



IMPACT REPORT
FY2022

2022

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INTRODUCTION



2022 and the Future

MVP began in 2015 as a small, grassroots effort providing a new **MISSION, MEANING, AND PURPOSE - a NEW TEAM** for our Veterans and Athletes after the difficult transition from the battlefield and sports field to civilian life.

We provide needed programs and support for veterans who incurred wounds, seen and unseen, from wartime operations, and athletes who played and dedicated their lives to sport. As post-service and -sport needs evolved, so have our programs and services, which include mental health and wellness programs to address the whole health of our members, their families, and further builds their contribution to their communities and economic mobility.

This effort requires the passion and commitment of friends, supporters, and like-minded organizations who enable us to fulfill our mission and guarantee, as much as possible, that when those who serve come home or those who leave a sport they've played their entire lives, they are afforded every opportunity to be as successful as a civilian as they were in the military or sport.

As we learned during the pandemic, we needed to adjust and expand MVP Programs, including adding a Virtual Chapter. These changes are making it possible for veterans and athletes everywhere, including those who live in rural areas, to socially and emotionally connect in an ongoing, consistent way—while simultaneously encouraging them to come together in-person again.

As we moved into 2022, we took a leap of faith to open a new Chapter in Phoenix, Arizona. While it took a financial burden, we are working on strengthening the lives of those in that community with some amazing ground support! We also added an educational piece to our Huddle, called MVP-PRO, and a new tab on our website called "Thrive".

Even with our expansion and new initiatives, we are always asked to do more! This will be the future in 2023 - to continue our expansion in support of those we serve.



LISA PARMETER
Executive Director



NATE BOYER
President

LEADERSHIP

BOARD OF DIRECTORS



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Director



CHRIS STEWART
Director

FOUNDERS



JAY GLAZER



NATE BOYER

Merging Vets and Players (MVP) was created in 2015 by NFL insider Jay Glazer and former Green Beret and NFL Player Nate Boyer to address the unique challenges faced by both combat veterans and retired athletes.

“When the uniform comes off, what’s missed the most is that locker room, that tribe. MVP was created by me and Nate Boyer to give you your tribe back, to remind our warriors and athletes that what lies behind the rib cage is what makes us all special.”

– Jay Glazer

“Both war fighters and athletes need something to fight for once the uniform comes off, and your service to country or time on the field is over. Without real purpose for the man on your right and left, it can be easy to feel lost.”

- Nate Boyer

BY THE NUMBERS

HONORING AND EMPOWERING OUR WARRIORS & ATHLETES



21%
Membership
Growth



98%
Membership
Engagement



450
Connected
Resources



2.5M+
Social Media
Users



65K+
Social Media
Engagements

● **\$0**

Amount members
pay for our services

● **20,000+ Hours**
of programming

● **\$1.5M+**
Funds raised

● **75%**
of donations invested
into programs and
services that change
and save lives

CONNECTIONS

PARTNERSHIPS

2022 was an **EXCITING** year for MVP and our partners! We are able to provide all our services and programs due to the generous and in-kind support from grants, corporate sponsors, cause marketing, ambassadors, speaking engagements, and employee activations!



Our Team and partners found new and innovative ways to make an impact on veteran and athlete communities, with our largest support coming from GNC, Boeing, Microsoft, Nike, Walmart, Caymus Wines, VetTix,..and many more!



VOLUNTEERISM

Our members and their families continually step up, with a HUGE impact on their communities! One thing we do so well is **volunteer!** We have members and staff who volunteer to help others in need. Whether it's answering a call in the middle of the night from someone needing extra support, or helping them move households, our group continually steps up!



We join forces with amazing groups who fill the gap in programs and services for our veterans, athletes, their families, and associated supportive communities.

In 2022, we supported Wreaths Across America, Operation Gratitude, Mission Continues, Wear Blue Run to Remember, and many more! MVP Dallas teamed up with Micah Parsons during the holidays for a Turkey Giveaway to the community, and MVP LA Participated in the Memorial Day walk.



LIVES IMPACTED FOR GOOD



Shakia Garrett
MVP Atlanta

"MVP has made the difference for me, from feeling and thinking that I am alone to knowing that I have a special family that will always be there. From me feeling scared to me feeling safe. From me feeling weak, to pulling on the strength of my brothers and sisters as I have gained strength to carry on.

