

# 2024 Annual Report

## Mountain Valor Veteran Services

### EIN: 99-3515004

#### I. Introduction

This report summarizes Mountain Valor's key accomplishments and challenges during the 2024 fiscal year, highlighting our continued dedication to empowering veterans and their families across Southwest Virginia.

#### II. Mission Fulfillment

Mountain Valor remained steadfast in its mission: "To empower veterans and their families across Southwest Virginia by providing them with the tools, resources, and connections they need to thrive." This year, we focused on establishing our organization and community outreach.

#### III. Key Accomplishments

- **Founded Mountain Valor:** A significant milestone included the official founding of Mountain Valor. This involved navigating the legal and regulatory processes, ensuring compliance with all IRS requirements, and ultimately securing 501(c)(3) tax-exempt status. This crucial step established Mountain Valor as a legitimate and credible non-profit organization (and importantly - not a typical membership based veteran organization), enabling us to effectively serve veterans and their families.
- **Hosted Inaugural Mountain Valor Fest:** Mountain Valor successfully hosted Mountain Valor Fest 2024, with more than 700 attendees, including 130 veterans. This event achieved three key objectives due to the dedication of 30 volunteers with 7 key players:
  - Honoring those lost on 9/11 and through the subsequent wars.
  - Connecting veterans with a wide range of national, state, and local resources on-site.

- Fostering a deeper connection between the community and the ideals of military service.
- **Forged Strategic Partnerships:** Mountain Valor successfully cultivated partnerships with 20 local small businesses and established a significant relationship with BAE Systems. These partnerships will provide invaluable support to our mission, including potential employment opportunities, in-kind donations and volunteer engagement. Partnered with Virginia Department of Veteran Services, allowing us access to conduct intake for more than 800 other NPOs and government entities who support our veteran community.
- **Launched Podcast:** Completed series on end of life benefits, and began covering education benefits. Available on all major podcast platforms and YouTube, reaching more than 350 individual listeners.

#### IV. Financial Performance

- **Ending Balance (December):** \$4,646.
- **Key Achievements:**
  - Successfully met fundraising goals through a combination of individual donations, corporate sponsorships, and grant awards.
  - Maintained a balanced budget while expanding service offerings.
  - Secured a \$5,000 grant from BAE Systems to support MVF 2024.
- **Challenges Addressed:**
  - Established process to seek grants and sponsorships.
  - Started from \$0.
- **Note:** Total cost for MVF 2024: \$8,280, excluding in-kind donations. Other continuing expenses include website, software, insurance, and podcast requirements.

#### V. Challenges Faced

- **Hosting initial large event:** Partnered with veteran-owned Crooked Mountain to create an annual veteran outreach event. Created

procedures to meet all county compliance, ABC, health department and insurance requirements.

- **Establishment:** Created legitimate presence online and via interactions with other veteran organizations in the area, while working through the legal and administrative requirements of becoming a formal entity.

## **VI. Goals for 2025**

- **MVF 2025:** Triple veteran attendance and add fundraising aspect.
- **Hospice/Nursing Home Outreach:** Monthly education events to those supporting veterans at their most challenging time understand other resources available.
- **Establish long-term funding:** Define annual spending requirements and find funding to ensure the next three years are funded appropriately.
- **Expand volunteers and staff:** Consider part-time ED, contracted HR technology/ops support.

## **VII. Conclusion**

Mountain Valor remains committed to serving the needs of veterans and their families in Southwest Virginia. We are grateful for the continued support of our Board of Directors, donors, volunteers, and community partners. We look forward to continuing to identify gaps in services and avenues to better support our veterans, including those in substandard housing or suffering from domestic violence.