

STOP SOLDIER SUICIDE

2020 IMPACT REPORT

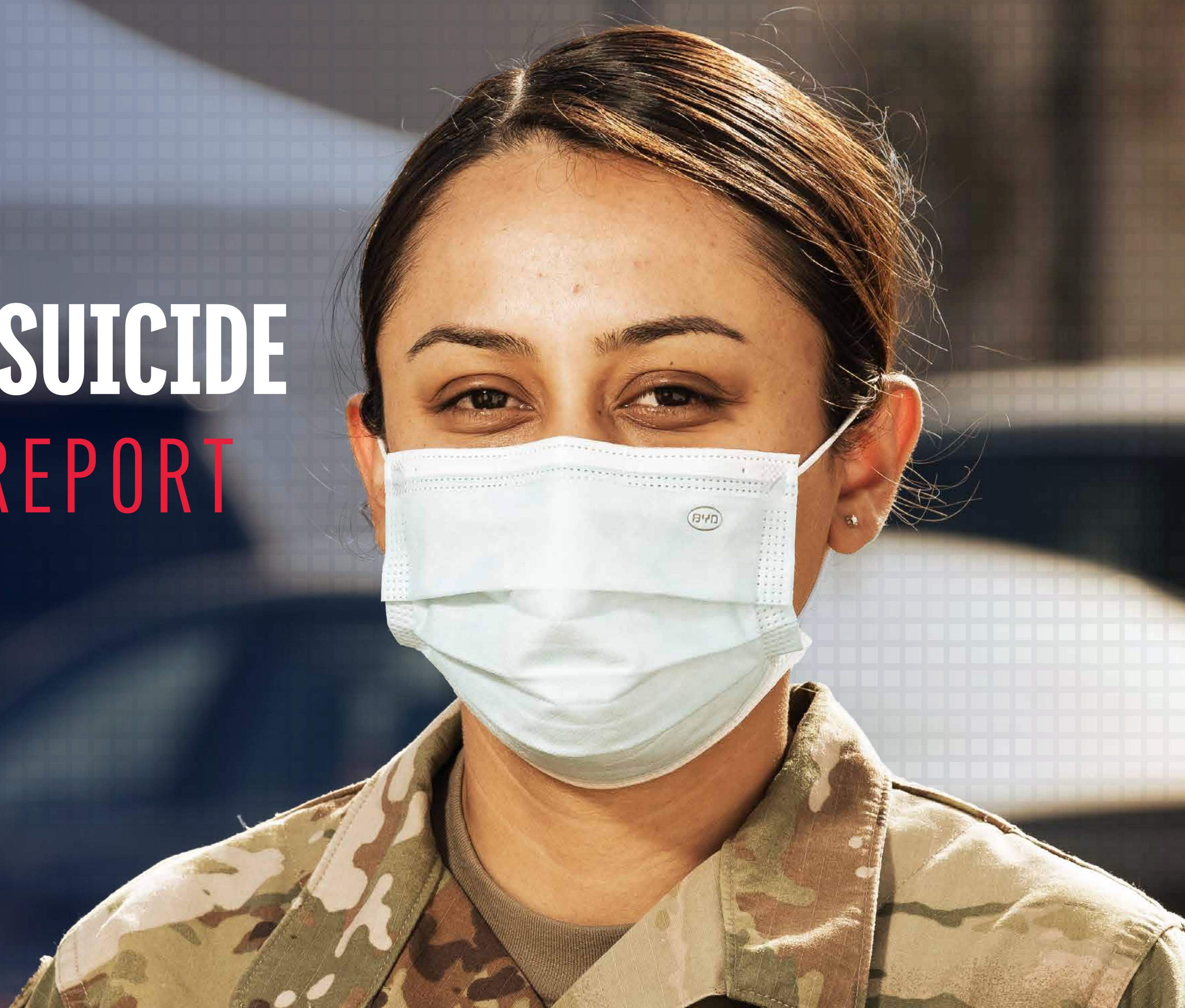


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A LETTER FROM OUR CEO

In conversations with colleagues and peers, I often get the same question.

“Do you really think military suicide is a solvable problem?”

Well, yes, I do. Vehemently. Which always prompts a follow up: “What makes you think you can solve it when nobody else has been able to?”

Well, we’re different. The world doesn’t need another VSO that wants to “help veterans.” There are literally thousands of them.

We don’t “help veterans.” We save lives. That makes us different.

That means investing in the development of a one-of-a-kind suicide intervention model that doesn’t just put a band-aid on a problem and pass veterans on down the line. It means investing in exceptional teammates who a) put the model to work for our clients or b) generate the resources needed to fuel the life-saving efforts. That means putting technology, data and cutting-edge acquisition methods to work to not just find veterans, but find the 6,400+ veterans whom the data tells us will die by suicide each year.

And, there's a lot more to the story. In the following pages, you'll get an in-depth look at what we do, how we do it and the impact we're making.

2020 was a second-straight year of aggressive growth for Stop Soldier Suicide. It was one in which we moved aggressively to keep up with increasing client demand; one in which our capacity was tested by a global pandemic, but we didn’t miss a beat thanks to our investment in - and eagerness to embrace - technology. The growth we drove and investments

we made in 2020 have accelerated the pace at which we can save lives in 2021 and beyond.

As I look back on our accomplishments from last year, I’m humbled and proud. More so, however, I’m hungry for more. How far can we go? How hard can we push?

The further and faster we distinguish ourselves as different than the organizations that “help veterans,” the more impact our life-saving work will have. That’s the driver of the story told in these pages.

Lastly, to our partners, supporters and community, I offer my sincere thanks. Our team numbers less than 30 people, but we’re able to accomplish so much because of you. You empower us to save lives.

This is the story of why we know that military suicide is a solvable problem. Take it in, process it, digest it, but stay hungry for more...we’re just getting started.

Yours in the fight,

Chris Ford,
U.S. Air Force (Ret.)
CEO, Stop Soldier Suicide



A stylized, handwritten signature in white ink, appearing to read 'Chris Ford'.

EXECUTIVE SUMMARY

Veterans and service members are dying by suicide at a catastrophic rate. They don't need "help." They need real, personalized care and support.

