



# ANNUAL REPORT 2024



# TRIUMPH OVER TRAUMA

Veteran-founded in 2012, The Headstrong Project is a non-profit mental health organization that provides barrier-free, confidential, stigma-free PTSD treatment to veterans, service members, and family members connected to their care.

Headstrong's mission is to help clients "Triumph Over Trauma" by providing best-in-class outpatient care delivered via an extensive network of military-connected clinicians carefully selected for each client based on their individual needs.

Since its inception, Headstrong has provided more than 218,000 mental health sessions to thousands of service members, veterans, and military family members, regardless of era or service status. Headstrong offers in-person treatment in 17 states, plus D.C., and can serve clients in all 50 states via telehealth.

Learn more at [www.theheadstrongproject.org](http://www.theheadstrongproject.org).



OUR 2024  
CHARITABLE  
RATINGS



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

Platinum  
Transparency  
2024  
**Candid.**

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





# LETTER FROM **THE CEO**

During my 20+ years of service in the United States Marine Corps, I learned that success in any mission depends on trust, speed, and precision. In combat, you rely on your team with your life. But when service ends, too many of our nation's warriors face a different battle—one they never trained for and must navigate alone. At The Headstrong Project, we refuse to let that happen.

2024 was a year of remarkable progress. We delivered over 44,000 clinical sessions, expanded care into North Carolina and Ohio, and laid the groundwork to provide 250,000 additional therapy sessions and expand in-person care to 31 states by 2029. Our newly established Scientific Advisory Board is ensuring we remain at the forefront of evidence-based mental health care. We've accelerated treatment access, strengthened family therapy programs, and invested in technology to improve the speed, consistency, and confidentiality of care.

But our impact is best measured by the ripple effect of helping just one veteran. When a veteran heals, their family heals. Their relationships, careers, and futures regain stability. Communities grow stronger. And through Headstrong, this transformation happens at no cost, with no red tape, and with results that last—because 97% of our clients return for follow-up care, and the vast majority report life-changing improvement.

This is what your support makes possible. Our vision is clear: Any veteran, anywhere, who needs help—gets help.

Thank you for standing with us.



