

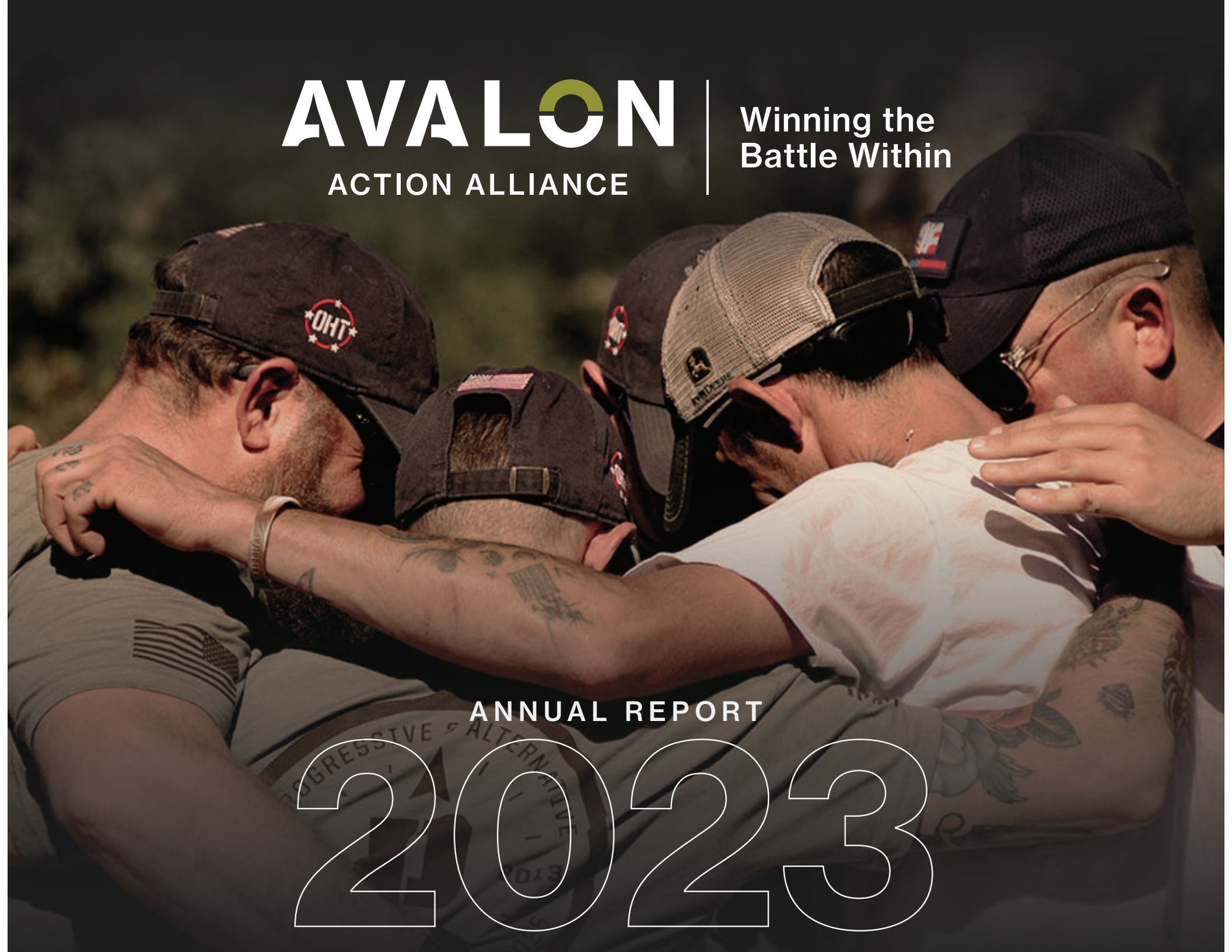
# AVALON

ACTION ALLIANCE

Winning the  
Battle Within

ANNUAL REPORT

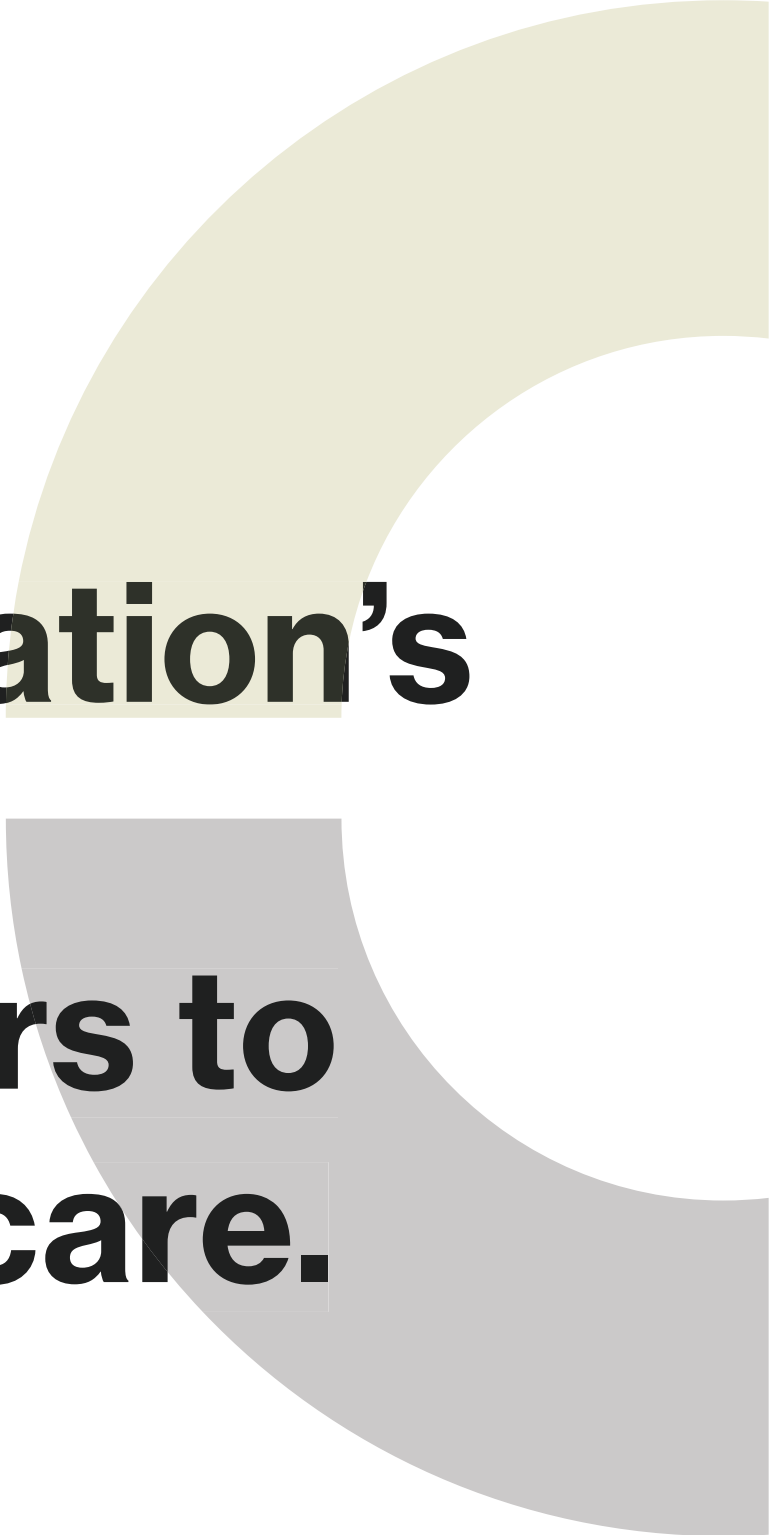
2023



## **Our Mission**

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**Together, we  
connect our nation's  
veterans and  
first responders to  
life-changing care.**



# We Are Avalon

**Avalon Action Alliance connects our nation's veterans and first responders to life-changing care.**

While our brave veterans and first responders selflessly dedicate their lives to protecting our communities and ensuring our safety, the toll of their service often leads to significant challenges that go unnoticed and untreated. Avalon recognizes the urgent need to address these struggles and offers comprehensive programs to help individuals regain control and move forward with their lives.

