



# 2023 ANNUAL REPORT



[THEHEADSTRONGPROJECT.ORG](https://THEHEADSTRONGPROJECT.ORG)



# TRIUMPH OVER TRAUMA

The Headstrong Project is a non-profit mental health organization providing confidential, barrier-free, and stigma-free PTSD treatment to our service members, veterans, and family connected to their care.

Our goal is to help our clients “Triumph Over Trauma” by providing them with effective mental health treatment.

THP's network of clinical trauma specialists provides evidence-based outpatient care to our clients. To learn more visit:

<https://theheadstrongproject.org/>

OUR 2023  
CHARITABLE  
RATINGS

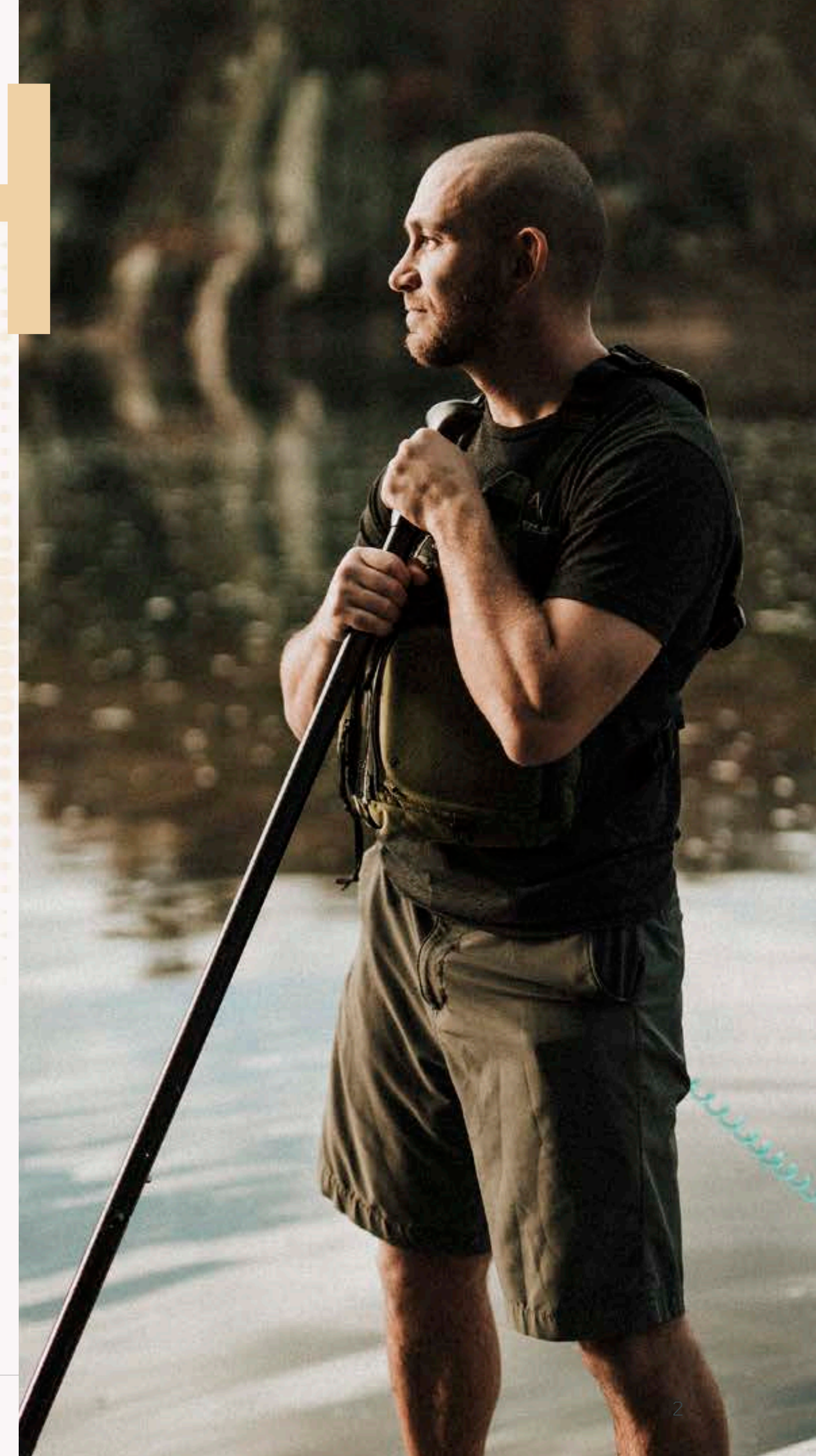


For the full break down:  
[Charity Rating](#)

Platinum  
Transparency  
2023

Candid.

For the full break down:  
[Guidestar Rating](#)





# DEAR SUPPORTERS AND FRIENDS,

It is with great honor and pride that we present our annual report for 2023, a year that has seen a focus on organizational structure and capacity in preparation to expand our clinical presence over the next five years.

