROGRAMS RECORDED BY TEAM LEADERS AND GYM OWNERS

>>> 118 Athletes participated in 350 events in 2016 (5Ks, mini marathons, full marathons, obstacle course races and Ironman events)

>>> 6,801 total miles ran

>>> 525,754 total calories burned from running

>>> More than 100 million pushups completed through the viral awareness campaign - 22 Pushup Challenge using #ActiveHeroes

>>> 3,400,000 total calories burned in the 22 Pushup Challenge

“ACTIVE HEROES IS A GREAT ORGANIZATION THAT NOT ONLY SPREADS AWARENESS ABOUT THE ISSUE OF VETERAN SUICIDE, BUT ALSO MAKES STRIDES TO TRY TO STOP IT. I COULD NOT BE MORE PROUD ABOUT PARTNERING WITH THIS AMAZING ORGANIZATION AS I RUN 12 MARATHONS IN 12 MONTHS TO RAISE AWARENESS AND FUNDS FOR THEIR MISSION.”

– KRISTIN BURKE
AMOSSADOR ATHLETES SURVEY RESULTS

Military Family Participants

- Improvement to physical health: 88%
- Reduction in stress: 84%
- Participate in more fitness activities because of Ambassador Athletes: 84%
- Be more inspired in life: 88%
- Exercise more frequently: 84%
- Maintain a more healthy weight: 84%
- Feel more optimistic: 88%
- Increase my physical mobility: 80%
- Increase my sense of pride within myself: 92%
- Improve my mental health: 84%
- Feel less nervous, anxious or on edge: 85%
- Feel less down, depressed or hopeless: 85%
- Feel more comfortable around the public: 84%
- Increase my sense of belonging to a larger community: 80%
- Make close, best friend type of relationships: 60%
- Feel more valued by others: 84%
- Feel a better sense of accountability to others: 84%
- Make lasting, positive relationships: 68%
- Have more people in my life I can turn to for emotional support: 76%
- Have more people in my life I can turn to for information: 84%
- Increase the number of trusted people in my life: 72%
- Have more people in my life I can turn to for resources: 80%
- Participate more in my community: 80%
- Feel more satisfied with my life: 84%
- Find more purpose in my life: 84%
- Create more meaning in my life: 84%
- Have a stronger sense of direction in my life: 84%
- Meet others with shared passions: 84%
- Feel part of something bigger than myself: 84%
- Renew a sense of identity previously diminished or lost: 76%
- Feel more like a leader in my community: 76%


OBSTACLE COURSE HEALTH BENEFITS

1. STRENGTHENS THE HEART
2. PUTS YOU IN SHAPE
3. FIGHT STRESS
4. FORTIFY BONES
5. BUILD STRENGTH AND ENDURANCE
6. IMPROVE BALANCE AND COORDINATION
7. TOUGHENS THE BRAIN
8. MOTIVATE YOURSELF
9. HAVE FUN

MAKE NEW FRIENDS

Obstacle courses tend to focus heavily on teamwork and cooperation, and while it’s not required to create a team, you will eventually find many mud runners who are willing to help each other out. These kind of races bring people together, from reaching out an arm on a half-pipe climb to climbing onto each other to scale a ridiculous height, you will make tons of friends doing this. While these courses are called “races,” the cooperation is high – even among strangers – and you build irreplaceable bonds.

Every month, dozens of veterans, service members and military families reach out to Active Heroes seeking assistance of another veteran, service member or civilian who understands what they are going through.

To address this need, Active Heroes developed the **PEER MENTOR PROGRAM** to train and certify volunteers across the United States to be the first connection with veterans and families. The QPR Institute certifies the peer mentors for three years with an online class and test. Then, Active Heroes uses its online map system software to connect the struggling military families with the peer mentors.

“I connected with four veterans this year as a Peer Mentor,” said volunteer Eric Smith. “I was able to personally meet with each and help them figure out their lives. Now each of these veterans are coming to our ruck-march and gym events for Active Heroes. It truly has turned their lives around!”

