



IMPACT MONTANA'S

# STATE OF THE ORGANIZATION 2021



# IMPACT MONTANA

WARRIOR STRONG ⚡ MONTANA STRONG

## INTRODUCTION

What a crazy year for everyone, which certainly includes Impact Montana. Also, crazy for us simply meant it allowed us to recognize and validate what it is we do best. Our Vision and Mission provide distinct direction and 2020 helped us hone in further on where exactly we need to be. It was our most significant year of service to date, and for that we are thankful.

We trust this State of Impact Montana narrative will help you understand, appreciate, and invest in what we do. Our organization supports the great men, women, and their families in Montana who have responded to their call to serve. With that said, thank you for taking the time to read and learn more about our organizational growth in 2020 and what we have in store for an even bigger 2021.

## VISION

A statewide network of support that is actively engaged in the health and wellness of our Service members, Veterans and their Families to promote their ability to THRIVE and be of Impact in their community and our state (updated).

We do not limit our support to “Wounded Warriors”, but instead recognize and support all Warriors as having the courage to serve our great nation and state.

## MISSION

To mobilize a broad scope continuum of support through our “Veteran Thrive Factors” of Physical Fitness/Wellness, Social Wellness, Family Wellness, Financial Wellness, Career Wellness, and Spiritual Wellness—in order to develop and strengthen our Warriors, their Families, individual communities and our great state.



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## WHY "VETERAN THRIVE FACTORS"

**Our "Veteran Thrive Factors" model is intended to complement existing support with innovative alternative and non-traditional methods of helping individuals and families be the best version of themselves that they can be in order to impact their communities.**

- Physical Health and Wellness
- Social Wellness
- Family Wellness
- Financial Wellness
- Career Wellness
- Spiritual Wellness

**Our model of support has been deemed "Veteran Thrive Factors" because having intentional pursuit for wellness in these areas can help individuals and families overcome the unique stressors that may occur as a result of military service, and further, help them thrive.**

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## 2020 YEAR-IN-REVIEW

Highlights:

- Supported 42 Service members, Veterans and/or their Family members total as a pilot program in Helena, Missoula and Kalispell
- Subsidized Natural Physical Health and Wellness Services such as Flotation Therapy, Biofeedback, Hyperbaric Therapy, Infrared Sauna and Cryotherapy
- Subsidized the means for individuals to be able to refocus on their Physical Fitness with Gym/Health Club partnerships
- Sent four individuals (including Tommy Parker) to the Bataan Memorial Death March Marathon despite it being cancelled, which allowed them to still be able to experience some of the event festivities
- Was asked to serve as receiving non-profit organization at the Montana Patriot Day Golf Tournament and two Dueling Pianos events

As previously mentioned, 2020 was what we as an organization can consider a success. It is a success because we supported more individuals than we ever have, increased our partnerships across the state, received our largest gifts to date and we also put some of the Montana COVID Relief Grant dollars to great use for stress management as a part of our pain and stress management programming.

Before we go any further it should be noted that our growth and partnerships development with businesses across the state could not have happened without hiring Chantelle Russell our Physical Health and Wellness Program Coordinator. Chantelle is the first team member we have had the pleasure of working for us since our inception in 2014 and it is great to have her on board. She is responsible for coordinating referrals to our partners and serves as a conduit between the provider/business and the program participant. Chantelle has her own story to share, which you can read in our letters from those we support at the end of this report.

Last, and to help close the year out we gathered with several of our friends and supporters at Lakeside Bar and Grill and a few of us participated in a Polar Plunge as a way to engage cold-water immersion therapy to detox from 2020 and help bring in 2021. We hope that this Polar Plunge will be an annual event, so be on the lookout at the end of 2021 for details if you are interested in joining us.

In this report we have once again included some letters from lives that we have impacted from the work we are doing. Please take the time to read these letters so you can get a feel from our peers, and not us, how exactly Impact Montana (which includes you!) has made a positive impact in their lives.

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## NATURAL MODALITIES USED IN 2020



Flotation Therapy  
Cloud 9 Float Spa  
Kalispell



Hyperbaric Oxygen Therapy (HBOT)  
Dynamic Health Technologies  
Helena



Cryotherapy  
Cloud 9 Float Spa  
Kalispell



Infrared Sauna  
Cloud 9 Float Spa  
Kalispell

## 2020 Fundraisers:

### 2020 Financials:

- \$64,967.59 received in gifts, grants, private donations, events registration
- \$52,800.31 spent on programming
- 42 Service members, Veterans and/or their families
- Average of \$1,257.15/individual
- \$104.76/mo per individual served



