

VETERANS DAY of GIVING OUR IMPACT

The Mission Continues stepped up to make a difference.

For more than 16 years, The Mission Continues has been connecting veterans with under-resourced communities. The Mission Continues empowers veterans to become community leaders through continued opportunities to serve locally and nationally.

On Nov. 10, 2023, we launched the very first **Veterans Day of Giving** to honor the sacrifices of our nation's veterans. They give so much to protect our country and deserve to not be forgotten.

WE FAR EXCEEDED OUR GOAL!

With the bar set high by **CVS Health** and an anonymous individual donor at **\$60,000** to be matched, dollar-for-dollar, we leapt past that number to raise a total of **\$95,100** in individual gifts!

TOTAL AMOUNT RAISED: \$150,600

Total Number of Individual Donors: 241

SOCIAL MEDIA WINS We really got the word out for our nation's veterans.

39,764

Engagements

609,256

Total Reach

20,211

Post Link Clicks

4,340,734

Impressions

THANK YOU TO OUR CORPORATE SPONSOR & DONORS



LEAD SPONSOR



BANK OF AMERICA

SHOUT OUT TO OUR CELEBRITY SUPPORTERS

Jon Stewart

Jon Rothstein

Lewis Black



To learn more about the Veterans Day of Giving, visit: veteransdayofgiving.org