**The ultimate purpose of Active Heroes’ Peer Mentors is to reduce veteran suicide and assist military families by:**

- Connecting struggling military families with veterans, military families and other volunteers who can help.
- Training these volunteers to receive a three-year certification form the QPR Institute.
- Following up with these families that need assistance.

“The training helped me gain important knowledge I needed before speaking with any veterans needing a battle buddy,” said veteran Samantha Robertson.

“**I CONNECTED WITH FOUR VETERANS THIS YEAR AS A PEER MENTOR. I WAS ABLE TO PERSONALLY MEET WITH EACH AND HELP THEM FIGURE OUT THEIR LIVES. NOW EACH OF THESE VETERANS ARE COMING TO OUR RUCK-MARCH AND GYM EVENTS FOR ACTIVE HEROES. IT TRULY HAS TURNED THEIR LIVES AROUND!”**

– ERIC SMITH, VOLUNTEER

---

**81 PEER MENTORS TRAINED IN 23 STATES**

- Certified through Active Heroes partnership with QPR Institute
- 25 veterans trained with suicide prevention at Kentucky Horse Park
- 4 veterans confirmed saved through peer mentors

---

**ACTIVEHEROES.ORG**
**BENEFIT OF PEER MENTORING**

A PEER MENTOR IS IN THE UNIQUE POSITION OF KNOWING ALMOST EXACTLY WHAT YOU’RE FACING — THEY’VE RECENTLY BEEN THROUGH MOST OF THE SAME EXPERIENCES THEMSELVES.

COMMUNITY CENTER
A HEALING PLACE FOR VETERANS AND THEIR FAMILIES

The Active Heroes Community Center is located in Louisville, KY and assists hundreds of veterans and military family members every month. The Center provides activities, treatments and training for families that help heal, build camaraderie and connect them with a variety of resources.

The 1,700 square foot location has been open for two years and several thousand military families have been assisted with programs at the center. There’s not another place like it the world!

“Active Heroes designed a unique community center that has helped my family transition,” said U.S. Army Veteran Kari Wilson. “I love seeing veterans from all ages interact at the center and get the help they need.”

The ultimate purpose of the Active Heroes Community Center is to reduce veteran suicide and assist Military Families by:

• Providing healing treatments that target physical pain that veterans experience.
• Providing activities that focus on building camaraderie with military families to strengthen relationships.
• Offering resources to military families that connect them with assistance throughout the community.

“ACTIVE HEROES DESIGNED A UNIQUE COMMUNITY CENTER THAT HAS HELPED MY FAMILY TRANSITION. I LOVE SEEING VETERANS FROM ALL AGES INTERACT AT THE CENTER AND GET THE HELP THEY NEED.”
– KARI WILSON, U.S. ARMY VETERAN

COMMUNITY CENTER SURVEY RESULTS

<table>
<thead>
<tr>
<th>Military Family Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improvement to physical health</td>
</tr>
<tr>
<td>Reduction in stress</td>
</tr>
<tr>
<td>Have a reduction in pain</td>
</tr>
<tr>
<td>Feel more optimistic</td>
</tr>
<tr>
<td>Increase my sense of pride within myself</td>
</tr>
<tr>
<td>Increase my sense of belonging to a larger community</td>
</tr>
<tr>
<td>Have more people in my life I can turn to for information</td>
</tr>
<tr>
<td>Participate more in my community</td>
</tr>
<tr>
<td>Feel more satisfied with my life</td>
</tr>
<tr>
<td>Find more purpose in my life</td>
</tr>
<tr>
<td>Meet others with shared passions</td>
</tr>
<tr>
<td>Feel part of something bigger than myself</td>
</tr>
<tr>
<td>Renew a sense of identity previously diminished or lost</td>
</tr>
</tbody>
</table>
ACTIVE HEROES COMMUNITY CENTER