The sweat equity at MVP, helps minimize the focus on the seen and unseen injuries. It prepares me to connect, so I give and receive what is needed to help sustain me as well as my brothers and sisters.

MVP provides the space for me to be open to learn of more resources to help along the journey of transition and maintaining a healthy civilian life. Always keeping the honor of being a soldier, airman, seaman, or marine."



LIVES IMPACTED FOR GOOD



Chris Buscher

Chris Buscher is an Army veteran and member of the MVP Chicago chapter. After joining MVP and attending the weekly peer-led sessions, he was encouraged to find a new mission, meaning and purpose.

With a renewed sense of self and positive outlook supported by the MVP Chicago team, he worked daily on improving his whole health and ended up losing over 100 pounds to change his lifestyle for healthier living. Staying committed, encouraged, and supported to crush his goals, Chris competed in Chicago's Ironman Triathlon Race coincidentally on the 4th year anniversary of the chapter.



Tony Gonzalez

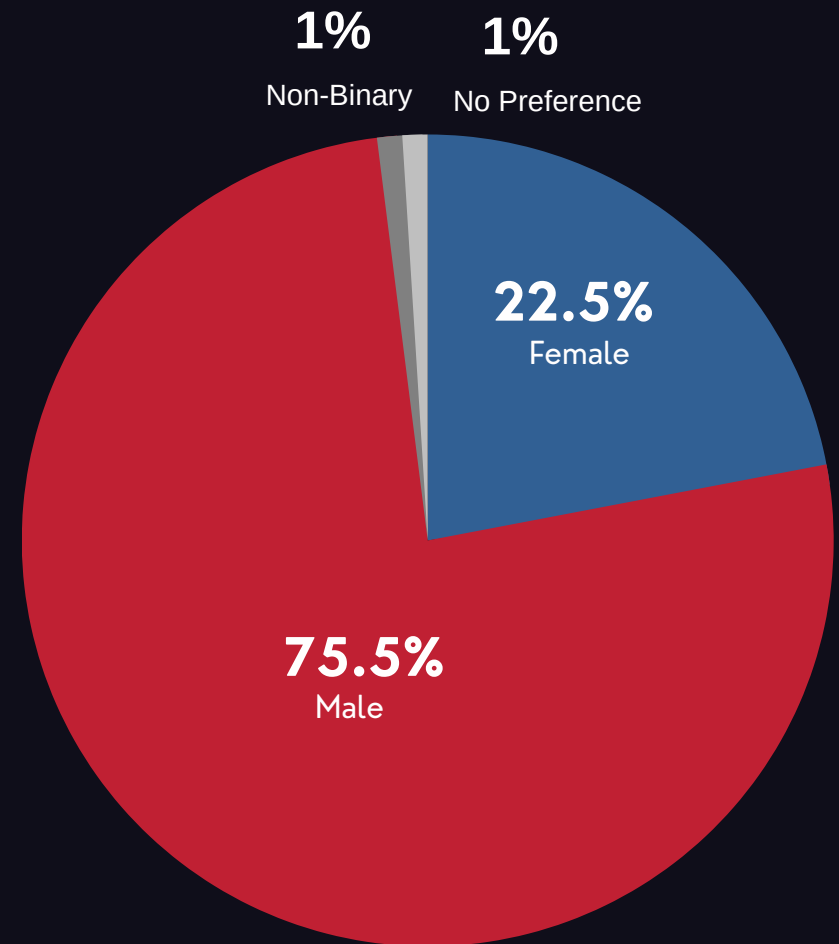
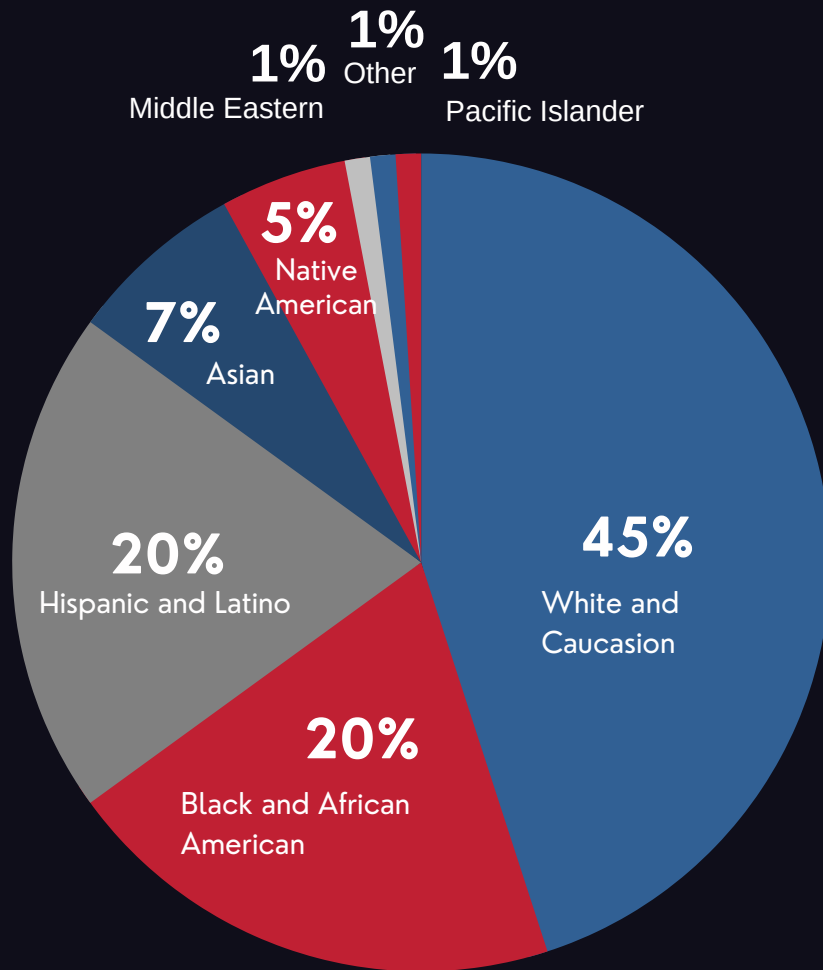
"(MVP) hits home for me. I think transition into that next stage of life, that's something that a lot of people don't believe they need to think about.

