

★ STOP
★ SOLDIER
★ SUICIDE



STOP
SOLDIER
SUICIDE

IMPACT REPORT

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A LETTER FROM OUR CEO

There comes a point where we need to stop just pulling people out of the river. We need to go upstream and find out why they're falling in.

- Bishop Desmond Tutu

This Desmond Tutu quote has been at the forefront of my mind for a few months now. It's both elegant and wise, but it's stuck with me all this time because of its direct relevance to our mission at Stop Soldier Suicide.

For more than a decade, SSS has been on the front lines of suicide intervention and prevention in the military community. We've changed - and saved - lives. I'd put our history of care delivery up against anyone.

At the same time, we recognized that pulling people from the river of despair was only part of the fight. We knew it was imperative to find out why so many American veterans and service members were falling in.

In 2022, we went upstream.

While we continued to deliver our lifesaving services, we had a parallel focus on taking a bold step forward in the arena of suicide intelligence. We set out to utilize what we've learned from caring for our current and former clients, as well as never-before-known insights from Black Box Project about veterans who have died by suicide, to redefine the way we understand and act upon suicide risk. We sought to advance methods of outreach and care that the entire field can use to save lives at scale.

Intelligence (noun): a discipline that uses information collection and analysis to improve decision making with actionable insights.

Our conviction in this endeavor was never in doubt, but the validation of our ideas that came with winning VA's Mission Daybreak and, for the second year in a row, the AWS IMAGINE Grant only strengthened our resolve to bring them to life.

To be clear, our bold step forward in suicide intelligence wouldn't be possible without a strong foundation of care delivery. Saving lives in the present informs our approach to the future, and our team has worked tirelessly to build, refine, and operationalize a lifesaving service model.

The impact of that care was cemented in a survey of clients served in 2022, in which more than 70% of clients said that SSS helped prevent them from attempting suicide. The insights we gain from the delivery of this care, and the response to it, bolster our ability to move upstream through the development of suicide intelligence.

There's still so much work left to do, however. Though lives are unquestionably being saved, we're still losing more than 6,000 veterans and service members to suicide each year.

We know we can't win this fight alone, and we're not particularly interested in trying to do so. As we continue to redefine how suicide risk is understood and acted upon, others can use those insights to save lives, too.

We welcome and encourage others in the field to take this bold step with us. Whether it's through delivery of care, fueling the mission financially, or lending impactful tools and skills to the fight, it's going to take all of us to truly get upstream.

The faster we can all get there - with attributable, measurable, and actionable results - the fewer American veterans and service members we'll need to pull out of the river of despair in the future.

Yours in the Fight,



Chris Ford
U.S. Air Force (Ret.)

A LETTER FROM OUR CHAIRMAN

The mental health of our service members, veterans, and society writ large is a national security issue of the utmost importance.

Veterans make up about seven percent of the population, and this special minority is inextricably linked in the DNA of our nation and fundamental to the safekeeping of our future democracy.

Today, we have a mental health crisis that is acute for service members and veterans. We have a lot of work to do, and we at Stop Soldier Suicide are determined and focused on accomplishing our mission.

As I reflect on the start of our thirteenth year of Stop Soldier Suicide, it is remarkable to see how much we have achieved. We have spearheaded aggressive growth and innovation - the impact of such is reflected in both the data as well as the lives saved and transformed. Our strategic focus is paying off, and our suicide intervention performance outcomes reflect our programmatic advancements.

Going forward, we are aggressively investing and taking the lead - globally - to better identify ideation by pioneering and democratizing suicide intelligence. These efforts will save lives - not just for the military community, but for all of society. The Mission Daybreak Award from the

U.S. Department of Veterans Affairs is an important milestone as a seed investment in our Black Box Project. Our lofty goals require continued investment, time, and effort.

We are thankful to the key partners who have been by our side as we accelerate growth - Amazon, Advance Auto Parts, Blackstone, Harry's, Meta, USAA, and others - as well as the hundreds of thousands of donors and volunteers who support us in this mission.

We are grateful to the veterans, military families, and loss-surviving families who've trusted us in their times of crisis, through their losses, and beyond.

Importantly, we could not do this without the incredible, dedicated team who work tirelessly to bring our vision to life.

As we go forward, we are focused on the success of our clients and our franchise so we can deliver results for our key stakeholders. We're working hard to lead mental health innovation and intelligence and aim to exceed our targets. I believe if we stay true to our core values, our strategy and our people, the best days for Stop Soldier Suicide are yet to come.

We must get this right for the future of our country.



Brian E. Kinsella
Co-Founder & Chairman

OUR VISION

A nation where service members and veterans have no greater risk for suicide than any other American.

OUR MISSION

Reduce the military suicide rate by using enhanced data insights, focused client acquisition, and suicide-specific intervention services.

OUR TRUE NORTH

IMPACT

Consistently delivers quality results; demonstrates a passion for winning, strong work ethic, a bias for action and commitment to achieving life-saving work with integrity, honesty, and in accordance with our values.

JUDGMENT

Makes data-based decisions with decisiveness, balancing short-term and long-term considerations and ensuring decisions advance the SSS mission.

INNOVATION

Identifies and champions new ideas, continuous improvements, and transformative solutions that enable us to better achieve our mission of serving service members and veterans.

COURAGE

Communicates with candor and transparency and demonstrates the confidence to make tough decisions, take smart risks, and question actions that are inconsistent with our values.