VOLUNTEERED FOR COMMUNITY CENTER PROJECTS

>>> 1,896 total volunteer hours completed at Community Center
>>> 124 military family members received acupuncture treatments
>>> 56 military family members received free massage/Reiki treatments
>>> 21 military family members received Jin Shin Jyutsu treatments
>>> 3 participants in the self-help Jin Shin Jyutsu Class
>>> 34 military family members attended free storybook nights
>>> 60 veterans received music lessons
>>> 25 veterans received a free guitar
>>> 14 yoga sessions with 48 participants
>>> 12 military couples served Valentine’s dinner
>>> 20 military family members got free tickets to a Colts game in Indianapolis
>>> 20 Colts gift bags giveaway to military couples
>>> $200 Visa gift card giveaway to military couples
>>> $25 Outback Steakhouse gift cards given to military couples
>>> $25 gift card to Main Event given to military couples
>>> $25 gift card to Jet’s Pizza given away to military couples
>>> 11 date night packages given to 11 military couples (valued at $50 each)
>>> 31 veterans received free legal advice/assistance through Legal Aid Society
>>> 6 military family members each received 12 free CrossFit workouts

>>> 1 self-defense class with 4 participants
>>> 8 military family members got free dog training in partnership with Kentucky Humane Society
>>> 4 Proud “Patriotic Rehabilitation of Untrained Dogs” participants, and 4 dogs trained
>>> Combat Veterans Motorcycle Association met 3 times at the community center (33 members)
>>> 2 veterans received box tickets to the Kentucky Derby Races
>>> 9 veterans and military family members received box tickets to the Kentucky Oaks Races
>>> 40 participants for pancake breakfasts
>>> 62 participants for BBQ dinners
>>> 2 participants in parent’s talk group
>>> 17 participants in Gaming for Heroes Event - video game tournament
>>> 1 veteran received help with acquiring his military records
>>> 25 military family members participated in Halloween family night
>>> 15 military family members got tickets to the Louisville Ballet’s Nutcracker
>>> 55 participants for the Polar Express family night (Christmas Events)
>>> 8 Churchill Downs tickets for veterans/families
>>> 20 tickets to UofL basketball game
>>> 5 tickets to UofL basketball on-court recognition night
>>> 20 tickets to Louisville soccer game

COMMUNITY CENTERS BENEFIT THOSE WHO USE THEM AND EVEN THOSE WHO DO NOT. THEY PROVIDE BASIC SERVICES TO RESIDENTS. IN SOME CASES, COMMUNITY CENTERS MAY EVEN PREVENT SOCIAL PROBLEMS AND REDUCE HEALTH PROBLEMS AND MEDICAL COSTS.

Source: http://topics.info.com/Community-Centers_3506
The Active Heroes **RETREAT CENTER** is the first retreat in America designed by military families to help military families heal!

The 147-acre Retreat Center is located in Shepherdsville, KY and free for military families. The center has cabins, archery, hiking trails, animals and healing areas designed for military families.

More than 300 veterans and 255 military family members visited the Retreat Center in 2016.

“I was so excited to visit the retreat,” said veteran Thomas Zeller. “I felt at peace there and loved working with the animals.”

*The ultimate purpose of the Active Heroes Retreat Center is to reduce veteran suicide and assist military families by:*

- Providing a serene location that reduces stress and builds family bonds where families can stay for free in cabins.
- Offering outdoor activities targeted towards relaxation and connecting nature with the military families.
- Offering resources to military families that connect them with assistance throughout the community.