Our wide range of treatments, training, and support services are tailored to the unique needs of veterans and first responders.

**With 7 TBI Centers, 11 Posttraumatic Growth Programs, and 2 Substance Abuse Treatment Centers,** our Alliance Partners make it possible for our clients to receive care nationwide. Avalon creates an environment where individuals can heal, grow, and thrive.

**Our Mission:** Together, we connect our nation's veterans and first responders to life-changing care.

**Our Vision:** To change the way our healthcare system provides care.



*Avalon TBI Client attends physical therapy session.*



“

In the military, talking about your challenges can be seen as a sign of weakness. Avalon's Alliance Partners give you a chance to show vulnerability with transparency and without judgment. In my time getting care for my traumatic brain injury at THRIVE, I embraced all parts of me and was finally able to let go. It was life-changing care that I didn't realize I needed.

”

**Joe**

*Navy, Marine Corps, and Army Veteran*  
Avalon TBI Client







# 2023 Year-In-Review

Reflecting on the strides we've made in 2023, it's clear that our collective effort as a stand-alone 501(c)(3) has been instrumental to the impact we're making together. We've assembled a stellar board of directors, made strategic hires, and launched a new website. **Yet, the true measure of our success are the thousands of veterans and first responders whose lives we've touched; making a real difference in their journey towards experiencing life to the fullest.**



We are unwavering in our commitment to connect our nation's veterans and first responders facing the invisible wounds of Traumatic Brain Injury, Post-traumatic Stress, and Substance Abuse to life-changing care. **We are dedicated to pushing the boundaries of treatment innovation, broadening our Alliance Partner network to reach more people, and providing hope to those who have selflessly served us.** We are also steadfast in our mission to bridge the gaps within the healthcare system.

As you read through our 2023 Annual Report, you'll see how our programs have helped bring hope to our communities. **The impact made on each individual, as well as their children, family, friends and community is inspiring.**

As a Navy veteran and a graduate of our Posttraumatic Growth program, leading as Avalon's CEO is a privilege. I'm filled with pride in our organization's trajectory. **We are deeply grateful for your support and commitment to our mission.** Thank you for helping our veterans and first responders overcome their internal battles. Your support is invaluable and makes a significant difference in the lives of those we serve.

Sincerely,

A handwritten signature in black ink that reads "Joe Brennan".

Joe Brennan  
CEO



“

Change doesn't happen overnight and I'm still a work in progress. I've repaired relationships with my family and myself too. I don't guarantee many things in life but I can guarantee that these programs will change you if you're willing and ready to make the change.

”

**Mike**

*Army Veteran*

Avalon TBI & PTG Client





# Our Focus: Overlapping Symptoms

At Avalon, we understand that many of the symptoms our veterans and first responders face are interrelated and overlap.

**Our approach to caring for those experiencing TBI, PTS, and Substance Abuse comes from the belief that there isn't a one-size-fits-all model to tackling these challenges.**