They just see the glitz and glam on both sides of it with the prestige of being a warrior and the prestige of being an NFL football player. When you take that uniform off, it's like, okay, I got to get back to real life and that transition is tough. I don't care who you are. It's tough for everybody."

OUR MEMBERS

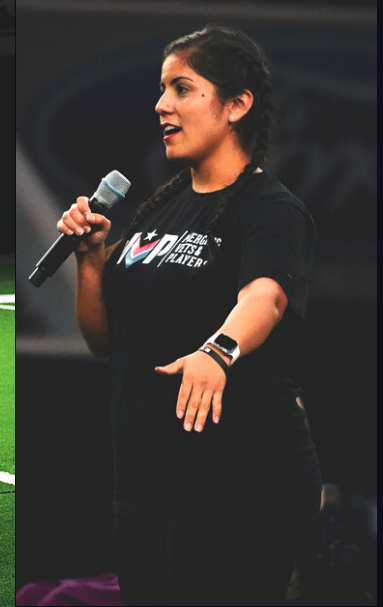
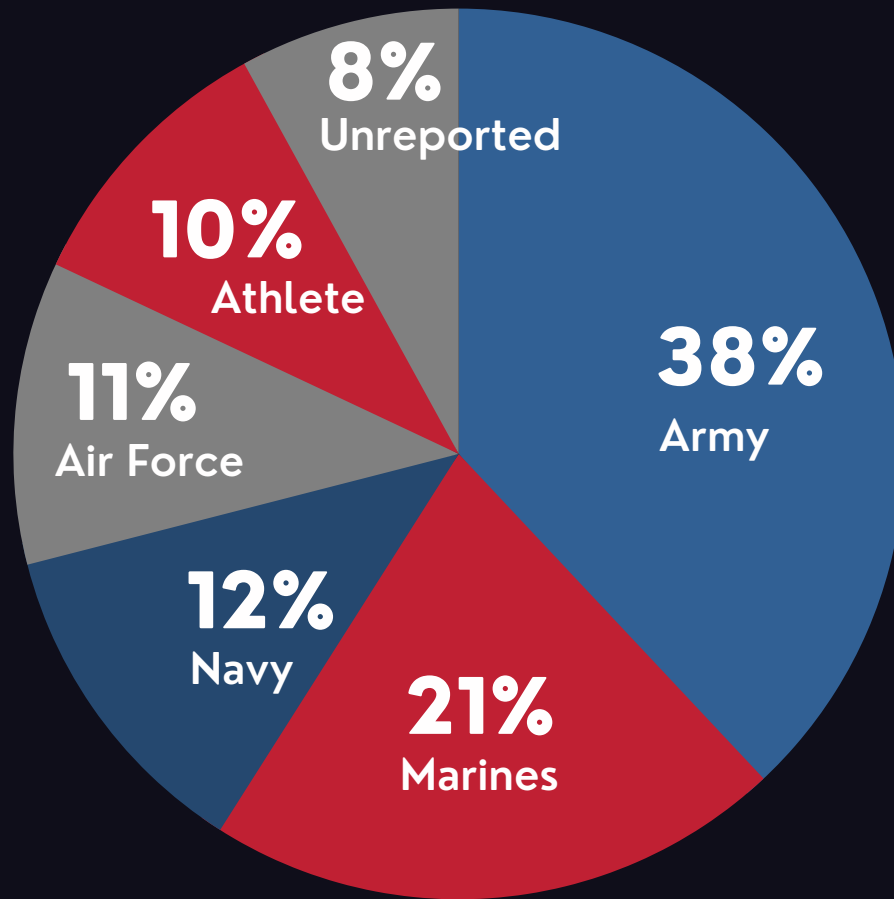


