



**Redefining Upstream Veteran Care Through  
Real-Time Data, Stability, and Empowerment**

**IMPACT REPORT | Q1 2025**

## A Message from the CEO

When I set out to build Battle Buddy, I didn't begin with software or data. I began with Jack.

Jack was a Vietnam veteran we found living alone in a small deer shack after nearly a decade in isolation. When he returned home from war, he asked about his benefits —only to be told that because he had been drafted, he wasn't a "real" veteran. That single moment of dismissal shaped the rest of his life. Without access to care, resources, or guidance, he carried the invisible wounds of combat alone. His mental health deteriorated. He lost his family. And eventually, he lost his sense of identity and worth.

The day I took him for a haircut and a shave, Jack looked in the mirror and said it was the first time he had felt like a man in as long as he can remember. That moment wasn't about grooming. It was about dignity. About being seen. About finally receiving something he had earned decades before.

Jack is the reason we built Battle Buddy. Because the system wasn't built for him — and it still isn't built for millions of veterans today. For decades, we've approached veteran suicide from the wrong angle. We focus on screenings, questionnaires, and crisis indicators. But by the time a veteran answers "yes" on those forms, we are already too late. The real upstream solution begins much earlier — with stability, identity, and purpose.

When a service member leaves the military, the first question they face isn't a mental health assessment. It's: Where am I going to live? Stable housing, especially homeownership, is the foundation of long-term wellbeing. It creates roots, pride, and the sense of control that so many veterans lose during transition. Housing isn't just an economic issue; it is suicide prevention.

That is why Battle Buddy exists: to give veterans a clear starting point, a trusted guide, and a pathway toward stability from day one. What you can expect from Battle Buddy is simple:

- A veteran first platform that empowers rather than overwhelming
- Real-time access to benefits, housing resources, and financial guidance
- Tools that restore dignity, reduce confusion, and prevent crisis before they ever begin
- A community and a mission built for every Jack across this country who deserves better

Our promise at VETLIFE is straightforward:

No veteran will ever again be told they are not "real."

No veteran will ever have to navigate their benefits alone.

No veteran will be left behind on the path to stability, homeownership, and hope.

### **Joshua Parish, Co-Founder and CEO of VETLIFE**

*Pictured on the right is Vietnam veteran, Jack receiving a haircut shortly after being found living in isolation for over a decade.*





## Introducing Battle Buddy: Real-Time Intelligence That Saves Lives

The systems meant to support veterans are always too late. Data arrives 12-24 months after the damage is done — after crisis, homelessness, or isolation had already taken hold.

### **Battle Buddy exists to stop that.**

For the first time, VETLIFE sees what veterans are facing as it happens — what they're searching for, struggling with, and trying to survive. Not next year. Not after a report. Now.

That real-time insight allows VETLIFE to step in earlier — before a breaking point, before a life unravels.

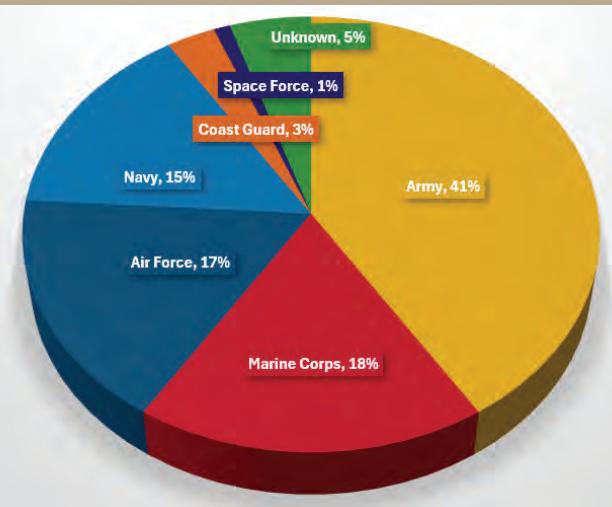
#### **In Q1 alone:**

- 19,267 veterans reached out
- 19,267 moments of truth
- 19,267 chances to prevent crisis

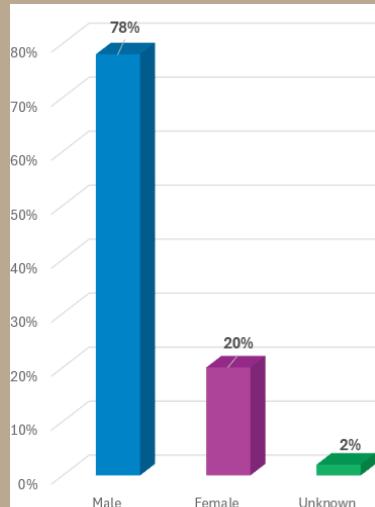
No government agency or nonprofit in America can do this. **VETLIFE can — and does.**

