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THE MIND + SPIRIT  
THE BODY WILL FOLLOW

1 MILE BIKE  
CHALLENGE

LOGAN 1:58  
7.1 2.02

FORT FREEDOM

# ANNUAL REPORT

2024



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# STATEMENT OF NEED

Veteran suicide and mental health challenges remain a national crisis, with an average of **17 Veterans per day**<sup>1</sup> dying by suicide—a number that may be as high as **20-24 per day**<sup>2</sup> when accounting for underreported deaths and self-injury mortality such as overdose. Over **6,000 Veteran suicides**<sup>1</sup> occur annually, making suicide the second leading cause of death among Veterans under 45. **Female Veterans are especially impacted, with suicide rates increasing by 24%**<sup>1</sup> in recent years.

The challenges Veterans face extend beyond mental health. Nearly **one in three Veterans experience PTSD**<sup>3</sup>, exacerbated by traumatic brain injuries (TBIs), which account for 22% of combat wounds. Yet, **less than half of Veterans in need of mental health care receive treatment**<sup>4</sup>. Transitioning to civilian life further compounds these struggles, with **76% of Veterans finding the process stressful**<sup>4</sup> and many reporting financial distress, inadequate access to medical care, and substance abuse.

Fort Freedom addresses these critical issues with cutting-edge therapies, holistic practices, and a supportive community through its three levels of care: **Freedom Program, Virtual Program, & Honor Program**. At Fort Freedom we're building a world where every Veteran overcomes their trauma to lead a life of purpose, resilience, and renewed strength.

<sup>1</sup> U.S. Department of Veterans Affairs. <sup>2</sup> Operation Deep Dive™ Summary Of Interim Report, America's Warrior Partnership and Duke University  
<sup>3</sup> National Center for Veterans Analysis and Statistics <sup>4</sup> Veterans Health Administration





## OUR MISSION

Fort Freedom aims to reduce the Veteran suicide rate and heal the wounds of PTSD by providing transformative programs that empower Veterans to reclaim their lives.



## EXECUTIVE SUMMARY



2024 has been a year of resilience, growth, and purpose for Fort Freedom, as we continue our unwavering commitment to addressing the critical challenges faced by our nation's Veterans. Every day, the heartbreaking reality is that 17 Veterans take their own lives—a number that may actually reach 40-44 when factoring in underreported cases of overdoses and self-injury mortality. Over 6,000 Veteran suicides occur annually, making it the second leading cause of death among Veterans under 45. These numbers are not just statistics; they are a call to action.

This year, we expanded our mission with the launch of the Honor Program, providing flexible care for local Veterans who need support but cannot fully commit to our in-person Freedom Program. Alongside the Virtual Program, which also supports Veterans' families, these three levels of care embody our holistic approach to wellness. We aim to address every barrier—mental, emotional, physical, and spiritual—that stands in the way of recovery. Our programs aren't just about treatment; they're about building a community that empowers Veterans to reclaim their lives, strengthen their families, and thrive in civilian life.

At Fort Freedom, we believe that small, consistent actions lead to big wins. Whether it's daily gratitude practices, shared moments of vulnerability, or meaningful connections forged through our alumni network, our work is grounded in the belief that freedom comes from within. The challenges Veterans face are immense, but so is their strength. As we look toward 2025, we are committed to amplifying our impact, honoring their service, and ensuring that every Veteran who comes through our programs leaves with hope and a renewed sense of purpose. Together, we are building a future where Veterans are supported, celebrated, and empowered to live the fulfilling lives they deserve.

Stay Awesome,

A handwritten signature in black ink, appearing to read 'Jerry Haffey, Jr.'.

Jerry Haffey, Jr. Chairman

# FORT FREEDOM WORKS

The foundation of our mission is a holistic and wellness-based approach that weaves the precision of science with the depth of spiritual care, ensuring a deeply personalized journey for each Veteran.



Trauma Therapy



Leadership Coaching



Nutritional Coach



Spirituality Counseling



Physical Fitness



Vinyasa Yoga  
& Meditation



Posture Therapy



Massage Therapy



Equine Therapy



Horticulture

# DATA RESEARCH

Fort Freedom leverages its data-driven and research focused approach to remain effective. We incorporate in-depth surveys of our participants to gather feedback and document their development along our program curriculum.

## REDUCTION IN SUICIDE RISK

**100%**

Percentage of participants reporting a reduction in suicidal ideation or behavior after completing the program.

