



THE  
MISSION  
CONTINUES

Reporting for Duty in Your Community

# MEDIA KIT



## WHO WE ARE

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The Mission Continues is a national nonprofit organization founded in 2007 to provide opportunities for post-9/11 veterans to build stronger communities through service. Over 10 years later, thousands of veterans of all generations have reported for duty with us in pursuit of their continued service.

Today, with operations in cities across the country, The Mission Continues' veteran volunteers work alongside non-profit partners and community leaders, to achieve critical objectives such as improving community education resources, increase access to parks and green spaces, foster neighborhood identity, and more.

We are investing in veterans, equipping them with the tools and resources to lead a growing veteran volunteer movement. Through networks, training, and pathways, veterans can continue to serve while creating meaningful impact in under-resourced communities.



## OUR MISSION

We are on a mission to connect veterans with under-resourced communities: empowering veterans to continue their service, while empowering communities with the talent, skills and preparedness of veterans to generate visible impact.

## OUR VISION

All veterans with a desire to continue their service are part of a movement to transform communities.

## OUR IMPACT

Veterans apply their skills and experience toward strengthening communities while building bonds with one another.

# OUR VETERAN-LED PROGRAMS

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**SERVICE LEADERSHIP CORPS:** The Service Leadership Corps (SLC) empowers veterans of all generations across the country to be community-based leaders of social change. Corps members join a national movement of like-minded veterans who are committed to applying their leadership skills and experience in under-resourced communities to be a force for positive and lasting impact. Throughout the course of the program, Corps members learn to problem solve some of our nation's toughest challenges on a local level by partnering with community organizations.

**SERVICE PLATOON PROGRAM:** Service Platoons are teams of volunteer veterans, service members, and community members that mobilize together to address specific areas of need in their community. Platoons partner with area nonprofits to rebuild their neighborhoods through service projects at schools, community centers, parks, and beyond. Platoon leaders receive training and staff support to help guide their platoons in their local operations. Platoon members (veteran and non-veteran) volunteer as their time permits and develop their leadership skills while building camaraderie with service-minded individuals.

**MASS DEPLOYMENT:** The Mass Deployment program is a team-based event that mobilizes veterans alongside local partners and volunteers in a single city for a week of visible community impact. We select locations that will benefit from an influx of resources and that have the potential for sustainable change, ensuring our efforts have a long-term impact. At the heart of the effort is a team of over 80 veterans deployed from across the country to help revitalize neighborhoods, parks, schools and more. For five consecutive days, the team leads a variety of community-driven projects including construction, landscaping, painting, and public art projects.

**WOMEN VETERANS LEADERSHIP PROGRAM:** The inaugural Women Veterans Leadership Program is scheduled to commence in early 2020. The unique program will offer skills in effective and assertive communication, self-care, personal branding, and advocacy to build a community of women veteran leaders. Stay tuned for more information!



# OUR NATIONAL SERVICE CAMPAIGNS

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**MARTIN LUTHER KING JR. NATIONAL DAY OF SERVICE:** In honor of Martin Luther King Jr, our veteran leaders take part in service events nationwide that exemplify the values Dr. King championed during the civil rights movement: Nonviolence, Hope, Equality, Faith, Education, Love, Leadership and Selflessness.

**EARTH DAY:** In the month of April, our veteran leaders organize service projects targeted to maximize impact on conservation and clean up where it's most needed. We believe through veteran-led service and collective action in our local communities, we can take an important step to protect our future generation from living in a world beyond repair.

**LGBTQ+ PRIDE MONTH:** The Mission Continues includes and welcomes volunteers who identify as LGBTQ+, and strives to create equal and inclusive communities for veterans and civilians alike. In the month of June, veteran leaders across the country participate in parades, celebrations, memorials, and service projects to honor the service of LGBTQ+ veterans and show our support for LGBTQ+ organizations.

**9/11 DAY OF SERVICE:** Each year, our veterans from across the country unite in service in remembrance of September 11, 2001. Our volunteers come together to make a difference in their communities and remember those who served and sacrificed in the wake of 9/11/01.