Over the last 12 months we've made strategic investments that have pulled our life-saving work forward, accelerating the pace at which we'll be able to save lives in 2021 and beyond, faster than even our own projections.

OUR CULTURE



Established "Our True North," a program of standard-setting characteristics to which we hold ourselves and our teammates accountable.

OUR SERVICE



Refined a holistic, data-driven model that is equally accessible to all veterans and service members, with 24/7 coverage through multiple channels.

OUR CLIENTS



Accelerated laser-focused acquisition tactics to serve 20% more clients than 2019, reaching all 50 states and Washington, DC.

OUR IMPACT



Effected an average decrease of 27% in clients' suicide risk, and a 72% increase in clients' Personal Wellbeing Index within their first 90 days under our care.

OUR INVESTMENT



Increased our program spend by nearly 30% year-over-year, investing more than \$2 million into the fight to save veteran and service member lives.

As we've laid the groundwork for 2021 and beyond and the way forward has become more clear, we've never taken our eyes off of exactly what we're fighting to accomplish.

-40%

Reduction in the military suicide rate

2,400

Lives saved per year

\$17.3B

Public costs of suicide avoided

OUR VISION

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

OUR MISSION

Reduce service member & veteran suicide by using enhanced data insights, focused client acquisition, and best-in-class suicide intervention services.

Goal: Achieve a 40% reduction by 2030.

OUR VALUES



VETERANS FIRST

Taking care of those in need comes above everything else.



STAY CURIOUS

Try things and learn. Discover with intention. It's okay to fail and try again.



LET CHANGE FUEL YOU

Embrace the journey and be resilient, even when the path forward isn't clear.



WE ARE ONE TEAM

Create an environment of mutual respect, empathy, and transparency. And have fun!



SWEAT THE SMALL STUFF

Care about the details, require the highest standards of quality, and use the best data.



MAKE A DIFFERENCE

Innovate to create meaningful impact. Turn your passion into purpose.

OUR TRUE NORTH

Excellent teammates are the backbone of any organization. We consider excellent teammates our number one asset. As such, we hold ourselves and our teammates accountable to a high standard and measure ourselves against these characteristics.

▲ **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.

▲ **JUDGEMENT**

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 SERVICE

We don't just "help veterans." We save lives. So we didn't build our service model to be better than that of other VSOs.

We built it to be different.



24/7 COVERAGE THAT ACTUALLY HELPS

We're not your average VSO. We know that crisis moments don't only happen from 9-to-5, Monday-through-Friday. Our difference is 24/7 coverage to mitigate crisis in real time.

We provide 24/7 access to actual human beings who are able to assist potential clients in an array of situations, ranging from intake, to qualified handoff to our Wellness Center, to triaging crisis moments in real time.

We've also partnered with behavioral health leader **Neuroflow** to provide our clients 24/7 access to a mobile app that both empowers the client with on-demand mental health resources and provides our Wellness Center with alerts on high-risk behavior.



CONSISTENT FOLLOW UP, LONG-TERM SUPPORT

Our care isn't episodic. We're not a hotline. We don't put a band-aid on a problem.

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. The service we provide to our clients doesn't have a shelf life; we work with them for as long as it takes to see a life worth living.

OUR SERVICE

DATA-DRIVEN CARE (CAMS, CASE, RAS, PWI)

Talk and estimation aren't good enough. We exhaustively track data points on our clients' progress and wellbeing, giving us enhanced insights into their gaps and gains.

Our model and methodology were built - and continue to be refined - in consultation with a council of some of the nation's top suicidologists. We use advanced suicide risk stratification methods, such as CAMS and CASE, to inform best-in-class care. The support we provide to our clients is vetted by experts and vigorously reviewed to ensure we're on the leading edge of suicide intervention services.

REMOVING BARRIERS

There's no one-size-fits-all solution. So we don't hem clients into one way to request our help. Both our phone lines and web-based help request form are covered by mental health professionals 24/7. We're also working to build other communications capabilities, such as web chat and text messaging.

For our work with clients, we've fully embraced telehealth technology and video-based sessions as options for clients if they so choose.

We also know that in-patient appointments can be overwhelming and ineffective for many of our clients. To that end, we've built licensed cognitive processing therapy (CPT) and a life coaching team into our Wellness Center to provide seamless care to those who need it.



