



Q4
2025

IMPACT REPORT





CEO Message

By Joshua Parish, Co-Founder & CEO of VETLIFE

Each quarter, we ask a simple question: are we truly making it easier for veterans to live stable, healthy lives after service, or are we adding complexity to an already broken system? This quarter, that question feels especially real as I think about Jamie.

Jamie's husband, a combat veteran, struggled with PTSD and sought help from the VA, only to be told there were no beds available. Shortly after, he died by suicide. In the months that followed, the system continued to fail her. Jamie's home went into foreclosure—not due to inability, but because she didn't know she needed to file annual paperwork to claim a benefit she was entitled to as a surviving spouse. The protection existed, but the knowledge did not.

We were able to save Jamie's home and help change state law, so surviving spouses only need to file that paperwork once. Yet her story illustrates a painful truth: veterans and their families often face preventable losses simply because systems are fragmented and follow-up is absent.

Each year, roughly 200,000 service members leave the military and fall through the cracks—not from lack of resources, but from lack of clarity and continuity. Programs like TAP provide information, but information without follow-up is not support. Veterans leave with briefings and paperwork, then are expected to navigate complex systems months or years later, often while facing stress, grief, financial pressure, or untreated mental health challenges.

Solid Start represents meaningful progress by providing proactive touchpoints after separation, yet it still relies on fragmented systems and disconnected follow-up.

This is where Battle Buddy makes a difference. It provides a single, always-on digital front door that turns outreach into action, allowing veterans to engage immediately—on their own terms and at their own pace—before small challenges become crises.

The impact is measurable. In Q4 2025 alone, 14,543 veterans submitted an Intent to File for VA disability compensation after engaging with VETLIFE and Battle Buddy. That's more than engagement—it's meaningful entry into the system, signaling a shift from hesitation to

action and from uncertainty to stability. To build on that progress, we implemented automated 90-day follow-up tracking to measure claim completion, financial impact, and long-term stability, moving beyond clicks to true outcomes.

One in three Battle Buddy users now returns weekly, accelerating benefit utilization and reducing downstream risk. Every delayed benefit carries real consequences, from increased reliance on emergency services and higher healthcare costs to housing instability and increased suicide risk. Prevention does not begin in crisis, it begins earlier, with access, clarity, and stability.

If Solid Start is the outreach engine, Battle Buddy is the infrastructure that supports reducing friction, guiding veterans forward, and preventing stories like Jamie's from ever needing to be told.

Q4 reinforced what we already know: empowering veterans to be their own advocates is not only compassionate, but also effective, scalable, and fiscally responsible. The cost of getting this wrong is measured in lives; the opportunity to get it right is in front of us.

The Systems Gap

Every year, billions are spent on veteran suicide prevention—through crisis lines, clinical interventions, inpatient care, outreach campaigns, and awareness initiatives. **And yet, veterans are still dying.**

The issue is not a lack of investment—it's where that investment activates. Most funding is deployed at the point of crisis. But crisis is not the beginning—it is the end stage of accumulated instability: financial strain, housing insecurity, unfiled benefits, healthcare avoidance, isolation, and system confusion. By the time a veteran reaches a hospital bed, prevention has already failed.

Veterans don't need more information. They need clear, sequenced guidance, personalized direction, continuous digital access, and a single point of execution. That is the systems gap.

Our Method — Empower the Veteran First

The future of suicide prevention does not begin in crisis—it begins long before instability takes hold. Our thesis is simple but transformative: ***the most scalable way to reduce veteran suicide is to empower veterans to become their own strongest advocates, before confusion or delays create risk.***

This is not about replacing VSOs, clinicians, or the VA. It is about strengthening the ecosystem by removing friction at the earliest moment—when decisions first begin to stall.

Battle Buddy is the infrastructure that makes this possible: a digital front door, a sequencing engine, and a behavioral activation layer that turns intention into action and action into stability. It meets veterans where they are, guides them forward with clarity, and ensures they are never navigating alone.

We are not building for crisis. We are building for the moments that prevent it.

Q4 Behavioral Activation



14,543 Intent to Files (ITFs) initiated in Q4 2025

This is more than awareness—it is **entry** into the system

Our **90-day** post-ITF tracking measures real-world outcomes:

- Claim completion
- Award confirmation
- Early signs of economic stabilization
- Confidence in navigating the federal system

While most campaigns stop at engagement, we measure what truly matters: **veterans moving forward** with certainty, stability, and confidence.

