

PROJECT ECHELON ANNUAL REPORT



Project Echelon educates, equips and empowers veterans and their families through physical activity and self discovery, while also engaging our youth and community stakeholders to build a network of support for those who have served in the armed forces.

1

104 VETERANS

We have continued to increase the number of veterans its supports each year. In 2016, the year Project Echelon was founded, we served 12 veterans. Since then, we have grown our network and improved our outreach, serving 15 veterans in 2017, 43 in 2018, and 87 to date in 2019.

2

\$38,000 IN VET GRANTS

We have supported our veterans in a variety of physical activities and empowering experiences this past year, offering \$38,000 in equipment, event entry, and membership fees. In total, 72% of our Project Echelon budget went to support the effort of making physical activity more accessible to our vets.

3

1560 HOURS

The elite athletes of the Project Echelon Racing Team have volunteered roughly 1560 hours in the last year as they coach and mentor the veteran athletes we serve. This includes weekly check-in meetings and personalized workout plan development. With the average coaching fee for amateur athletes equalling ~\$220/month, this equates to just over \$28000 of in kind coaching support.

4

23,188 IMPRESSIONS

Our network of support and outreach has continued to grow across all demographics. Through on presence on social media and other outlets, we have averaged 23,188 impressions per week. As such, our reach and ability to inspire and educate far extends the 87 veterans we directly mentor.

6

31 EVENTS

Project Echelon's reach and ability to grow its network extends beyond our social media platforms having attended 31 events.. The Project Echelon Racing Team has engaged in over 20 school visits and several community events such as parades. We also have had a strong presence at veteran resource events.

7

18 PARTNERSHIPS

Project Echelon is founded on the concept of people helping people through relationship. As such, we have build strong relationships with 18 local, Wisconsin based businesses and organizations, as well as several national entities. We offer resources and learning opportunities for all of our collaborative partners and their employees.

8

FEATURE STORY

After I was medically retired from the Special Forces, symptoms of my PTSD and TBI continued to get worse. I was struggling to maintain a job and was making decisions that were harmful to me and my family. I needed an outlet and had a desire to become more physically active. Project Echelon empowered me to do so by making the sport of cycling accessible to me through their coaching, mentoring and grant opportunities.



Thank you for bringing my husband and the father of my children back to me. You have helped our family in more ways than you'll ever know

VETERAN SPOUSE