In the last year, your support allowed The Headstrong Project to provide outpatient treatment to over 2,100 individuals in more than 39,000 clinical sessions through a combination of outpatient / in-person care and telehealth. We provided in-person care in 15 states plus DC and expanded telehealth capabilities to all 50 states. Internally, we have strengthened our capacity to bring in revenue, increased our quality measures and metrics to ensure effective care, and expanded the number of national partnerships as we position THP to provide in-person care to military connected communities in 25 states, and telehealth care in all 50 states by 2028.

Our Clinical Operations Team will continue to increase our leadership role in trauma-focused mental health care through a number of initiatives. This work includes the sponsorship of a RAND Institute White Paper supporting industry-wide use of Measurement Based Care as best practice. The Headstrong Project sets an example of using quality measures and metrics to ensure effective care, leading to better clinical outcomes in shorter periods of time. In addition, we are adding a Scientific Advisory Board with trauma experts to provide clinical oversight, guide best practices, and support innovation.

Partnership and collaboration is key to providing the best care to our military community and has always been a part of how we work. We are proud to announce that we have joined the USAA led Face The Fight coalition against veteran suicide. Separately, we are partnering with USAA and the STRONG STAR Training Initiative to increase access to suicide-specific risk assessments and therapeutic interventions.

In conclusion, we want to thank you for your unwavering support of The Headstrong Project. We could not have made the strides we have made without your generous contributions and dedication to our mission. We look forward to continuing to work together to provide trauma-focused care to our military community.



**DAN KAEPERNIK**  
CHIEF EXECUTIVE OFFICER  
U.S. MARINE CORPS, RET.





# ABOUT THE HEADSTRONG PROJECT

THE HEADSTRONG PROJECT PROVIDES **CONFIDENTIAL, STIGMA-FREE & OBSTACLE-FREE** TRAUMA-BASED MENTAL HEALTH CARE FOR **SERVICE MEMBERS, VETERANS AND THEIR FAMILIES**