**DAN KAEPERNIK**  
LT. COL., USMC (RET.)  
CHIEF EXECUTIVE OFFICER





# 2024 IMPACT

## TRANSFORMING VETERAN LIVES, ONE THERAPY SESSION AT A TIME



**44,017**

NUMBER OF THERAPY SESSIONS DELIVERED BY HEADSTRONG IN 2024



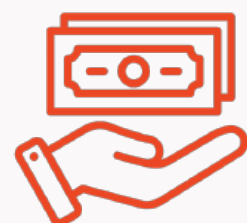
**2,515**

NUMBER OF CLIENTS WHO RECEIVED NO-COST MENTAL HEALTH TREATMENT FROM HEADSTRONG IN 2024



**13 DAYS**

AVERAGE TIME TO CARE. THOSE WHO SEEK SUPPORT FROM HEADSTRONG HEAR FROM US BY NEXT BUSINESS DAY



**\$0.82**

OF EVERY DOLLAR SPENT WENT DIRECTLY TOWARDS HEADSTRONG PROGRAM SERVICES



**218,000**

HOURS OF CLINICAL TREATMENT DELIVERED TO VETERANS, SERVICE MEMBERS, AND FAMILIES SINCE INCEPTION



**100%**

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





# WHO WE SERVE

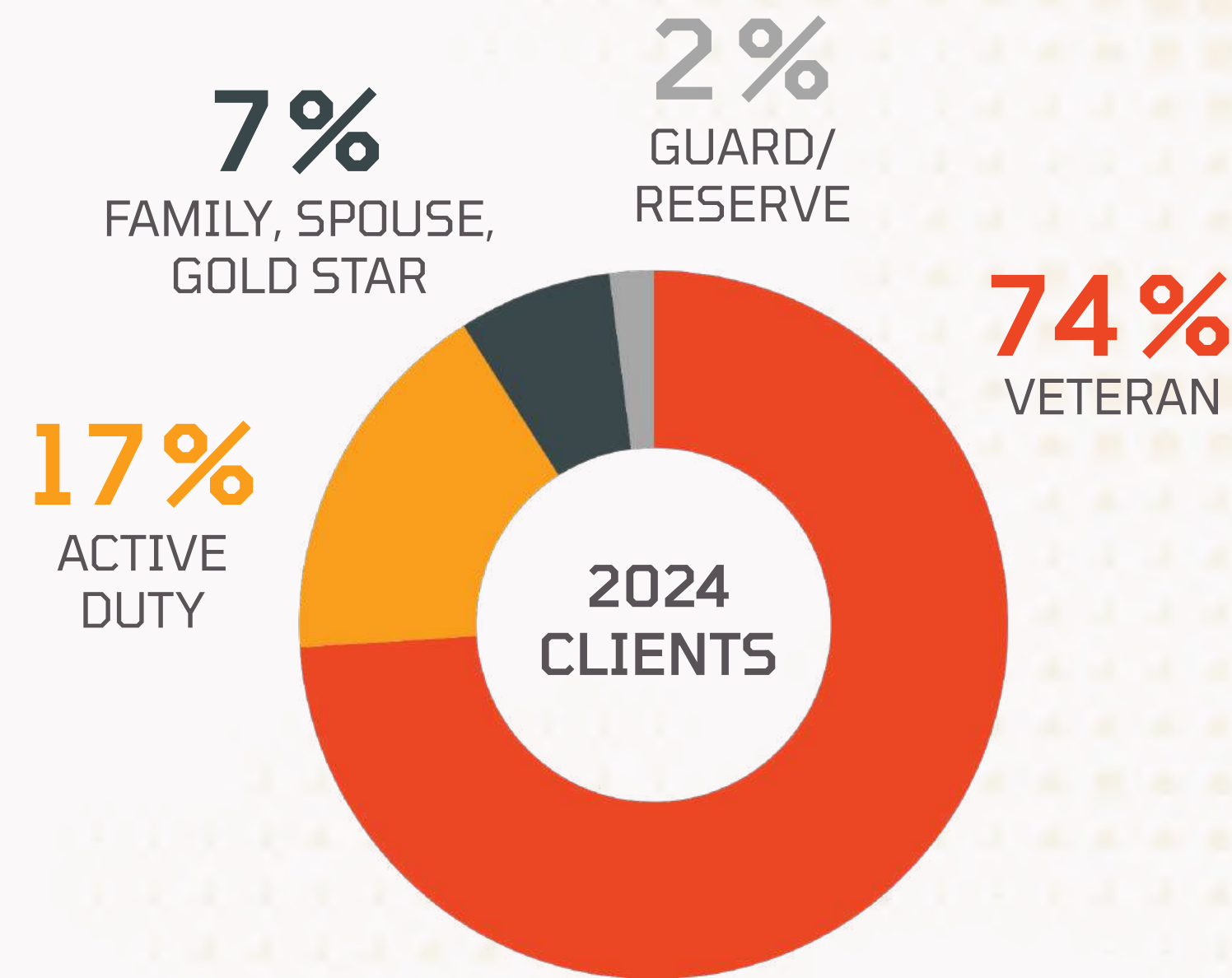
## 2024 CLIENT SNAPSHOT

**2,515**

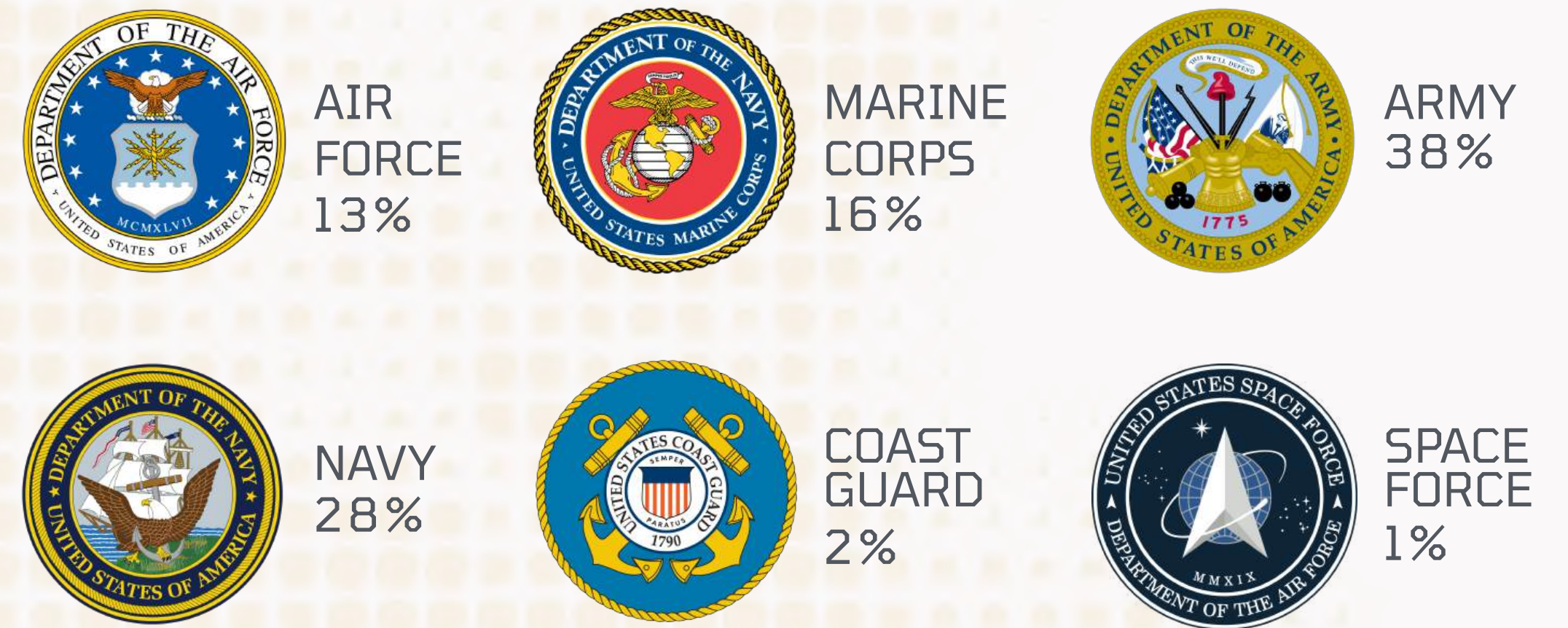