OUR CLIENTS

700+ Clients Served
In all 50 states and Washington, DC

BY STATE

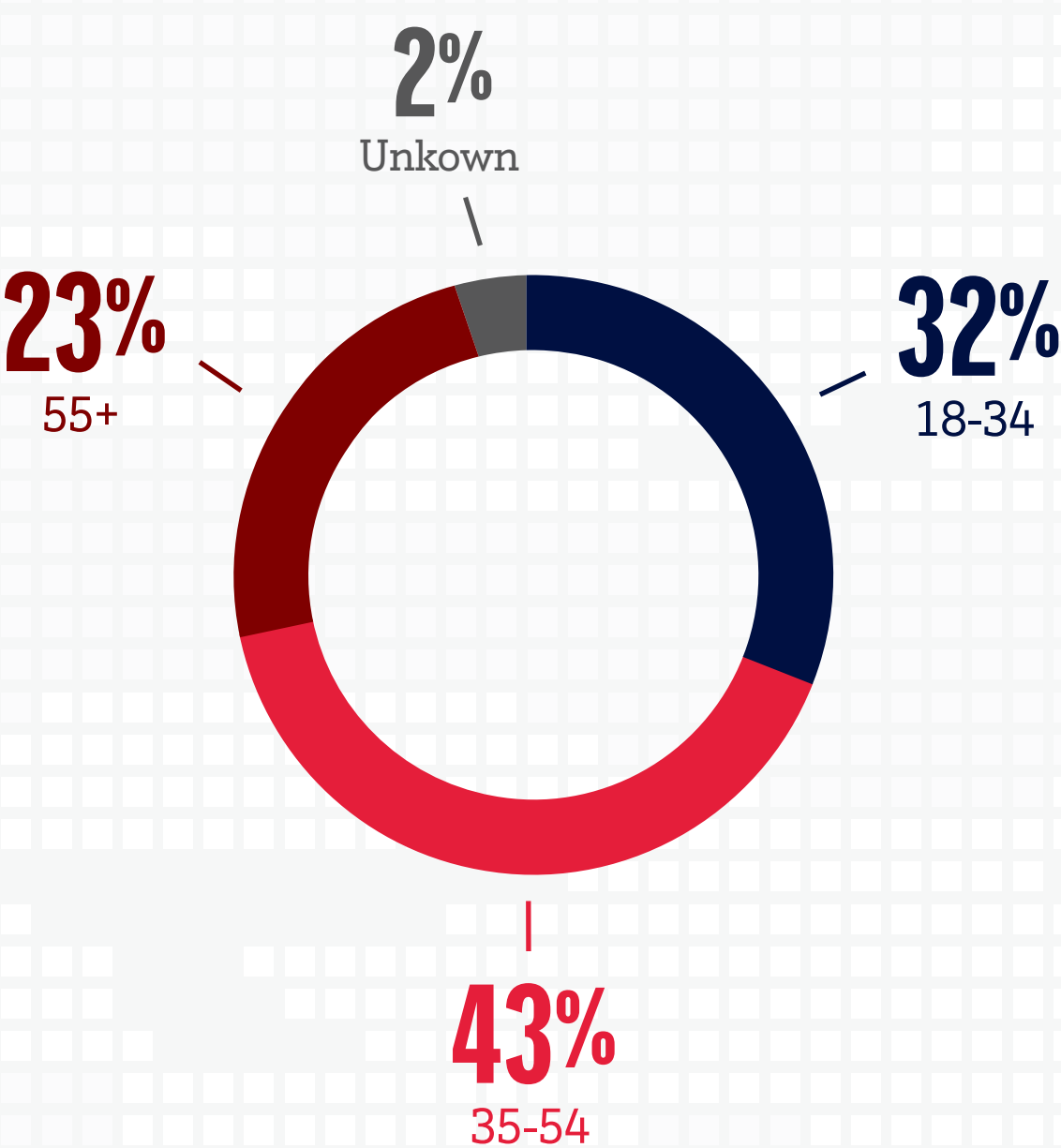
