WHO WE ARE

WE MAY HAVE TAKEN OFF THE UNIFORM, BUT THAT DOESN’T MEAN WE STOP SERVING.

For more than 15 years, The Mission Continues has been providing veterans with personal growth, connection, and a chance to make a difference in their communities. The military creates lifelong bonds of camaraderie and shared purpose, and we aim to tap into this by giving veterans a new mission and opportunities to build new relationships with both veterans and community members.

Our programs allow veterans to come together and continue their service, this time as leaders driving positive change in their communities. Through this unique approach, veterans gain new skills, networks, and the confidence to successfully transition back to civilian life.

The impact of our work is evident. We are changing veterans’ lives by empowering them to become leaders and make a lasting impact in their communities. By working together in communities across the nation, veterans connect with each other, gain leadership skills and powerful networks, and renew their commitment to service. This not only benefits the veterans, but strengthens and enriches communities as well.
OUR MISSION

Our Mission is to connect veterans with under-resourced communities. Our programs deploy veteran volunteers to work alongside nonprofit partners and community leaders to improve educational resources, tackle food insecurity, foster neighborhood identity, and more.

OUR VISION

Our vision is for all veterans with a desire to continue their service to be part of a movement to transform communities.
OUR PROGRAMS

SERVICE PLATOONS

ANNUAL MASS DEPLOYMENT

NATIONAL DAYS OF SERVICE

SERVICE LEADERSHIP PROGRAM

WOMEN VETERANS LEADERSHIP PROGRAM

LEADING FOR ALL
SERVICE PLATOONS

SERVE AGAIN—IN YOUR COMMUNITY
Service Platoons are a veteran’s opportunity to engage and connect with other veterans and community members while generating community impact in a real and tangible way. Led by veteran volunteer platoon leaders, each platoon works with dedicated community partners and volunteers to provide the manpower and support that they need to help them do their work more effectively.

On any given project day, a platoon could complete activities such as building planters for a community garden, painting a mural on the side of a school, or laying down new sod for a park. Everyone is invited to serve. We currently have service platoons in more than 45+ cities across the country that are having events at least once a month.
ANNUAL MASS DEPLOYMENT

A WEEK-LONG MISSION TO IMPACT A CITY IN NEED
Mass Deployment program as a one-of-a-kind event that brings together hundreds of veterans and volunteers from across the country to make a significant impact on a chosen city.

Each year, The Mission Continues selects a city that is facing significant challenges and partners with local organizations to identify service projects that will have a lasting impact on the community. Participants work on a range of projects, from renovating community spaces to building homes to beautifying parks, all with the goal of improving the quality of life for residents in the community.

The program is not just about service, it also includes leadership and skills development training for veterans, providing them with opportunities to network and build relationships.
GROWING A MOVEMENT OF VETERANS TO LEAD
The Service Leadership Corps is a five month program with in-person and virtual sessions which provides a cohort of veterans with opportunities to develop the skills and knowledge to serve on the front lines in local communities through community based leadership training, goal setting and project management.

Corps members work individually and in small groups, learning about the very real and current challenges our country is facing in communities nationwide, and how to activate local veterans and community members to serve together.

When the classwork and projects are done, Corps members will be equipped to lead a team of motivated volunteers as a Platoon Leader in an under-resourced community.

“During this weekend, our goal was to become effective community leaders. We have serving in our hearts because we are all veterans. We have to be prepared for the unexpected like unconscious bias, that causes us to not be as effective as we could be.”

LILLIAN GREGORY
ARMY VETERAN, SLC COHORT 6
The Mission Continues launched the Women Veterans Leadership Program in March 2020 to provide resources and networks for women veterans to develop leadership skills and pursue opportunities for growth. Women veterans face systemic challenges in communication, loss of identity, and self-care, making it difficult for them to transition to leadership roles.

The WVLP helps women veterans hone their leadership skills, build a coalition of allies, and leverage storytelling for impact. WVLP graduates gain access to a growing alumni network and additional mentorship opportunities to support a veteran-led movement of service.

“Thank you for this tremendous experience with all of these fabulous women. I have cried, laughed and learned from each of them. Some of my experiences I thought I was the only one, now I know there are plenty of us out there. Strength in numbers. We need to tell our authentic stories so others understand us (and other veterans) better. This program has given us the tools we need to tell our stories.”