### Q1 2025 Data Summary: Who We Served

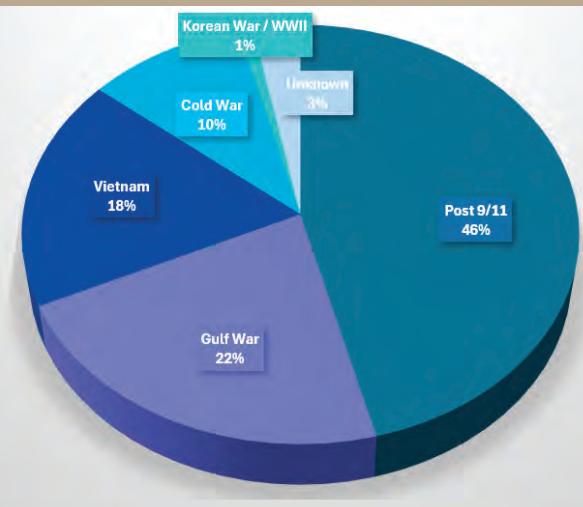
**Branch of Service**



**Breakdown by Gender**



**Breakdown by Era**





## Impact Outcomes: What changed because of VETLIFE

### **Housing Stability Outcomes**

- 87 veteran families connected to their VA Home Loan benefit
- 4 homeless veterans placed into long term stable housing

### **Mental Health & Crisis Prevention Outcomes**

- 1,156 veterans engaged with mental health resources
- 856 spouses gained support
- 215 external referrals to Battle Buddy as a verified resource

### **Benefits Access Outcomes**

- 3,765 veterans took action to begin or advance a disability claim

## WHAT THIS TELLS US

These are upstream suicide prevention indicators. Veterans who secure housing, access benefits, and reduce confusion around navigation are significantly less likely to fall into crisis.

This is not crisis response — it is crisis prevention.

# RETURN ON INVESTMENT (ROI)

## The Economic and Social Return of the Battle Buddy Platform

### VETLIFE delivers ROI in multiple dimensions:

#### Economic ROI

- Every home loan unlocked produces long term financial stability.
- Every disability claim advanced increases annual income for veterans and families.
- Every prevented crisis reduces taxpayer costs in ER visits, hospitalization, shelter, and justice systems.

#### Social ROI

- Stability → Reduced suicide risk
- Benefits access → Reduced family stress
- Navigation support → Improved identity, belonging, and purpose

#### Systemic ROI

- Real-time data → smarter state and federal resource allocation
- Upstream prevention → fewer downstream tragedies

**Every \$1 invested in VETLIFE produces:**



**\$6 - \$12 in veteran financial gains through benefits access**

**Thousands saved in avoided crisis care**

**Increased housing stability for veteran families**

**Real-time insights that replace outdated 24 month federal reporting cycles**

# COMPETITIVE LANDSCAPE:

## Why VETLIFE's Battle Buddy is the Only Platform of its Kind

**There are more than 45,000 veteran serving nonprofits in the United States.**

Here is what none of them have:

- Real-time national data on what veterans need today.
- A platform designed to empower veterans, not route them into bureaucracy.
- A statewide-to-national upstream model tied to housing, stability, and identity.
- A digital + boots on the ground ecosystem reaching veterans where they are
- A dedicated home loan strategy that turns economic empowerment into suicide prevention.

**The VA does not do this.**

**Large nonprofits do not do this.**

**State agencies do not do this.**

**VETLIFE's Battle Buddy platform is the only comprehensive veteran empowerment engine that turns real-time data into upstream solutions at scale.**

## WHY Q1 MATTERS

**Q1 confirmed that VETLIFE's model works** — and revealed something unprecedented. **For the first time in history, we now have real-time data showing exactly where veterans are struggling**, what benefits they cannot access, and which unmet needs are emerging across communities nationwide. Traditional federal reporting, including VA data, is often 12-24 months behind. By the time those reports surface, the landscape has already changed, the opportunity to intervene has passed, and too many veterans have slipped through the cracks.

Battle Buddy eliminates that delay. Every download, every search, every benefit inquiry, and every referral creates immediate insight into what veterans need right now. Combined with VETLIFE's boots on the ground outreach, radio storytelling, and deeply engaged resource partners, this real time intelligence gives us a modern solution to long standing gaps in veteran care. Instead of reacting to crises reported years after the fact, we can finally address issues early — when support has the greatest impact.



## **LOOKING AHEAD: Investment Priorities for 2025-2026**

**To scale this model nationally, VETLIFE is seeking investment in the following high-impact areas:**

1. Technology development and real time data infrastructure
2. Expansion of Battle Buddy into 6 new state pilots
3. Increasing home loan usage from 13% to 30% by 2030
4. Growing to 500,000 veterans on the platform by the year end
5. Expanding crisis prevention algorithms and support pathways

## **JOIN OUR FIGHT**

Every download, every partnership, and every act of service strengthens a veteran and their family. Together, we are building the most comprehensive veteran empowerment platform in America and reshaping how the nation understands and responds to veteran needs.

Your support makes this work possible. By donating to VETLIFE, you directly fuel the programs that list veterans out of crisis, connect families to stability, and ensure no veteran has to navigate their benefits alone. Stand with us. Invest in mission. Help build the system veterans deserve.