**VETERANS DAY:** Throughout the month of November, veterans from across the country gather to make an impact, swap stories, and meet other veterans, service members and supporters in their community. Events celebrating Veterans Day include parades, community socials, and service projects ranging from beautification of veteran-themed facilities to creating community green spaces in the cities we serve.



# BOARD OF DIRECTORS

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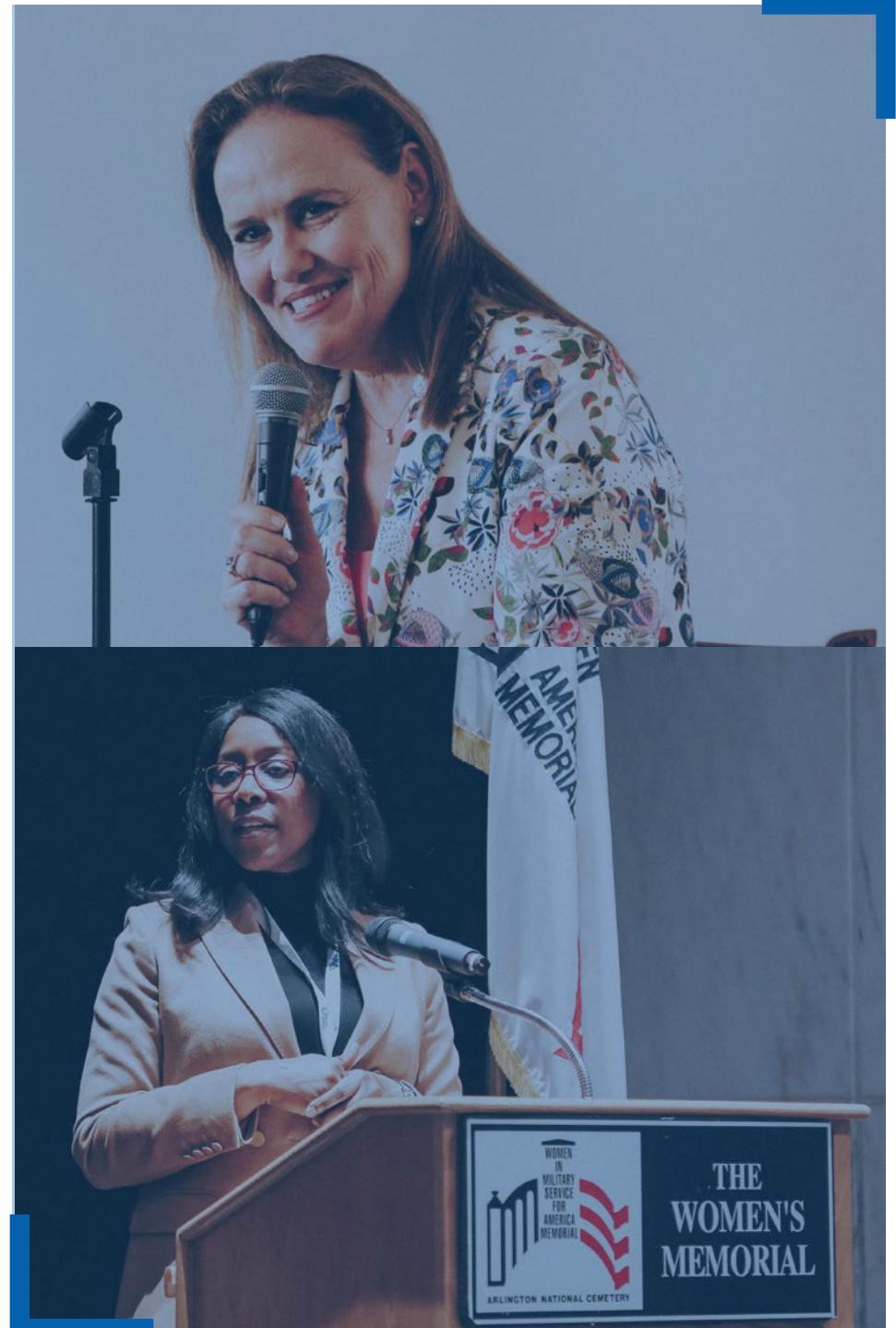
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11 YEARS OF SERVICE



1,007 SERVICE EVENTS IN 2018



56 CITIES SERVED



82 VETERAN-LED PLATOONS

**43,887+ VETERANS ACTIVATED  
IN THEIR COMMUNITIES**

**1,328,785 HOURS OF SERVICE**

**OVER \$33 MILLION WORTH OF  
COMMUNITY IMPACT**

FROM OUR 2019 ANNUAL SURVEY...

