



IMPACT REPORT

Q2 - 2025



“Together, we are building a modern model that strengthens veterans upstream.”

A MESSAGE FROM THE CEO

Q2 2025 was more than another quarter of growth—it was a turning point in how our nation understands and responds to the needs of its veterans and their families. For the first time, veterans have a platform built entirely around empowerment, clarity, and real-time insight. Battle Buddy is showing us, every single day, what veterans need—not a year from now, not last quarter, but now.

For too long, America has relied on delayed reports, fragmented systems, and outdated transition processes. Veterans are left to navigate overwhelming complexity with little guidance and too few touchpoints of support. VETLIFE is changing that. Through our technology, our boots-on-the-ground outreach, and our growing family of resource partners, we are giving veterans something they have been missing for decades: a clear starting point, a trusted guide, and a pathway toward stability.

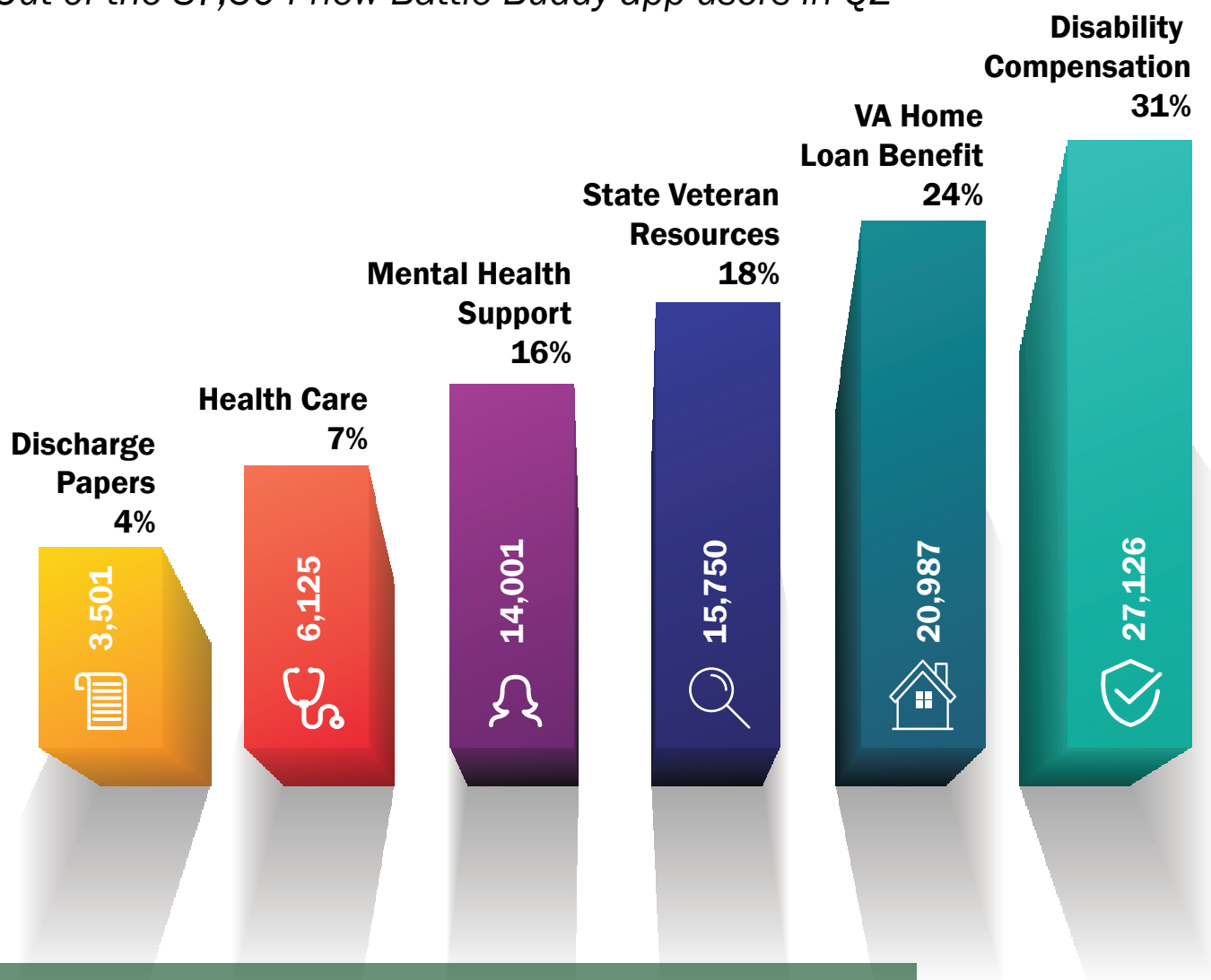
When the VA’s Veteran Experience Office featured us nationally, more than 87,504 veterans and families joined our platform in Q2 alone. Their engagement showed undeniable truth: veterans want to take control of their futures—they simply need the tools to do it.