---

**317 VETERANS & 255 MILITARY FAMILY MEMBERS VISITED THE RETREAT CENTER**

- 20 volunteer projects
- More than 600 volunteers
- More than 48,000 volunteer hours accomplished
- 2 homeless veterans were given sanctuary at the Retreat Center
- 75 military families camped at the Retreat Center
- First Navy family stayed at Justin Fitch Cabin
- 2 cabins built by UAW-Ford
- Fencing built for horse field
- Accepted 2 alpacas and 2 donkeys into animal enclosure
- Canoeing day on Kentucky River with Canoe Kentucky - 20 participants
- 8 horses rescued in partnership with Kentucky Humane Society for “Healing Horses, Horses Healing Vets Program”
- Built 60% of hiking trail
- Built new 14-foot walking bridge
- Cleaned out 30 acres of land for future projects
- Began repairing and building new animal enclosure and petting zoo area
- Began development sites for welcome center and main event pavilion
- Prepping roads for major construction in 2017

---

**Benefit of a Retreat Vacation**

One of the biggest benefits of taking a vacation is how much it affects familial relationships. Family vacations increase family bonding, especially when a lot of the activities have to do with talking about memories or even sharing stressful moments together.

**Retreat Center Survey Results**

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Military Family Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduction in stress</td>
<td>98%</td>
</tr>
<tr>
<td>Participate in more fitness activities</td>
<td>88%</td>
</tr>
<tr>
<td>Be more inspired in life</td>
<td>92%</td>
</tr>
<tr>
<td>Feel more optimistic</td>
<td>96%</td>
</tr>
<tr>
<td>Increase my sense of pride within myself</td>
<td>89%</td>
</tr>
<tr>
<td>Improve my mental health</td>
<td>90%</td>
</tr>
<tr>
<td>Feel less nervous, anxious or on edge</td>
<td>90%</td>
</tr>
<tr>
<td>Increase my sense of belonging to a larger community</td>
<td>85%</td>
</tr>
<tr>
<td>Participate more in my community</td>
<td>84%</td>
</tr>
<tr>
<td>Find more purpose in my life</td>
<td>78%</td>
</tr>
<tr>
<td>Create more meaning in my life</td>
<td>75%</td>
</tr>
<tr>
<td>Have a stronger sense of direction in my life</td>
<td>73%</td>
</tr>
<tr>
<td>Meet others with shared passions</td>
<td>74%</td>
</tr>
<tr>
<td>Feel part of something bigger than myself</td>
<td>79%</td>
</tr>
<tr>
<td>Feel more like a leader in my community</td>
<td>74%</td>
</tr>
<tr>
<td>Participate in activities that increase my sense of purpose</td>
<td>80%</td>
</tr>
</tbody>
</table>

"I WAS SO EXCITED TO VISIT THE RETREAT. I FELT AT PEACE THERE AND LOVED WORKING WITH THE ANIMALS."

– Thomas Zeller, Veteran
Active Heroes is a true charity. With direct grants and donors who want to direct their gifts to military families, we are able to support military families with scholarships, weddings, home repairs, ticket giveaways and much more. We incorporate all these ways we help military families into one program called “COMMUNITY OUTREACH.”

Home Repairs
Active Heroes works with Raycom Media TV stations, which sponsor home repairs. Many of the projects are completed with the help of Team Depot and The Home Depot Foundation in conjunction with Active Heroes’ volunteers. Four home repair projects were completed in 2016.

Tickets Giveaways
Active Heroes works with several professional sports teams, music venues and other companies who donate tickets to events for military families. Some of the events included travel, dinner and other special meet and greet opportunities.

Wedding Giveaways
Active Heroes works with an anonymous donor who provides financing to several military families. These families are paired with a wedding planner who helps the families coordinate one of the most memorable days of their lives.

Scholarships
Scholarships established by Sullivan University are in honor and support of Active Heroes. Sullivan University helps veterans and their families to prepare for fulfilling careers after military service, with an emphasis on business and technology-related fields. Our fundamental objective is to enhance the educational and professional development.
ACTIVE HEROES COMMUNITY OUTREACH

462 HOMELESS VETERANS WERE FED FOR THANKSGIVING

>>> 2 scholarships to Sullivan University donated. One full ride associate degree and one 50% bachelors degree worth more than $70,000.