CLIENTS RECEIVED MENTAL HEALTH TREATMENT FROM THE HEADSTRONG PROJECT IN 2024

### CLIENT AGE, RACE, AND ETHNICITY

Under Age 18	1%	American Indian or Alaska Native	<1%	Hispanic/Latino	13%
18-24	3%	Asian	3%	Non-Hispanic/Latino	84%
25-34	23%	Black or African American	13%	Did Not Disclose	3%
35-44	38%	Native Hawaiian or Pacific Islander	<1%		
45-54	22%	White	72%		
55-64	10%	Multicultural/Other	8%		
65-74	2%	Did Not Disclose	2%		
75	1%				



### CLIENT SERVICE BRANCH



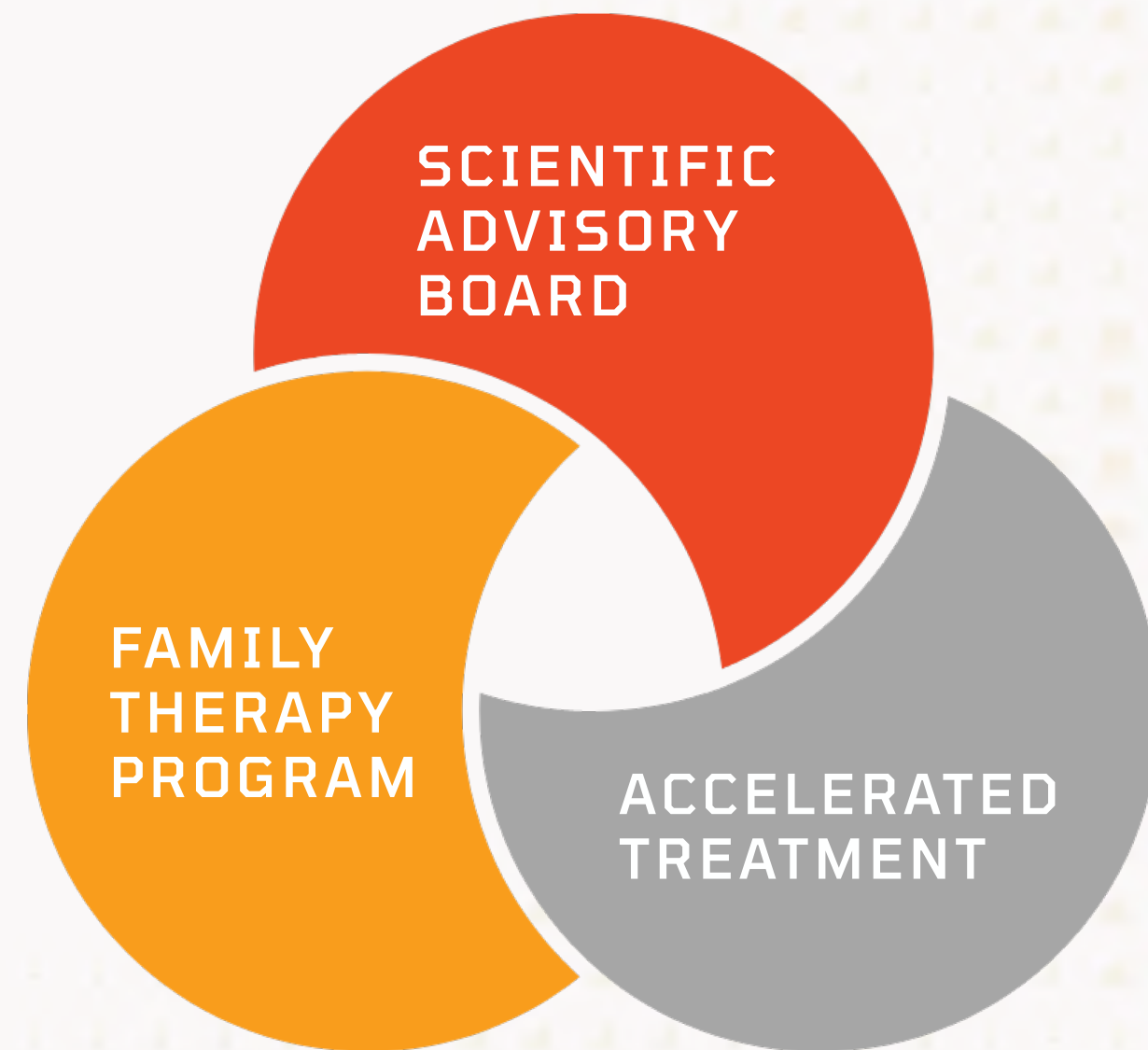
\*MULTIPLE BRANCHES < 3%



# DRIVING CLINICAL EXCELLENCE

The Headstrong Project continues to advance the future of veteran mental health care through **innovative** clinical initiatives.

In 2024, we focused on three key areas to improve treatment outcomes, enhance effectiveness, and reduce barriers to care.