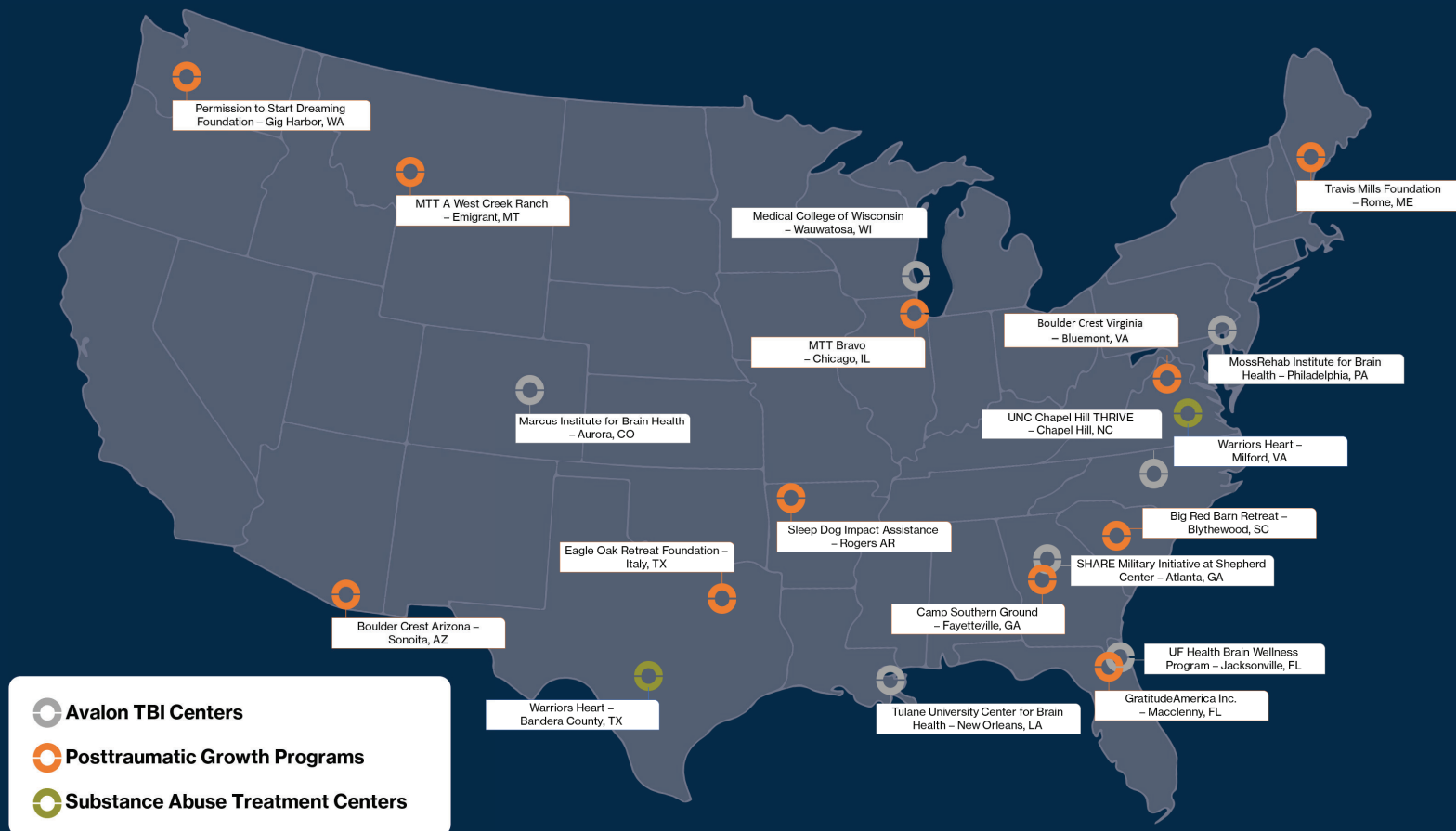
These symptoms are complex and require an integrated and multi-disciplinary approach to create successful outcomes. Avalon is driving hard to bring transformational treatments to help our nation's veterans and first responders win the battle within.



# Alliance Partners

- 7 TBI Centers • **11 Posttraumatic Growth Programs**
- **2 Substance Abuse Treatment Centers**

Our Alliance Partners give our clients a chance to receive support for care nationwide.