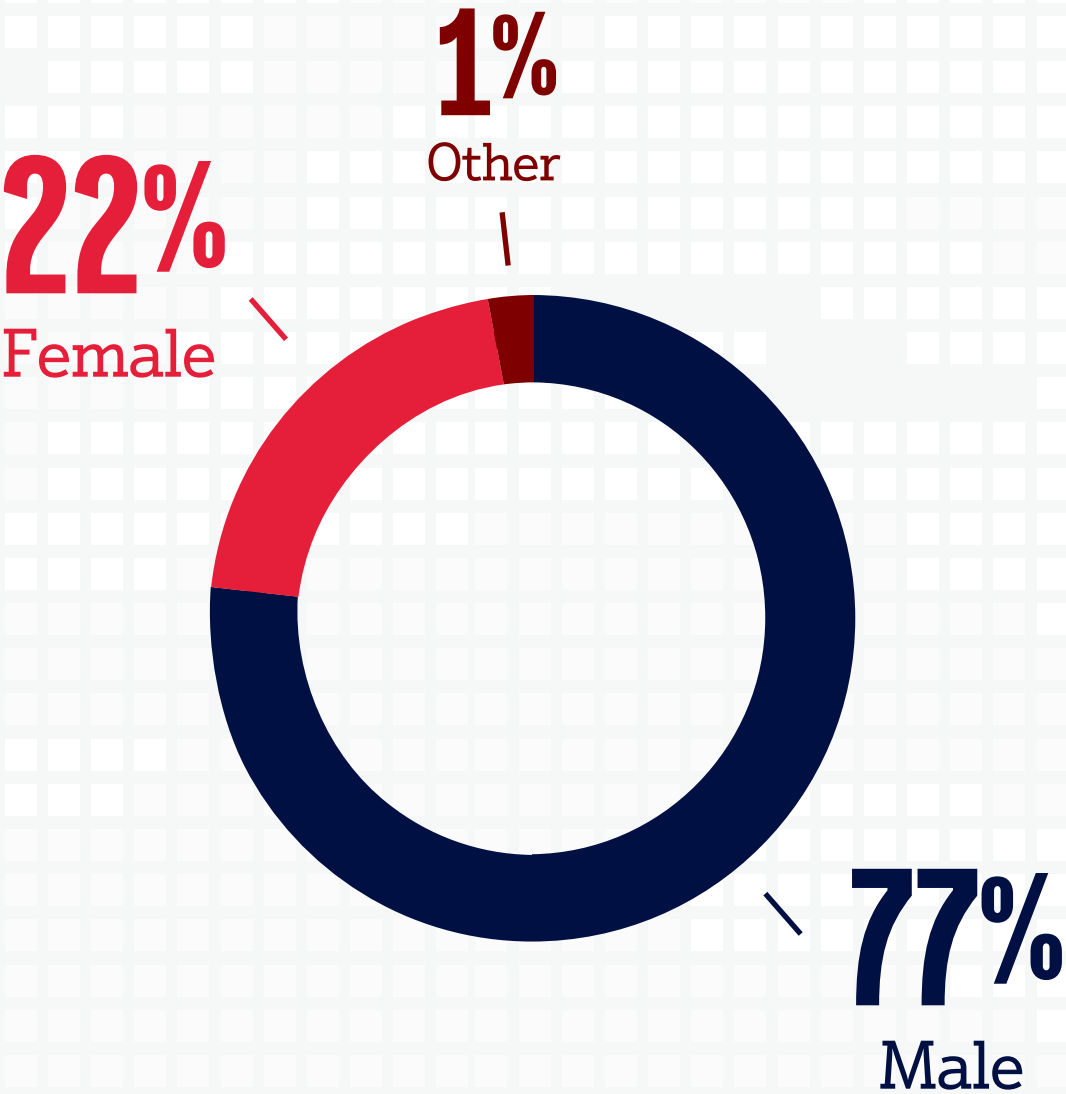
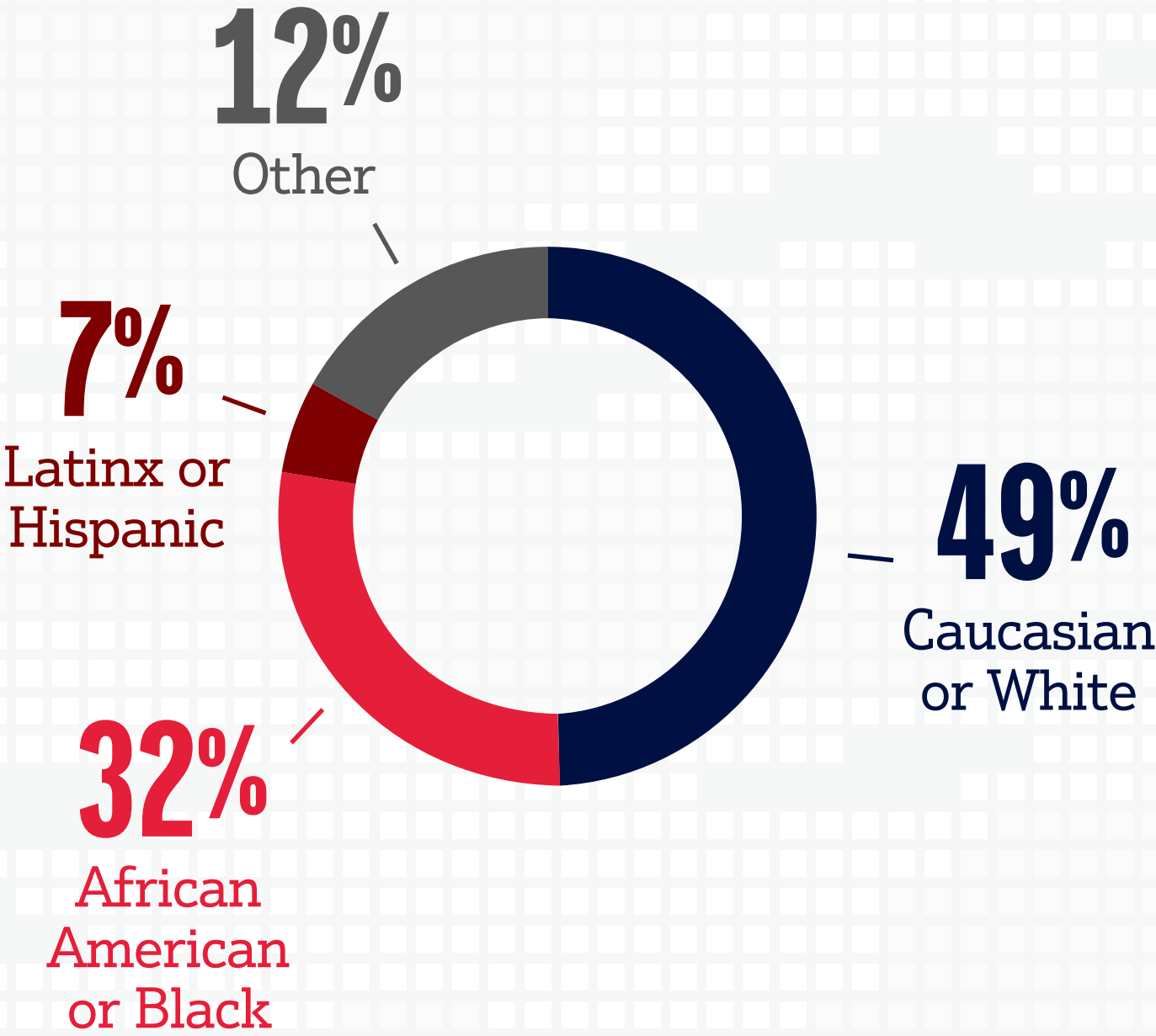