>>> 2 military family weddings given away (value $15,000)

>>> 2 military families received VIP tickets for Bruce Springsteen concert including meeting Bruce Springsteen and his 2 sons

>>> 1 track wheelchair for wounded veteran (value $20,000)

>>> 70 families went to Barry Manilow concerts

>>> Provided information for legal services for a veteran in Texas

>>> Provided information to 51 families about financial assistance

>>> 10 businesses recruited for national resources online map system

>>> 30 military families received baseball game tickets in North Carolina

>>> Trailer donated to disabled child of veteran after previous trailer was stolen

>>> 1,000 military family members including Gold Star Mothers received free tickets to Brad Paisley concerts

>>> 30 UofL basketball game tickets distributed

>>> 200 female veterans, military spouses and supporters received makeovers at Dillard’s in Louisville, KY

>>> 20 veterans attended meet and greet with country music artist Brantley Gilbert via Summit Media

>>> 30 military family members and supporters participated in Louisville Veterans Day Parade

>>> 10 military family members participated in Alabama Veterans Day Parade

>>> 462 homeless veterans were fed for Thanksgiving (320 peanut butter and jelly sandwiches were made, which entailed using 6 large jars of peanut butter, 5 large jars of jelly and 20 loaves of bread. Also provided 750 buns, 38 turkeys, 4 large bags of stuffing, 12 boxes of stuffing, 120 pounds of potatoes, 60 cans of veggies just for the dinner).

>>> 65 homeless military spouses were fed for Thanksgiving in Arizona

>>> 287 canned goods, 143 boxed goods, 78 blankets, 16 jackets and 233 pairs of socks were donated to homeless veterans shelter

>>> 60 free haircuts provided for veterans and current active military

>>> 4 Christmas dinners given to military families

>>> 29 veterans adopted for Christmas in NJ. Each received a pair of pants, shirts, shoes, socks, toiletries and presents.

>>> 30 veterans attended a Durham Bulls game in North Carolina. They sat in a suite that included food and beverage for the game. The Bulls are a Triple A baseball team.

>>> Active Heroes partnered with “Veteran Radio Syndicate” for national communication to thousands of veterans

>>> WTVM News partnership provided 1 “Dream Room Makeover” to a Gold Star Child

>>> 1 new roof for military family in Georgia

>>> WBRC News partnership provided 1 home remodel for military family

>>> Wave 3 News partnership provided 1 home remodel for military family in Louisville, KY
DONATED MARKETING
SHARING PROGRAMS FOR MILITARY FAMILIES

Active Heroes is a small charity with virtually no marketing budget. Many media companies spanning radio, television, digital and print donate free marketing to Active Heroes to help spread awareness about our programs serving military families. Because of these public service announcements, we are able to reach thousands of military families each year. Special thanks goes to Raycom Media, Summit Media, Google, Allegra Printing and IDPA Magazine.

VOLUNTEERS HELP ACTIVE HEROES WITH ITS VISION TO END VETERAN SUICIDE

Volunteers enable Active Heroes to better serve military families. Thousands of volunteer hours were completed in 2016 including projects at the Retreat Center, Community Center and national events. Notable projects include pavilions and area clearing at the Retreat Center, volunteers for services offered at the Community Center and more than 300 Team Leaders who volunteered to help military families in every state.

>>> 474 veterans and civilians volunteered for Community Center projects
>>> 1,896 total volunteer hours completed at Community Center
>>> 20 volunteer projects at the Active Heroes Retreat
>>> More than 600 volunteers
>>> More than 48,000 volunteer hours accomplished

During Active Heroes’ fifth year, we focused on how we can affect the lives of veterans and their families through our four programs. Each program expense is listed on our 2016 IRS Form 990, which is available on our Web site (activeheroes.org/financials). We set our goals for fundraising and administration expenses to be as low as possible while still being able to function efficiently to support hundreds of veteran families.
A YEAR WITHOUT JUSTIN FITCH

It’s now been more than a year since Active Heroes said goodbye to long-time friend and board member Justin Fitch. Justin fought Stage IV colon cancer for years, inspiring a nation of veterans, military families and supporters to never give up on his “Final Mission” of building the Active Heroes Retreat Center.