AGILITY

Continuously learns and adapts to obstacles, setbacks or uncertainty with tenacity and resolve; embraces change and challenges as opportunities to learn new skills and grow.

INCLUSION

Win as one by demonstrating unwavering respect for teammates, freely sharing information, collaborating with and supporting your colleagues, and leveraging differences that make us stronger.

OUR LEADERSHIP

BOARD OF DIRECTORS



BRIAN E. KINSELLA
U.S. ARMY
Co-founder & Chairman



NICK BLACK
U.S. ARMY
Co-founder & Vice Chairman



CRAIG GRIDELLI
U.S. ARMY
Co-founder & Board Member



MELISSA BAIRD
Board Member



OBELE BROWN-WEST
Board Member

EXECUTIVE OFFICERS



CHRIS FORD
U.S. AIR FORCE (RET.)
Chief Executive Officer



MELANIE GIDEON
Chief Operating Officer



KEITH HOTLE
Chief Program Officer



TINA STARKEY
Chief Growth Officer



GLENN DEVITT
U.S. ARMY (RET.)
Chief Technology Officer



ALAN RIGGS
Chief Information Officer

EXECUTIVE LEADERSHIP COUNCIL

JAMIE BARKER
Eden Rock Advisors

AMY BENNETT
T Rowe Price

BRIAN DISABATINO
EDiS Company

SEAN GILFILLAN
Viasat Defense

CORWIN MARBLY
William Blair & Co.

DREW WOZNAK
Atrium Health

OUR MODEL

Our suicide-specific program model was built in consultation with several of the nation's leading suicidologists. Innovative methodologies such as Chronological Assessment of Suicide Events (CASE) and Collaborative Assessment and Management of Suicidality (CAMS) headline the best-in-class care we deliver at no cost to American veterans and service members.

In fact, in a recent study of SSS by RTI International, 97% of clients reported reduced and stable suicide risk within the first 90 days of starting CAMS.

24/7 ACCESS WITH LONG-TERM SUPPORT

Our service goes beyond a crisis line. We provide 24/7 access to actual human beings who are able to assist potential clients 365 days a year. This coverage meets immediate needs, triaging crisis moments in real time while establishing a connection into our Wellness Center.

SERVICES FOR ALL

Service is service. Period. Regardless of branch, time in service, age, and even discharge status, we believe that all veterans deserve access to our life-saving care. Each client is met with confidentiality, dignity, and respect, regardless of whatever battles life has thrown their way.

TACTICAL SUPPORT, THE WAY IT SHOULD BE

Clients have consistent, 1-on-1 interactions with their Wellness Coordinator, enabling us to build trust and rapport while working to uncover the root causes of suicidality. This 1-on-1 support allows us to be tactical in our approach to addressing their suicidality. Our personalized, suicide-specific care is designed for the long-term as we build systems that support them as they transition out of our care.

PROGRAM MODEL

Existing suicide prevention models aren't enough. The veteran suicide rate is still on the rise, which means our care is never stagnant. We remain committed to truly saving lives and we do that by forming new program components, curating data, and implementing them in the long term. In 2022, in addition to our proven methodologies, we officially launched a full-time resourcing department to vet resources and partner our clients with those service providers nationwide. These community-based resources are tailored to the individual based on their unique needs with the assurance from us that they will actually come through for our clients.

COST-FREE

They fought for us. Now it's our turn. We remain committed to delivering services for as long as it takes to get the job done. Worrying about costs shouldn't be a battle these veterans have to face. Our clients never see a bill. Removing this barrier allows us to stay laser-focused on saving lives.