2020 Patriot Golf Tournament  
Champions-Brotein Shakes

### Partnership Locations:

- Helena
- Missoula
- Kalispell
- Butte
- Billings
- Bozeman



2020 Dueling Pianos  
Impact Montana vs. Big Brothers Big Sisters Helena

### 2020 Partnerships:

- Dynamic Health Technologies
- Cloud 9 Float Spa
- Crossroads Sports & Fitness
- Fuel Fitness
- Capital City Health Club
- Peterson Built Fitness & Sports Training



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## THE YEAR AHEAD

Montana Warrior Run Calendar:

- Helena (12th Annual-April 17th)
- Billings (6th Annual-May 29th)
- Dillon (1st Annual-Date TBD)
- Kalispell (1st Annual-Date TBD)
- Missoula (1st Annual-August 7th)



Montana Warrior Run-Helena

Montana Warrior Challenge-August 21st

- Teams
- Sponsors
- Volunteers
- Vendors
- Photographers

This year the MWC will be held at a new location and will once again have the Warrior and Municipal Team categories

To register a team visit <https://runsignup.com/Race/MT/Helena/MontanaWarriorChallenge> or if you have interest in sponsoring, volunteering or being a vendor contact Chantelle Russell at (406) 461-5487 or [chantelle.russell@impactmontana.org](mailto:chantelle.russell@impactmontana.org) for more details

**Bigger and better things are in store for 2021 with our board increasing our budget to \$129,544 for the calendar year. We are already gearing up for this growth with new business partnerships developing in Kalispell, Helena, Dillon and Billings. Two of these facilities will be Massage Therapy Providers to support stress and pain management, and the other two will be Gyms/Health Clubs that we will partner with to support families' physical fitness goals.**

**With growth comes seeking the means to be able to accommodate increased needs. In order to allow the communities that we have partnerships in to increase their local capacity for Impact Montana support it is our intention to host a series of Montana Warrior Runs across the state.**

**In addition to the Montana Warrior Run circuit that is starting we will also be bringing the Montana Warrior Challenge back to our event calendar, which is currently slated for Saturday August 21st. This team event is by far our most exciting and challenging event offering an opportunity for anyone over the age of 12 to participate in (only 18 and over can participate on a Warrior Category team).**



Montana Warrior Challenge  
Helena Valley

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## NEW OPPORTUNITIES IN 2021

As always, we vow to only complement and not duplicate the services that we refer individuals to. In fact, with the technology advances and the desire to see Veterans successfully manage their pain and stress it is likely that medical systems like the Veterans Administration will increase their referrals to community providers based on efficacy rates. When this is the case, Impact Montana will make our best attempt to advocate for and step in where needed in the support system. Being a strong advocate for healthy individuals in Montana we feel strongly about the role that we play in making sure all Service members, Veterans and their Families are afforded the opportunity to participate in the Health Care of their choice, which will include the modalities that Impact Montana has promoted since 2017.

- Orientations for program participants, volunteers, community leaders and advocates to help them connect better with our mission and work being done across the state
- Implementation of a Statewide Events Committee to help support local event management
- Implementation of a Statewide Fundraising Committee to help increase our local and statewide capacity for support
- General sponsorships, program specific sponsorships and event sponsorships (see end of report for details)

For more information on these statewide efforts you can visit our Facebook page /impactmontana or email our team at [impactmontanateam@gmail.com](mailto:impactmontanateam@gmail.com)



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## LETTERS FROM IMPACTED MONTANANS

Impact Montana Stakeholders;

The power of passion and belief has a real effect on a person's life. Knowing that every phone call, letter, email and conversation could lead to another person being reached is incredibly therapeutic. It creates its own kind of positivity and since becoming a part of Impact Montana's team I have grown as an individual because of it.

I am not just a member of the team, I am also a program participant which helps me navigate through my own journey. Whether or not I use the programs offered on any given day I still gain tremendous value from simply being a part of the organization. The people I have met and get to meet really make a difference in my own life. From the facilities and the participants, to the board members and volunteers, I have felt welcomed, encouraged and respected. And for that I can say thank you!

Sincerely,

Chantelle Russell

Impact Montana  
Physical Wellness Program Coordinator  
(and program participant)

Gold Star Wife 2006 Operation Iraqi Freedom



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Friends of Impact Montana;

I would like to thank all the stakeholders of Impact Montana for the support and help over the past 6 months. The ability to reach out and help veterans through offsite medical care through Dynamic Health has been a tremendous benefit. My personal story would not be as successful if it was not for Impact Montana filling a need I had to receive care through Dynamic Health. My ongoing success to help with PTSD and reintegration into the community is a direct result of the help by Impact Montana.

Thank you for all the community outreach and support over the years and hopefully more Veterans can find help through your guidance and support.