Every donor, every partner, and every volunteer is part of this transformation. Together, we are building a modern model that strengthens veterans upstream—long before they reach crisis—and we are proving that empowerment, not dependency, is the key to reducing suicide and restoring identity.

Joshua Parish
Co-Founder & CEO
VETLIFE

REAL-TIME ENGAGEMENT & INSIGHTS

Out of the 87,504 new Battle Buddy app users in Q2



WHAT THIS TELLS US

Veterans are overwhelmingly searching for clarity—clarity on benefits, clarity on mental health pathways, clarity on housing, clarity for their families. This demand reaffirms the heart of our mission: when you give veterans information they can trust, they act.

This engagement also gives us something America has never had before: a real-time window into unmet needs across the entire veteran community.

MODELED UPSTREAM OUTCOMES

Based on established conversion patterns and validated engagement behaviors across the veteran space, Q2 user behavior translated into:



4,650 Veterans

Beginning VA Health Care enrollment



3,875 Veterans

Initiating disability claims with correct documentation



3,100 Veterans

Moving toward long-term stable housing via home loan education



2,280 Spouses/Dependents

Using education modules to support veterans



8,900 Veterans

Engaged in mental health resources, with a modeling indicating 62% took follow up steps within 48 hours.



These impacts matter - because each represents a veteran moving out of confusion and into forward motion.

RETURN ON INVESTMENT (ROI)

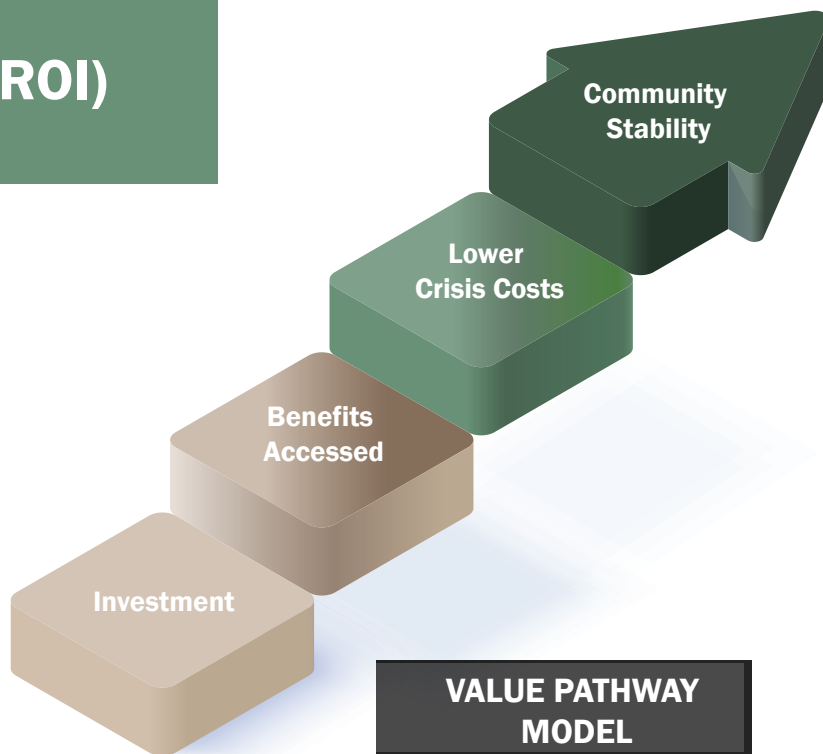
Economic ROI

Every dollar invested in Battle Buddy strengthens veteran stability and reduces long-term costs.

