



# UNITED IN SERVICE

IN REMEMBRANCE OF 9/11/01

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**2019 IMPACT REPORT**



## WHO WE ARE

At The Mission Continues, we empower veterans to continue their service and empower communities with veteran talent, skills and preparedness to generate visible impact. We're 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.

## WHY WE UNITE IN SERVICE DURING SEPTEMBER

This year marked the 18th anniversary of the 9/11/01 terrorist attacks that shaped the arc of service for so many of our veterans. In reverence for those affected and those who served in the wake of 9/11, we organized United in Service, a month-long campaign of community service projects meant to strengthen the country from within. Nationwide, veteran-led service platoons mobilized in 44 cities to tackle local needs such as under-resourced schools, maintenance in national parks, blight removal and safe access to community green spaces.

# OUR IMPACT

60

Veteran-led service events

44

Cities united in service

7,775

Hours of service

1,588

Total volunteers

Our combined service totaled

**\$198,185**

worth of community impact in volunteer time\*

\*Based on Independent Sector estimate of the value of a volunteer hour at \$25.49/hour in 2019

*“When I found The Mission Continues I realized that we are here in a country that has frontlines in all of our cities. And that in fact, the work being done in those cities, the need that existed there, it needed my leadership. [The Mission Continues] was a place where I could take [my] energy and point it to make the direction of greatest impact right here at home.*

*I’ve been doing that ever since, and I’m surrounded now by thousands of veterans and community members every day who are in this with all of us, and who have all made a decision to serve in communities and continue to make an impact post-service.”*

**— MARY BETH BRUGGEMAN  
PRESIDENT, THE MISSION CONTINUES**

## UNITED IN LOS ANGELES, CA

**OUR COMMUNITY PARTNER:** Dolores Huertas Elementary School

Our Los Angeles platoons united at Dolores Huertas Elementary School, marking a three-year operation with the Partnership For Los Angeles Schools to ensure supportive and safe spaces for students. Nearly 200 veteran-led volunteers, with the help of Disney, ESPN, Bank of America, CarMax and Wounded Warrior Project, revitalized the school's kinder and quad area. Over the course of the day, the volunteers teamed up to:

- Paint a 50-foot mural in the kindergarten area;
- Build six picnic tables, four planter beds, two soccer goals, and one kindergarten playhouse;
- Build a giant connect-four and giant jenga game; and
- Paint over 30 different blacktop games including a 40x40' chutes and ladders, handball courts, hopscotch, tic-tac-toe, and more.



## UNITED IN HOUSTON, TX

**OUR COMMUNITY PARTNER:** Greater East End Management District

All five Houston platoons partnered with the Greater East End Management District for a truly impactful day of service. The Greater East End Management District helps to improve the quality of life for residents by creating parks and green spaces for families to thrive. A project seven years in the making, over 70 veteran-lead volunteers from the platoons and CarMax joined forces to begin building a pocket park on a vacant lot in the neighborhood. The team came together to:

- Clear the vacant lot of shrubbery and debris;
- Plant eight trees, install 10 yards of soil and mulch to create a butterfly planter and garden, plant over 70 low maintenance plants; and
- Build a new walkway into the park, and more.



*“Serving on 9/11 means a lot because as a survivor of 9/11 who served at the Pentagon during the attacks, it has come full circle. I helped the injured and sick at the Pentagon and now I am helping to rebuild the community.”*

**— TONY DELEON,  
HOUSTON SERVICE PLATOON MEMBER**

*“Seeing this many veterans coming together to support the community is a testament to the core values of serving our nation. Putting our skills to use again in the community gives us the chance to have real impact that can change lives. When you get a group of veterans together they’ll move mountains to get the job done!”*

— **JAVIER CRUZ,**  
**BALTIMORE 2ND SERVICE PLATOON MEMBER**



## UNITED IN BALTIMORE, MD

**OUR COMMUNITY PARTNER:** Filbert Street Community Garden

Continuing their efforts from Operation Charm City Charge, the Baltimore 2nd Platoon joined forces with Filbert Street Community Garden, a garden that serves families, youth, and wildlife of the Curtis Bay neighborhood. Over 65 veteran-lead volunteers came together to add capacity to the garden and:

- Build a barn foundation, goat barn, and shade sail pergola;
- Install netting over the chicken enclosure and dig 20 post holes for new goat enclosure;
- Refurbish and paint six picnic tables and five garden signs;
- Relocate one little library and create a stepping stone path to the garden; and
- Beautify the space with general clean-up, weeding, mulching and landscaping.

## UNITED IN ADJUNTAS, PR

**OUR COMMUNITY PARTNER:** World Coffee Research

In the aftermath of Hurricane Maria, many coffee farms - a major source of income for the island of Puerto Rico - are still recovering from the storm. In remembrance of 9/11/01 and the two-year remembrance of Hurricane Maria, The Mission Continues Puerto Rico Platoon, World Coffee Research, and Starbucks worked alongside each other to help farmers continue to rebuild and recover their lost crops. Over the course of the day, 100+ volunteers set out to:

- Plant 1,200 coffee trees at three separate farms; and
- Build connections with local farmers, partners, and government in an effort to help spur economic recovery.



# UNITED IN CHICAGO, IL

**OUR COMMUNITY PARTNER:** American Legion Post 1017, Beyond the Ball, Enlace Chicago, Universidad Popular, and Yollocalli

The Chicago 2nd Platoon's United in Service event kicked off Chicago Warrior Week, a collaborative effort between nine veteran organizations that encourages collaboration, service and highlights available resources for local veterans. To begin the week with service, the platoon partnered with five different community organizations, HSBC Bank, Little Village Chamber of Commerce, and over 50 volunteers to help build a strong, healthy and vibrant community in Little Village. The group came together to:

- Beautify community streets through neighborhood clean-up and trash removal;
- Replace baseboards at Universidad Popular and repaint the banquet hall at the American Legion;
- Mulch vacant lots at Yollocalli; and
- Perform general cleaning, landscaping and repairs at each of the five sites and more.



*"I think that with an all-volunteer force the people who have stepped up have a drive for serving something greater than themselves, and I don't think that there's a better way to demonstrate that commitment than by working within our community to build and strengthen it."*

— **CARLOS LUNA,**  
**CHICAGO 1ST SERVICE PLATOON MEMBER**



# MEDIA HIGHLIGHTS





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