Sincerely,

Eric Gool  
Disabled Veteran (Gulf War)

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Friends of Impact Montana;

Impact Montana gifting me the Grit Freedom Chair has changed my life. Having an off road wheelchair has allowed me to explore the outdoors in various terrain including snow, mud, and sand; places my every day use wheelchair can't go. It has also allowed me to prepare for the Bataan Memorial Death March (which I will attend hopefully in 2022) and compete in a race in the wintertime in Montana when the roads were full of snow.

More importantly it has allowed me to lead my children and family on adventures that a regular wheelchair would not be capable of doing. Thus allowing me to not just exist with my disability but thrive and flourish in the face of it.

Sincerely,

Thomas Parker  
Disabled Veteran  
(Operation Enduring Freedom)

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The following two pages lay out the different ways individuals or businesses can financially support Impact Montana in 2021

## 2021 ORGANIZATIONAL SPONSOR LEVELS

### Platinum-\$25,000

- Top level recognition on our website homepage
- Top level recognition on all event communications not yet printed (including organizational banners at events)
- Obstacle sponsor (contact an Impact Montana team member for additional details if interested)
- Private tailgating area at the Montana Warrior Challenge

### Gold-\$10,000-\$24,999

- Middle level recognition on our website homepage
- Middle level recognition on all event communications not yet printed (including organizational banners at events)
- Obstacle sponsor (contact an Impact Montana team member for additional details if interested)
- Private tailgating area at the Montana Warrior Challenge

MONTHLY INSTALLMENTS ARE WELCOME FOR ORGANIZATIONAL SPONSORSHIPS

## 2021 PROGRAM SPECIFIC SPONSOR LEVELS

### Silver-\$5,000 and up

- Website and Social Media recognition
- Obstacle sponsor (contact an Impact Montana team member for additional details if interested)

### Bronze-\$1,000-\$4,999

- Website and Social Media recognition

### Copper-\$1 to \$999



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## 2021 EVENT SPONSOR LEVELS

### \$2,500 and up

- Private organizational tailgate at event (MWC only)
- Top level recognition on website event page
- Obstacle sponsor (includes construction and branding)
- Top level recognition on all event communications
- Weekly promotional offering for event participants on rotating cycle

### \$1,000-\$2,499

- Middle level recognition on website event page
- Obstacle sponsor (includes construction and branding)
- Middle level recognition on all event communications
- Weekly promotional offering for event participants on rotating cycle

### \$500-\$999

- Allows for large organizational flag strategically placed on event site (provided by organization/business)
- Low level recognition on all event communications
- Weekly promotional offering for event participants on rotating cycle

### \$100-\$499

- Allows for small organizational course flags
- Weekly promotional offering for event participants on rotating cycle

MONTHLY INSTALLMENTS WELCOME FOR EVENT SPONSORSHIPS ABOVE \$1,000 (LEADING UP TO THE EVENT)



# PRESIDENT'S CHALLENGE

As I close out my military career with the Montana Army National Guard and prepare to transition my energy to Impact Montana I cannot help but think about how far this organization has come since our birth in 2014. I can remember the first year Impact Montana hosted the Montana Warrior Run-Helena and how I was convinced that we did in fact have a significant role to play in our Montana Service members, Veterans and their Families lives by promoting comprehensive health and wellness. We just did not have a good grasp or understanding of specifically what that looked like at that time. Now six years later, we have a profound connection to, and are fully invested in, our purpose. And as you can see, once the strategy for living in this purpose was identified the organizational capacity for impact has grown exponentially. Now it is a matter of implementing this strategy to maximize the performance in that capacity.

This is where you come into play. Whether it is becoming an Impact Montana Community Leader/Advocate, participating in one of our Impact Montana Committees described above, financially contributing, participating in one of our Montana Warrior Runs

across the state or getting/sponsoring a team for the Montana Warrior Challenge, YOU have the ability to help share the success of those we support (both in quality and in quantity). A fully tax-deductible one-time or monthly gift of any size, either personally, or through a business can add one Service member, Veteran or Spouse to our Veteran Thrive Factors support services for the year.

With our budget increasing in 2021 we will be able to support an additional sixty Service members, Veterans and/or their Family members in programs with our established partners across the state. Not only does this help these individuals (which promotes healthy communities as well), but we are also able to spend these dollars at our Montana-based partner facilities in a time that they will benefit from our patronage the most. This is truly the heart of Impact Montana. Montanans helping Montanans thrive! Thank you again for your time!

Warrior Strong, Montana Strong!

  
**RYAN LUCHAU**

*Impact Montana, Board President*





[www.impactmontana.org](http://www.impactmontana.org)  
[www.facebook.com/impactmontana](https://www.facebook.com/impactmontana)  
(406) 461-5487

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