

PROJECT ECHELON ANNUAL REPORT



Project Echelon educates, equips and empowers veterans and their families through physical activity and self discovery, while also engaging our community to build a network of support for those who have served in the armed forces.

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207 VETERANS

We have continued to increase the number of veterans we support each year. In 2019, we served 104 veterans. In 2020, a year where many organizations pulled back and conserved resources, Project Echelon increased outreach efforts and enhanced the services we provide to our veterans.

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\$31,000 IN VET GRANTS

We have supported our veterans in a variety of physical activities and empowering experiences this past year, offering \$31,000 in equipment, coaching and mentoring supports, outreach and education efforts, and suicide prevention trainings. Total grant dollars in 2020 is down from 2019 largely due to lack of event entry grants requested.

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2000+ HOURS

The elite athletes of the Project Echelon Racing Team have volunteered 2000+ hours in the last year as they coach and mentor the veteran athletes we serve. This includes on-boarding new members, check-in meetings and personalized workout plan development. With the average coaching fee for amateur athletes equalling ~\$220/month, this equates to just over \$45,500 of in kind coaching support.

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ADAPTABILITY

2020 has presented us all with an unprecedented number of challenges. In true Project Echelon fashion, we adapted to the situation and found a way to continue the mission through virtual racing and training, developing a new mental health webinar series, hosting challenge event fundraisers, and enhancing our communication and outreach. For these reasons, we have seen tremendous growth.

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GROWING THE ECHELON WITH OTHERS

Project Echelon's reach and ability to grow its network extends beyond our social media platforms and presence at events. 2020 has been a year where we have brought our vision of collaborating with and supporting other veterans non-profits in growing and expanding their work to life. Collaborations with Save a Warrior, National Association of Black Veterans, Project Hero, Purple Heart Homes and NextOps have seen Project Echelon raise over **\$55,000** in support of organizations that help tend to the needs of veterans within our own organization that we do not have skills or resources to tend to.

We are all in this together!

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HIGHLIGHT STORY: THE RIDE TO STOP SUICIDE

Active duty service member, Aaron Hunnel, worked with Project Echelon to complete a 24 hour bike ride pulling an empty chariot and two American flags as an effort to raise awareness for and remember the 22 veterans a day that commit suicide. After a successful event, Aaron has now assembled a crew to support him in a ride across America, pulling that same chariot from the coast of California to the coast of Virginia. His goal is to raise enough money to donate 100 bicycles from our partners at Argon 18 to veterans in need.