**39,092**

INDIVIDUAL SESSIONS  
DELIVERED IN 2023

**100%**

OF A CLIENT'S FIRST 30  
SESSIONS ARE DELIVERED  
COST-FREE

## TYPES OF SESSIONS OFFERED:



INDIVIDUAL  
THERAPY



GROUP  
THERAPY



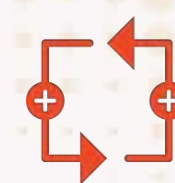
COUPLES  
THERAPY



MEDICATION  
MANAGEMENT



FAMILY  
THERAPY



NEUROFEEDBACK

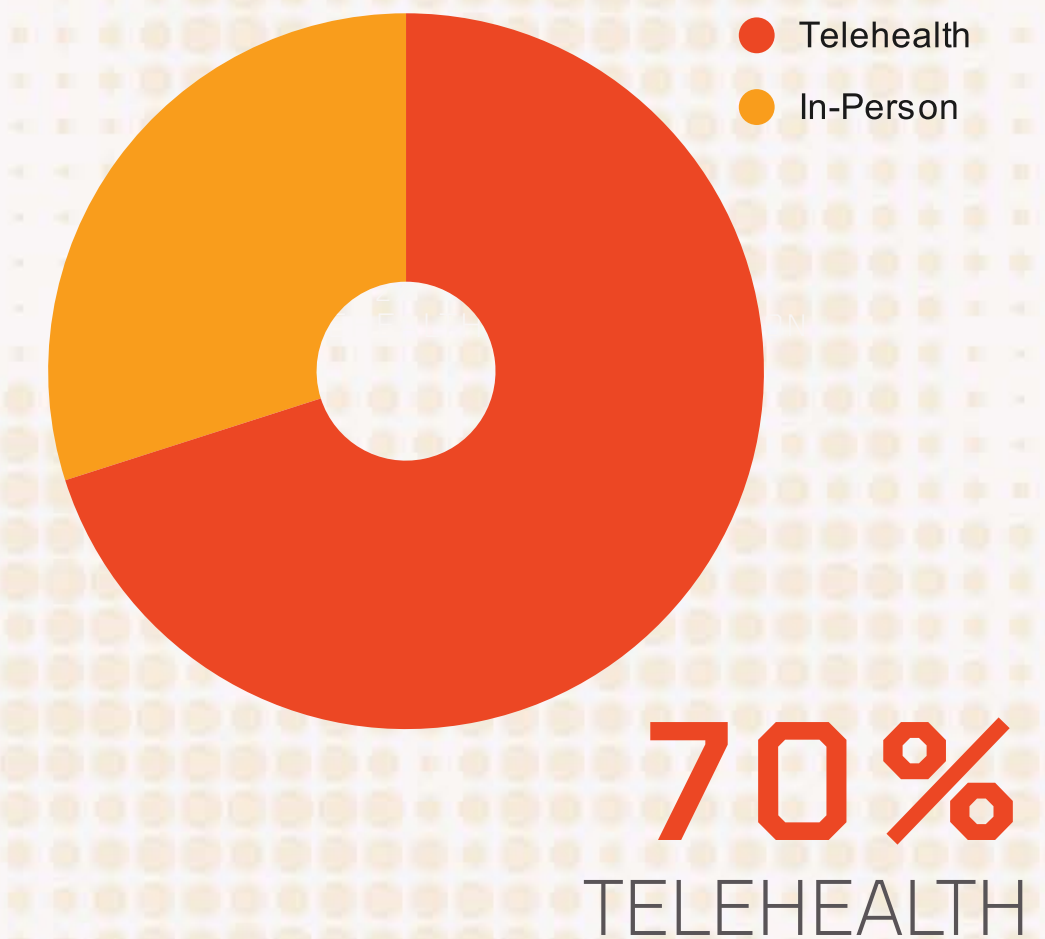




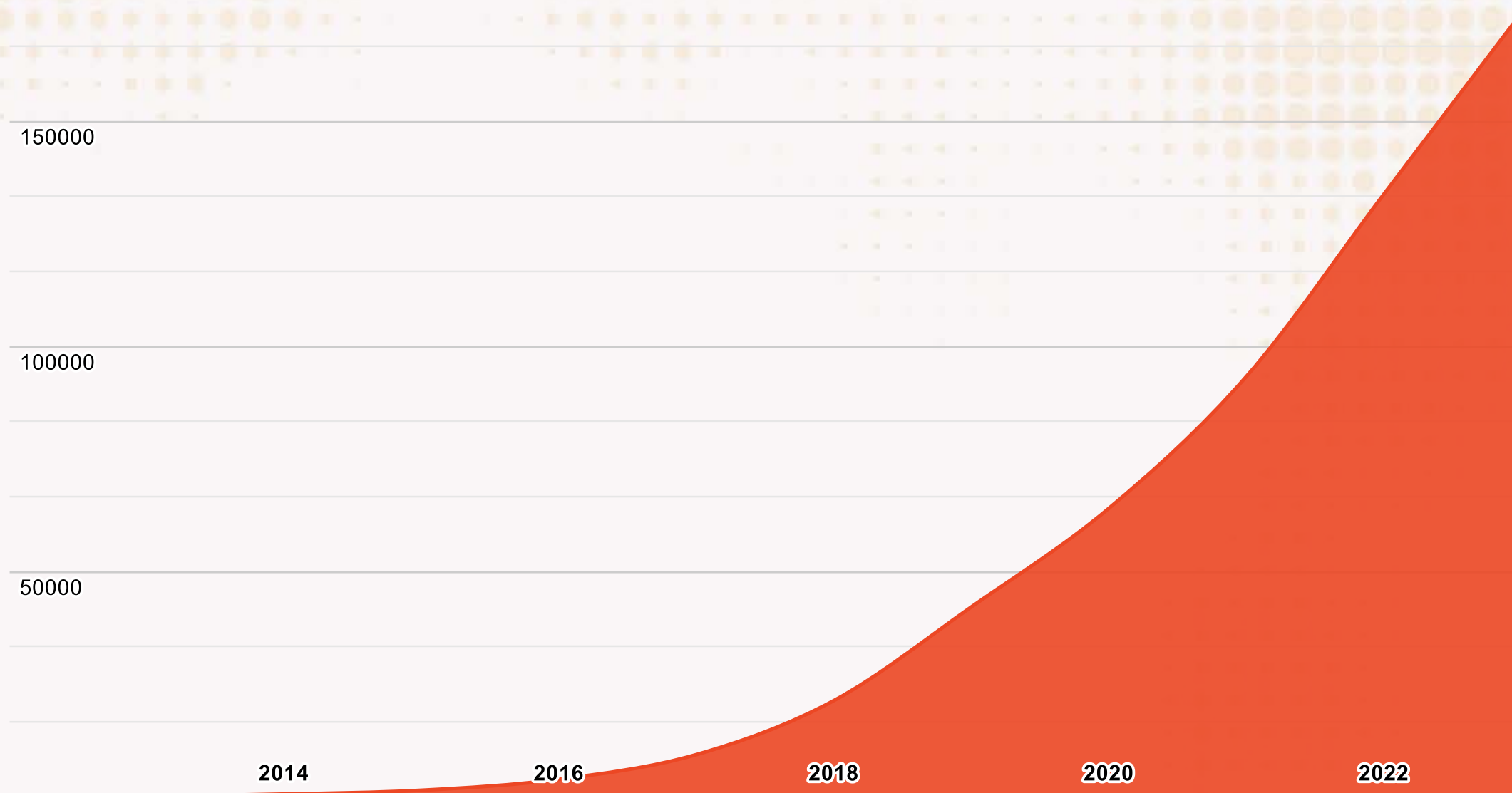
# DEFINING OUR MISSION PROGRESS

THE HEADSTRONG PROJECT HAS DELIVERED OVER **175,000 HOURS\*** OF CLINICAL TREATMENT SINCE 2012.

2023 SESSION DELIVERY:



## CUMULATIVE CLIENT SESSIONS



CUMULATIVE CLIENTS SESSIONS	
2012	5
2013	132
2014	577
2015	1,424
2016	3,853
2017	9,336
2018	21,319
2019	42,113
2020	64,000
2021	93,265
2022	133,745
2023	173,947

THROUGH A COMBINATION OF IN-PERSON AND TELEHEALTH CAPABILITIES, THE HEADSTRONG PROJECT HAS **HELPED OVER 4,450 INDIVIDUALS GET THE CARE THEY DESERVE** SINCE INCEPTION.

