



Loving My Veteran

Impact and Marketing Report

Executive Summary

Mission Statement: The mission of Loving My Veteran is to provide support, education, and resources to Veteran Families. We empower them to build happier, healthy lives together.

- *Vision Statement: We believe that the key to building happy, healthy, and loving relationships within any family comes from the ability to see things from each other's perspective. It is often very difficult for families to understand a veteran's perspective due to the way our veteran's mindsets are trained. We are one of the only nonprofit organizations that fill this gap by arming our families with appropriate tools to navigate effective communication in the mindset of a veteran. We supplement these resources by providing personal ongoing support while our families navigate the added challenges of veteran mental and physical health in order to stay healthy as a family while doing so.*
- *Objectives: Loving My Veteran is a volunteer based nonprofit organization that provides no cost resources, education and advocacy to veterans and their families. We fill the gap of support for our families that is contributing to the alarming numbers of struggles that veterans and their loved ones battle in their homes every day.*



Loving My Veteran Inc

3301 Holton Chapel Rd., Soperton, GA 30457
(912) 659-0193

Organization Description

History:

In 2020 Loving My Veteran Founder and President, Stacy DeMouth, was struggling to find support and resources that would allow her to build a happier, healthier relationship with her own veteran. As a paramedic with 20 years' experience, she was confident to handle the challenges of living with a combat veteran with PTSD. She was wrong. Stacy quickly discovered that her extensive training in navigating a patient with PTSD had no place in her home. Living with and loving her veteran through each day was very, very different. She began looking for support and resources and expected to find her answers. Stacy quickly felt defeated when she found that resources were extremely limited to families in general and those did not offer guidance for our veterans with PTSD usually talked about what the Veteran was facing but did not provide any guidance on how to help the family. Stacy already knew what he was facing. Stacy then turned to online support groups and the story was the same. Every group or resource either directly or indirectly suggested that she leave him while she could. The common message was that our veterans are broken, and those with PTSD and/or having been in combat will never change. Leaving him simply wasn't an option. She loved her veteran and throwing him away wasn't an option in her mind. She felt very alone and with one option: to lean into her veteran instead of away from him. This choice ended up being one of the best she has made as it opened the doors to Loving My Veteran.

Important discussions were had between Stacy and her veteran that have gotten us here today. In July of 2020, Stacy gained enough knowledge and insight from this experience to confidently take the lead in creating positive change. Loving my Veteran was formed.

Stacy's goal was simple: find other families that were like her. She set off on her own mission to find what she thought at the time would be just a few people looking to build a healthier, happier relationship with their veteran. She created a simple Facebook page and group that has grown from reaching approximately 6 people on the first day to reaching almost 7,500 today.

It is Stacy's unique approach that teaches families and veterans how to look at things from each other's perspective that makes Loving My Veteran so successful. It is about changing mindsets educating families on the why's while ensuring our veterans are seen as strong. Capable individuals they are instead of disposable and incompetent. We know that our veterans have been through things that are often difficult to talk about but that doesn't mean we can't approach them and have healthy discussions. Stacy firmly believes that you cannot make an informed decision

without proper knowledge, insight and perspective surrounding such decisions. That is what we focus on and something you will not find anywhere else.

Loving My Veteran has become an advocate for both Veterans and their families. We offer free classes, support groups, education and starting in 2024, a Family Veteran Retreat.

Legal Structure Loving My Veteran is a 501 (c)(3) 85-3896951 Registered with the IRS