DEMOGRAPHICS



OUR MEMBERS

VETERANS AND ATHLETES



CHAPTER LOCATIONS



CHAPTER CITIES AND VIRTUAL

Los Angeles, CA

Las Vegas, NV

Chicago, IL

Atlanta, GA

New York, NY

Dallas, TX

Seattle, WA

Phoenix, AZ

Virtual - Access anywhere

● POP-UP AND COMMUNITY EVENTS:

Orange County, California | Trident Athletics: Alexandria, VA | Seahawks Salute to Service: Seattle, WA | Summit Rock Climbing: Dallas, TX | Falcons/Mercedes-Benz Stadium Workout: Atlanta, GA | Save A Joe Bowling For Vets event: St. Charles, IL | Afterburn Fitness Pop-Up: Valencia, CA | Walk to Remember: Santa Monica, CA | UNLV Athletic Department : Las Vegas, NV | Veterans Day : Bentonville, AR | Army/Navy Game : Philadelphia, PA | AZ Cardinals : Phoenix, AZ | Kitch events in LA, Philly, Houston, NYC |and many more!



NEW CHAPTER: PHOENIX, AZ

GRAND OPENING EVENTS

5 Events

400+ Attendees

Event Hosts

Arizona Cardinals Football Team
Veteran-Owned Liberty Performance
Steak 44

Grand Opening Events

We were proud that our newest chapter in Phoenix, Arizona opened in September, 2022!

With Grand Opening Events hosted by the Arizona Cardinals, our partner gym and athletic coaches at Liberty Performance, and Steak 44, we planted our flag in a strong veteran and athlete community!



WHOLE HEALTH



**MENTAL HEALTH -
REDUCED SUICIDE
IDEATION**



**IMPROVED
EMOTIONAL HEALTH**



**IMPROVED
PHYSICAL HEALTH**

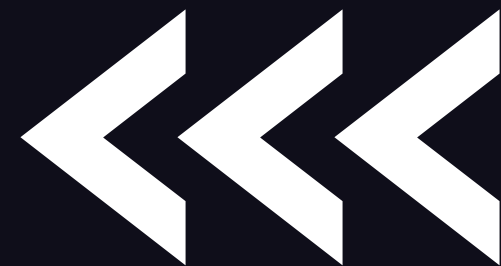


**SOCIAL HEALTH -
REDUCING SOCIAL
ISOLATION**

Our Licensed Clinician saw 55 families during the grant period for one-on-one sessions.

- 48% of participants utilized 6 or more sessions with the clinical director
- 87% said the sessions helped them
- 48% said it lessened their anxiety and/or depression

We address the **WHOLE HEALTH** of the individual. Our whole health approach includes improving mental, physical, emotional, and social well-being. We not only address this for our members, we are inclusive of their families, providing them with community and virtual engagements to build stronger and more supportive connections and resources. We know the impact this approach has on lives, communities and economic mobility, is beneficial and paramount for our members and their families to THRIVE.