“

We found Avalon Action Alliance when we needed it the most. We had lost hope in the way John was being treated and didn't know where else to go after years of searching for help. Everything changed when we were connected to the team at UF Health. We're finally living the life we envisioned – full of love and hope once again. Avalon's care is life-changing, and we'll be forever grateful for the support we received from them.

”

## **John & Cheryl**

*Army Veteran*

Avalon TBI Client



# 2023 Impact

2023 came with milestones and growth for Avalon Action Alliance and its Alliance Partners. Here are a few notable highlights.

- Supported the growth of our Posttraumatic Growth partners by adding a **10th program delivery team** in Italy, TX, and a **second mobile training team**; extending our program reach to 14 additional states.
- We increased accessibility to our TBI programs by forging a partnership with the Medical College of Wisconsin, making them the **7th TBI Center** in our alliance.
- Our intentional focus on increasing alliance awareness and throughput has resulted in **unprecedented outcomes** for our veterans, first responders, and their families.
- Avalon remained committed to implementing the **Staff Sergeant Fox Suicide Prevention Grant** from the Department of Veterans Affairs.

**Our Alliance Partner programs experienced strong year over year growth; allowing us to reach more veterans and first responders than ever before.**

## 69%

YOY Growth in TBI Center Evaluations Completed

## 32%

YOY Growth in Posttraumatic Growth Program Participants

## 41%

YOY Growth in TBI Intensive Outpatient Program Participants

## 127%

YOY Growth in Substance Use Care Provided



# Financials

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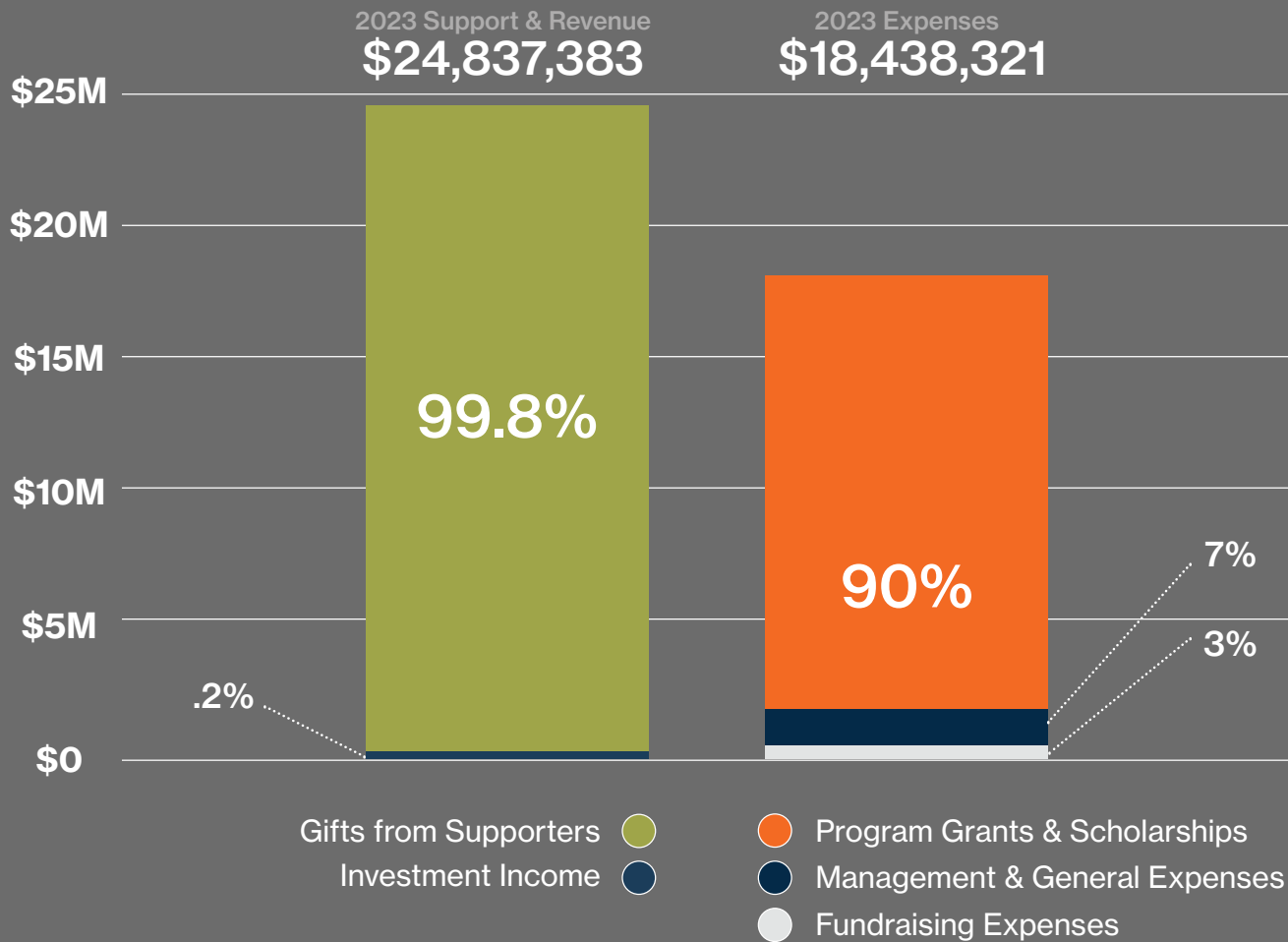
Hundreds of thousands of veterans and first responders live with undiagnosed and misdiagnosed traumatic brain injuries, significant post-traumatic stress, and substance abuse challenges. **Our heroes deserve to be cared for the same way they cared for us while in service.** This is why Avalon is here.