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

86% of veterans believed they had the ability to make a difference in their community.

73% of veterans felt more connected with other veterans.

73% of veterans feel they have a greater sense of purpose.

# TMC TALKING POINTS

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The Mission Continues empowers veterans to continue their service, and empowers communities with veteran talent, skills and preparedness to generate visible impact.

- Through four leadership development programs, The Mission Continues connects veterans with under-resourced communities.
  - **The Service Leadership Corps** engages a cohort of veterans in a six-month community-based leadership program.
  - **The Service Platoon Program** supports teams of veterans focused on long-term operations, while building bonds with one another and their community.
  - **The Mass Deployment Program** mobilizes a team of veteran volunteers for one week of intense service, team building, and personal growth.
  - **Women Veterans Leadership Program** builds a community of women veteran leaders through courses in effective communication, self-care, and more.

Through service, veterans create new connections and grow as leaders while making a meaningful impact in under-resourced communities.

- Serving alongside like-minded veterans can restore the sense of camaraderie found in the military, while increasing personal and professional networks.
- Continued service improves a sense of purpose, increases job readiness, and empowers veterans to grow as leaders in their community.
- Veterans utilize skills honed in the military and beyond to benefit under-resourced communities, bridge the military-civilian divide, and continue a lifelong journey of service.

Our work is fueled by the commitment of our veteran-led volunteers and through generous support from our corporate partners, foundation partners, and individual donors.

- You can learn more about supporting our programs with a financial contribution by contacting Kat Cheshire at [kcheshire@missioncontinues.org](mailto:kcheshire@missioncontinues.org)
- Come serve with us! We are always looking for veterans and community volunteers to continue our mission. You can find an event near you by visiting [missioncontinues.org/events](http://missioncontinues.org/events).

## ADDITIONAL TALKING POINTS:

- Did you know that The Mission Continues has been around for a decade—and works around the country in 56 metro areas?
- The Mission Continues goes beyond isolated service projects—and that's what sets us apart. We help create a pathway for veterans that gives them skills to succeed in life, personally and as service leaders.
- At the same time, communities around the country struggle to fill critical service gaps. The Mission Continues addresses these needs. We tap into the unique well of talent and dedication of our veterans to create a corps of leaders ready to serve and strengthen local communities.
- We help break down the divide that can exist between civilians and military service members—as veterans and community members work side by side as a team to make a difference. It's inspiring work that creates a real sense of unity and shared purpose.
- Moving forward, we are ramping up some of our initiatives to meet demand and fill gaps we've seen in specific areas: women veterans and smaller communities—reaching these populations with targeted programming like our Women Veterans Leadership Program and our grassroots platoons.



## WHO'S TALKING ABOUT US?

"As a veteran myself, I was especially proud to partner with The Mission Continues and Operation Watts is Worth It. All of the volunteers shared the CarMax values of teamwork, integrity and respect and it was a pleasure to roll up our sleeves together and make a difference for the youth in Watts."

— Matt Linderman, CarMax

"It is always fulfilling to come together with veterans and people who care about veterans causes to help the community in a tangible way. [...] Now we serve the country in a different way making our community a better place."