OUR CLIENTS

BY RACE

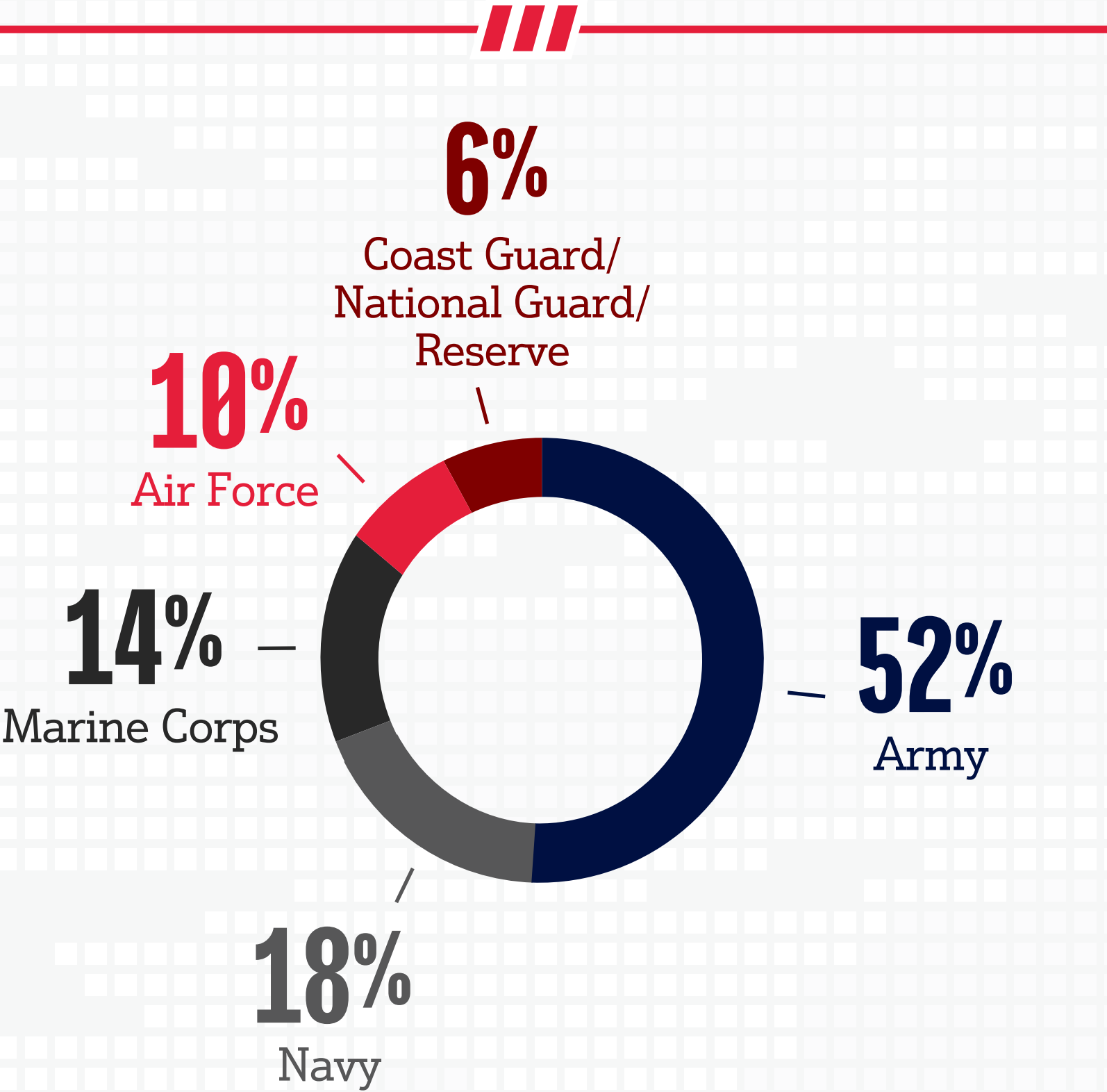
BY GENDER

BY AGE

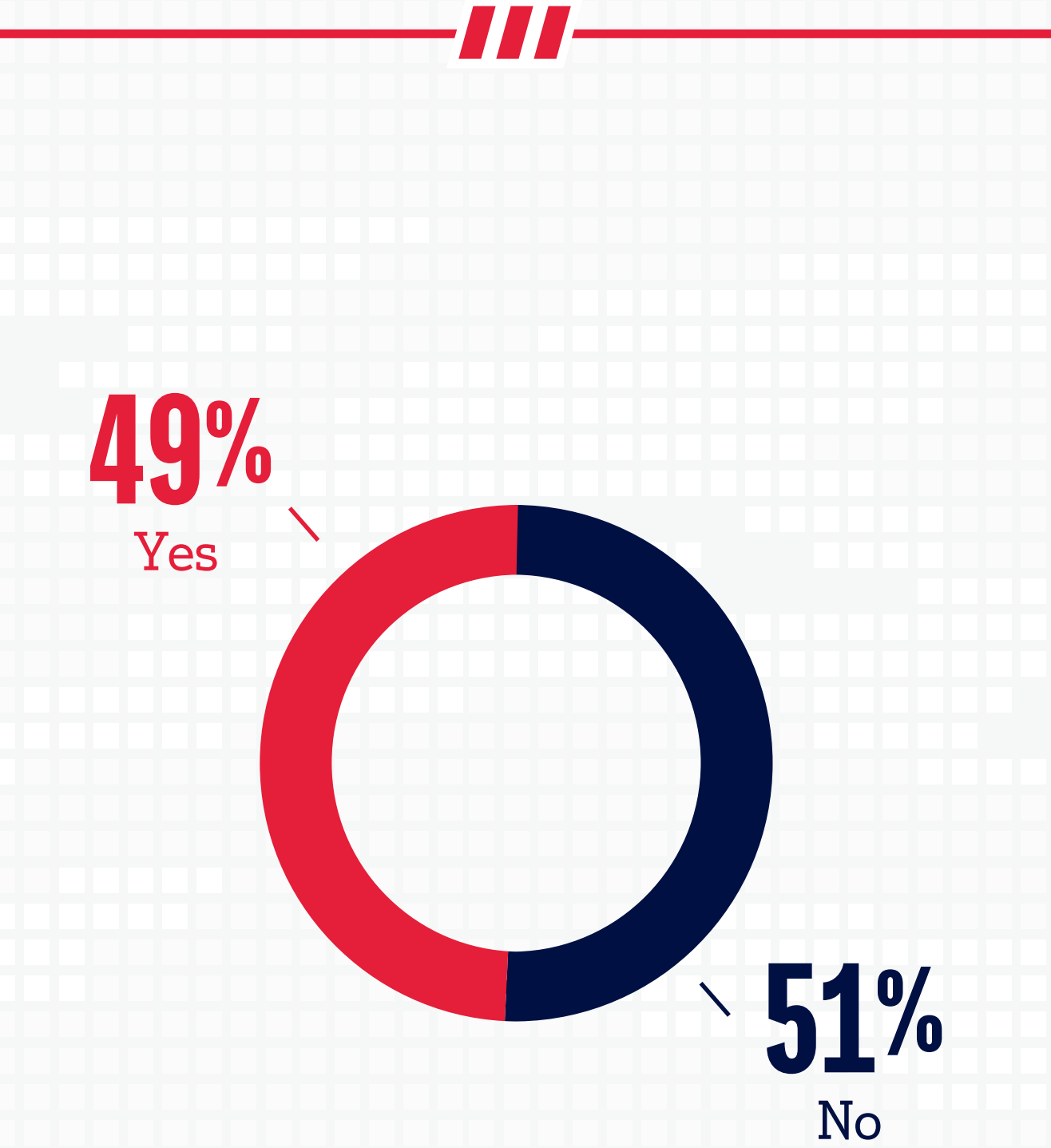


OUR CLIENTS

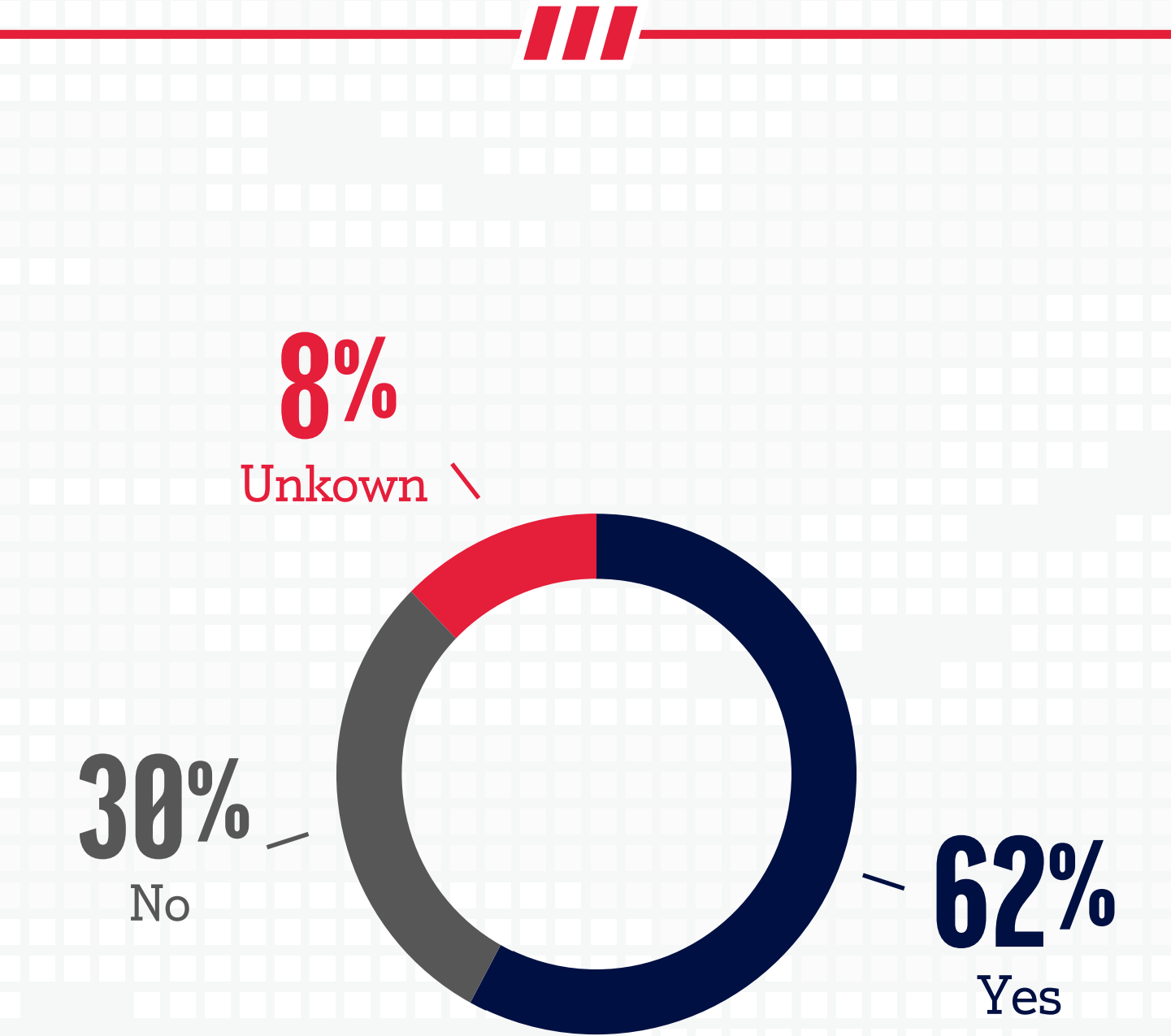
BY BRANCH



COMBAT EXPERIENCE



PTS DIAGNOSIS



FIGHTING FOR ALL VETERANS

We're proud that our services are equally available to all veterans, no matter who they are or what they're going through.

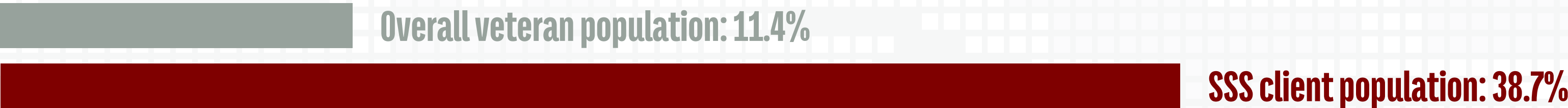
In 2020, the population of clients we served was often over-represented in comparison to the overall veteran population in the United States.

