



IRON WILL is a network of people, companies, and organizations that commit to supporting those who serve and protect us. Through a series of events, activations, campaigns, and public relations, we seek to spread the word about suicide prevention support and PTSD awareness so that all our active-duty military, veterans, first responders, and their families have access to the resources they need to live fulfilling lives. #IRONWILL

VISION

The IRON WILL Network vows to eliminate suicide among active-duty military, veterans, first responders, and their families through comprehensive education and resources for all those in need.

MISSION

The IRON WILL Network (people, organizations and companies) pledges to help active-duty military, veterans, first responders, and their families live fulfilling lives by expanding knowledge and raising money for suicide prevention support and PTSD awareness.

EXECUTIVE SUMMARY

Our active-duty military, veterans, first responders, and their families make daily sacrifices. They are witness to some of the most traumatic and terrifying events that many of us cannot fathom. While they show strength and determination on the job, many quietly suffer from mental health conditions.

The statistics are shocking with post-traumatic stress disorder (PTSD) claiming on average, the lives of 20 veterans a day.¹ And according to data released by the Centers for Disease Control and Prevention (CDC), suicide was the 10th leading cause of death across all ages in 2016, claiming the lives of nearly 45,000 people.² Approximately 22 percent of all suicide deaths in the U.S. are that of veterans, yet the total veteran population is estimated to be less than six percent of the total U.S. population in 2019.

IRON WILL Network is a public/private partnership; we seek to collaborate with community organizations, federal agencies, sports and entertainment channels, as well as other public and private institutions to raise awareness and monetary assistance for suicide prevention support and PTSD awareness.

PUBLIC/PRIVATE PARTNERSHIP OPPORTUNITIES

CORPORATE PARTNERS - Partners who not only want to further their brand, but who want to give back to those who serve and protect us. Through the IRON WILL Network, we can assist our partners and create one-of-a-kind campaigns that will position them as a leader when it comes to corporate citizenship while advancing their brand initiatives. We have an array of opportunities and are here to help our partners exceed their goals and objectives.

CELEBRITY AMBASSADORS and INFLUENCERS- The IRON WILL Network includes a variety of celebrity ambassadors in the world of sports and entertainment. These IRON WILL Ambassadors strive to utilize their platforms for the betterment of active-duty military, veterans, first responders, and their families. We manage celebrity ambassadors' cause marketing and maximize their current efforts through the IRON WILL Network. Additionally, we collaborate w/celebrity management teams to identify organizations and programs that will complement their goals and desires.

NON-PROFIT CHARITABLE PARTNERS- The IRON WILL Network includes a variety of 501 c 3 non-profit partners who share our vision and have self-sustaining programs to help active-duty military, veterans, first responders, and their families live fulfilling lives by expanding knowledge and raising money for suicide prevention support, PTSD awareness and more.

AGENCY PARTNERSHIP- Support of Federal and State agencies is essential to the IRON WILL Network. We seek the ongoing support of agencies whose primary focus is to assist our first responders, active-duty military, veterans, and those family members and caregivers who support them. Education, programming, financial, or other services, we continue to identify key Federal and State agencies to remain part of the IRON WILL Network and assisting us to further our vision. (VA, DOD, SAMHSA++)

VETERANS, COMMUNITY ADVOCATES and INFLUENCERS- The IRON WILL Network includes a wide variety of advocates from communities around the country (and world). These IRON WILL Advocates leverage their respective roles/positions to raise awareness about PTSD and to provide suicide prevention tools within their communities.

¹Office of Mental Health and Suicide Prevention. Suicide Among Veterans and Other Americans 2001-2014 [online] (2017). Accessed January 9, 2020, at www.mentalhealth.va.gov/docs/2016suicidedatareport.pdf ²Centers for Disease Control and Prevention, National Center for Injury Prevention and Control. Web-based Injury Statistics Query and Reporting System (WISQARS) [online] (2016). Accessed March 2, 2018, at www.cdc.gov/injuries/wisqars