



THE MISSION CONTINUES



VETERANS MONTH

★ VETERANS IN SERVICE ★

2024 IMPACT REPORT



VETERANS DAY: **VETERANS IN SERVICE**

In November 2024, we honored our nation's veterans for the entire month through impactful community projects led by dedicated veteran volunteers across the country.

With the help of dedicated community partners, selfless sponsors, and volunteers from every corner of this nation, our veterans are honored Veterans Day by continuing to serve right here at home. Veteran volunteers found purpose, connectedness, and growth through this service while assisting our country's under-resourced communities.





BY THE NUMBERS:

623
VOLUNTEERS

234
VETERAN VOLUNTEERS

95%
OF VOLUNTEERS REPORTED A
POSITIVE EXPERIENCE

2,724
OF VOLUNTEER HOURS

\$91,227
OF ECONOMIC IMPACT





PHOENIX PLATOON

The Phoenix Platoon's veterans and volunteers teamed up with longtime community partner, Tiger Mountain Foundation, in honor of Veterans Day, where they built a creek bed to alleviate flooding risks at this vital community garden space. The garden, known as Spaces of Opportunity, is a crucial multi-acreage farm community space on the South Side of Greater Phoenix.



ST. LOUIS PLATOON

In honor of the Veterans Month: Veterans in Service Campaign, the St. Louis Platoon partnered up with Ujima STL at the George Washington Carver Farm, tackling a variety of landscaping and building projects to further beautify this important community space. Together, this collection of veterans, local community members, and some students from the Sunflower Institute built picnic tables, installed a fence, and planted a variety of fresh garden items.



PITTSBURGH PLATOON

Veterans and community members came together with the Pittsburgh Platoon to serve alongside one another in honor of Veterans Day. As a group, and partnering with ReLeaf Homewood, they were able to plant 25 trees and provide four yards of mulch. In total more than 100 volunteers came together for this National Day of Service.



AUSTIN PLATOON

The Austin Platoon joined forces with its community to spend a day honor our nation's veterans by tackling a variety of projects at St. Elmo Elementary School. Together veterans and volunteers beautified the school's grounds, as well as participated in a local food drive for the community with the support of the Central Texas Food Bank.

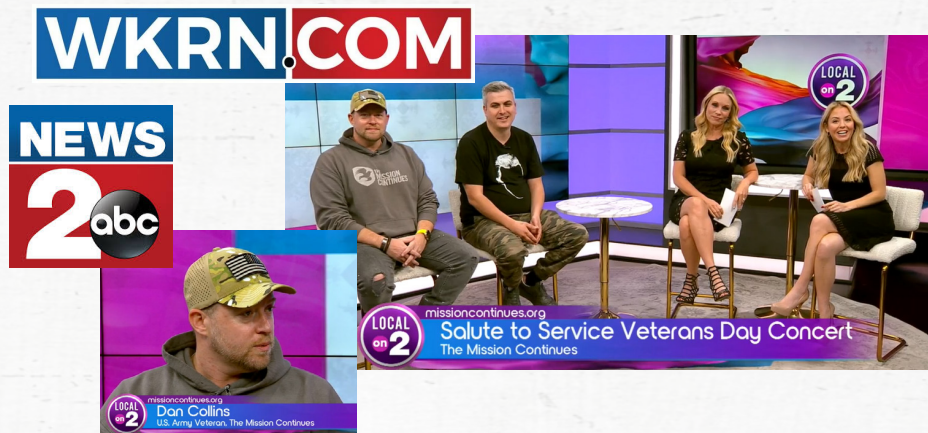
MEDIA HIGHLIGHTS

CALCULATED AD VALUE
\$393,588.80

TV/RADIO AUDIENCE
12,749,088

UNIQUE WEB VISITORS
99,560,633

CALCULATED PUBLICITY VALUE
\$1,180,766.39



PR Newswire®

Veterans Day is More Than a Day: The Mission Continues Hosts National Month of Service Honoring Veterans Throughout November

Coffey Anderson to headline Nashville's newest Veterans Day event

Star-studded concert to benefit The Mission Continues, a national veteran service organization

written by PRIDE Newsdesk | November 7, 2024



The Mission Continues, a veteran service and volunteer organization that deploys veterans across the US to help under-resourced communities, will be the main charitable partner for the upcoming Salute to Service event hosted at the Skydeck on Broadway in Nashville, Tennessee on Veterans Day, November 11, 2024. Coffey Anderson, country singer-songwriter, will be headlining the event, and will also participate in the Nashville Veterans Day parade as the grand marshal. Josh Mancuso, a Nashville-native and award-winning actor, comedian, and filmmaker known for viral comedy videos centered around sports, especially football, will serve as emcee for the event.



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