## IMPROVEMENT IN PTSD SYMPTOMS

**100%**

Percentage decrease in PTSD symptom severity after completing the program..

## IMPROVEMENT IN QUALITY OF LIFE

**100%**

Percentage of participants reporting improved quality of life and sense of purpose after completing the program.

## EMPLOYMENT/FINANCIAL STABILITY OUTCOMES

**92%**

Percentage of participants securing or maintaining stable employment or reducing financial distress post-program.



## MILESTONE EVENTS

This past year, Fort Freedom proudly hosted our two pillar fundraising events, drawing together a diverse and passionate community of supporters. These gatherings fostered a sense of unity while raising significant funds to support our mission. This funding is vital as we continue to expand our service lines for Veterans and their family members.



Panel discussion lead by NBA Host Jason Jackson, including NFI CEO Sid Brown, Fort Freedom Founder Jerry Haffey Jr., and The Campbells Co. CEO Mark Clouse. This meaningful conversation explored why Veteran suicide impacts business and how civilians can be part of the solution.



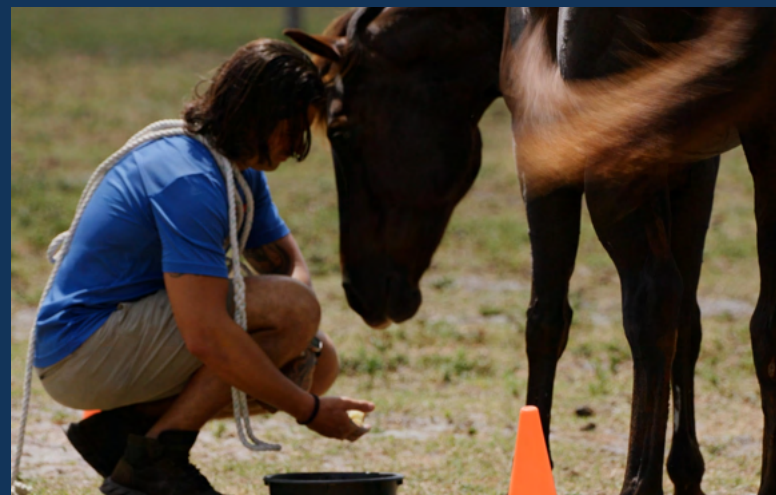
VetFest, 2024.

### INTRODUCED THE HONOR PROGRAM

The Honor Program was created to bridge the gap between Fort Freedom's Virtual and Freedom Programs, offering a flexible solution for local Veterans who need comprehensive support but cannot commit to living on campus due to personal or life circumstances. Designed to provide a balanced mix of in-person and virtual care, the Honor Program ensures Veterans can still benefit from essential therapies and coaching while maintaining their existing responsibilities. This innovative approach reflects Fort Freedom's commitment to meeting Veterans where they are, ensuring that no one is left without the support they need to reclaim their lives.

### MILITARY & VETFEST EVENTS

This year, we partnered with our friends at Greencastle Consulting, in Malvern, PA for their annual event, "VetFest." This festival featured Veteran owned and operated businesses and non-profit organizations. We talked to hundreds of Veterans and business owners about Fort Freedom, our mission, and how we can help the folks in the area through strategic partnerships. More to come!







2024 FORT FREEDOM BOARD MEMBER OF THE YEAR

## SHEREEN VAHABZADEH

Fort Freedom is proud to recognize Shereen M. Vahabzadeh, P.A., as our 2024 Board Member of the Year. As a dedicated advocate for Veterans' mental health, Shereen has played a pivotal role in Fort Freedom's success. Beyond her exemplary contributions as a Board member, Shereen connects deeply with the Veterans we serve. She frequently visits the facility to drop off lunch and spend meaningful time with them. From organizing pickleball games to helping Veterans find housing and home furnishings, her personal involvement demonstrates her unwavering commitment to supporting the men and women in our program.



2024 FORT FREEDOM MERITORIOUS SERVICE AWARD

## JON STANTON

**What inspired you to pursue a career in corrective exercise and postural alignment therapy, and how has your personal journey shaped your approach to helping others?**

My journey from a knee injury inspired me pursue a career in corrective exercise and postural alignment therapy. My injury became a turning point, sparking not only a personal transformation but also a desire to help others avoid or overcome similar struggles.