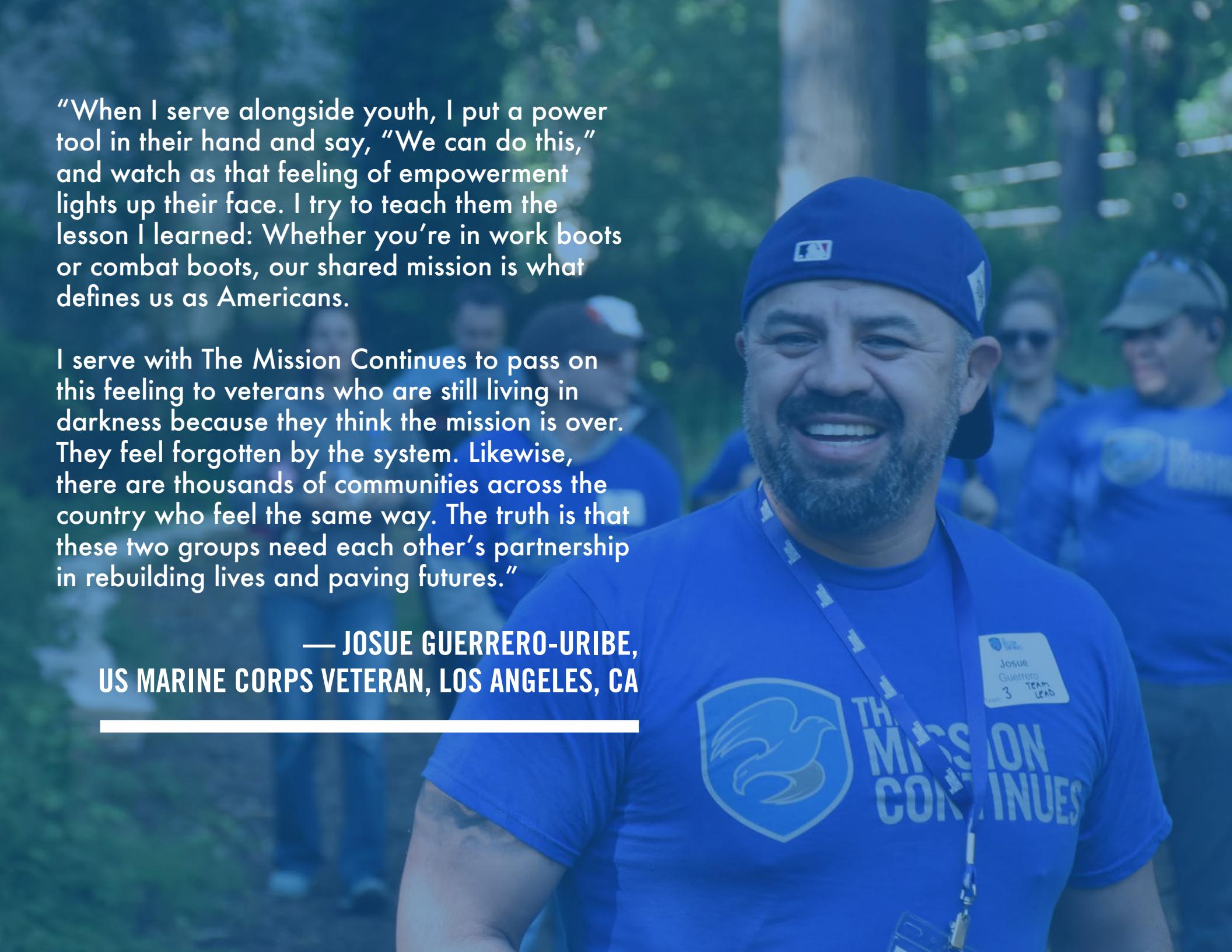
— Joshua Altomare, ESPN/Disney

"The way that I've witnessed veterans becoming motivated, becoming re-centered... is an [impact] that we get behind 100%. The fact that we've got service and we're inspiring others to serve is something that is better for our country. The work that we're doing here is going to make a difference."

— David Pokorny, Fox Sports Midwest

"Veterans are assets to our communities. The Mission Continues provides veterans with an outlet to take that engagement to the next level through impactful projects like Operation Charm City Charge. By supporting this effort through our partnership with the NFL and their Salute to Service campaign, we are working to ensure veterans return home to healthy lifestyles and supportive communities."