HEALTH AND WELLNESS



This year we launched our new framework for what we do best, called MVP-PRO!

A professionally crafted mental health framework that offers a new learning skill each month.

It offers a collection of concepts, topics, questions, and practices designed to move us forward, increase our wellness and build a stronger foundation of the people we deserve to be and the lives we deserve to live.

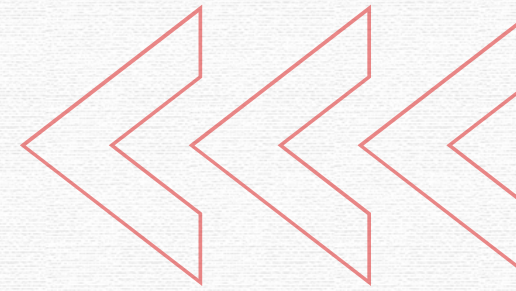
Adding to our impactful offerings to members, their families, and all who utilize our website, we launched an educational tab to provide more Health and Wellness Resources.

MVP Thrive launched as a new section on our website. It features our MVP-PRO framework, articles, a video series, and podcasts:

- Founder Jay Glazer's "Unbreakable"
- Director of Whole Health Suzi Landolphi's "Be Crazy Well"
- Bruce & Emma Kittle's (with guest George Kittle), "Hidden Pearls"