**Can you share a memorable success story from your work with Fort Freedom Veterans that highlights the impact of posture therapy on their journey to recovery?**

One notable success story was the back pain relief that one of the Veterans experienced. He said he had been in constant pain for the previous 10 years before starting the program at Fort Freedom.

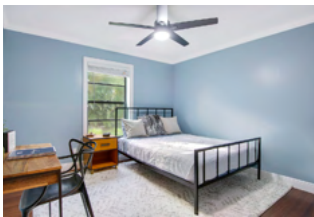
**What do you enjoy most about working with the Veterans at Fort Freedom, and how do you see your role fitting into the program's holistic approach to healing?**

What I enjoy most about working with the Veterans at Fort Freedom is the opportunity to witness real, lasting transformations. Veterans come to us with a range of physical, emotional, and mental challenges, many of which they've been carrying for years—sometimes even decades. Being a part of their healing journey and seeing how small changes, such as improved movement or reduced pain, can lead to profound shifts in their quality of life is incredibly fulfilling.

**If you could offer one piece of advice to someone who feels stuck or limited by physical pain, what would it be?**

Some things that I would advise to someone feeling stuck by physical pain would be to focus on what they can do, rather than what they can't do. Getting a proper amount of sleep, drinking enough water, and doing whatever kind of cardiovascular exercise they can do may also help with their pain.

## PROGRAM FEATURE



# THE HEART OF FORT FREEDOM: 76 HOUSE

Nestled on 76 Trail North, 76 House serves as more than just the physical home of Fort Freedom—it's a sanctuary where Veterans begin their journey to reclaim their strength and purpose. The location is steeped in meaning, with its address offering a unique connection to the historical significance of 1776, the year America declared its independence. Just as 1776 marked a bold new beginning for a nation, 76 House symbolizes a new chapter for the Veterans we serve, helping them break free from the constraints of PTSD and rediscover their potential. This dual significance imbues the facility with a sense of history and purpose, making it a fitting environment for the transformative work happening within its walls.

Inside 76 House, Veterans experience a comprehensive program that addresses physical, emotional, mental, and spiritual well-being. From trauma therapy and posture-focused healing to Stoicism practice and community-building activities, 76 House is a place of resilience and renewal. The facility's serene location and state-of-the-art amenities provide Veterans with the tools and space they need to grow and thrive. Its connection to both the local community and the shared heritage of freedom makes 76 House a truly unique and meaningful cornerstone of Fort Freedom's mission. Here, Veterans embark on their own journey of independence, supported by a team dedicated to their recovery and reinvention.





## BECOME AN AMBASSADOR

**The Ambassador Program** is an incredible opportunity for passionate individuals to support our mission and make a profound difference. Each year, we invite volunteers to rise to the challenge, setting a fundraising goal of \$10,000 that can be achieved individually or with a team. Ambassadors receive personalized support, including a fundraising website, marketing materials, and staff guidance. The top fundraiser is honored at our annual Veterans Day Celebration, receiving the prestigious title of Fort Freedom Ambassador. If Gary's inspiring story motivates you, join us next year to lead from the front and help transform the lives of our Veterans. Together, we can achieve remarkable things!



Fort Freedom proudly recognizes **Gary O'Brian** as the **2024 Fort Freedom Ambassador** for his extraordinary fundraising efforts and unwavering dedication to our mission. Gary went above and beyond this year, raising over **\$11,500** with the support of more than 50 donors! His remarkable commitment shone as he and his Team Buffalo athletes, participated in a series of triathlons, using their athletic pursuits to inspire others and rally support for the Veterans in our program. From all of us at Fort Freedom, we extend our heartfelt gratitude and congratulations to Gary for his incredible achievements and for making a lasting impact in the lives of those we serve.





## HIGHLIGHTS OF 2024

Chairman & founder Jerry Haffey, Jr. serving up some coffee at our FreedomFest 2024 event.



Britny Francis, Director of Internal Communications at NFL and our Chief Development Officer, Chelsea Platas.