Born June 26, 1982, Justin was raised in Hayward, WI and graduated from Michigan Tech with a Bachelor of Science degree in Business Administration. He served as an officer in the United States Army and deployed to the forward operating base, McHenry in Iraq. Years later, Justin was diagnosed with colon cancer. However, he continued to spread the message of “Never Giving Up” while supporting Active Heroes.

Justin medically retired from the military Jan. 29, 2015 having attained the rank of Major. He continued his cancer treatment in Pleasant Prairie, WI. Despite deteriorating health conditions, he fought to live his life to the fullest and enjoyed his retirement while dedicating what time he could to Active Heroes. He passed away Oct. 3, 2015.

Justin was one of the founding committee members of the Carry The Fallen Ruck-March movement for veteran suicide awareness. He was instrumental in the growth of teams across the United States supporting military families. He met Operation Iraqi Freedom veteran Troy Yocum in 2012 and shared a vision of developing the Active Heroes Retreat Center.

More than a year after Justin’s passing, Active Heroes has raised enough funds toward the Retreat Center to build two cabins, the Welcome Center, the main event pavilion and the side road systems.

Justin inspired us to continue the fight to create the beautiful location for military families.

JUSTIN FAMOUSLY SAID, “IF WE CAN BUILD JUST ONE CABIN, THEN PEOPLE WILL SEE THAT THE ACTIVE HEROES RETREAT IS REAL. IT WILL BE A PLACE OF HEALING FOR MILITARY FAMILIES FOR DECADES TO COME.”

Justin was right! There may be years of fundraising left to build the entire Retreat Center, but thanks to Justin’s commitment and legacy, we have accomplished so much already.

To donate in memory of Justin Fitch, go to www.FinalMission.org
ACTIVE CHALLENGES
>>> 215 lives saved from all Active Challenge Programs recorded by Team Leaders and Gym Owners

CARRY THE FALLEN
>>> 45 Carry The Fallen Ruck March events held in 2016
>>> 4,207 participants
>>> 1,703,835 miles hiked by participants
>>> Average weight carried during ruck-marches: 25 pounds
>>> 615,177 total calories burned
>>> 165,271,995 total calories burned

WOD (WORKOUT OF THE DAY) TO END VETERAN SUICIDE
>>> 125 gyms participating in the WOD To End Veteran Suicide
>>> 2,357 WOD To End Veteran Suicide individual participants
>>> Average 22 minutes per 20 repetition workout per participant
>>> 22,782,566 pounds lifted in Pound Challenge
>>> 20 hours of weightlifting
>>> 398,694,905 total calories burned

POUND CHALLENGE – WEIGHT LIFTING COMPETITION
>>> 35 gyms participated in the Pound Challenge
>>> 870 participants in the Pound Challenge
>>> 22,782,566 pounds lifted in Pound Challenge
>>> 20 hours of weightlifting
>>> 398,694,905 total calories burned

STAND AT ATTENTION COMPETITION
>>> 4 Stand at Attention Competitions
>>> Audience of 15,000 reached
>>> 20 veteran standers

AIMING FOR ZERO
>>> 17 Aiming For Zero competitive shooting events
>>> More than 1,000 participants including veterans, military family members and supporters
>>> Distributed suicide prevention information to reach veterans in the community
>>> Active Heroes attended International Defensive Pistol Association (IDPA) National Championship

AMBASSADOR ATHLETES
>>> 118 Athletes participated in 350 events in 2016 (5Ks, mini marathons, full marathons, obstacle course races and Ironman events)
>>> 6,801 total miles ran
>>> 525,754 total calories burned from running
>>> More than 100 million pushups completed through the viral awareness campaign - 22 Pushup Challenge using #ActiveHeroes
>>> 3,400,000 total calories burned in the 22 Pushup Challenge