— Anne Marie Dougherty, Bob Woodruff Foundation



"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

# RECENT MEDIA BUZZ

## 2019:

- **June 18, 2019:** Baltimore's **WBFF-45**, a FOX Affiliate, spoke with city impact manager Katie Kilby in-studio to cover the work our veterans will be completing during our 2019 Mass Deployment, Operation Charm City Charge.
- **June 16, 2019:** Baltimore's **WBAL** hosted Christophe Paul, our Baltimore platoon leader, and Katie Kilby for an in-studio interview to discuss Operation Charm City Charge.
- **June 8, 2019:** Los Angeles' **KABC** covered our service efforts in honor of LGBTQ+ Pride Month as one of the first VSOs to partner with The LGBTQ Center OC.
- **April 20, 2019:** Dallas' **FOX4** covered our Earth Day service efforts at the Boys & Girls Club as part of their "Connections" segment and interviewed platoon leader Yvette Jett.
- **March 23, 2019:** **The Washington Post** covered our fourth annual Women Veterans Leadership Summit and service project at a Washington, DC Elementary School.
- **January 18, 2019:** **KING5**, Seattle's NBC station, spoke with Linh Thai in-studio about the Seattle platoon's upcoming Martin Luther King Jr. Day service events. The station also covered multiple events live that weekend.
- **January 21, 2019:** **WDSU**, New Orleans' NBC station, covered our Martin Luther King Jr. Day of Service in the lower ninth ward and spoke with platoon leader Kentrell Jones.

## 2018:

- **November 12, 2018:** **KTVT**, Dallas' CBS station, profiled platoon leader Lizann Destin for their "The Ones For Texas" segment along with the local service platoons in their Veterans Day efforts.

- **November 11, 2018:** **WNBC**, New York's NBC station, spoke with Marvin Cadet and platoon leader Daniel Perez about local New York service platoons, and The Mission Continues programs nationwide.
- **August 21, 2018:** **KCUR**, Kansas City's flagship NPR station, spoke with Spencer Kympton, president of The Mission Continues and Chelsea Barto, a veteran platoon leader, about our path forward in Kansas City and communities nationwide
- **June 24, 2018:** Los Angeles' **KABC**, an ABC affiliate, covered our week-long Mass Deployment, Operation Watts Is Worth It with an on-site interview at Nickerson Gardens public housing development in the Watts community
- **April 16, 2018:** **WFTV**, Orlando's ABC affiliate, interviewed Orlando platoon leader Bobby Withers about the platoon's recovery efforts post-Hurricane Maria

## 2017:

- **November 11, 2017:** **FOX News** held an in-studio interview with Spencer Kympton, president of The Mission Continues, discussing our nationwide mission in light of Veterans Day
- **October 24, 2017:** **WLII**, Puerto Rico's Univision station, covered disaster relief efforts by Miami and Puerto Rico platoon members in the wake of Hurricane Maria.
- **September 8, 2017:** **The Baltimore Sun** published a story covering our 9/11 service project at Roots and Branches school in East Baltimore.
- **June 19, 2017:** **The Atlanta Journal-Constitution** published two stories covering our week-long Mass Deployment, Operation Westside Surge in Atlanta's Westside community
- **June 4, 2017:** **Military Times** published a story discussing the highlights from our Women Veterans Leadership Summit in San Francisco.

# GET INVOLVED

INTERESTED IN SPONSORING A SERVICE PLATOON,  
PROGRAM, NATIONAL CAMPAIGN OR UPCOMING EVENT?

To discuss sponsorship opportunities, please contact  
Kat Cheshire at [kcheshire@missioncontinues.org](mailto:kcheshire@missioncontinues.org)

## TELL OUR STORY:

For media inquiries, please contact Jen Parravani at  
[jparravani@missioncontinues.org](mailto:jparravani@missioncontinues.org)

## HELP US SPREAD THE WORD:

Follow The Mission Continues on social media,  
and share what we're up to with your friends and  
networks!