DEIRDRE D.
US ARMY VETERAN, WVLP GRADUATE
LEADING FOR ALL

TOGETHER WE CHOOSE TO LEAD FOR ALL

Leading For All is The Mission Continues’ newest initiative that will pull on veterans’ ability to serve as “bridge builders” with others and lead in a way that truly brings people together.

Throughout the three-day intensive, veteran leaders will have the opportunity to engage in scenario-based learning with subject matter experts, small group conversations, panel discussions with veteran leaders, role-playing activities, and an opportunity to practice service leadership in the local community.

“LFA is a course that helps you identify your own biases and how to negate them. It brings people of all walks of life, genders, ethnicities and faiths in order to bring awareness to the importance of inclusiveness in our personal as well as professional lives”

LFA ALUM
OCTOBER 2022
Typically held on national holidays, such as Martin Luther King Jr. Day and Veterans Day, National Days of Service are designed to build stronger communities by bringing together people from diverse backgrounds and experiences to work towards a common goal. They also serve as a way for veterans to continue serving their country and their communities in a meaningful way. Our current National Days of Service are:

LEGACY OF SERVICE: MARTIN LUTHER KING JR. DAY

EARTH DAY

UNITED IN SERVICE: HONORING 9/11

VETERANS DAY
• Through service and our leadership programs, veteran volunteers make new connections and learn skills to grow as community-based leaders in their communities.

• Our on-the-ground efforts are all led by veteran volunteers that have been trained to lead others to make an impact locally.

• Connectedness: Serving aside other veterans can restore the sense of camaraderie found in the military, while increasing personal and professional networks.

• Personal Growth: Continued service improves a sense of purpose, increases job-readiness, and empowers veterans to grow as leaders.

• Community Impact: Veterans utilize their military skills to benefit under-resourced communities, bridge the military-civilian divide, and continue a lifelong journey of service.

• Our work, shown in the Empowered Veteran Index, is designed to offer opportunities for peer support and service.

• Different from their non-veteran peers, women veterans struggle to find belonging and connectedness in the civilian world, further isolating them from the networks and support that are critical to their leadership success.

• Topics such as storytelling, communication, self-confidence, identity, collective impact, and resiliency to help women be at the center of future change.

• The Mission Continues believes service saves lives. Improving veteran’s mental health is an outcome of our work.

• Veterans are at risk for mental health crises given existing transition challenges, lack of a support system, and the connection between social isolation and depression.

• Continued service and peer support are proven to mitigate negative factors impacting veterans’ mental health.

• The communities where we serve are selected based on community needs, concentration of veterans and the opportunity for a long-term focus and impact.

• We make intentional, long-term commitments where we can have a consistent presence in the community, as we know that progress and impact take time.

• Partnerships at the local level are driven by our veteran volunteer leaders with input from our regional operations team, local community organizations and community members.
16 YEARS OF SERVICE
56 CITIES SERVED
8,650 PROJECTS COMPLETE
46 VETERAN-LED PLATOONS

1,328,785 HOURS OF COMMUNITY SERVICE
93,600 VOLUNTEERS ACTIVATED
IN SERVICE TO THEIR COMMUNITY
OVER $33 MILLION WORTH OF COMMUNITY IMPACT

84% of veterans felt they were part of a cause larger than themselves.

“It allows you to build relationships and connect with other veterans; it's the comradery you miss from being in the service.

79% of our veterans report having a rating with the VA.

64% of our veterans served in combat or in a war zone.
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WWW.MISSIONCONTINUES.ORG
“When I serve alongside youth, I put a power tool in their hand and say, “We can do this,” and watch as that feeling of empowerment lights up their face. I try to teach them the lesson I learned: Whether you’re in work boots or combat boots, our shared mission is what defines us as Americans.

I serve with The Mission Continues to pass on this feeling to veterans who are still living in darkness because they think the mission is over. They feel forgotten by the system. Likewise, there are thousands of communities across the country who feel the same way. The truth is that these two groups need each other’s partnership in rebuilding lives and paving futures.”

— JOSUE GUERRERO-URIBE, US MARINE CORPS VETERAN, LOS ANGELES, CA
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