OUR IMPACT IN 2022

17,500+

hours of care provided

1,400+

clients served

23%

year-over-year increase in clients acquired

60%+

clients acquired via digital tactics

CLIENTS BY STATE

Top 10 States from 2022



Georgia
161



North Carolina
129



California
125



New York
95



Florida
94



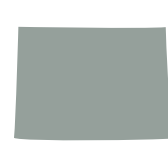
Virginia
94



Texas
80



South Carolina
62



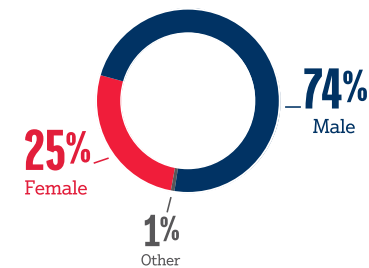
Colorado
51



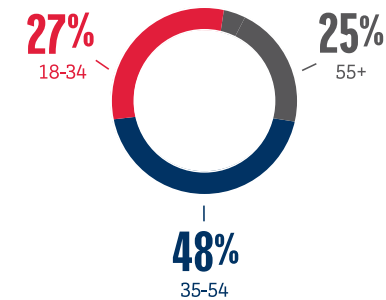
Arizona
46

2022 CLIENT DATA

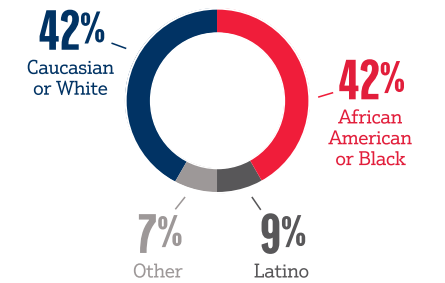
BY GENDER



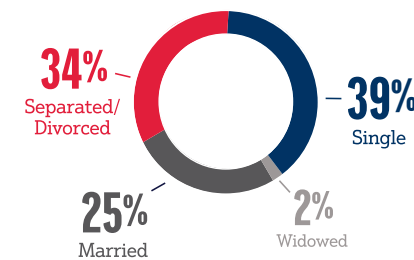
AGE GROUP



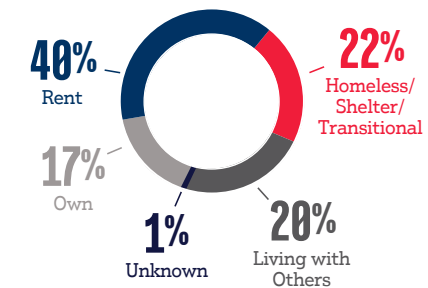
RACE



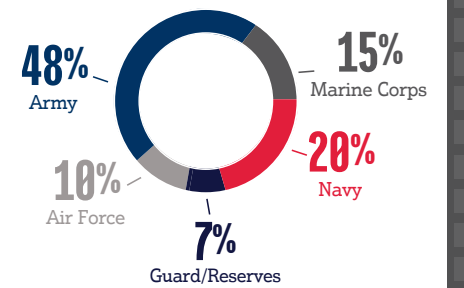
MARITAL STATUS



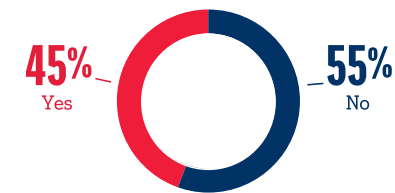
HOUSING



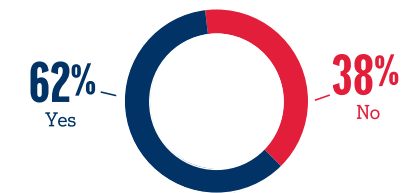
BRANCH OF SERVICE



COMBAT VETERAN



PTSD DIAGNOSIS



TBI DIAGNOSIS



OUR CLIENTS

OUR IMPACT IN 2022

Through personalized care, our clients get the life-saving care they need.

78% of medium and high-risk clients reported being able to manage their thoughts and feelings related to suicide after receiving our care.

In 2022, our clients experienced significant improvement in suicide-related risk factors:

49%

decreased in psychological pain

49%

decreased in stress

48%

decreased in agitation

47%

decreased in hopelessness

41%

decreased in self hate

REAL WORDS OF IMPACT FROM REAL CLIENTS WE SERVED IN 2022

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You guys saved my life. I talk about SSS as much as I can. If my word about the organization can save one life, I will be happy.

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SSS has helped me to become more accountable to myself and take the appropriate measures to keep suicide in the distance.

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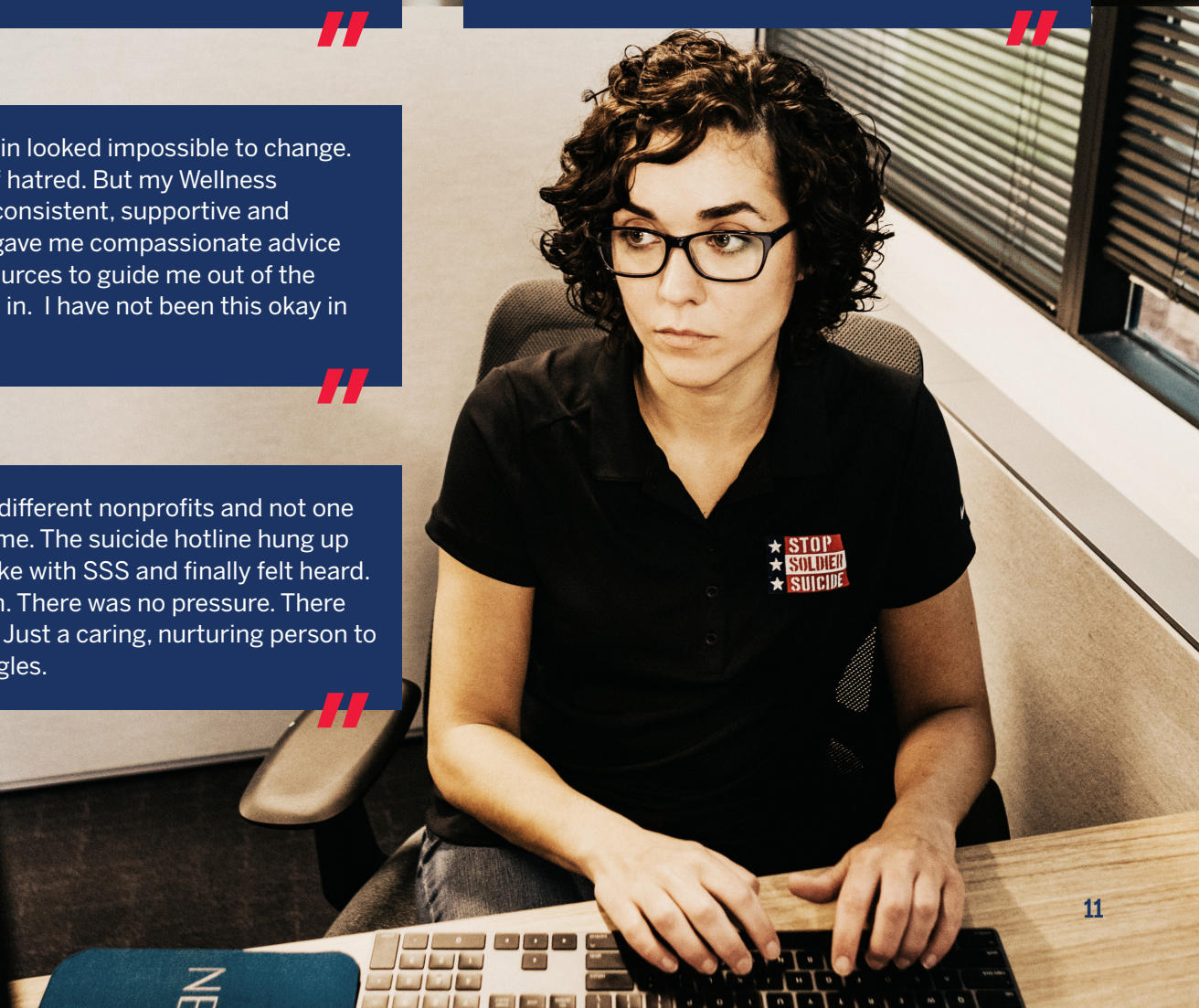
The despair I was in looked impossible to change. Especially the self hatred. But my Wellness Coordinator was consistent, supportive and non-judgmental, gave me compassionate advice and provided resources to guide me out of the danger zone I was in. I have not been this okay in over a decade.

