



# THE MISSION CONTINUES

[ REPORTING FOR DUTY IN YOUR COMMUNITY ]



**EARTH MONTH IMPACT 2025**







## EARTH MONTH: ROOTED IN SERVICE

Each year, The Mission Continues' Service Platoons lead major service campaigns tied to four National Days of Service, including Martin Luther King, Jr. Day of Service, Earth Month: Rooted In Service, United In Service: Honoring 9/11, and Veterans Day.

In April, our veteran-led service platoons hosted service events across the country that celebrate service and sustainability as part of the **Earth Month: Rooted In Service** campaign. It is also a crucial month for volunteerism, which provides our mission with many opportunities to impact our communities. Thank you to all the volunteers representing our corporate and foundation partners in cities across the country that served alongside our Platoons.







## BY THE NUMBERS:

MORE THAN  
**1,300 VOLUNTEERS**  
WERE INSPIRED TO SERVE

MORE THAN  
**6,200 HOURS**  
OF VOLUNTEER SERVICE

**330**  
VETERAN VOLUNTEERS  
ACROSS THE COUNTRY

PROJECTS COMPLETED IN  
**44 CITIES**  
NATIONWIDE

**95%**  
OF VOLUNTEERS REPORTED THAT  
THEY WERE SATISFIED WITH THEIR  
SERVICE PROJECT EXPERIENCE.



BEING ABLE TO SEE A VISIBLE IMPROVEMENT IN THE SPACE WE WERE PAINTING WAS SO REWARDING! ONE OF THE BUS DRIVERS CAME IN TO CHECK OUT WHAT WE WERE DOING AND THEY WERE REALLY APPRECIATIVE.

— ROOTED IN SERVICE COMMUNITY PARTNER



THE LOCAL TEAM DOES A PHENOMENAL JOB AT KEEPING EVERYONE ENGAGED AND ACTIVE. THEIR VITAL LEADERSHIP SKILLS HAS ALLOWED FOR COUNTLESS COLLABORATION OPPORTUNITIES AND WE LOOK FORWARD TO CONTINUING TO WORK ALONGSIDE THEM.

— ROOTED IN SERVICE COMMUNITY PARTNER





## AUSTIN PLATOON

The Austin Platoon had an amazing turnout and a rewarding day at T.A. Brown Elementary, where they planted vegetable and pollinator plants. They also had fun painting race tracks and paw prints on the sidewalks for the kids. In addition to their gardening efforts, they distributed 4,000 lbs of fresh produce and ground beef to those in need. A big thank you to Student-Veterans of America volunteers, USAA volunteers, and everyone else who supported and volunteered. It was truly a great day of service!



## BOSTON PLATOON

The Boston Platoon had an incredible day at the Pawtucket Farm Wildlife Sanctuary, where they built garden beds for a new community garden in partnership with Mill City Grows. It was inspiring to see so many veterans and community members come together to support this project. Thanks to the amazing volunteer turnout, they were able to complete 25 garden beds ahead of schedule!



## INDIANAPOLIS PLATOON

The Indianapolis Platoon had an amazing day of service at the Finish Line Boys and Girls Club, where they enriched the raised garden beds with fresh soil and planted poppies and daisies. They also helped beautify the neighborhood by picking up trash and enhancing the landscaping. The students will truly benefit from the outdoor spaces created through their hard work. A big thank you to our sponsor Carmax for joining us and supporting our efforts!



## MIAMI PLATOON

The Miami Platoon dedicated their time and service to Jesse James McCaray Elementary for their Earth Month service project. The event was an inspiring display of teamwork and community. Volunteers came together to clear and beautify the school grounds, while also prepping spaces for future projects. It was a day filled with collaboration and a shared commitment to making a lasting impact.



MEETING AND WORKING WITH MY TMC FAMILY AND THE VOLUNTEERS WHO CAME OUT WAS FANTASTIC. IT IS ALWAYS GREAT VOLUNTEERING AND SUPPORTING OTHERS. IT IS SO SATISFYING TO SEE THE WORK IN PROGRESS AND THEN THE COMPLETION OF THE PROJECTS!

— ROOTED IN SERVICE VETERAN VOLUNTEER



# MEDIA HIGHLIGHTS

**TOTAL IMPRESSIONS**  
118,839,842

**CALCULATED AD VALUE**  
\$1,177,209

**CALCULATED EDITORIAL VALUE**  
\$3,575,226



WTNH Hartford

## Veteran volunteers hold service project at Boys & Girls Club of Hartford

Ronan Himelrick

Sun, April 27, 2025 at 8:37 AM MST  
2 min read





# THANK YOU TO OUR MISSION PARTNERS!



COLLINS AEROSPACE | PRATT & WHITNEY | RAYTHEON

## REPORT FOR DUTY WITH US IN YOUR CITY: GET INVOLVED BY VISITING [MISSIONCONTINUES.ORG/SERVICE-PLATOONS](https://missioncontinues.org/service-platoons)



The Mission Continues



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