**You Don't Have to Walk
This Journey Alone.**

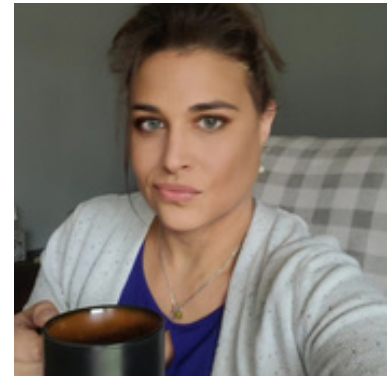
Leadership and Board of Directors



Stacy DeMouth
President & Founder



Stacie
Chief Financial Officer



Shannon Metzger
Director, Secretary



Judith (Judy) Weathers
Director, Veteran Family



Cornelius (Skip) Weathers
Director, Veteran

- **Stacy DeMouth, Founder and President.** Stacy is a veteran spouse, who met and married her veteran after discharge from the military. They have blended family with grown children. Stacy brings extensive EMS and Life Coach experience to our organization.
- **Stacie Manna, Vice President and Treasurer.** Stacie is a veteran spouse. They have two school aged children. Stacie has an extensive HR and nonprofit background that brings compliance and understanding to our organization.
- **Shannon Metzger, Secretary.** Shannon is a former First Responder, who suffers from her own PTSD. She is in active recovery. Shannon works in the mental health field. She has worked with nonprofits and is a champion of fighting for the causes that many forget.
- **Judith (Judy) and Cornelius (Skip) Weathers.** Skip is a retired combat Army Veteran serving 22 years. Skip and Judy have been married for 23 years and were married prior to his service. They bring another perspective, having been married while he was active duty. Skip

and Judy have been active in the veteran community in the Chicago area and have served on other nonprofit boards.

Board of Directors: We are actively recruiting Board Members with the same vision yet are diverse enough to bring different perspectives. We will recruit for open positions until they are filled but will ensure we do not rush and only elect board members that share the same vision and bring their own unique skill set to the organization that will give back to our mission.

Loving My Veteran's Impact

Statistics That Affect Veterans and Their Families

- **High divorce rate** - Over 65% of marriages to Veterans fail. That increases to 78% for those who served after 9/11.
- **Secondary PTSD in spouses** – 50% of spouses or partners that are in a relationship with a veteran with PTSD show at least 6 signs of secondary PTSD.
- **Impact on children** - Children of Veterans with PTSD and/or TBI are at an increased risk of health, social and behavioral problems. A formal statistic is not available due to this impact being understudied and ignored. We will advocate and push for more awareness of our children.
- **Addictions** - 1 in 10 Veterans were diagnosed with substance abuse disorders since the Gulf War era. This number is only reflective of Veterans who have reached out for help.
- **Homelessness** - Approximately 500,000 U.S. veterans are homeless at some point through the year with approximately 60,000 sleeping on the streets on any given night. 1.4 million Veterans and their families are at risk of being homeless during the next 30 days. Statistics show that 9 out of 10 homeless have failed relationships.
- **Suicide** - Veterans are dying by suicide at a rate higher than the average population. The data says 22 a day but we believe this number is higher due to homeless veterans and others being underreported. Those who experience a breakup or divorce are 2.4 times more likely to commit suicide.

What is the common denominator here? Lack of Support

It is important that we don't just talk about the issues and hope they go away. That is why we are doing something to take the lead in creating a positive change.

Loving My Veteran has built a community that utilizes a multi-tier approach.

Community of Support

Being a loved one or a family member of a Veteran can be challenging. The journey can be difficult to navigate. Families often find themselves feeling alone with limited or no support, leaving them with anger, depression, anxiety and resentment. Loving My Veteran is committed to being part of the solution by giving you the tools you need to help you along the way. We support you along your journey so that you don't have to walk this path alone.

Tools and Education

Loving My Veteran is committed to providing Veterans and their families with the tools and education to build healthy, happy, loving relationships. This includes a daily video series, Walking in My Shoes, where Stacy DeMouth shares her experiences and helps Veterans and families see things from each other's perspective. We offer numerous classes that cover communication, managing PTSD, understanding how PTSD and TBIs are physical injuries to the brain, and our acclaimed Boot Camp that helps get you started on your journey.

Knowledge is Power

Loving My Veteran is committed to providing both Veterans and their families with information and resources that may make this journey a little easier. This includes Burn Pit Exposure, Mefloquine Toxicity, Anthrax Vaccine, the truth behind PTSD, deficiencies within the VA and many more. We provide information to alternative treatment options as well. Loving My Veteran believes that the best way to make a decision is to make an informed decision and we encourage all veterans and their families to look at all of the options to make the decisions that are best for them.

Measuring Progress

Loving My Veterans' Progress is best Measured by the families whose lives we have impacted, empowering them to build healthier, happier relationships.



This is a small glimpse into what they are saying -

“It’s so worth the work!!! Our home has peace, joy, connection, and love in it.”

“I could not find any spousal support. I felt so alone. After reading and watching some of Stacy’s videos I feel nothing but gratitude to have found all of you. I look forward to this journey with such support. Thankful!”

“I was desperate for support, for help. Being a vet wife can be very tough. I’m so glad I found you guys! You are doing an amazing job.”