//

//

I contacted three different nonprofits and not one cared to listen to me. The suicide hotline hung up on me. Then I spoke with SSS and finally felt heard. There was no rush. There was no pressure. There was no judgment. Just a caring, nurturing person to listen to my struggles.

//



A modern mental wellness ally built exclusively for the military community.



In May 2022, Stop Soldier Suicide took another bold step in the fight against military suicide when it introduced the world to ROGER.

The impetus for ROGER came as a result of feedback from all corners of the SSS community about the organization’s name as it related to mental health outreach. While the name Stop Soldier Suicide is an inspiring call to action, it nevertheless includes words that could give a person seeking mental health support pause.

The name ROGER is also unifying to members of the military community who come from all branches of the service. ROGER is a name that veterans and service members have used for decades. It’s universally understood in the military community to mean “I hear you,” “I understand,” “I’m on it.”

Additionally, the concept of ROGER was designed to be in line with the industry-wide trend in marketing in which companies have seen positive results from the personification of their brands.

“When I approach veterans during our events - when I know that they have a massive risk of suicide after they’ve spoken with me about it - when I recommend Stop Soldier Suicide, they recoil and say, ‘I’m not going to kill myself ... no, that’s not for me.’ ROGER is going to help connect our military and veterans to resources that they need without the stigma associated with ‘suicide’ turning them away.”

- Nate McDonald, VP and COO of Irreverent Warriors



ROGER combines the holistic, suicide-specific, mental wellness care of SSS with a proactive, empowering, and all-inclusive aesthetic.

After extensive market testing of concepts within the veteran community (particularly within the 35-and-under age range), one brand emphatically stood out from the rest. ROGER became the way forward and officially launched on May 31, 2022.

Almost immediately, ROGER’s power to resonate with the military community was evident.

In comparison to the mix of clients who entered our care through the SSS brand over the same time period, ROGER saw a higher proportion of high and moderate-risk clients, younger clients in the 18-34 age range, active duty clients, clients with PTSD or TBI diagnoses, and more.

ROGER also hit the mark in addressing the changing trends in healthcare, with client feedback indicating that ROGER didn’t “feel like a crisis line” and was viewed as a “long term solution.”

“Almost immediately, I had clients telling me that ROGER felt safe. Less like a crisis line and more like a long-term wellness solution. Clients have been more willing to dig into root trauma, ACES, and other things right away. It’s evident that they trust what ROGER is about.”

- Jordan, ROGER Wellness Coordinator

With plans to further refine and expand ROGER in 2023, our impact in the fight against military suicide is only set to grow stronger.

Learn more at GoROGER.org

PROGRAM PARTNERS

Together we stand as allies against military suicide

These allies in the nonprofit, private, and health sectors have come alongside Stop Soldier Suicide to partner with us in program support. Through our one-of-a-kind suicide intervention model, partners refer their veterans into our care. While in our care, we may refer clients to them based on individualized need. This program support is collaborative in nature, transparent and tailored to the individual. We've partnered with organizations who have proven themselves as leaders.



SCIENTIFIC ADVISORY COUNCIL

Stop Soldier Suicide's Scientific Advisory Council (SAC) remains an invaluable resource for our understanding of veteran and service member suicide and the methods to reduce it.

During the year, the SAC added to its membership Jerry Reed, former Senior Vice President for Practice Leadership at Education Development Center, Inc. and co-chair of the committee that updated the U.S. National Strategy for Suicide Prevention, as well as Glen Coppersmith, Chief Data Officer at SonderMind and founder of Qntfy.

These thought leaders continue to help us deconstruct suicide as a wicked problem that confounds simple solutions, and for which innovative and disruptive approaches are essential. In 2022, the SAC provided advice and consultation on a range of key topics, including clinical licensure challenges in a post-pandemic environment, providing suicide-specific care with fidelity to the clinical modality, considerations for supporting frontline staff who are working every day with clients in crisis, and exploring nonclinical pathways for at-risk clients for whom treatment may not be the preferred option.



DR. TRENA ANASTASIA



DR. CRAIG BRYAN
U.S AIR FORCE (RET.)



GENERAL PETER CHIARELLI
U.S. ARMY (RET.)