FEMALE VETERANS



+124% Increase

AFRICAN AMERICAN OR BLACK VETERANS



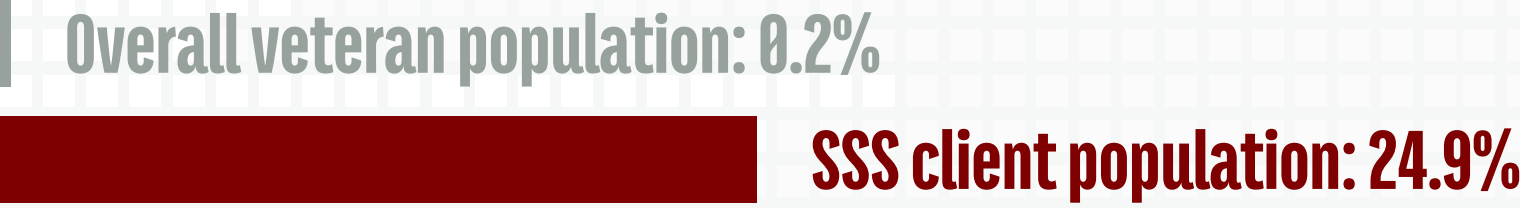
+239% Increase

LATINX OR HISPANIC VETERANS



+1% Increase

HOMELESS VETERANS



+12,350% Increase

COVID IMPACT

More than 40% of our clients have indicated negative impacts from COVID-19.

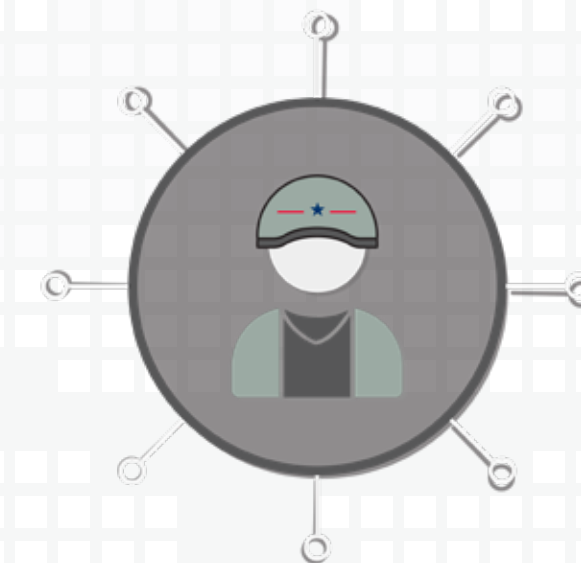
Having anticipated that trend early, the pandemic has had minimal impact on our ability to serve them. Since March 2020, we have provided client services remotely and securely via both phone and video conference.