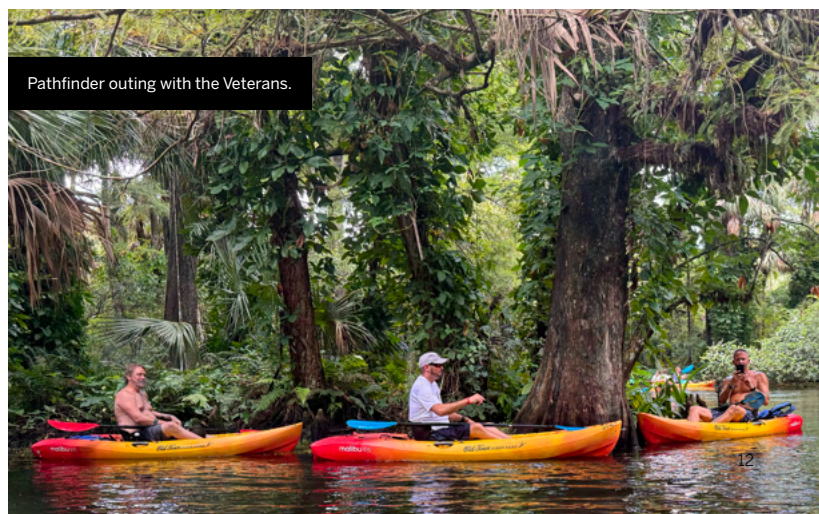
At our Veteran's Day Celebration, Jerry Haffey Jr. lead a powerful conversation with Veteran Alumni about their struggles with PTSD.



Clinical Director Glenn Sime Jr. and a group of Veterans visited the Hobe Sound Nature Center where Glenn challenged the crew to find two pieces of nature, one to symbolize what they felt like before Fort Freedom, and one to symbolize how they felt after Fort Freedom.



Jerry Haffey, Jr. with Alumni from both the Freedom and Honor Program.



Pathfinder outing with the Veterans.





Veteran Alumni Jarret in Tallahassee for "Military Day at the Capital" to meet with Representatives from the House and Congress to share the mission of Fort Freedom.



Sunrise yoga with Meri Consor, Rea Raine, Program Director Glenn Sime Jr. and Fort Freedom Alumni.



NFI Sponsored Fort Freedom Truck outside of Set Vets Free event. The truck will be on the road for 5 years reaching countless individuals for maximum awareness.



Program and Marketing Directors Glenn Sime Jr. & Jonathan Gervasi at VetFest 2024 at Greencastle Consulting.



Fort Freedom Alumni at a workout session at Foundation V.

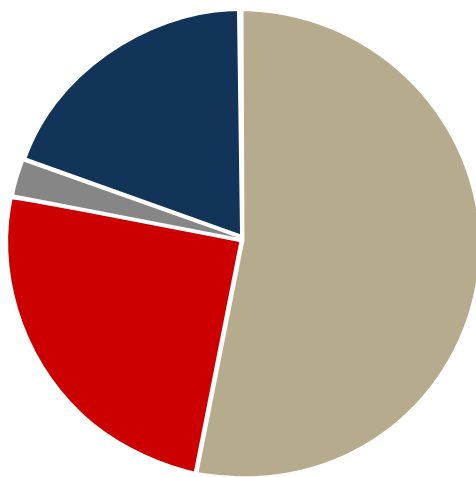


Pro Golfer Keegan Bradley, Sports Host and Analyst for NBC and Host of our Veterans Day Celebration Jordan Cornette, Board Member Aaron Steinberg and Jerry Haffey, Jr.



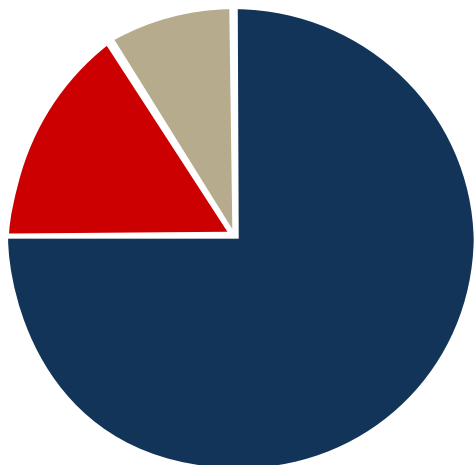
# FINANCIALS

For the past four years, we've consistently set new benchmarks, doubling our fundraising year over year, demonstrating an extraordinary trajectory of growth and unwavering support from our community.



TOTAL FUNDING

- 20% Individuals
- 55% Foundations & Grants
- 24% Corporations
- 1% In-Kind Donations



REVENUE ALLOCATIONS

- 76% Programs
- 19% General & Administrative
- 5% Fundraising

Financials provided from 2023 990 filed in 2024





# THANK YOU TO OUR SPONSORS

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## SERVICE SPONSORS



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PNC Bank

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