



VETLIFE Quarterly Impact Report

Connecting Veterans to Their Benefits

Q4 2024

Photographed: Letters and cards to veterans made by Fowlerville Community Schools students which were included in VETLIFE's 2024 Harvest for Heroes meal kits.

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Connecting Veterans to Their Benefits

Report Period: Q4 2024

Executive Summary

As 2024 came to a close, VETLIFE remained steadfast in its mission to support veterans and their families by ensuring they receive the benefits and resources they have earned. During the fourth quarter, VETLIFE's Harvest for Heroes, Heroes Holiday, and Warmth for Warriors initiatives made a significant impact, providing holiday meals, gifts, and winter clothing to thousands of veterans and their families. These efforts, in partnership with Kroger, corporate sponsors, and community donors, helped alleviate financial burdens and bring joy to veteran households throughout the holiday season.

Q4 Key Metrics and Achievements

Harvest for Heroes: Providing Holiday Meals to Veterans

VETLIFE's Harvest for Heroes program ensured that thousands of veterans and their families had a warm, nutritious meal for the holidays. In partnership with Kroger, VETLIFE distributed meals that included fresh produce, protein, and pantry staples.



- Over 2,300 individuals across Michigan were fed through the distribution of the holiday meal kits.
- Over 50 volunteers assisted with meal assembly and distribution efforts.
- Expanded distribution locations to three counties, ensuring greater accessibility for veterans.



(Left Photo) Volunteers preparing Harvest for Heroes meal kits for distribution. *(Above Photo)* A portion of the Harvest for Heroes meal kits ready to be loaded onto a semitruck for distribution.



(Above Photo) Volunteers holding some of the letters students made to be included in the Harvest for Heroes meal kits.

Each year, through the Harvest for Heroes program, VETLIFE partners with a different school district to bring heartfelt messages to veterans. Teachers and staff members have students create cards or letters to veterans as a part of their Veterans Day lesson plan. Following Veterans Day, VETLIFE collects these letters and includes them in Thanksgiving baskets for veteran families. This year, Fowlerville Community Schools had students from kindergarten through 12th grade contribute thoughtful cards and letters. These letters are sent annually, spreading smiles and reminding veterans of their importance and appreciation.



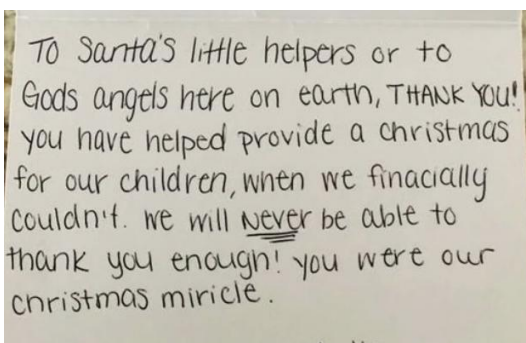
(Left Photo) Two volunteers load a Harvest for Heroes meal into the trunk of a veteran's car during one of the distribution days.

"The Harvest for Heroes meal kit took a huge weight off my shoulders this season. It's been a tough year, and knowing my family had a full holiday meal meant everything."

— Marine Corps Veteran

Heroes Holiday: Spreading Holiday Cheer to Veteran Families

Through Heroes Holiday, VETLIFE provided presents for veterans and their families, ensuring that children of those who served experienced the magic of the holiday season.



- Over 500 gifts were provided to children of veterans through VETLIFE's Heroes Holiday program
- 40 veteran families received support through gift donations, financial assistance, and holiday essentials.
- Partnerships with local businesses and sponsors allowed VETLIFE to provide gifts tailored to each child's wish list.

- Special deliveries were made to Gold Star families, recognizing their sacrifice and ensuring they felt supported.

Warmth for Warriors: Providing Veterans with Essential Winter Clothing

Through the Warmth for Warriors program, VETLIFE distributed hundreds of winter jackets, snow boots, gloves, and hats to veterans and their families in need. With the help of numerous local businesses and organizations, VETLIFE was able to collect, purchase, and deliver winter clothing to ensure these families remained warm during the cold winter months.

(Right Photo) Wayne County veteran with care package from VETLIFE.



Making Dreams Come True: VETLIFE Grants Veteran's Wish to Attend Detroit Lions Thanksgiving Football Game



During this quarter, VETLIFE had the privilege of helping a Marine Corps veteran battling terminal cancer live out his dream of attending a Detroit Lions football game. With heartfelt support, VETLIFE provided him with tickets to the Thanksgiving game at Ford Field, along with a Detroit Lions swag package that included a Barry Sanders jersey, a football, hat, book, and several other team shirts. The veteran, accompanied by his sister, experienced the joy of the game and shared his deep gratitude, saying, "This is the best Christmas present I ever received. I am eternally grateful." This special moment was a reminder of the powerful impact we can have on the lives of those who have sacrificed so much for our country.

(Above Photo) Marine Corps veteran battling terminal cancer receives a Barry Sanders jersey and tickets to the Detroit Lions Thanksgiving football game.

Additional Veteran Support and Assistance

While the holiday programs were the focus of Q4, VETLIFE continued to connect veterans with their earned benefits.

- ✓ Thousands of veterans received direct assistance with VA benefits and healthcare enrollment.
- ✓ The Battle Buddy platform was expanded to include additional veteran resources in employment, workforce development, and mental health.

Looking Ahead to 2025

As we enter the new year, VETLIFE is committed to:

- ✓ Expanding Harvest for Heroes to reach more veterans, particularly in underserved rural areas.
- ✓ Enhancing Battle Buddy to streamline the VA claims process further.
- ✓ Strengthening outreach to homeless veterans, ensuring they have access to stable housing and resources.

With continued support from our partners, donors, and volunteers, VETLIFE will remain a pillar of support for veterans and their families.

Thank You

We extend our deepest appreciation to Kroger, our sponsors, and the countless volunteers who made this holiday season special for veterans. Your commitment ensures that no veteran is forgotten.



Contact Information

VETLIFE

Email: contact@vetlifetoday.org

Website: www.vetlifetoday.org