



THE  
MISSION  
CONTINUES



# VETERANS DAY 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 REPORT FOR DUTY ON VETERANS DAY

In honor of Veterans Day, we issued a call for our network to serve in cities across the country to make a difference, swap stories, and meet other veterans, service members and supporters in their community. Our veterans led from the front to drive lasting positive impact and showcased a commitment to continuing their service in the neighborhoods that need it most. Over the course of the month, service platoons rallied across 42 cities to participate in 74 events including projects with our partner organizations, Veterans Day celebrations, and service projects planned and executed by our veteran volunteers to have a direct impact in their communities.

## OUR IMPACT

74

Veteran-led events

42

Cities celebrating

5,863

Hours of service

1,306

Total volunteers

Our combined service totaled

**\$149,448**

worth of community impact in volunteer time\*





## SAN FRANCISCO, CA

**OUR COMMUNITY PARTNER:** Alemany Farm

Our San Francisco Service Platoon teamed up with the NFL Foundation and Bob Woodruff Foundation for an NFL Huddle for 100 event with the San Francisco 49ers, San Francisco Recreation & Park, and Lowe's for a day of impact at Alemany Farm, an urban farm offering educational opportunities and fresh produce for the local community. Throughout the course of the day the 118 veteran-led volunteers set out to:

- Remove over 7,000 sq. feet of overgrowth, weeds, and invasive species on the farm and orchard;
- Restore the pathway through different planting areas of the garden; and
- Weed, water, and compost 3,600 sq. feet of planting rows and plant 36 native-species plants in the farm's recreation area, and more.

## RICHMOND, VA

**OUR COMMUNITY PARTNER:** Peter Paul Development Center

This Veterans Day, the Richmond Service Platoon supported Peter Paul Development Center, a community center offering various services for the East End community including after school programs and food distribution. Supported by CarMax, over 55 volunteers joined forces to:

- Clear out 10 garden beds, remove trees and brush from the community garden and plant over 30 flowers and blueberry bushes;
- Mulch the garden beds, build new benches and a rock river to improve seating and appearance at the garden; and
- Paint over 400 sq. feet of office space and shared center areas, remove trash from the property, and more.



*"We were thrilled to bring our Salute to Service Huddle for 100 event to San Francisco and volunteer alongside veterans who have sacrificed so much for our country. Seeing veterans giving their 100 minutes alongside volunteers, NFL players and Legends is awe-inspiring and we're proud to have made a difference at Alemany Farm today."*

**— ANNA ISAACSON,**  
**NFL, SENIOR VICE PRESIDENT OF SOCIAL RESPONSIBILITY**



*"It's important to me that I not only continue to serve in the community, but that I also set a great example for my daughter through volunteering. I am thankful that I found The Mission Continues because you give my family and I the opportunity to give back in a meaningful way alongside other veterans."*

— **ADDIE RUSSELL,**  
**SAN ANTONIO 1<sup>ST</sup> SERVICE PLATOON VOLUNTEER**



## SAN ANTONIO, TX

**OUR COMMUNITY PARTNER:** Gardopia Gardens

The San Antonio Service Platoon served at Gardopia Gardens, a community garden where residents come together to transform their community through fresh produce and crime prevention programming. Over 30 veteran-led volunteers, including volunteers from CarMax, set out to:

- Build modern day "victory gardens" in honor of veterans day;
- Harvest over 30lbs of sweet potatoes, plant microgreen seedlings, install a dripline irrigation system; and
- Demolish and rebuild a new nursery and clear a new pasture for composting, mulching, and more.

## KANSAS CITY, KS

**OUR COMMUNITY PARTNER:** Friends Of Yates

The Kansas City Service Platoon celebrated the day through service at Friends of Yates, a comprehensive community agency that provides domestic violence education, prevention services, youth and adult development and emergency shelter and resources to survivors of domestic violence and their families. The veteran volunteers were joined by volunteers from a local CarMax branch, and came together to:

- Build new shelving units and storage areas for the center;
- Organize and help sort items in shelter storage areas; and
- Collect and donate winter items for youth in the shelter, and more.





## THANK YOU TO OUR SPONSORS!

Thank you to BAE Systems and CarMax for their continued support of our efforts to empower veterans and transform communities.

**BAE SYSTEMS**

**CARmax**<sup>®</sup>

## THANK YOU TO OUR MISSION PARTNERS!

Our Mission Partners are a group of funders who support our mission year-round. They empower our veterans to reach new heights both personally and professionally, and help us make long-lasting, positive impact in communities nationwide. We are endlessly grateful for all of our 2019 Mission Partners!

**BAE SYSTEMS**

 **A. JAMES & ALICE B.  
CLARK FOUNDATION**

**THE MARCUS  
FOUNDATION, LLC**



**THE USAA  
FOUNDATION**





# MEDIA HIGHLIGHTS



We are grateful to FOX Sports, our Veterans Day Media Partner, for their help in spreading the word about our service in communities to over 48,000,000 viewers, and for hosting our volunteers at a total on five shows on both coasts: *First Things First* on FS1, *Undisputed On FS1*, *The Herd*, *Speak For Yourself*, and *Lock It In!*







**REPORT FOR DUTY WITH US IN YOUR CITY:**  
Get involved by visiting [www.missioncontinues.org/events](http://www.missioncontinues.org/events)