Nearly **20%** of clients rate suicidality as “significantly” or “drastically” worse during the COVID-19 pandemic.



84% of clients indicate that their mental health has worsened during the COVID-19 pandemic.



More than **40%** of clients report increased discrete impacts (anger, loneliness, etc.) during the COVID-19 pandemic.

OUR IMPACT IN 2020

Through aggressive client acquisition and personalized care, we get the job done. Real people, real hope.

781

Clients served in 2020

+20%

YoY increase in requests for help

63%

Clients acquired via proactive digital tactics

+72%

Average increase in clients' Personal Wellbeing Index within first 90 days

-27%

Average reduction in clients' suicide risk within first 90 days

-26%

Average reduction in clients' hopelessness within first 90 days



SSS FINANCIAL INVESTMENT

As long as veterans and service members are at a much higher risk of dying by suicide than any other American, we'll never stop investing in the fight to save lives.

Investing both smartly and aggressively in our people and in technology is absolutely vital as we break new ground and work to rapidly scale our services over the next decade.

After nearly doubling our overall programmatic investment - and more than tripling the amount spent on client acquisition tactics - from 2018 to 2019, we continued to lay the groundwork for the next phases of our mission in 2020, despite headwinds caused by the COVID-19 pandemic.

\$2.2M

Total program spend
A 28% YoY increase

+40%

YoY increase in
full-time program
staff

+47%

YoY increase in
program staff
compensation to
attract elite behavioral
health professionals

\$218K+

Investment in internationally
renowned experts to refine
service model

A 68% YoY increase

DISRUPT MILITARY SUICIDE

We use groundbreaking methods to **1)** better understand, **2)** locate, and **3)** serve at-risk veterans and service members.

ENHANCED INTELLIGENCE

Our innovative service model - built in collaboration with a council of the nation’s leading suicide prevention experts - empowers us to better stratify risk levels and mobilize to support high-risk clients.

LASER-FOCUSED ACQUISITION

We translate our best-in-class data into targeted, multi-touch marketing geared toward bringing the highest-risk veterans and service members into the fold.

HOLISTIC SERVICES

Our comprehensive services are personalized to each client and drill down into risk factors for suicide, rather than temporarily addressing episodic problems.

2010

3 combat vets
answering
a toll-free
phone number

2012

Social work
volunteers
and interns

2016

Paid social
workers operating
a resource &
referral model

2018-2020

Highly-educated clinical staff
equipped with a high-touch,
evidence-based service model

Implementation of world-class
consultation and research

Embrace of best-in-class technology
to diversify options for client care

2021 & BEYOND

Investment and focus to date position us to:

- Spend more high-quality time with highest-risk clients
- Provide world-class training to Wellness Coordinators, enabling advanced screening capability for all clients
- Increase client acquisition efforts to more effectively find those who most need our help
- Outpace our own projections for how many lives we can save each year

A STORY OF SUCCESS

John is a U.S. Army veteran who discovered Stop Soldier Suicide while homeless and living out of his truck.

Depressed and desperate to find housing solutions, John began researching information about suicide online. That's when he saw a Google ad for Stop Soldier Suicide and decided to call for help.

John came to us feeling hopeless. He was stressed and overwhelmed. His mental health was deteriorating. Increased isolation and limited resources due to the COVID-19 pandemic made matters worse.

John's Wellness Coordinator, Sarah, referred him to several resources to help secure temporary housing. **After getting the runaround from multiple organizations, John was ready to give up.** He made a plan to kill himself, but decided to try getting a roof over his head one last time before acting on his plan.

That's when Sarah found him a hotel and began helping him process his veteran housing voucher.

"There's no doubt in my mind, if it was not for you, I would not be alive today," John told us.

With his immediate needs met, Sarah began working with John to complete his suicidality assessments and treat his underlying mental health concerns. She helped him secure stable, long-term housing, connected him to a counselor, and helped him maintain his 20-year sobriety despite a multitude of medical challenges.

Thanks to the holistic approach of his Wellness Coordinator, as John put it, "For the first time, I'm hopeful again."

SCIENTIFIC ADVISORY COUNCIL

To advance our mission of reducing military suicide by 40% by 2030, Stop Soldier Suicide formed its Scientific Advisory Council (SAC), comprised of nationally-renowned experts in suicidology and suicide prevention for veterans and service members.

The SAC provides expertise and recommendations regarding best practices in the field of suicidology, emergent research, and innovative approaches to suicide prevention and intervention.

In 2020, the SAC helped us analyze the challenges in identifying and acquiring veterans outside of VA care who are at extreme risk of suicide, and gave impactful feedback on the use of historical and existing client data to confirm our Wellness Coordinators’ clinical formulation of suicide risk.



The Scientific Advisory Council gives us access to the foremost thinkers in the field of suicidology and suicide prevention to review what we’re doing in the Wellness Center and provide continual feedback.

– **Keith Hotle**, Chief Program Officer



We consult directly with several SAC members on a regular basis to refine critical elements of our one-of-a-kind suicide intervention model, which enables us to move aggressively in our life-saving work.



DR. TRENA ANASTASIA



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



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



MELANIE GIDEON



**DR. TERRESA
HUMPHRIES-WADSWORTH**



DR. DAVID JOBES



DR. ANTHONY PISANI



DR. SHAWN SHEA

CREATING COMMUNITY, RALLYING SUPPORT

As the COVID-19 pandemic rocked life as we know it in early 2020, uncertainty was everywhere. Our main focus was two-fold: how we care for active clients who are impacted by the pandemic, and how to meet a surge in demand for our services that we could already see coming.

We needed the financial resources to put that practice into action, but so did everyone else. We knew we needed to stand out from the crowd, find an innovative solution so our Wellness Center wouldn't miss a beat.

From that need, the idea of Facebook challenges emerged.