\* INCLUDES JANUARY 2024 SESSIONS



# ABOUT OUR CLIENTS

IN 2023, THE HEADSTRONG PROJECT **SERVED 2,164 CLIENTS**. **1,025 CLIENTS** WERE NEW TO THE HEADSTRONG PROJECT.

## SESSION TYPE:



**11,701**

IN-PERSON SESSIONS



**27,391**

TELEHEALTH SESSIONS

## GENDER:

**35%**  
WOMEN



**1%** NON-BINARY  
TRANSGENDERED  
OTHER

**64%**  
MEN

## RACE, ETHNICITY & AGE:

American Indian or Alaska Native	<i>Under 1%</i>	Hispanic/Latino	15%	Under 18	<i>Under 1%</i>
Asian	3%			18-24	3%
Black or African American	13%	Non-Hispanic/Latino	81%	25-34	24%
Native Hawaiian or Pacific Islander	<i>Under 1%</i>			35-44	40%
White	71%	Did Not Disclose	4%	45-54	21%
Multicultural/Other	8%			55-64	8%
Did Not Disclose	4%			65-74	3%
				75	<i>Under 1%</i>





# SERVING OUR MILITARY COMMUNITY

THE HEADSTRONG PROJECT SERVES ALL BRANCHES OF THE MILITARY, **REGARDLESS OF SERVICE ERA OR DISCHARGE STATUS.**

## HEADSTRONG ELIGIBILITY BREAKDOWN

Family Member/Spouse	6.2%
Gold Star	Under 1%
Government/Military Adjacent	Under 1%
Service Member/Veteran	92.5%

## ACTIVE DUTY, GUARD/RESERVE, VETERAN

Active Duty	16%
Guard/Reserve	9%
Veteran	75%



AIR FORCE  
12%



MARINES  
18%



ARMY  
40%



NAVY  
26%



COAST  
GUARD  
2%



SPACE  
FORCE  
<1%

\*MULTIPLE BRANCHES 2%



# REVENUE SUMMARY

The Headstrong Project has been able to diversify its revenue streams and build strong relationships with Corporate Partners and Major Gift donors. Additionally, THP saw material revenue from its Fee for Service partnerships in 2023. Moreover, implementing a copay model after 30 free sessions offset 5 weeks of clinical expenses, which enabled us to serve an additional 123 clients in 2023.

**THP Annual Benefit Gala** continues to serve as a catalyst for honoring the work of hundreds of clinicians who support our veterans' mental health care needs and thanking our donors for their unwavering commitment in our fight.

EVENTS	\$1,929,498	25%
INDIVIDUALS	\$1,133,729	15%
CORPORATE	\$937,021	12%
FOUNDATIONS & GRANTS	\$2,584,647	34%
GOVERNMENT	\$295,588	4%
FEE FOR SERVICE	\$199,350	3%
OTHER	\$583,015	8%
<b>TOTAL REVENUE</b>	<b>\$7,662,847</b>	<b>100%</b>





# EXPENSE SUMMARY

THP INVESTS HEAVILY IN PROGRAM INFRASTRUCTURE AND EXECUTION, WITH **77% OF ITS COST STRUCTURE DEDICATED TO PROGRAM ACTIVITIES.**

The Headstrong Project was able to support 2023 strategic program expansion efforts by utilizing a reserved portion of a \$10 million gift from MacKenzie Scott's generous philanthropic support in 2022.

PROGRAM	\$8,886,970	77%
FUNDRAISING	\$1,373,748	12%
MANAGEMENT & GENERAL	\$1,361,003	11%
<b>TOTAL EXPENSES</b>	<b>\$11,621,720</b>	<b>100%</b>





# CRITICAL MISSION

THE  
**HEADSTRONG**  
PROJECT



MISSION: ANY VETERAN  
**ANYWHERE**





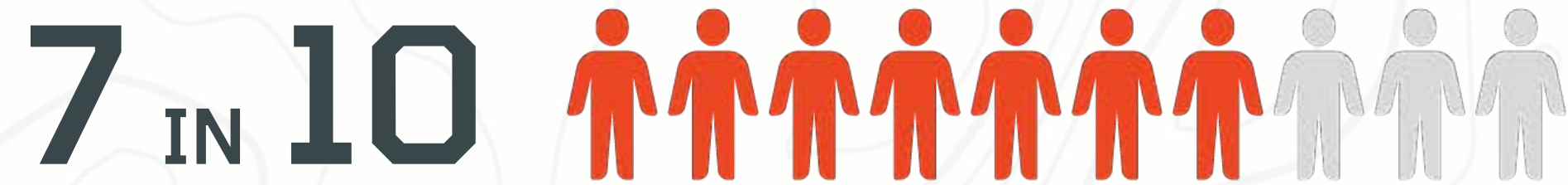
# THE HARSH TRUTH ABOUT VETERAN SUICIDE



SINCE 9/11, THERE HAVE BEEN **17X MORE VETERAN SUICIDES IN THE UNITED STATES** THAN THE TOTAL NUMBER OF LIVES LOST IN COMBAT OPERATIONS

**120,000+** US veteran suicides since 9/11

**7,200+** US soldier deaths in combat operations post 9/11



returning veterans have reported feelings of PTSD, anxiety or other combat-related trauma symptoms in the last year



# PTSD CONTINUES TO PLAGUE THE MILITARY COMMUNITY

THE MENTAL HEALTH CRISIS IN THE VETERAN COMMUNITY CONTINUES TO WORSEN, ESPECIALLY WITH TRAUMA RELATED ILLNESS, MORE COMMONLY KNOWN AS PTSD.