“I was at the end of my rope. I had no one who understood. Y’all saved my marriage!”

“You showed me how to save me, my family, and my Veteran.”

“I shared a “Walking in My Shoes” with my Veteran, that Stacy originally sent to me. He started crying when he heard it. It gave him insight into how I felt, but through someone else’s words - and let’s face it- that is sometimes easier to hear than your spouse’s.”

“I felt like I was going crazy. When I found Loving My Veteran. I realized that I’m NOT crazy and not at all alone. That in and of itself was a HUGE weight off my mind. I’ve had the thought that my vet was VERY MUCH like my TBI patients. When I started watching the videos (especially the ones about how PTSD changes the brain) it helped me understand the WHY behind some of his behaviors. Listening to you, [Stacy](#), has helped me understand my own role in his behaviors and how I was helping to trigger him instead of supporting him.”

What’s Next?

While Loving My Veteran is proud of our accomplishments and the over 7,500 veterans and families we have reached since we started as a simple Facebook Page in July of 2020 our work is not done. We must take this to millions of other veterans and their families.

Growing and Expanding Our Programs

- Expanding the platforms that Loving My Veteran utilizes to make our classes, education, and resources available to more families at no cost.
- Expanding our classes for veteran families to cover more topics.
- Hold support meetings for veterans and veteran families both virtually and in person.

Partnering with Other Veteran Organizations to Fill the Gaps

It is impossible to fight this fight alone. That is why Loving My Veteran is working with other organizations to help develop a program that becomes all inclusive. We know that our veterans have needs to support. We are also aware that without support from the families and loved ones at home these programs will not be as successful. It is essential that we provide support for those at home to give the veteran and their family the best opportunity for success. We are currently collaborating with other veteran organizations to create a comprehensive program that fills the gaps and ensures that veterans and their families have the tools, education, and resources to empower them to build healthier, happier relationships.

Loving My Veteran Family Retreats - Relax, Rebuild and Recover

Loving My Veteran has our first Veteran Family Retreat scheduled for April 18th – 21st, 2024 on the shores of the beautiful Lake Seminole in Southwest Georgia. Veterans and their families can come together and relax, recover, and rebuild. Each family will have private accommodation in either a cabin, duplex, or camper. Meals for the entire event will be provided. Outdoor activities will include fishing, boat tours, guided kayaking tours, hiking and more. There will be games and activities for the kids. Spouses and partners can enjoy a massage as well as classes and other activities. Veterans will be able to build a sense of comradery as well as participate in other outdoor activities. There will be two short evening presentations by Stacy DeMouth and guest speakers. All of this and more will be provided at no cost. Families will be responsible for a \$25 registration fee and their own transportation to and from the event.

It is our plan to hold a second retreat in fall of 2024.

Loving My Veteran's Needs

While Loving My Veteran has been able to accomplish tremendous success in our short existence, to achieve our goals we are limited by the cost associated with meeting them. To date, we have managed to cover the expenses, either paying them ourselves or having a member volunteer to pay them for us, but this approach is not realistic nor sustainable long term.

In October of 2023 the decision was made to activate our 501 (c)(3) so that we could expand our mission and reach the thousands of others who are struggling. In November 2023 a Board of Directors was elected and our Bylaws and Articles of Incorporation were adopted. It was extremely important to the Board that Loving My Veteran remain a 100% volunteer organization, as reflected by our Bylaws.

While it is difficult for us to determine our true financial needs, as we have utilized the bare necessities just to get the job done, we have come up with an operating budget that will need to be evaluated and reevaluated by our Board on a regular basis to ensure that our needs are being met, as well as preparing for Loving My Veteran's growth. (See Attached Budget)

Fundraising and donations are a priority for Loving My Veteran and our continued growth. We understand the challenges that we are going to face and we know that it will not be easy. We also understand the risk we take by offering free resources and programs to our families, but we will stand by our belief that our families should not have to pay for these tools.

Loving My Veteran's Strengths

The success of Loving My Veteran comes from the Veterans and their families that are part of our community. It is their insights, hard work and dedication that help Loving My Veteran continue to grow. Our volunteers are a huge part of our story. They give of their time and knowledge. Loving My Veteran set out with a simple goal of helping just one person. Today, we are committed to making sure that not one Veteran or their family is left behind. In the words of those who have served, "We've Got Your Six."



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