# ENHANCING EFFECTIVENESS

## MEET THE SCIENTIFIC ADVISORY BOARD

In 2024, Headstrong introduced its first-ever Scientific Advisory Board, bringing new **expertise** and **oversight** to the organization’s clinical programming.

The Advisory Board is comprised of experts specializing in the treatment of **PTSD** and co-occurring presentations in veterans and service members.



This group will play a fundamental role in advising our clinical operations and upholding our commitment to **scientific excellence** in mental health programming.



UMAR LATIF, MD  
Chairman, Scientific Advisory Board



MATT MICLETTE, MPH  
MS, RN, USA (Ret.)



ALAN PETERSON, PHD  
USAF (Ret.)



KENNETH RICHTER, DO  
USN (Ret.)



CARIE RODGERS, PHD  
ABPP





# FASTER HEALING, GREATER IMPACT

## ACCELERATED TREATMENT

In March 2024, we introduced a **pilot program** for Accelerated Treatment using Eye Movement Desensitization and Reprocessing (EMDR).

This approach delivers therapy at an increased pace, allowing clients to see **results faster** while reducing dropout rates and expanding our capacity to **serve more veterans**. With Cognitive Processing Therapy (CPT) and Prolonged Exposure (PE) set to launch in 2025, this initiative will continue to evolve.





# STRENGTHENING SUPPORT SYSTEMS **FAMILY THERAPY**

Recognizing the profound impact of trauma on family relationships, we are launching a specialized family therapy intervention. This 8-12 session program provides psychoeducation and skills training to help families navigate the challenges of trauma recovery. With research showing that strong **family support improves PTSD outcomes** and **reduces suicide risk**, this program is a vital expansion of our services.

By investing in these innovative approaches, Headstrong continues to lead the way in providing cutting-edge, evidence-based care for veterans and their loved ones.





# IMPACT IN ACTION

## CLINICIAN STORY

**2024 CLINICIAN OF THE YEAR** DR. MIA BARTOLETTI SHARES WHY SHE PARTNERS WITH THE HEADSTRONG PROJECT



As a nation, we ask our service men and women to accomplish the unimaginable. In the course of their missions, they experience trauma at a rate and frequency rarely seen in the civilian world. Unfortunately, we do not adequately prepare them for what these experiences do to the human condition, and a persistent stigma tells them that any feelings of sadness or regret are signs of weakness.

I have spent hundreds of clinical hours with military and veteran patients through Headstrong, and thousands more working with the United States Navy and members of the special forces. Not once have I encountered an individual who I would describe as weak. My clients are courageous, resilient, and elite by many measures, and they make me immensely proud to carry out this work.

This organization's affirmation that we can Triumph Over Trauma is a fact backed by medical evidence. Emotional pain and suffering are treatable. And nobody does it better than Headstrong.



HEADSTRONG BOARD MEMBER KYLE CARPENTER AND DR. MIA BARTOLETTI AT THE 2024 NYC GALA



# IMPACT IN ACTION

## CLIENT STORY

“One of the reasons Headstrong is so effective in its mission is that it sees the individuals behind the statistics. Behind every number, there’s a person—a person with a unique story, with struggles and scars that can’t always be seen. That’s what Headstrong understands so well. They never lose sight of the human being behind the trauma. That’s why their work is so essential.

I’m honored to share with you one such story—the story of **Geoff Ball**, who was the commanding officer of “Ghost Company,” 2nd Battalion, 1st Marine Regiment, during the U.S. evacuation from Afghanistan in 2021.

The video you’re about to see includes graphic footage, including sounds of explosions and images from the attack on Abbey Gate. Please be advised that it may be distressing for some.”

- **Jake Gyllenhaal** during his introduction of Major Ball’s story at the 2024 Headstrong Gala



Special thanks to Matthew Heineman, the Academy Award-nominated filmmaker behind this powerful documentary.