**20% OF THE 3.3M SERVICE MEMBERS THAT HAVE SERVED SINCE 9/11 HAVE EXPERIENCED PTSD.**

THAT IS THE APPROXIMATE POPULATION OF **WASHINGTON, D.C.**

**700,000+** SERVICE MEMBERS SINCE 9/11 HAVE EXPERIENCED PTSD

The impact of PTSD reaches far beyond the individual veteran, impacting family, relatives and the extended community. The persistent effects of PTSD reverberate through our communities, homes, schools and places of work.

**50%**

Up to 50% of veterans face challenges transitioning back to civilian life after service.







WITH THE SUPPORT OF ELITE PARTNERS, THE HEADSTRONG PROJECT WILL **EXPAND CAPACITY TO DELIVER 250,000 CLINICAL SESSIONS** TO THE MILITARY COMMUNITY BY 2028.

### ANY VETERAN:

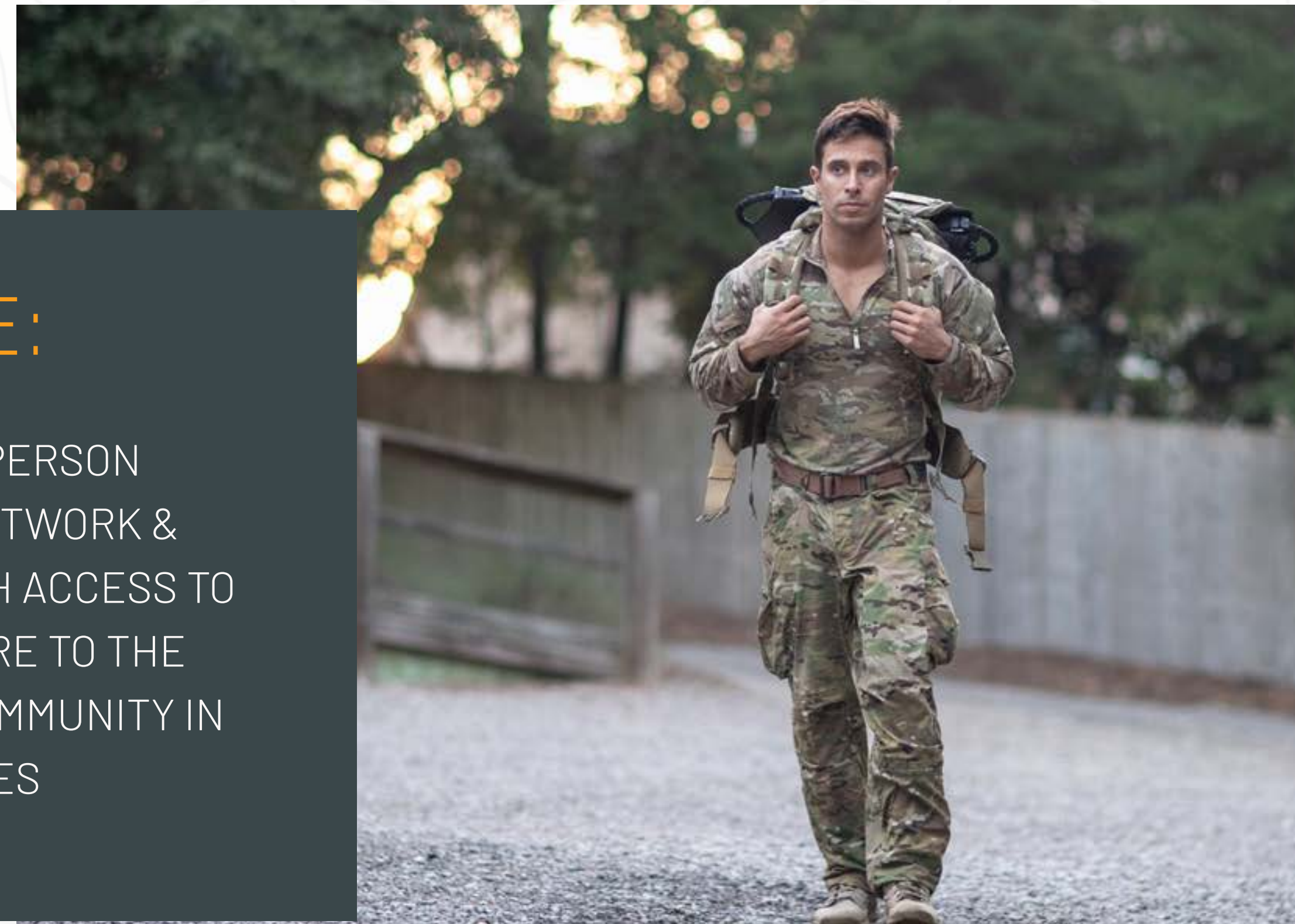
**7 IN 10**

LIVE IN RURAL COMMUNITIES WITH LIMITED ACCESS TO RELIABLE MENTAL HEALTH SERVICES