DR. GLEN COPPERSMITH



DR. TERESA HUMPHRIES-WADSWORTH



DR. DAVID JOBES



DR. ANTHONY PISANI



DR. JERRY REED



DR. SHAWN SHEA

“This is his story, and it’s gonna help somebody down the line.”

- Sarah Smith

Sarah Smith’s husband, Sergeant First Class James Smith, died by suicide in 2019. James was so many things to his family and his country that a distillation of his life into a list of mere accomplishments, although long, goes almost nowhere. Still ... to his surviving wife and children, James was a doting father, an avid runner, a gifted musician, an exceptional cook, a man of God.

To the rest of us, though we knew him not, SFC Smith was a decorated war veteran, an Army paratrooper, and a candidate for the Green Berets.

This exceptional man nevertheless suffered quietly through personal pains that drove him ultimately to perish by his own hand, a loss that for his family and for his country came cruelly too soon. Determined to make the most of her husband’s death, Sarah decided to contribute to Black Box Project by entrusting SSS with James’ phone.

“It intrigued me,” Sarah said, “because I felt like there had to be this common thing soldiers are feeling, and if you can figure that out and get ahead of it ... well, we have to.”

In 2022, Sarah’s story and Black Box Project gained national headlines when they were [featured on NBC Nightly News](#). In the piece, Sarah discusses her decision to contribute to Black Box Project and her desire to, in her words, make sure James’ death “wasn’t in vain.”

Sarah and her family, alongside numerous other families who have entrusted SSS with their loved ones’ devices, are helping redefine and reshape the way suicide risk among veterans is understood and acted upon.

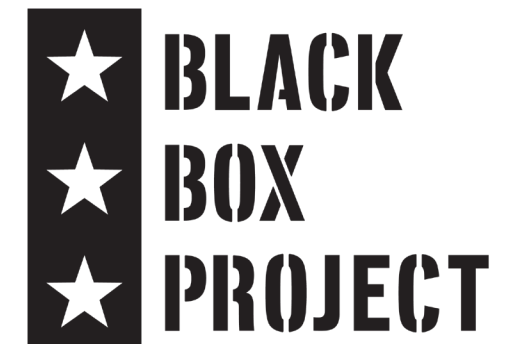


BLACK BOX PROJECT IS REDEFINING THE WAY WE UNDERSTAND AND ACT ON SUICIDE RISK.

We live in an age where people share more intimate information with their digital devices than even their closest friends and family.

At Stop Soldier Suicide, we believe this information can speak volumes about suicide risk and uncover acute details about the days, weeks, and months leading up to a suicide death - details that can redefine how we understand and act on suicide risk.

Black Box Project uses best-in-class forensic tools to extract data from digital devices entrusted to us by surviving family members of veterans who died by suicide.



HOW IT WORKS

- 1. Collect devices** from loss survivor families and deliver them to the SSS forensics lab.
- 2. Retrieve data** using the same procedures as federal law enforcement to protect all sensitive information.
- 3. Analyze data** and identify patterns of behavior most highly correlated to suicide risk.
- 4. Return devices** to the families without compromising the data or the device.

To learn more about Black Box Project device donation, please visit StopSoldierSuicide.org/BlackBoxProject

Since launching Black Box Project, a total of 56 families have entrusted us with a total of 106 devices. We extend our deepest gratitude to each of those families for their trust in us, and for their commitment to this life saving project.

MISSION DAYBREAK

MISSION DAYBREAK

In late 2022, Stop Soldier Suicide was named a first-place winner in the Mission Daybreak grand challenge by the U.S. Department of Veterans Affairs, which announced the results of the months-long competition in February 2023.

Our challenge-winning solution, Black Box Project, is a pioneering innovation that leverages artificial intelligence, namely machine learning, to redefine how we understand and act on suicide risk.

“We’re incredibly honored to receive this landmark award, which builds on VA’s long history of advancing health innovation. Together, Stop Soldier Suicide, VA, and the other outstanding awardees will advance our nation’s efforts to dramatically reduce the veteran suicide rate this decade.

- Chris Ford, Stop Soldier Suicide CEO



“
1,371
Mission Daybreak
submissions

30
Mission Daybreak
finalists

10
Mission Daybreak
total winners

2
Mission Daybreak
first-place prizes

\$3MM

Mission Daybreak award to
advance Black Box Project

Without individual-level, real-world data on how to reach suicidal veterans in their last days, weeks, and months, current prevention efforts will continue to fall short.

Black Box Project will bridge those gaps by not only producing never-before-known insights that inform risk-level assessment based on digital behaviors, but also by reimagining methods of outreach and care that will advance the field of suicide prevention as a whole.

DIGITAL AUTOPSIES → MACHINE LEARNING → ACTIONABLE INSIGHT



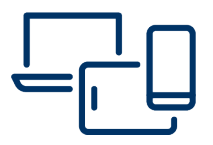
Machine learning models to predict both **who** and **when** for identifying veterans at greatest risk for suicide



The ability to **find signals** that no one else has identified and to **share this model** with the veteran-serving community to **save lives at scale**



New persona models, lookalike profiles, and audience targeting strategies to **reimagine high-risk outreach**



A **software development kit** that can plug into multiple mental health or wellness apps and prompt **just-in-time interventions**

“This initial \$3 million investment by VA into Black Box Project is seed funding toward meeting the \$10 million need we’ve identified as necessary to fully operationalize the project and start to redefine how we understand and act on suicide risk.