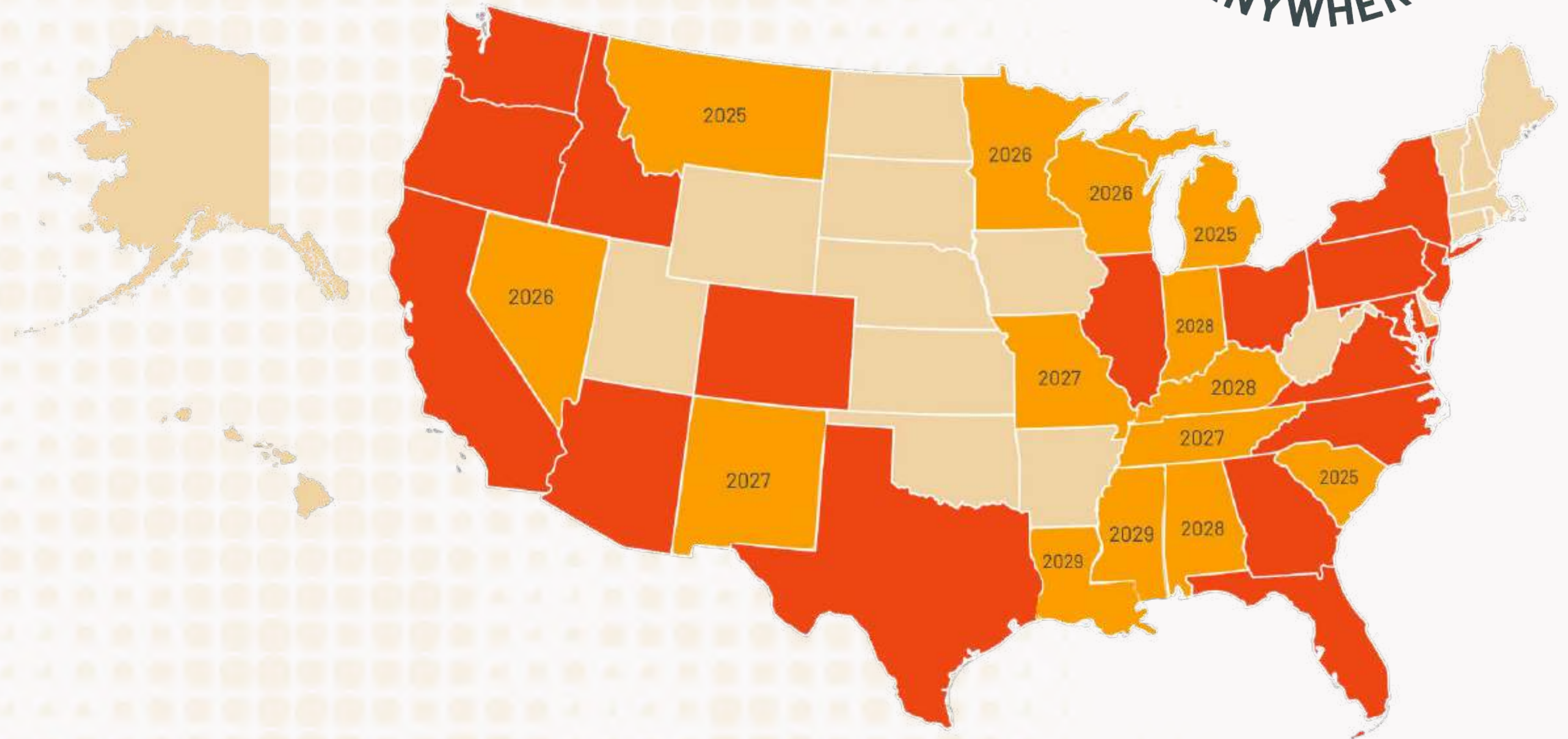


# EXPANDING COVERAGE

This past year, Headstrong expanded its in-person services to Ohio and North Carolina. Through **Mission: Any Veteran, Anywhere**, Headstrong will continue its commitment to ensuring veterans across the nation have access to the mental health care they need by expanding in-person therapy services to two to three states each year.

In 2025, the organization will launch in-person treatment for service members, veterans, and military family members in South Carolina, Michigan, and Montana.

Special thank you to Carlisle Companies Incorporated and Lundbeck for making Mission: Any Veteran, Anywhere possible.





# EXPENSE SUMMARY

Headstrong invests heavily in program execution, with **82%** of its cost structure dedicated to mental health program activities.

PROGRAM	\$10,215,800	82%
FUNDRAISING	\$1,375,100	11%
MANAGEMENT & GENERAL	\$849,200	7%
TOTAL EXPENSES	\$12,440,100	100%

**7%**  
MGMT & GENERAL

**11%**  
FUNDRAISING



**82%**  
PROGRAM

# REVENUE SUMMARY

EVENTS, NET	\$3,424,400	30%
FOUNDATIONS	\$3,201,800	28%
CORPORATE	\$2,317,300	21%
INDIVIDUALS	\$772,000	7%
FEE FOR SERVICE	\$699,900	6%
OTHER	\$449,200	4%
GOVERNMENT	\$425,500	4%
TOTAL REVENUE	\$11,290,100	100%



# 2024 ANNUAL BENEFIT GALA

The Headstrong Project's Annual NYC Gala was a night of exceptional impact, and thanks to incredible supporters like you, we raised a record-breaking **\$5 million** for life-saving mental health care for veterans!

The evening, presented by **Carlisle Companies Incorporated**, included a powerful keynote address from **General Jim Mattis** who shared an important reminder: "What mission could be more important than helping our veterans who are struggling both in body and mind with what they experienced in combat while keeping the rest of us safe?"

We presented Headstrong's **2024 Moral Courage Award** to **Bob Parsons** in recognition of his extraordinary efforts to share his own experience recovering from PTSD to help reduce the stigma of struggling with mental health challenges.

Longtime supporter **Jake Gyllenhaal** introduced a moving video highlighting the story of former Headstrong client **Geoff Ball**, the commanding officer of "Ghost Company," 2nd Battalion, 1st Marine Regiment, during the U.S. evacuation from Afghanistan in 2021.

The gala marked the 20th anniversary of the Battle of Fallujah, a defining chapter in Headstrong's story, commemorated by our Co-founder, U.S. Marine Corps veteran **Zach Iscol**.

Zach's fellow Co-founder **Al Rabil** shared, "You, like me, know that our freedom would not exist, and our lives would not be what they are without our veterans." His words served as a powerful reminder of why we gathered and why Headstrong's mission is vital.