ORGANIZATION ACCOMPLISHMENTS 2016

PEER MENTORS (NATIONAL)
>>> Certified through Active Heroes partnership with QPR Institute
>>> 25 veterans trained with suicide prevention at Kentucky Horse Park
>>> 4 veterans confirmed saved through peer mentors

COMMUNITY CENTER
>>> 474 veterans and civilians volunteered for Community Center projects
>>> 1,896 total volunteer hours completed at Community Center
>>> 124 military family members received acupuncture treatments
>>> 56 military family members received free massage/Reiki treatments
>>> 21 military families received Jin Shin Jyutsu treatments
>>> 3 participants in the self-help Jin Shin Jyutsu Class
>>> 34 military family members attended free storybook nights
>>> 60 veterans received music lessons
>>> 25 veterans received a free guitar
>>> 14 yoga sessions with 48 participants
>>> 12 military couples served Valentine’s dinner
>>> 20 military family members got free tickets to a Colts game in Indianapolis
>>> 20 Colts gift bags giveaway to military couples
>>> $200 Visa gift card giveaway to military couples
>>> $25 Outback Steakhouse gift cards given to military couples
>>> $25 gift card to Main Event given to military couples
>>> $25 gift card to Jet’s Pizza given away to military couples
>>> 11 date night packages given to 11 military couples (valued at $50 each)
>>> 31 veterans received free legal advice/assistance through Legal Aid Society
>>> 6 military family members each received 12 free CrossFit workouts
>>> 1 self-defense class with 4 participants
>>> 8 military family members got free dog training in partnership with Kentucky Humane Society
>>> 4 Proud “Patriotic Rehabilitation of Untrained Dogs” participants, and 4 dogs trained
>>> Combat Veterans Motorcycle Association met 3 times at the community center (33 members)
>>> 2 veterans received box tickets to the Kentucky Derby Races
>>> 9 veterans and military family members received box tickets to the Kentucky Oaks Races
>>> 40 participants for pancake breakfasts
>>> 62 participants for BBQ dinners
>>> 2 participants in parent’s talk group
>>> 17 participants in Gaming for Heroes Event - video game tournament
>>> 1 veteran received help with acquiring his military records
>>> 25 military family members participated in Halloween family night
>>> 15 military family members got tickets to the Louisville Ballet’s Nutcracker
>>> 55 participants for the Polar Express family night (Christmas events)
>>> 8 Churchill Downs tickets for veterans/families

ACTIVEHEROES.ORG
>>> 20 tickets to UofL basketball game
>>> 5 tickets to UofL basketball on-court recognition night
>>> 20 tickets to Louisville soccer game

RETREAT CENTER
>>> 20 volunteer projects
>>> More than 600 volunteers
>>> More than 48,000 volunteer hours accomplished
>>> 317 veterans and 255 military family members visited the Retreat Center
>>> 2 homeless veterans were given sanctuary at the Retreat Center
>>> 75 military families camped at the Retreat Center
>>> First Navy family stayed at Justin Fitch Cabin
>>> 2 cabins built by UAW - Ford
>>> Fencing built for horse field
>>> Accepted 2 alpacas and 2 donkeys into animal enclosure
>>> Canoeing day on Kentucky River with Canoe Kentucky - 20 participants
>>> 8 horses rescued in partnership with Kentucky Humane Society for “Healing Horses, Horses Healing Vets Program”
>>> Built 60% of hiking trail
>>> Built new 14-foot walking bridge
>>> Cleaned out 30 acres of land for future projects
>>> Began repairing and building new animal enclosure and petting zoo area
>>> Began development sites for welcome center and main event pavilion
>>> Prepping roads for major construction in 2017