\$1 Invested = \$14 - \$22

in economic value created through:

- Increased benefits uptake
- Reduced homelessness risk
- Higher long-term family stability
- Fewer emergency mental health interventions



Social ROI

Veterans don't just gain benefits - they gain **clarity, confidence, and direction**. Families gain understanding. Communities gain stability. Employers gain talent. The nation gains stronger outcomes for the people who served it.

Systemic ROI

The cost-to-acquire (CTA) a veteran for traditional outreach ranges from **\$125 - \$450**. The Battle Buddy app reduces this by **70-90%**, democratizing access across the entire provider ecosystem.



**VETLIFE is actively
reshaping how
resource systems
reach veteran
families.**

RESOURCE EXPANSION

Building a Network that Veterans Trust

In Q2 we strengthened our vetted provider ecosystem by:

- Integrating new national and state partners
- Establishing quality and response standards
- Expanding dependent focused education - the only one of its kind



Families are no longer bystanders - they are now empowered participants in the veterans journey.



Why VETLIFE Stands Alone

- It is not a directory.
- It is not a crisis line.
- It is not a transitional workshop.

It is a living, responsive ecosystem that identifies needs in real time and empowers action.

VETLIFE holds a position that no one else occupies:

- The VA does not collect real time unmet needs.
- VSOs are overstretched (1 to every 7,000 veterans).
- No national platform integrates veteran spouses and/or dependents.
- No other nonprofit offers this level of detailed data driven insight at scale.

VETLIFE is stepping in where no one else has - creating the long-overdue support network our veterans have waited decades for.

NATIONAL STORYTELLING & CULTURAL IMPACT

The voices VETLIFE elevates on **From Glory Days: Veterans Edition** help shape a national narrative that veterans deserve more than crisis intervention - they deserve empowerment.

Highlights from Q2 include:



Mike Cox (USMC) - speaking to identity, transition, and the realities facing Marines today.



Gary Peters (Navy) - championing veteran benefits modernization and Guard/Reserve equity.



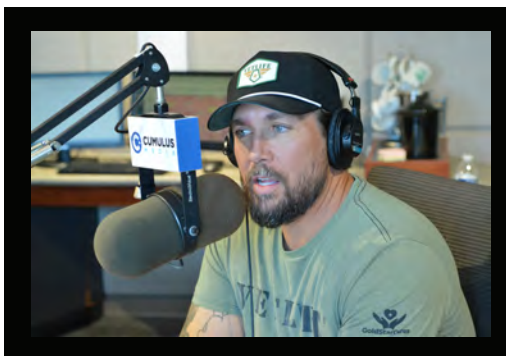
Tim Jensen (USMC) - demonstrating the power of purpose after service through entrepreneurship.



Jessica Ruttenber (USAF) - bringing visibility to the unique needs of women veterans and military families.



Their experiences reinforce the truth: veterans thrive when they have clarity, purpose, and support.



TRANSFORMATION STORY

Jason downloaded the Battle Buddy app after hearing about it from a friend.

- ✓ He identified benefits he didn't know he had earned
- ✓ Started VA Health Care enrollment
- ✓ Connected with a housing pathway
- ✓ His wife used the dependent module to explore employment resources

“For the first time since leaving the Army, I felt like someone finally showed me the path forward.”

Jason - Army Veteran, Michigan

This is what upstream success looks like: one veteran, one family, one life redirected toward stability instead of uncertainty.

WHY Q2 MATTERS

Q2 did not simply confirm growth - it confirmed momentum.

In Q2 VETLIFE saw:

- A national call for clarity and empowerment
- Families becoming stronger partners in veteran wellbeing
- Real-time data revealing needs earlier and more accurately
- Veterans taking meaningful steps forward before crisis hits

This is the model with the power to finally change our nation's trajectory on veteran suicide.