### ANYWHERE:



EXPAND IN-PERSON CLINICAL NETWORK & TELEHEALTH ACCESS TO PROVIDE CARE TO THE MILITARY COMMUNITY IN ALL 50 STATES



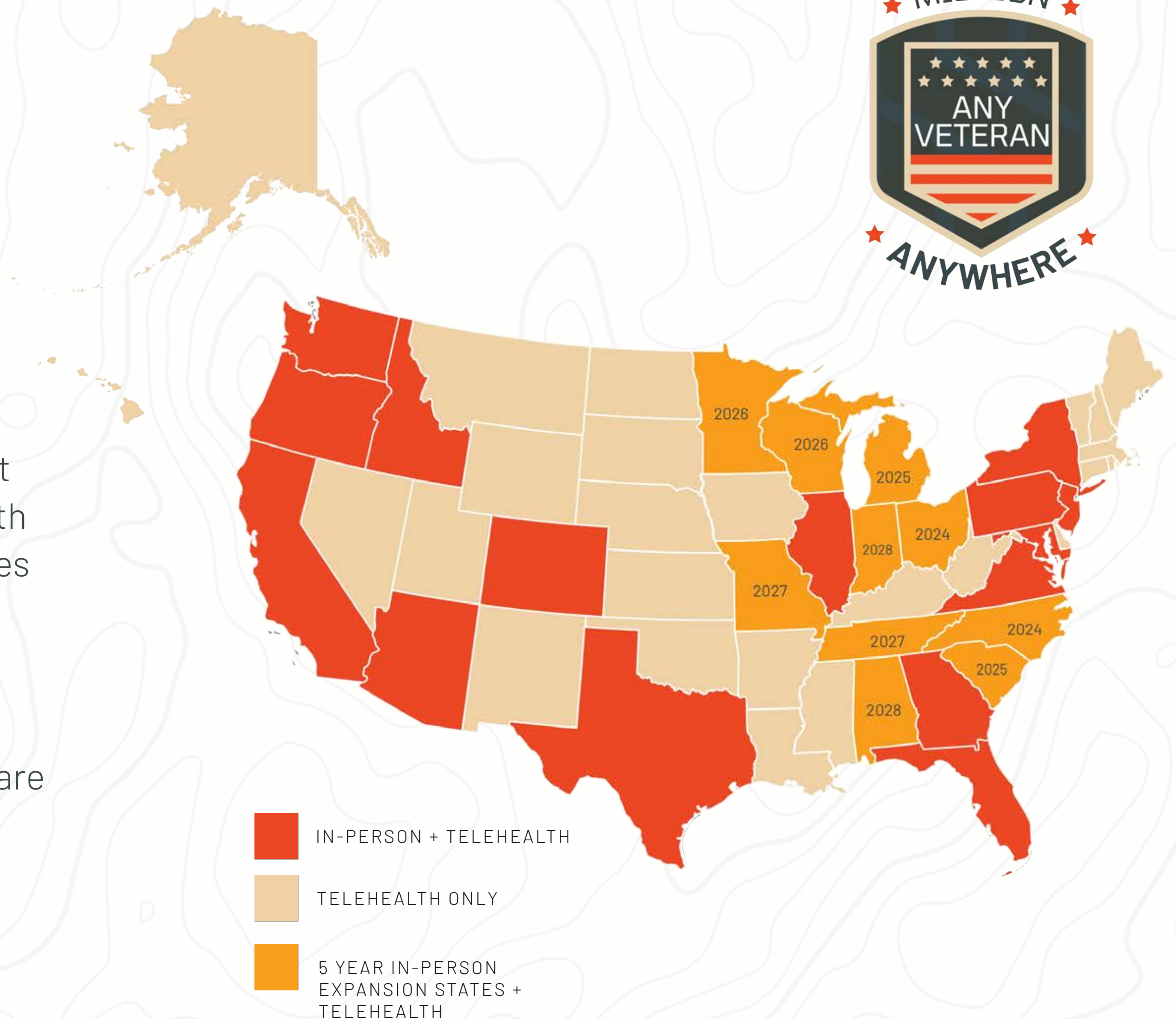


# EXPANDING COVERAGE

## DELIVERING CARE IN ALL 50 STATES

Through a combination of in-person and telehealth modalities, The Headstrong Project can now provide trauma-focused mental health care to service members, veterans and families in all 50 states.

This capability, made possible via interstate compacts and clinicians with multiple state licenses, allows us to provide uninterrupted care to clients who may experience a move or permanent change of station (PCS) while in treatment.







# OPTIMIZING OUR **CLINICAL** APPROACH



The Headstrong Project's clinical model is rooted in providing evidence-based trauma-focused therapies in a confidential, stigma-free setting. We quickly match clients with an expert clinician who understands military culture and the impact of trauma.