COMMUNITY OUTREACH
>>> 2 scholarships to Sullivan University donated. One full ride associate degree and one 50% bachelors degree worth more than $70,000
>>> 2 military family weddings given away (value $15,000)
>>> 2 military families received VIP tickets for Bruce Springsteen concert including meeting Bruce Springsteen and his 2 sons
>>> 1 track wheelchair for wounded veteran (value $20,000)
>>> 70 families went to Barry Manilow concerts
>>> Provided information for legal services for a veteran in Texas
>>> Provided information to 51 families about financial assistance
>>> 10 businesses recruited for national resources online map system
>>> 30 military families received baseball game tickets in North Carolina
>>> Trailer donated to disabled child of veteran after previous trailer was stolen
>>> 1,000 military family members including Gold Star Mothers received free tickets to Brad Paisley concerts
>>> 30 UofL basketball game tickets distributed
>>> 200 female veterans, military spouses and supporters received makeovers at Dillard’s in Louisville, KY
>>> 20 veterans attended meet and greet with country music artist Brantley Gilbert via Summit Media
>>> 30 military family members and supporters participated in Louisville Veterans Day Parade
>>> 10 military family members participated in Alabama Veterans Day Parade
>>> 462 homeless veterans were fed for Thanksgiving (320 peanut butter and jelly sandwiches were made, which entailed using 6 large jars of peanut butter, 5 large jars of jelly and 20 loaves of bread. Also provided 750 buns, 38 turkeys, 4 large bags of stuffing, 12 boxes of stuffing, 120 pounds of potatoes, 60 cans of veggies just for the dinner).
>>> 65 homeless military spouses were fed for Thanksgiving in Arizona
>>> 287 canned goods, 143 boxed goods, 78 blankets, 16 jackets and 233 pairs of socks were donated to homeless veterans shelter
>>> 60 free haircuts provided for veterans and current active military
>>> 4 Christmas dinners given to military families
>>> 29 veterans adopted for Christmas in NJ. Each received a pair of pants, shirts, shoes, socks, toiletries and presents
>>> 30 veterans attended a Durham Bulls game in North Carolina. They sat in a suite that included food and beverage for the game. The Bulls are a Triple A baseball team.
>>> Active Heroes partnered with “Veteran Radio Syndicate” for national communication to thousands of veterans
>>> WTVM News partnership provided 1 “Dream Room Makeover” to a Gold Star Child
>>> 1 new roof for military family in Georgia
>>> WBRC News partnership provided 1 home remodel for military family
>>> Wave 3 News partnership provided 1 home remodel for military family in Louisville, KY

ADDITIONAL ACTIVE HEROES EVENTS
GOLF EVENTS
>>> Athlete Enduring Mission - Naples Florida Golf Tournament hosted for 72 Participants (veterans, military families and supporters)
>>> Summit Media Golf Tournament
HIKE FOR HEROES
>>> United States Marine veteran, Steve Lesage finished more than 2,200 miles on Appalachian Trail for Active Heroes
FISHING TOURNAMENT
>>> 50 participants
RIDERS FOR HEROES
>>> 2-day motorcycle run with 90 participants and music show with 500 tickets sold
RALLYPOINT KENTUCKIANA
>>> 2-day event including job and resource fair and speaking conference
>>> Medal of Honor Recipient Hershel Woody Williams was the featured speaker
RACE TO RECOVERY – DRAG RACE
>>> 18 veterans drag raced at event
WHISKER MANIA (BEARD COMPETITION)
>>> 90 participants with 400 in attendance
ZUMBA FOR ACTIVE HEROES
>>> 3 Zumba Master Classes
>>> 1 Zumba Strong event
>>> 245 participants (military spouses and veterans)
>>> 245,898 total calories burned
5K EVENTS
>>> Hosted 3 separate 5K events including one with Hillview Police Department
>>> 542 participants
>>> 1684 miles completed
>>> 149,050 total calories burned
Active Heroes’ mission is to support U.S. military service members, veterans and their families through physical, educational and emotional programs providing coping skills in an effort to eliminate suicide.