## SPECIAL THANKS TO OUR 2024 GALA HOST COMMITTEE

Liz & Gerry Byrne

Maria & Kenneth Cole

James Crossen

Chloe & Jason Epstein

Nina & David Fialkow

Emily & Harold Ford

Laura Hunt & Adam Yarnold

Mary Anne Huntsman & Evan Morgan

Jill & Harry Kargman

Penney & Gerry Klingman

Karolina Kurkova & Archie Drury

Jeff Raider

Susan & Russell Reiter

Sandy & Carter Sackman

Jonathan Stein

Lizzie & Jon Tisch

Susan & Russell Reiter





# SPECIAL THANKS TO OUR 2024 GALA SPONSORS



Cadwalader, Wickersham & Taft, LLP

DLA Piper, LLP

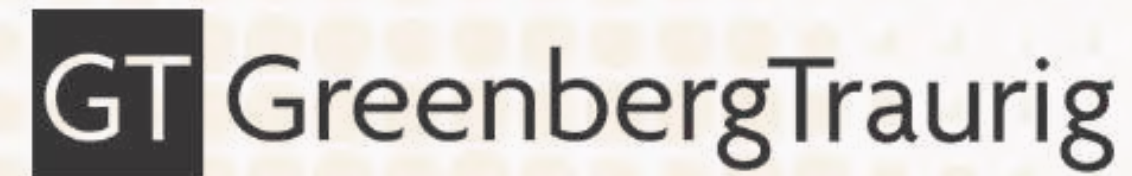
First American Title Insurance

ICAP PLC

Jones Lang LaSalle Americas, Inc.

Legere Family Office & Foundation

TM Hart Giving Fund





# PLEASE JOIN US ON OCTOBER 22, 2025, **FOR THE ANNUAL HEADSTRONG GALA**



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





# HEADSTRONG CHAMPIONS TOP CORPORATE DONORS



Ameri-CANs

BrightHouse Financial Inc.

Chubbies-Foundation 43

HANX

North Carolina Community Foundation

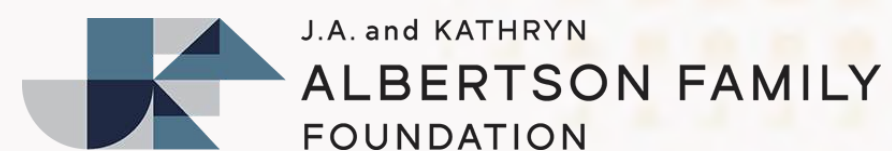
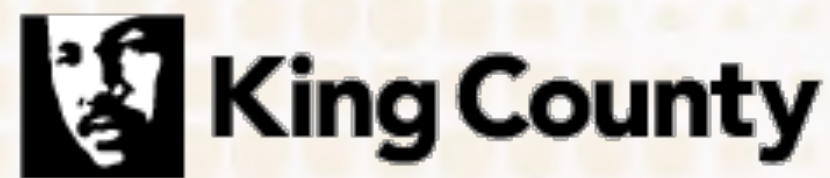
Sentara Cares Foundation

Veterans United Foundation



# MISSION DRIVERS

## TOP FOUNDATION DONORS



Beverly A.  
Bogner Estate

- Chateau Elan Military Support Foundation
- Colorado Springs Health Foundation
- Cornelia T. Bailey Foundation
- Disabled American Veterans - Charitable Services Trust
- The Friese Foundation
- The Hackett Family Foundation
- The Harry and Jesse Forever Fund
- Henry E. Haller, Jr. Foundation
- John & Polly Sparks Foundation
- Milbank Foundation
- Richard S. Reynolds Foundation
- Texas Health and Human Services
- Tsunami Foundation



# MOTHER CABRINI HEALTH FOUNDATION DRIVES VITAL SUPPORT FOR NY VETERANS

Since 2023, Mother Cabrini Health Foundation has shown exceptional generosity to The Headstrong Project. Their commitment to promoting mental health for veterans in New York is clear and meaningful.



The Mother Cabrini Health Foundation is a private, nonprofit organization whose mission is to improve the health and wellbeing of New Yorkers, bolster the health outcomes of vulnerable communities, eliminate barriers to care, and bridge gaps in health services.

Named after a tireless advocate for immigrants, children, and the poor, the Mother Cabrini Health Foundation funds programs and initiatives across New York State that either provide direct healthcare services or address the social determinants of health. For more information, visit [www.cabrinihealth.org](http://www.cabrinihealth.org)