# ROBUST CLINICAL NETWORK OF **TRAUMA** **EXPERTS**

100% of The Headstrong Project's therapists have military cultural competence and are trained in front-line therapies proven to reduce posttraumatic stress and depressive symptoms. Informed by clinical practice guidelines, THP's therapists offer Eye Movement Desensitization and Reprocessing, Cognitive Processing Therapy, and Prolonged Exposure Therapy. Many of our therapists can offer multiple modalities.

Alongside individual psychotherapy, THP clients can also receive psychiatric medications, neurofeedback, and couples or family therapy. Clients benefit from an individualized, tailored treatment plan.



# 2

## PRIORITIZING ACCESS TO CARE & CLIENT-THERAPIST CONNECTION

Our clients experience concierge-level care in quickly finding an ideal therapist, where every match is carefully curated to meet individual client needs.

We offer an elite client-therapist matching process, where each pairing is as unique and personalized as concierge service.

THP's client-centered, individualized treatment planning focuses on outcomes achieved by those in care. Strengthened measurement drives better outcomes for our clients and helps therapists and clients "pivot" when a treatment is not working as expected.

# 97%

OF OUR CLIENTS WHO  
COME FOR A FIRST  
SESSION, RETURN FOR  
FURTHER TREATMENT







# FINANCIAL ACCESSIBILITY & SESSION FLEXIBILITY

We ensure accessibility to our services by offering treatments at no or minimal cost, removing financial barriers to mental health care. Our commitment is to provide high-quality treatment at little to no cost for our clients. **THP clients receive up to 30 clinical sessions of trauma therapy at no cost.**

Our Clinical Network maintains the capability to provide weekly treatment sessions, ensuring continuous and steady progress for our clients. Since the structure is designed to support weekly sessions, we create a stable and consistent therapeutic experience from start to end.



# 4

## A COMMITMENT TO CONFIDENTIAL, STIGMA-FREE CARE



We uphold the highest standards of confidentiality, ensuring all client interactions and information remain private and secure.

The Headstrong Project's commitment to confidentiality is unwavering, offering a safe and discreet environment for stigma-free trauma therapy.



# CONSISTENT, QUALITY TREATMENT THAT **SAVES LIVES**

**4.7**  
OUT OF 5

CLIENTS FEEL  
CONFIDENT THAT THEY  
CHOSE THE RIGHT  
SERVICE PROVIDER

**4.4**  
OUT OF 5

CLIENTS FEEL THAT  
THEIR TREATMENT  
WAS EFFECTIVE AND  
HELPED IMPROVE  
THEIR LIFE

**> 1** OUT OF  
EVERY **2**

CLIENTS WHO REC'D 3+  
SESSIONS SHOW  
CLINICALLY  
SIGNIFICANT DECLINES  
IN PTSD SYMPTOMS

**89%**

OF CLIENTS  
RECEIVED 4 OR  
MORE SESSIONS  
IN 8 WEEKS



"It's so hard for soldiers and veterans to ask for help. The Headstrong Project made the process so simple, and they get back to you right away so you don't have time to change your mind.

Everyone I dealt with was so compassionate and sensitive to my struggles. It just felt right every step of the way."

2023 HEADSTRONG CLIENT



# CLINICIAN STORIES

**2023 CLINICIAN OF THE YEAR** JASMINE JORDAN, LICSW,  
SHARES WHY SHE PARTNERS WITH THE HEADSTRONG  
PROJECT



I am going to tell you a story about one of my clients and I am going to call him "Tom."

I've been working with Tom for 2 years. He told me I am his 22nd therapist.

BUT:

I am his first Headstrong therapist...

The first therapist to help him feel human again...

The first therapist to make him feel cared for...

The first therapist to look at him and not make him feel like something is wrong with him.

He told me he finally feels accepted, understood, and taken care of. This is what separates The Headstrong Project: the authentic genuine care our veterans receive as they work through their deepest wounds and do the greatest healing of their lives."





# CLIENT STORIES

**JENNA R.**, U.S. ARMY  
NATIONAL GUARD (RET.)  
SHARES HER THP STORY



“Afghanistan was my first job out of my graduate program so getting back into a normal life routine after was hard. I had these feelings of not doing a good job and was also trying to process everything I had experienced over there. The stress of dealing with all those external and internal pressures started to weigh on me so six months after being back, I tried to take my own life.



I spent two weeks in the hospital before they discharged me with all kinds of medication and therapy with the VA. I can't explain the feelings or thoughts at that time but it felt like a hollowness in the center of my chest that gnawed at me and wouldn't go away. I wasn't able to even understand that until I was well into therapy.

After bouncing around to a few therapists, I did a consultation with Sue and signed up with The Headstrong Project immediately. I've come a long way with opening up and I've benefited a lot through the use of EMDR. It's helped me process some of these traumas I've experienced and also helped me get back in touch with the nervous system of my body.

I've been able to improve the way I communicate, set boundaries, and develop an understanding of who I am in the world and where I belong.”





# TOGETHER WE TRIUMPH



The Headstrong Project's partners are its strength. Strategic alliances enable us to offer comprehensive, cost-free support, reaching more veterans nationwide. Through sponsorships, grants, community-driven fundraisers, and individual donations, we amplified our mission, ensuring service members, veterans and their families receive the care they deserve.