Q2 AWARDS AND RECOGNITION



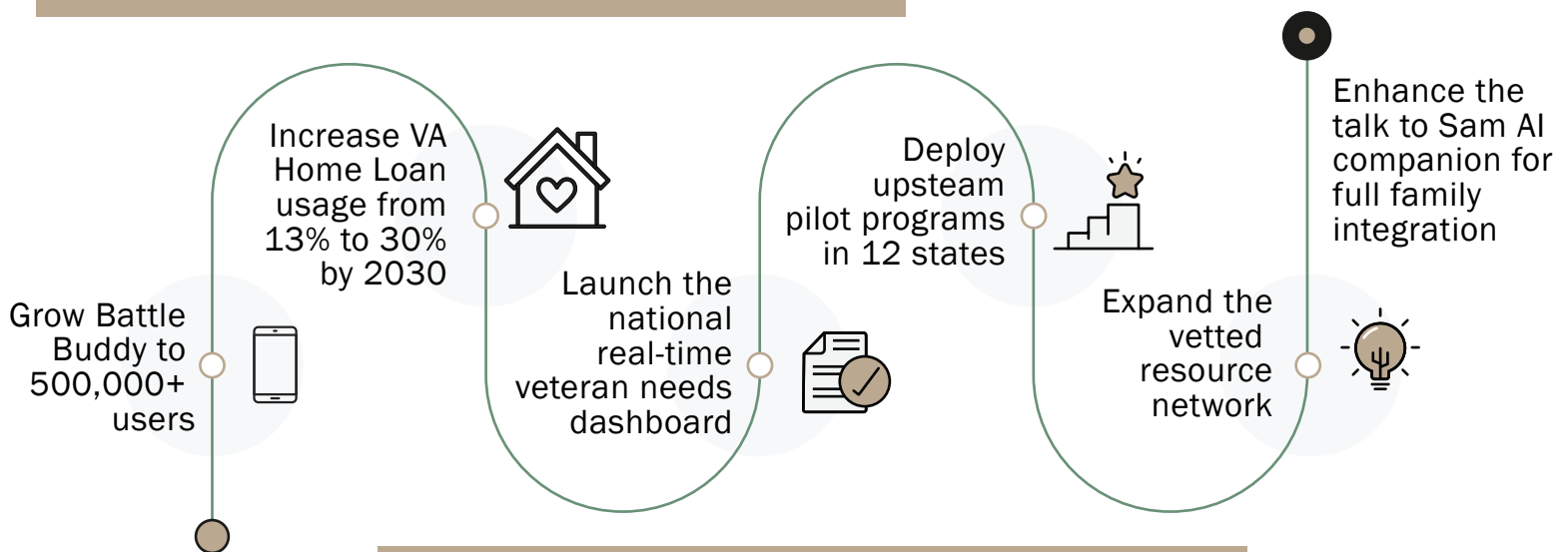
Congressional Medal of Honor Society
2025 Citizen Honors Award Finalist



Michigan Celebrates Small Business
2025 Veteran Owned Small Business of the Year



2025-2026 Strategic Aims



These initiatives advance a national upstream model centered on clarity, empowerment, and purpose.

VETLIFE's 2025-2026 Philanthropic Need to Scale Life-Saving Support: \$3.5M-\$5M

Your investment accelerates:

- ✓ Technology expansion
- ✓ National intelligence capabilities
- ✓ Upstream suicide prevention
- ✓ Family and dependent education
- ✓ Housing and benefits navigation
- ✓ Community engagement

What your support makes possible:

- ✓ A veteran beginning a path to stability
- ✓ A spouse gaining clarity and confidence
- ✓ A family remaining housed and supported
- ✓ A life saved before crisis
- ✓ A stronger national system of care
- ✓ Someone realizing they are not alone

JOIN OUR FIGHT

**VETLIFE is building something unprecedented:
a modern, veteran-first ecosystem that empowers
action, restores identity, and strengthens families
— long before crisis emerges.**

**Your partnership makes this possible — right now.
Together, we will build the future
America's veterans deserve.**

WWW.VETLIFETODAY.ORG/DONATE