# THE HEARST FOUNDATIONS JOINS THE MISSION

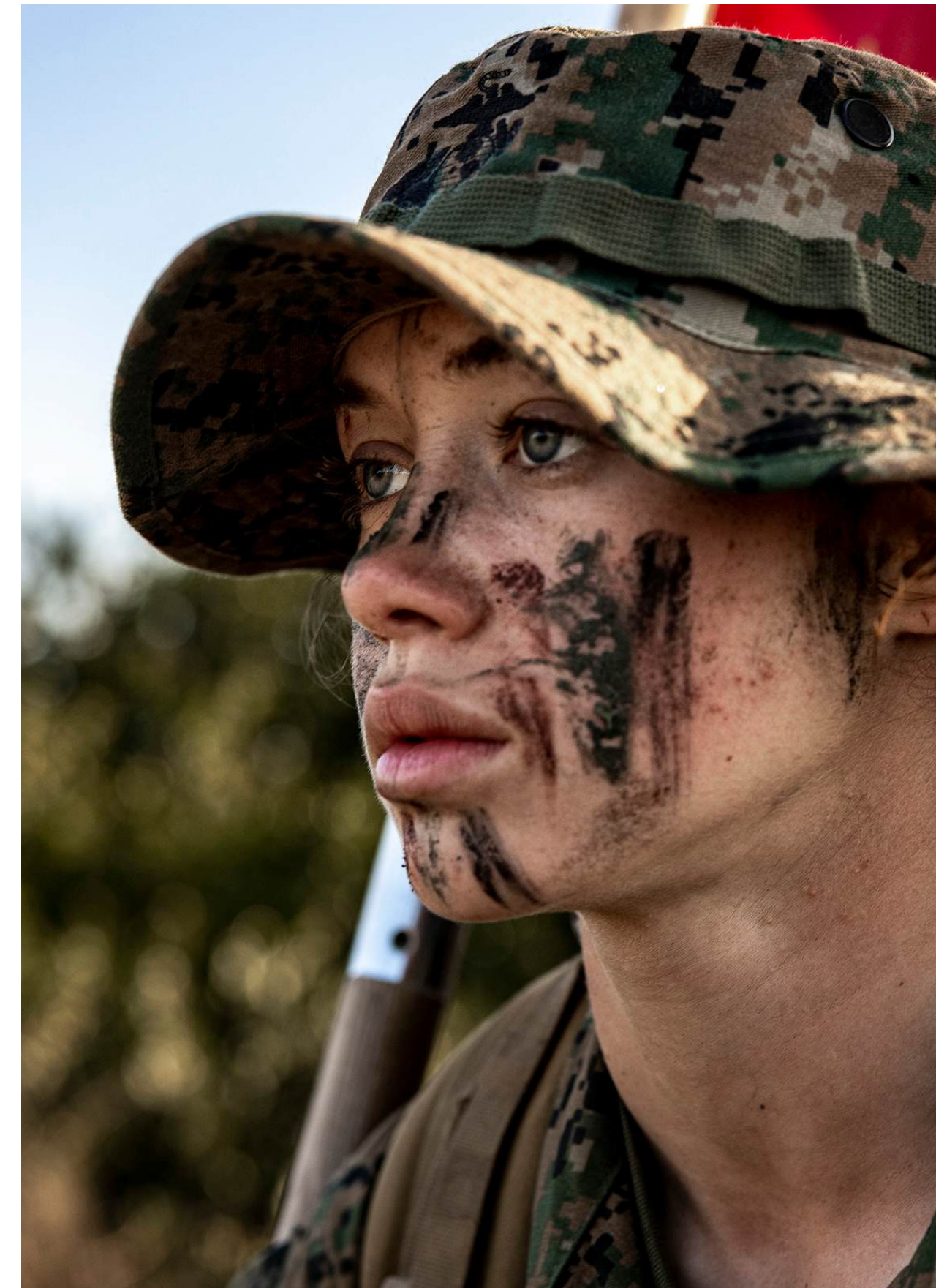
The Hearst Foundations are a proud new supporter of The Headstrong Project, reinforcing their commitment to supporting high-quality mental health care for veterans in need.

## HEARST *foundations*

The Hearst Foundations are national philanthropic resources for organizations working in the fields of culture, education, health and social services.

The Hearst Foundation, Inc. was founded by William Randolph Hearst in 1946. In 1949 Hearst established the California Charities Foundations, later renamed the William Randolph Hearst Foundation. Both Foundations are guided by the same charitable mission, which reflects the philanthropic interests of their founder.

Since inception, the Foundations have made over 22,300 grants to 6,500 organizations across the United States, totaling more than \$1.570 billion in funds awarded.





# SUSTAINING SUPPORTERS **TOP DONORS**

Donna & Anthony Analetto	James Crossen	Steven Gerstung	Jason Monroe	James Ratliff	Steve Thompson
Christian Angle	John Crowley	Ben Harvie	Darlan & Frank Monterisi	Russell Reiter	Christopher Trapp
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James Coffey	Sam Gardner	Mary & Joe Moeller	Tamara & Al Rabil	Michael Thomas	



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## FUNDRAISING CAMPAIGN & EVENT ORGANIZERS

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Carlisle Companies Incorporated  
Mission: Triumph

Chubbies  
Veterans Day Campaign

Colin Wrasman  
Bike Across Japan

DLH  
Helping Heroes Golf  
Tournament

IC4  
#MiniGolf4Good

NCMA Woodlawn

September 11 Golf Tournament

Skaneateles Dental Associates

Sparksoft Corporation  
Bourbon Classic  
Cigar & Bourbon

Ryan Brazel & VFW Post 9545  
Warriors Walk

## IN-KIND GALA DONORS

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Athletic Brewing Company

Broadway Party Rentals

Civetta Hospitality Group

Guinness McFadden

Heritage Distilling Company

HH Global

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Le Prunier

Leone Hinzman, LLC

Louis Vuitton-Moët-Hennessy

Octavia Elizabeth

Performance Flight

Taylor Simmons &  
Jameson McFadden

Wana & David Petrucco

## SPECIAL THANKS

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Barracks Baristas

Caspian Events

Cipriani Wall Street

Dechart, LLP  
Pro Bono Legal Counsel

Greenberg Traurig, LLP  
Pro Bono Legal Counsel

Matthew Heineman

Meredith Melling & Zach Iscol

Pasha Palanker

Port Authority Police Pipes  
& Drums



# THE HEADSTRONG PROJECT

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Kenny Polcari - **Co-Chair**