- Melissa Baird, Board of Directors, Stop Soldier Suicide

AMAZON WEB SERVICES



Stop Soldier Suicide's mission to drastically reduce the military suicide rate this decade is one that requires innovation, agility, and powerful solutions. To that end, SSS leverages Amazon Web Services (AWS) and its leading-edge capabilities in the fight to save lives.

Notably, we leverage a diverse suite of AWS tools to unlock the power of Black Box Project.

Products such as Amazon Simple Storage Service (Amazon S3); Amazon Athena, an interactive query service; Amazon SageMaker, a fully-managed machine learning service; and Amazon Comprehend, a natural language processing service, turn potentially disparate extraction and analysis processes into a streamlined tool with a consistent technology profile.

Machine learning algorithms, natural language processing, and entity extraction techniques – powered by AWS – are used to build models of pre-suicidal behaviors highly correlated with suicide, which uncover novel signals and insights that can be shared with the veteran-serving community to save lives at scale.



This collaboration puts some of the world's most powerful forensic and artificial intelligence tools at our fingertips, and using them to develop a clearer understanding of what can really happen leading up to a suicide death will exponentially increase our ability to save lives.

- Glenn Devitt, Chief Technology Officer, Stop Soldier Suicide



SSS was named a winner of the AWS IMAGINE Grant for Nonprofits for the second consecutive year in 2022, further accelerating the impact of Black Box Project. The IMAGINE Grant is a public grant opportunity open to registered 501(c) nonprofit organizations that are using technology to solve the world's most pressing challenges.

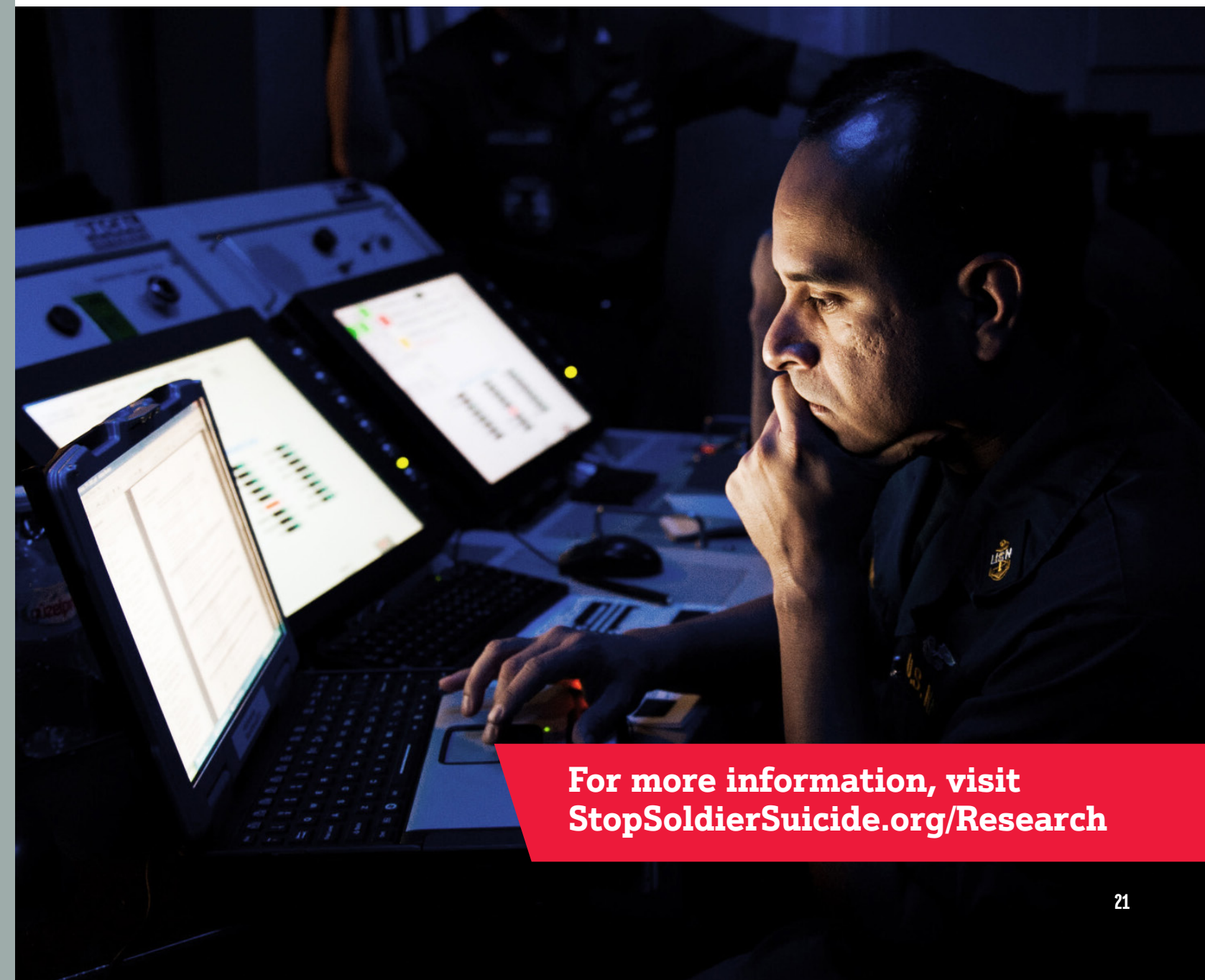
RESEARCH & EVALUATION

Stop Soldier Suicide employs evidence-based practices and data-driven techniques in order to have the greatest positive impact among its clients. In 2022, SSS established a research and evaluation (R&E) team, with decades of combined experience in suicide prevention research, to support this effort.