Your financial support of Avalon provides hope and healing to so many who may have otherwise given up. **Thank you for your investment in our partners and the growth of our Alliance.**





# 2023 Financial Snapshot





“

The person I am deep down inside has been hiding inside a shell that was built to protect my emotions and all of the different pain I was experiencing.

The care team at Tulane supported me as I journeyed through some of my best days, and some of the hardest days I've confronted. I am glad that in a moment of darkness, there was a little bit of light that allowed me to show up for myself. I feel ready to get out into the world with new roots and support system.

”

## **Maurisah**

*Army Veteran*

Avalon TBI Client



“

With your help, I have hope again. I am beginning to understand asking for help does not make me weak or a failure. It's what makes me human.

I plan to continue to serve my country and my community, and I intend to go above and beyond to help those struggling like I have. Avalon has helped so many people over the years and it's truly inspirational to see you care for people who need help. The work that you do for others is nothing short of a miracle.”

## **Eric**

*Law Enforcement Officer*

Avalon Substance Abuse Client







## Thank you to our Board of Directors

for their dedication to connecting our nation's veterans and first responders to life-changing care.

### **Stephen Cannon**

*Army Veteran*

Avalon Board Chair

Vice Chairman, AMB Sports & Entertainment

### **Dr. Mark T. Esper**

*Army Veteran*

27th Secretary of Defense

### **Captain Florent “Flo” Groberg**

*Army Veteran*

Medal of Honor Recipient

Vice President AEI Strategy & Optimization Group

### **Kate Shattuck**

*Army Veteran*

Managing Partner, Korn Ferry

### **Howard Sysler**

Retired Technology Executive

### **Thomas V. Taylor**

Chief Executive Officer, Floor & Décor

### **The Honorable John K. Tien**

*Army Veteran*

8th Deputy Secretary of the U.S. Department of Homeland Security



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“ It’s an urgent tragedy that so many of our nation’s defenders are battling invisible wounds without proper care. We’re driving hard to bring them transformational treatments and training befitting their service, strength, and lifelong potential. ”

**Bernie Marcus, Co-founder of The Home Depot**  
Avalon Cornerstone Society Member