In addition to our social media platforms, you can  
share ready-made posts with the click of a button at:  
[www.thesocialpresskit.com/themissioncontinues](http://www.thesocialpresskit.com/themissioncontinues)



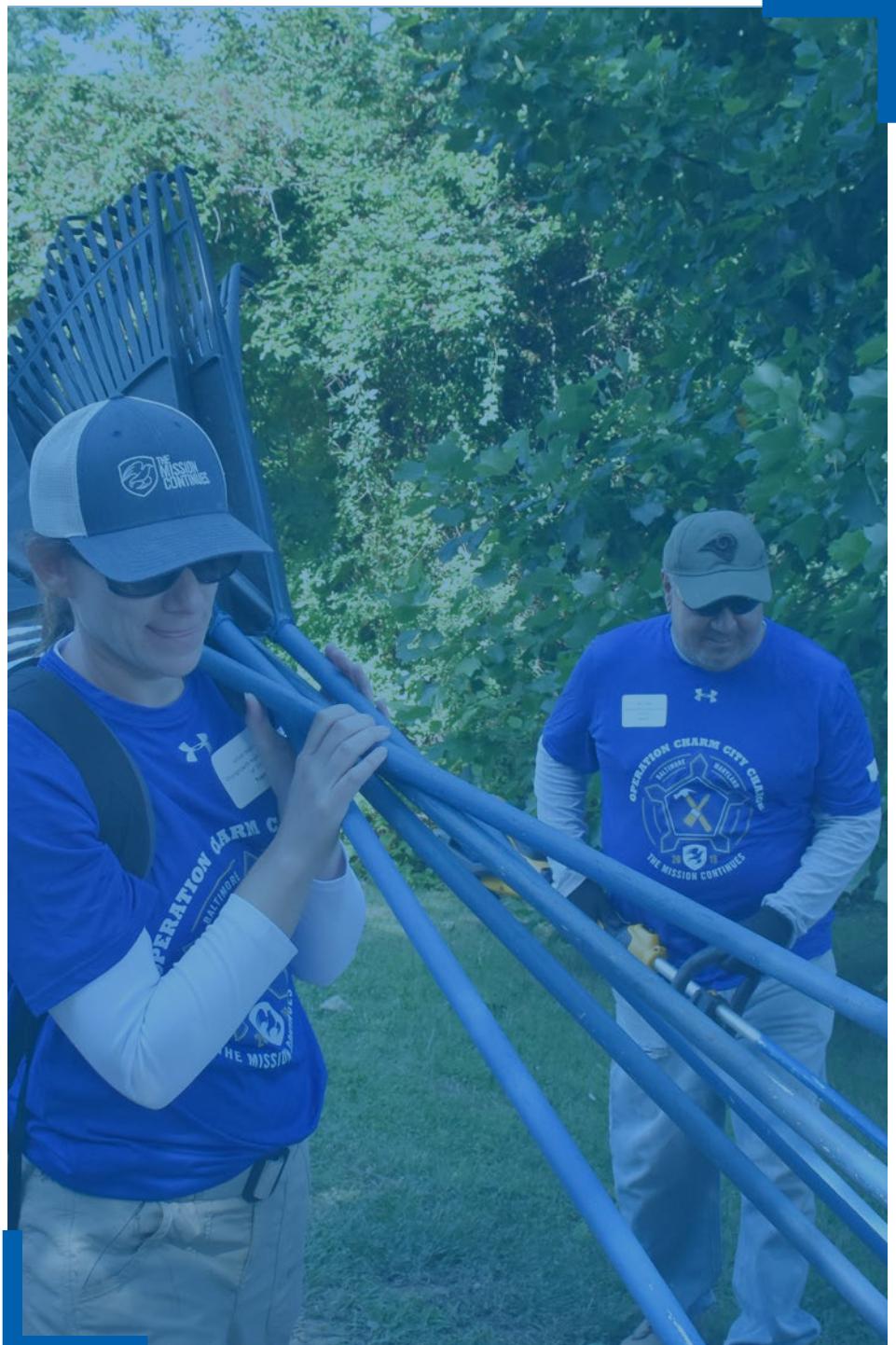
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# REPORT FOR DUTY WITH US

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