In collaboration with GoodUnited - a complete social fundraising solution, and one of our staunchest allies - we were able to leverage Facebook Groups in a way no one had imagined: creating communities of like-minded veteran allies, and challenging them to run 100 miles in a month in pursuit of a collective fundraising goal. We haven't looked back since. In fact, we've put our foot on the gas to bring these communities to more people across the country.

It didn't take long for Facebook to notice, either. The impact we and GoodUnited were making on the platform - an innovative way to rally people to the cause and support our life-saving work - was hard to miss.

Facebook generously turned that interest into action, recently publishing a **case study** about the challenges and the process that went into developing the model. We're humbled by the opportunity to showcase our impact to the global Facebook community, in turn bringing more awareness to the fight.

Turning anxiety into action, uncertainty into innovation. That's how we're going to win the fight against military suicide.



CORPORATE & FOUNDATION PARTNERS

HARRY'S



**RICHARD J. REYNOLDS, III
AND MARIE M. REYNOLDS
FOUNDATION**

BANK OF AMERICA

BIXBY FAMILY FOUNDATION

CAPITAL ONE

CRESTWOOD TECHNOLOGY GROUP

EDEN ROCK ADVISORS

EDiS

J.P. MORGAN CHASE

VET FEST 2020

FOR YOUR PRICELESS CONTRIBUTION,
STOP SOLDIER SUICIDE EXTENDS
DEEPEST THANKS TO:

**THE COLE FAMILY
THE MANER FAMILY
KEVIN AND GAY MURGA**

BATTALION MEMBERS

Battalion Members who contributed \$19/mo or more in 2020.

4UH Ranch Hertel
Richie Aanderud
John Altemueller
Mika Ashleyhollinger
Daniel Avesar
James Aycock
Annie Baba
Annette Bafus
Kelli Bard
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Elliot Hirshorn
David Hoffman
Colleen Hogan
Gayle Home
Mariah Honig
Corrina Horn
Schkun Hoskins
Shayna Howard
Martina Huizar
Brian Hull
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Intersection Logistics
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Julia Saunders
Stephanie Scere
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Pauline Schultz-Ward
Sally Schwartz
Alice Shade
Mary Sharp
Cynthia Shortall
Meredith Siskron
Virginia Skinner
Sterling Smith
Randall Smith
Timothy Smith
Cassandra Sobehrad
Justin Solsvig
Daniel Sroka
Patricia Stanek
Tina Starkey
Nancy Diane Stern
Sharron Stewart
William Stowe
Lee Sutcliffe
Nathan Tacy
Tatras Data USA

Christy Tauler
Angie Teske
Kevin Thom
Johnny Thomas
Ryan Thrower
Ross Tilton
Joyce Torgerson
Cynthia Torgrimson
JoAnn & Ken Trotman
Jean Trzcinski
Joshua Tucker
Bimala Tullock
Kara Van de Kieft
Brandyn Vandal
Pamela Vann
Antonio Vigil III
Brette Vosburgh
Nicole P Walsh
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Jenny Washburn
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Wendy Weisstein
Shelley Wells
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Sarah Williams
Wendy Williams
Sallie Wilmot
Sarah Wilson
Shawnette Wilson
Shelley Wixon
Skulls & Crossed Bones
Dennis Wolfe
Dorothy Marie Wood
Briana Wozniak
Drew Wozniak
Ann Yates
Katherine Zela
Lauren Zemba

CORPORATE, FOUNDATION & ORGANIZATIONAL DONORS

Corporations, Foundations, and Organizations who contributed \$1,000 or more in 2020.

The Ahmanson Foundation

Aquarius Sports Group, Inc

Atlas Air

The Beaufort Foundation, Inc

Carolina Mechanical Contractors, LLC

The Christy J Bergsma Living Trust

Colorado Springs Real Estate Group, LLC

Combat Vet Motorcycle Assn 15-6

County Environmental Company

Delmarva Power

Dissident Sons Motorcycle Club, LLC

Empire Title of Colorado Springs, LLC

FedEx

Friess Foundation

General Dynamics Mission Systems

Heritage Concrete

HFA

Hiawatha Behavioral Health

Highmark

Jewish Communal Fund

LSEG US Holdco Inc

LT Helton Memorial Foundation, Inc

The M&T Charitable Foundation

Manor Hill Farm, LLC

Marcon Foundation, Inc

Merkle Response Services, Inc

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The Ranking Company, Inc

Rutgers Alpha Delta Phi Fraternity

S&P Global

Santora CPA Group

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Skate4life

SS Healthy Lifestyle LLC / CrossFit Fort Dobbs

Sun Behavioral Delaware, LLC

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The Thomas M. McDonough Charitable Fund

TMF Microscopy

TP ICAP

Tullett Prebon Holdings, Inc

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War Heroes Initiatives Fund

Waste Masters

Wilmington University

Woodward Homes

WSFS Bank

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Individuals who contributed \$1,000 or more in 2020.

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Robert Barbera

James Battersby

Amy Bennett

Nick Black

TJ Blake

Kimberly Borans

Bob & Maggie Boroujerdi

Pam Brown

Sarah Brown

Cassie Bruscato

Matt Byerley

Owen Chambers

Thomas Churbuck

Tiffany Close

Fairley Cook

David Cumming

Adam Davidson

Mark Dussault

Valerie Dawn Eisele

Casey Elizabeth

Nigel Faulkner

Bill Gaines

Jared Garofalo

Wendy Graham

David Gregg

Craig Gridelli

Mark Haltzman

Allen Harbison

John Irmen

Rod Khleif

Brian Kinsella

Robert Lanier

Anna Lawton Greger

Trisha Lester

Leslie Lowry

Cristine McCarthy

Matthew McGaughan

Mark Mcilyar

Don Myers

Brandon Nimmo

Andrea Heather Notidis

Sebastien Page

William Pardue

Steve Petrille

Rick Phillips

Roger Reiser

Alexandra Reitman

Abbe Richards

Pat & Allison Norton Rimon

Chris Robinson

Barbara Rothermel

Mary Sharp

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Joe Stockman

David Swenson

Charles Thompson

Jeff & Mary Vish

Thomas Young

Paula Zeidman

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Co-founder & Vice Chairman



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

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Chief Technology Officer

THANK YOU



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