WEB AND LIVE SUPPORT AND ENGAGEMENT

<https://vetsandplayers.org/mvp-thrive>



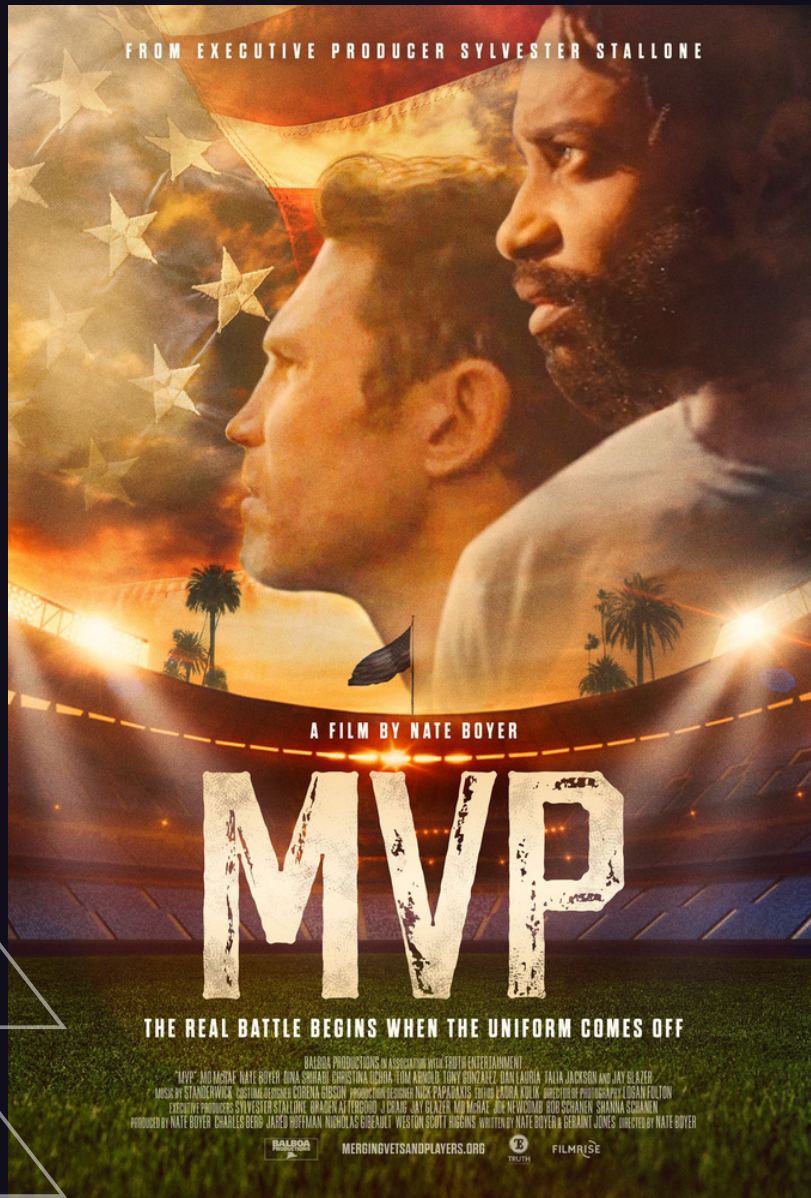
**WE HELP
MEMBERS
THRIVE!**

NFL SALUTE TO SERVICE



Various MVP Chapters teamed up with the NFL's Salute to Service conducting community workouts, movie screenings, holding the flag, and even leading teams out of the tunnel onto the field at the first Salute to Service series game with the Seattle Seahawks at Lumen Field!

MVP THE MOVIE



This year we partnered with GNC and FilmRise to launch the official "MVP" movie! We hosted 40+ screenings in over 35 cities with packed audiences!

It then went to streaming services on Amazon Prime, Showtime, and many more platforms!

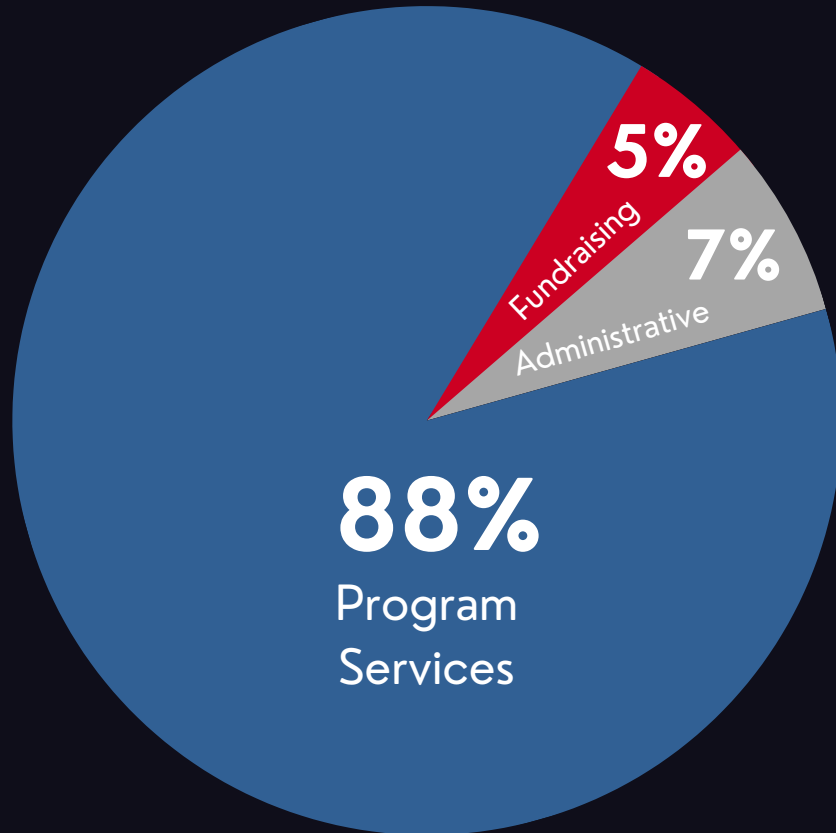
"GRIPPING...WILL MAKE YOU
LAUGH AND CRY"
— USA TODAY

"Boyer and his cast beautifully deliver humorous
banter heard in barracks and locker rooms
around the world."
— Yahoo! Entertainment

"MVP builds an excellent foundation setting the
film as a successful feature with a well-written
script and an ensemble cast"
— Movieweb



FINANCES



REVENUE

Individual Contributions: \$73,471.91

Foundations/Grants: \$174,577

Corporations: \$811,250

Trusts: \$10,000.00

In-Kind Contributions: \$10,000

Online Donor Platform: 279,398.01

Other Income: \$296.72

Fundraising: \$61,948.45

Interest and other income (PPP): \$113,676.45

Revenue: \$1,534,618.54

EXPENSES

Expenses: \$1,694,212.28

It's important to highlight our expenses this year and how they outweighed our revenue. We made an investment into opening a new chapter in Phoenix, AZ. We planned for this expansion early in 2022 and finally commenced operations there in September of 2022. We believe this will be a great investment into the future of our Warriors!!!