



Impact Report

Q3 2025

Photographed Above: A Marine Corp veteran high fives the Detroit Lions mascot at VETLIFE's 2025 Vet Fest event in Fowlerville, Michigan.



A Message from the CEO

Joshua Parish, Co-Founder and CEO of VETLIFE

Q3 was the moment when everything came together—our technology, our community events, our partnerships, and our mission to empower veterans to be their own best advocates. This quarter showed what happens when upstream intervention, real-time data, and authentic storytelling collide: outcomes accelerate, trust grows, and lives change.

Vet Fest 2025 demonstrated this in the clearest way possible. In a single day, over 2,400 veterans and family members accessed long awaited support. We submitted 312 Intent to File disability claims, housed homeless veterans, fed thousands, connected 276 veterans with VA home loan providers, supported both veteran and dependent education and employment requests, and restored a sense of community many lose after service. The VA's decision to replicate VETLIFE's Vet Fest in all 50 states confirms the power and scalability of this model.

This quarter also marked a significant milestone for the Battle Buddy app. Growing from 106,771 users to 221,314 in nine months is remarkable—but what matters more is that 1 in 3 veterans return weekly for additional support, and each user shares the app with 3–4 others. This is earned trust, not manufactured engagement. Veterans aren't disengaged—they're underserved. When we give them clarity and control, they respond.

Our partnership with TikTok's Veteran Voices initiative expanded that reach even further. By amplifying leaders like Asena Nuusila, Viva La Vargas, Jim Lorraine, and Brigadier General Ravi Wagh, we are helping veterans rediscover something many lose after service: their voice. Storytelling doesn't just connect—it heals. It saves lives.

This report reflects more than quarterly outcomes. It is a blueprint for the future of veteran empowerment—built on upstream strategy, real-time intelligence, and a commitment that no veteran should navigate a broken system alone.

We are not done. We are just getting started.

Q3 2025 was a breakthrough quarter for VETLIFE —

One that validated our national impact model, accelerated our technology adoption, and delivered measurable outcomes at a rate unmatched in the veteran nonprofit sector.

Battle Buddy's user base more than doubled, Vet Fest delivered immediate life-changing results, and our TikTok partnership expanded national reach.

BATTLE BUDDY'S GROWTH



Vet Fest 2025: National Impact at Scale

Structured around Education, Employment, Healthcare, and Quality of Life, Vet Fest 2025 provided real time support to 2,400+ attendees with 60 vetted resource providers.



Housing & Quality of Life:

- 276 veterans connected with VA home loan providers
- Several thousand veterans were fed
- 3 homeless veterans were connected to housing
- 4 therapy animals were requested

Education

- 89 veterans requested GI Bill, tutoring, or education support
- 143 dependents requested assistance
- 250 veteran children were given backpacks filled with school supplies

Healthcare

- Hundreds of veterans connected with VA Health Care, Medicare, and mental Health pathways
- Hundreds of toothbrushes, toothpaste, floss, and other oral healthcare items were distributed to veterans



TikTok Veterans Voices Partnership

Through a partnership with TikTok Veterans Voices, VETLIFE is elevating veteran stories by featuring influential military and veteran leaders on the radio show and podcast From Glory Days: Veterans Edition. These conversations spotlight service, transition, and purpose beyond the uniform. Episodes are available on major podcast platforms, including Apple Podcasts, Spotify, and Amazon Music.

Featuring Leaders:



Asena Nuusila (Army)

Shared how her Polynesian upbringing and frequent moves shaped her values and influenced her decision to serve, highlighting cultural roots and personal purpose.



Viva La Vargas (Army)

Discussed his wide-reaching online influence and work amplifying veterans' voices through TikTok's Veterans Voices program.



Brig Gen. Ravi Wagh (Army)

Reflected on his military journey from a family steeped in service to pursuing ROTC and a lifelong career in leadership and service.



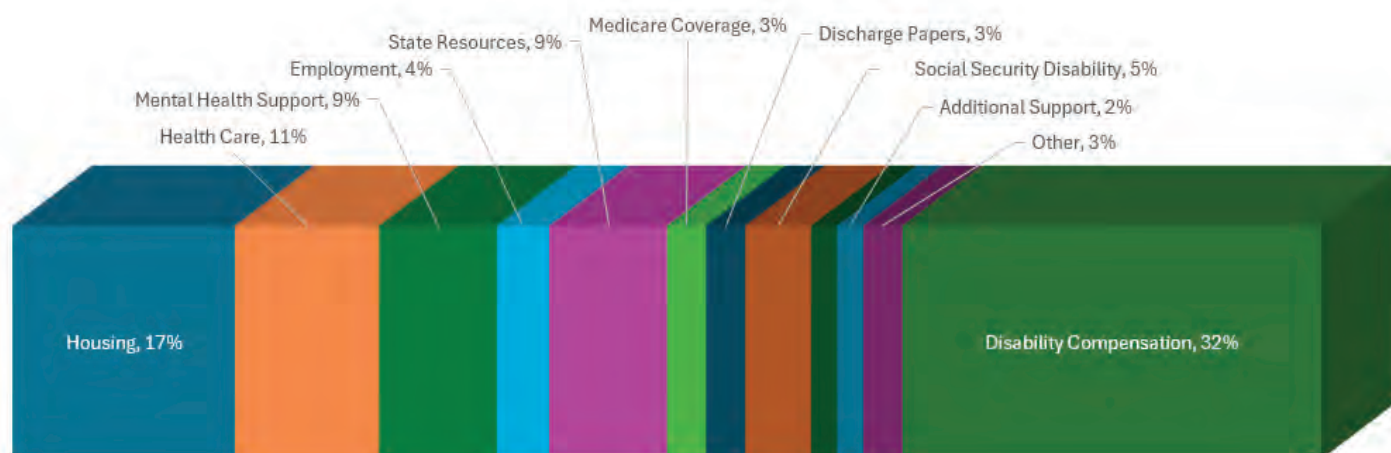
Jim Lorraine (USAF)

Talked about overcoming a life-changing injury on his path to service and founding America's Warrior Partnership to support fellow veterans.



REAL-TIME VETERAN NEEDS

Based on Battle Buddy users during Q3



WHAT THIS TELLS US

These search trends show that veterans using the Battle Buddy app are primarily seeking help navigating complex benefits and essential life needs. Disability Compensation stands out as the most searched topic, highlighting how critical financial stability and benefits access are for veterans and their families. Strong interest in Housing, Health Care, and Mental Health Support underscores ongoing needs around stability, well-being, and access to care. Overall, this data reinforces that veterans are turning to Battle Buddy as a trusted first stop for clear guidance, connection to resources, and reliable support.





JOIN OUR FIGHT

VETLIFE is more than a nonprofit — it's a lifeline for the men and women who served our country. Too many veterans face unseen battles after service, from mental health struggles and housing instability to loss of purpose and community.

Through storytelling, technology, and trusted connections, VETLIFE meets veterans where they are — empowering them to advocate for themselves and reclaim stability, purpose, and hope.

Your sponsorship is more than support. It saves lives. It shows veterans they are seen, valued, and never alone.

Empower a veteran. Save a life.

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