Economic Stabilization Model

Conservative Scenario:

- ITFs: 14,543
- Conversion: 40% → 5,817 completed claims
- Average Monthly Award: \$1,200

Impact:

- Monthly Household Stabilization: \$7M
- Annual Economic Impact: \$83.7M

This is **earned compensation flowing into veteran households**, reducing:

- Foreclosure risk
- Debt escalation
- Healthcare avoidance
- Emergency reliance

Why it matters: Financial stress multiplies suicide risk.

This is upstream mitigation, preventing crises before they occur.

Billions Are Spent— But Prevention Costs Less Than Coffee

Each year, billions are spent on reactive interventions aimed at reducing veteran suicide.

Battle Buddy takes a different approach: proactive, always-on support for less than \$6 per veteran annually. We provide continuous access to:

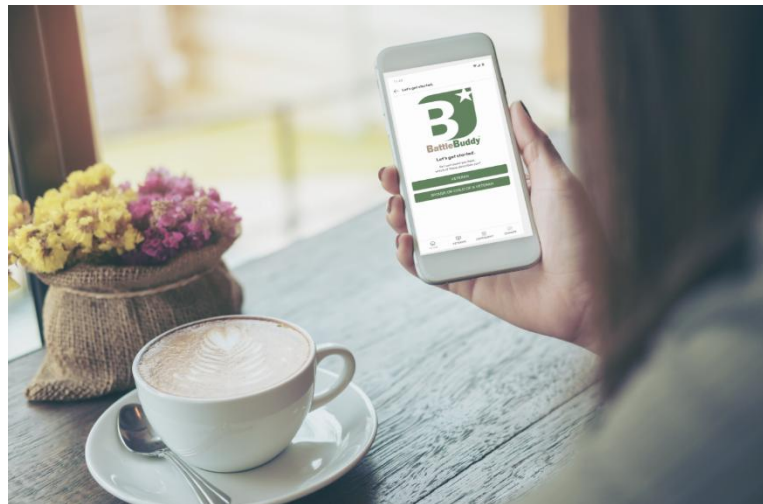
- Personalized benefit sequencing
- Activation tools that drive engagement
- Ongoing follow-up and progress tracking
- Reinforcement systems that support long-term stability

While inpatient care remains critical, no traditional intervention matches this level of reach and cost-efficiency. Awareness campaigns may inform—but rarely convert into sustained action.

Battle Buddy bridges the gap—delivering measurable impact at scale, sustainably, and in real-world conditions.

Cost to Acquire (CTA) Edge

One in three Battle Buddy users engages weekly, slashing the cost of veteran support. Unlike traditional models that rely on marketing, manual outreach, or events, Battle Buddy embeds in transition pathways, leverages peer referrals, integrates with ecosystem partners, and drives ongoing digital engagement.



Addressing Food Insecurity

Through our **Harvest for Heroes program**, VETLIFE ensured that veterans and their families could celebrate the holidays without worry. This year, the program expanded to multiple distribution sites across Oakland and Livingston Counties, providing complete Thanksgiving meals to over 600 veteran families. By tackling food insecurity head-on, VETLIFE not only nourished families but also strengthened community connections, reminding every veteran that they are supported and valued.



Keeping Veterans Warm

Through the **Warmth for Warriors program**, VETLIFE helped ensure that veteran families stayed safe and warm throughout the winter season. The program distributed hundreds of coats, boots, gloves, and hats to veterans in need, providing essential gear that supports both comfort and well-being. By addressing basic winter necessities, VETLIFE reinforced its commitment to caring for the whole veteran family, helping them weather the season with dignity and security.



Veteran Voices

“I filed my Intent to File within days. I wouldn’t have done it otherwise.”

-Brad F., Marine Corps, Veteran

"It's been a rough couple of years... [Harvest for Heroes] helped make for a great Thanksgiving with less stress wondering how'd we make things happen."

– Andrew S., Army Veteran

"It meant everything to receive a turkey dinner with a note from a child calling me a hero! It was so uplifting and warm."

- Angelique M., Army Veteran

“[Harvest for Heroes] was an amazing experience, made me feel warm and embraced. Thank you so much.”

- Charles P., Navy Veteran

Since attending Vet Fest, we have felt more welcome in the county after settling here. I had missed the military “village” from living on or near bases, but Vet Fest showed me that village is still very much alive and active.

– Jill P., Air Force Veteran

Behind every testimonial is a story of resilience, transition, and real impact. At VETLIFE, we don't just provide support—we help veterans build a path forward. These voices aren't just feedback—they're proof that the mission is working.

Help support our mission: www.vetlifetoday.org/donate