Over the past year, the team evaluated the services we provide, and identified opportunities to be even more effective and efficient in our approach to saving lives.

The R&E team has identified best practices in the scientific literature to help inform refinements to our service delivery model, and has also worked closely with the SSS clinical team to pilot-test new and innovative approaches to providing suicide-specific care to clients.

The team is in the process of conducting new studies and surveys to gather information for the benefit of all veteran serving organizations that want to support our mission of reducing military suicide by 40% by 2030.



For more information, visit StopSoldierSuicide.org/Research

CORPORATE & FOUNDATION PARTNERS

Advance Auto Parts (Advance) is a leading automotive aftermarket parts provider that serves both professional installer and do-it-yourself customers. As of October 8, 2022, Advance operated 4,770 stores and 316 Worldpac branches primarily within the United States, with additional locations in Canada, Puerto Rico and the U.S. Virgin Islands. The company also served 1,311 independently owned Carquest branded stores across these locations in addition to Mexico and various Caribbean islands.

Advance Auto Parts Foundation is the philanthropic arm of Advance and supports programs and initiatives that emphasize employment readiness and the health and wellbeing of others, with an emphasis on underserved populations, including military veterans seeking to join the civilian workforce.

In 2021, the foundation expanded its veteran portfolio to include Stop Soldier Suicide (SSS), recognizing the opportunity to make a material impact on the veteran community by helping to disrupt the epidemic of veteran suicide. The foundation gifted \$50,000 to support "Operation

Rapid Reinforcement," an effort to bolster SSS's frontline force of Wellness Coordinators.

The following year, the foundation sought a longer-term relationship with SSS to partner on strategic initiatives, which led to SSS's participation as one of three veteran-serving nonprofits recognized during Advance's annual Partner Summit. Thanks to the generosity of Advance and its suppliers, a total of \$2 million was gifted to these three veteran-serving nonprofits to continue their important work.

"Advance Auto Parts Foundation chooses to support the work of Stop Soldier Suicide because of how it highlights and addresses one of the most urgent issues in the veteran community," said Elizabeth Eisleben, President, Advance Auto Parts Foundation. "It executes with scientific rigor and compassion, both of which are essential to achieving steady progress in reducing the military suicide rate."

We look forward to our continued partnership with Advance Auto Parts and the Advance Auto Parts Foundation as we build a brighter future for our nation's veterans and service members.



CORPORATE & FOUNDATION PARTNERS

We're grateful for the more than 450 corporate partners who joined us in 2022 and helped raise more than \$3 million for our life-saving mission.

Our corporate partners hosted webinars for their employees about veteran mental health and suicide prevention, led employee giving and corporate match campaigns, advised on our grant applications, created retail campaigns that mobilized their customers to support us, and supported our mission through personal gifts.

Special Thank You to Our Medal of Honor Partners:



CORPORATE & FOUNDATION PARTNERS

Champion Level Partners

Corporations who contributed \$75,000 - \$149,999 in 2022.



**THE SNIDER
FOUNDATION**

T. Rowe Price®

Leadership Level Partners

Corporations who contributed \$25,000 - \$74,999 in 2022.

Blackstone Charitable Foundation

Celebrite

Credit-Suisse

EDiS

Eden Rock Advisors

First Nation Group

Friends of U.S. Military Families

Ledcor

Magnet Forensics

Securian Financial

Silicon Valley Bank

CORPORATE & FOUNDATION PARTNERS

Bronze Level Partners

Corporations who contributed \$5,000 - \$24,999 in 2022.

11Bravos

Agility Consultants

Alexandria Real Estate Equities

Allegiance Flag Supply

Alpha Company Cookie Co.

Anywhere Bikes

Atlas Welding & Fabrication

Bank of America

Beak & Skiff Apple Orchards and 1911 Hard Cider

Blue Cross & Blue Shield of North Carolina

Blue Shield of California

Booz Allen Hamilton

Chevron

CoBank

Combat Flags

Crestwood Technology Group

Duke Energy Corporation

Dupont

Exelon

First Line Technology

Google

Holt Bladeworks

Humana

Intel

J.M. Smucker

JPMorgan Chase

LabWare

Memorial Bracelets

Microsoft

NewGen Strategies & Solutions

PNC Financial Services Group

QTS Data Centers

Raytheon Technologies

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INDIVIDUAL DONORS

Giles Mead is an Army veteran and philanthropist who's committed to helping his fellow veterans. As a board member of the Giles W. & Elise G. Mead Foundation, he was searching for an organization going "above and beyond" the current practices for preventing suicide in the military community when he found Stop Soldier Suicide.

Giles W. and Elise G. Mead Foundation's generous support helped launch ROGER – a modern mental wellness ally built exclusively for the military community.



Created in response to feedback from all corners of the SSS constituency, ROGER strives to foster connection and inclusion across the military community. A unifying rallying cry that's universally understood to mean, "I hear you," ROGER embraces the industry trend of humanizing health-care while continuing to deliver the best-in-class suicide-specific care for which SSS has become renowned.

By investing in ROGER, the Giles W. and Elise G. Mead Foundation continues a tradition of supporting innovative projects and helping them scale from proof of concept to implementation and impact.

We're honored and grateful to have the Giles W. and Elise G. Mead Foundation as a partner in our life-saving mission, and we look forward to continuing to make a meaningful impact in the lives of those we serve.