Together, we TRIUMPH OVER TRAUMA.



# TOGETHER, WE FACE THE FIGHT



Founded by USAA, Face the Fight is a coalition of corporations, foundations, nonprofit and veteran-focused organizations joined together to raise awareness and support for veteran suicide prevention.

The mission of Face the Fight is to break the stigmas surrounding suicide in order to open conversation and support around the topic. Facing the reality of veteran suicide is a struggle. But when people face this fight together there is hope.

The Headstrong Project and Face The Fight are working together to bring more access to critical mental health care for veterans, active service members and their families.





# LUNDBECK U.S. CHARITABLE FUND JOINS THE MISSION



For more than 70 years, Lundbeck has been at the forefront of neuroscience research, tirelessly dedicated to restoring brain health so every person can be their best.

In Q4 2023, The Lundbeck U.S. Charitable Fund announced that it is awarding more than \$4 million over three years to organizations focused on addressing the significant brain health needs of veterans in the United States, including The Headstrong Project.

“The veteran community in America has a well-identified need for greater access to critical mental health care,” said Molly Poarch, President of the Lundbeck U.S. Charitable Fund. “We are proud to support these organizations and help expand their impact in addressing this significant need.”





# 2023 IC4 #MINIGOLF4GOOD



Based in Columbia, MD, the Intelligence Community Civilians and Contractors for Charity (IC4) runs fundraisers to support the military and government contracting community in the Maryland, D.C., and Virginia corridor. The events team is chaired by a group of volunteers committed to supporting treatment for and research around PTSD and other worthwhile causes.

The 2023 #MiniGolf4Good Tournament was a smashing success. Together, over 40 businesses and over 500 individuals supported the expansion and awareness of The Headstrong Project's mission in the DC metropolitan area. The IC4 Founders' focus on PTSD treatment for service members, veterans and families is born out of their decades of service to national security, whether in uniform or as defense contractors.

"The hidden wounds of war are a tragic consequence of brave people serving the nation," said Tailored Access President Brian Dahlheimer. "We wanted to add our weight to that effort as part of our commitment to service. The Headstrong Project was an easy choice to partner with – their model and vision for providing treatment at no cost and with a low administrative burden were impressive. Their record is even more impressive."



OVER \$130,000 WAS  
RAISED FOR THE  
HEADSTRONG PROJECT  
BY **IC4** AND ITS  
SUPPORTING COMPANIES  
IN 2023

**CYMERTEK** **BTS**  
6 **TAILORED ACCESS**

**REBEL  
HAIRU**





## THE HEADSTRONG PROJECT HOSTED ITS 11TH ANNUAL BENEFIT GALA IN NEW YORK CITY ON OCTOBER 19TH.

The room buzzed with energy as nearly 650 corporate sponsors and individual donors united to make a profound difference in the lives of our nation's service members, veterans and military families.

Generous support helped us raise close to 3 million dollars, which enables our clinical team to provide 15,000 clinical mental health sessions to those in need in 2024.

Our 2023 Distinguished Speaker, Pasha Palanker, U.S. Army Special Operations Command Master Sergeant (Ret.) shared his story of triumph over trauma.

“With [my Headstrong Therapist] Jessica’s help, I have learned how to take out that bullet, clean out the wound, and learn to stand back up on my own two feet. That was only three years ago, and I feel like I was a completely different person...”

A lot can be done to overcome your situation; you just have to take responsibility for your situation and your life. Because of the help I received from The Headstrong Project, I can and will continue to help other veterans get the care they need by sharing my story.”



# 2023 ANNUAL BENEFIT GALA



WE WARMLY THANK OUR  
**2023 ANNUAL BENEFIT  
 GALA SPONSORS**



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 LLC



# 2024 ANNUAL BENEFIT GALA

November 7, 2024  
Cipriani Wall Street  
New York, NY

For more information:  
[events@theheadstrongproject.org](mailto:events@theheadstrongproject.org)



We are honored to welcome General Jim Mattis as our 2024 Keynote Speaker.

Please join us for an evening supporting mental health initiatives for service members, veterans and military families in New York City on November 7th, 2024.





# THANKING OUR 2023 CORPORATE PARTNERS

THE HEADSTRONG PROJECT WARMLY THANKS ALL OF OUR CORPORATE PARTNERS. #TOGETHERWETRIUMPH



Buffalo Sabres

SiteOne Landscape Supply

Accenture

CSX Transportation

WW

Sparksoft Corporation

Veterans United Foundation  
Foundation Grant



# 2023 SUPPORTING FOUNDATION PARTNERS

THE HEADSTRONG PROJECT WARMLY THANKS ALL OF OUR SUPPORTING FOUNDATION PARTNERS. #TOGETHERWETRIUMPH.



Sergey Brin Family Foundation



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Milbank Foundation

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# RECOGNIZING OUR 2023 FRIENDS & SUPPORTERS

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IC4 Charity  
Mini Golf 4 Good

- BTS Software Solutions

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MILITARY SPOUSE



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DIRECTOR, STRATEGIC  
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AMANDA MEEKS  
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