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Lou Basanese

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Alex Dayton

Patrick Ford

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Adam Johnson

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Alan Kloor

Rob Luna

Gil Maddock

Will McLaughlin

Susie Moore

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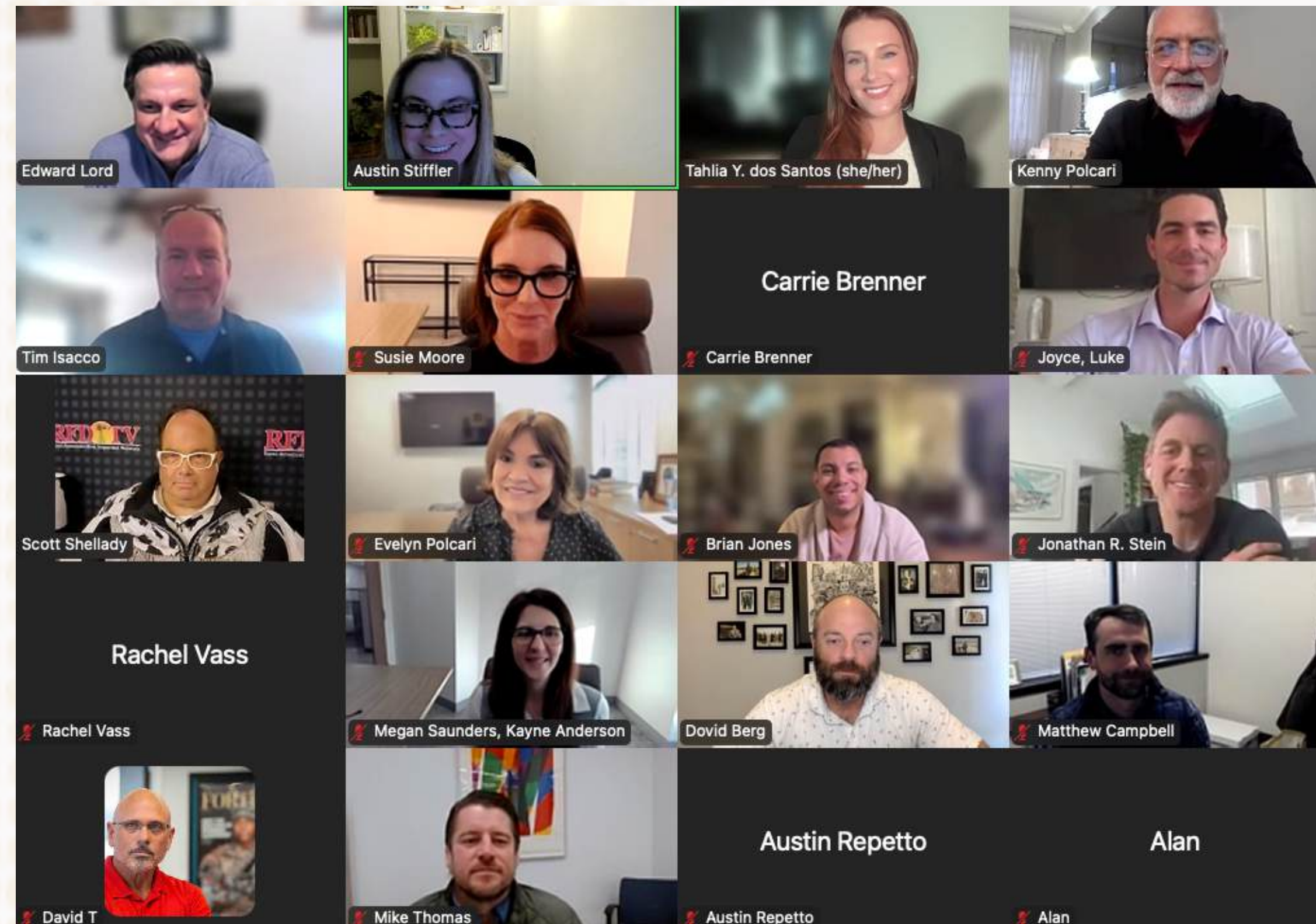
Johnathan Stein

Mark Tepper

Michael Thomas

David Tohn

Rachel Vass





# THE TEAM BEHIND THE MISSION

## HEADSTRONG STAFF



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U.S. MARINE CORPS (RET.)



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**KRISTIN MEISNER, LPC**  
Coordinator, Clinical Care



# THANK YOU

EVERY HERO DESERVES A SECOND CHANCE  
AT LIFE. YOUR SUPPORT MAKES HEALING  
POSSIBLE.

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