INDIVIDUAL DONORS

Individuals who contributed \$1,000 or more in 2022

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THE BATTALION

When Danielle Polite joined our monthly giving program The Battalion, it was just one more step on her journey of selfless service and desire to make a positive impact in the military community.

Danielle served 14 years in the US Army and understands first-hand the toll PTSD can have on service members. During her time in service, Danielle volunteered to become an Applied Suicide Intervention Skills Training (ASIST) instructor and witnessed the need for better mental health and wellness care across the force.

She was open about her own struggles and experiences and eager to be part of the solution.

"If I can heal, I can help others heal."

After participating in multiple fundraising events for SSS, Danielle joined The Battalion as a way to support our mission all year long. She's proud to be part of a community with a shared goal of providing veterans and service members with the hope, resources, and support they need to thrive during and after their service.

Like us, this fight is personal for Danielle. The Battalion is a place where she can continue on her own healing journey while helping others do the same – an opportunity to sustain Stop Soldier Suicide's mission one monthly gift at a time.



THE ★★ BATTALION

THE BATTALION

Members of The Battalion who contributed \$20 or more per month in 2022

- | | | | | | |
|-------------------------|------------------------|------------------------|---------------------|---------------------------|-----------------------|
| Timothy Abbott | Sue Coley | Christopher Guddeck | Glorybelle Lillie | Mischa Pesicek | Paul Spinosa |
| Vaughn Adams | Mapi Cortez | Gregory Gudson | Deborah Lindquist | Douglas Petro | Daniel Sroka |
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| | | | Kathryn Zenz | | |

SSS VIRTUAL CHALLENGES

As a digital-first organization, virtual challenges have become an integral way in which supporters accelerate Stop Soldier Suicide's impact.

In 2022, we welcomed USAA as the presenting sponsor for our virtual challenges — helping us reach and engage with thousands of people across the country to rally support around our life-saving mission.

We ask participants to commit to a one-month fitness challenge, start a fundraiser for SSS, and elevate the conversation around military suicide in their local communities. The resources our challenge participants raise support our Wellness Center team and help us provide critical, suicide-specific care to veterans and service members at risk for suicide. By providing participants with an SSS t-shirt and info card, we're able to expand awareness of our organization and mission.

In 2022, for the second year in a row, Neil Lasley of North Carolina was our top challenge fundraiser — raising more than \$10,000 while completing the 250 Mile Cycling Challenge in honor of his late son, Mitch.



By providing mental health and wellness care to the military community, SSS is preventing other families from experiencing the unspeakable pain of suicide loss. My son and I used to ride together all the time. This challenge was a great way for me and my family to honor his life, raise awareness, and support a good cause.

— Neil Lasley



In 2022, thousands of veterans, military spouses and family members, suicide loss survivors, and mission supporters from across the country once again joined our challenge communities.

Thanks to their dedication and passion, we're one step closer to accomplishing our mission.

SSS VIRTUAL CHALLENGES



Thanks to presenting sponsorship from USAA in 2022, our virtual challenges:

RAISED
\$9.3MM
for our mission

REACHED
89MM
people

ENGAGED WITH
296K
participants

INSPIRED
39K
fundraisers



Special Thank You to Our Top Challenge Fundraisers:

Neil Lasley
Chris Henderson
Brent Kennedy
Dan Cottone
Erica Rozanski
Craig Ridenhour
Terry Shugrue
Jake Chelena
David Merrick
David Mansfield

Theresa Kaiser
Mary Cowhey
Jacob-Kiki Hantla
Mitch Esquibel
Chris Carlon
Joshua Janish
Steven Koenig
Matt Netzel
Dan Reed
Gary Hood

Jason Clawson
Taylor Clark
Laurie Jo
Casey Kirby
Edwin Pagan
Casey Duncan
David Hardy
Jeff Cheney
Todd Phillips
Pete Rivers

INDIVIDUAL FUNDRAISERS



Chris Putrich is a suicide attempt survivor who runs with a purpose.

For the past two years, Chris has pushed himself physically and mentally in the 100-mile ultramarathon Run Rabbit Run, raising more than \$16,000 for Stop Soldier Suicide along the way.

Most runners who embark on that 100-mile journey don't finish the race. But for Chris, running is a life-long pursuit — a way to heal and bring awareness to the causes he cares deeply about. While suicide prevention and awareness are close to his heart, Chris also runs for cancer research, autism awareness, and food insecurity. Race after race, his message is clear: no one has to face life's battles alone.

"And so I run."

Chris is open about his personal struggles and passionate about supporting others on their journey of self-discovery and healing. He runs for those who are gone too soon, for those who are struggling with their own mental health and suicidality, and to "change the narrative" around suicide in the military community.

One step at a time.



Thank You to Our DIY Fundraisers in 2022:

2nd Annual Captain Austin Murga Golf Tournament
 3rd Annual CVMA 15-6 Tri-Chapter Ride
 Adam Eisenberg
 Alpha Delta Phi - University of Illinois Urbana-Champaign
 American Airlines EBRG Walk
 Cape Fear Blue Star Moms
 Central High School National Honor Society
 Chris Putrich
 Climbing for Connor
 Clive Correia
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 Cody Brakefield
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 David Heilman
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 Doug McCoy
 For Pete's Sake
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 Keller Williams - Guardians of Your 6
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 Let's Talk Strength 5K Walk
 Lintech International
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THANK YOU



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