

The logo for Avalon Action Alliance features the word "AVALON" in a bold, white, sans-serif font. The letter "O" is stylized with a green circular element on its right side. The background of the slide is dark blue with a large, semi-transparent circular graphic on the left side.

**AVALON**

**ACTION ALLIANCE**

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**Winning the Battle Within™**

**2025 Annual Report**

## MISSION STATEMENT

Avalon Action Alliance provides life-changing training and treatment to our nation's veterans and first responders who suffer from co-occurring symptoms related to traumatic brain injury (TBI), post-traumatic stress (PTS), and substance abuse (SA).

## TABLE OF CONTENTS

CEO Letter	1
Our Programs	2
Who We Are	2
Where We Are	3
Our Alliance Partners	3
Integrative Approach	4
TBI Clinical Trial	5
Traumatic Brain Injury (TBI)	6
Posttraumatic Growth (PTG)	8
Substance Abuse (SA)	10
Avalon Team	13
Board of Directors	14
Supporters	14
2025 Financials & Growth	15
Avalon In Action	16



## WHY WE EXIST

Millions of veterans and first responders are living with the invisible wounds of service. Each day, an estimated 17 veterans die by suicide.

The urgency is undeniable. Avalon exists because this reality demands a better approach to care.

# 2.6M

Veterans and first responders struggle with traumatic brain injury

# 4.5M

Veterans and first responders face co-occurring psychological health and substance abuse challenges



**Joe Brennan**  
Chief Executive Officer

## A MESSAGE FROM OUR CEO

Avalon Action Alliance demonstrated that coordinated, integrated care works.

What began as Bernie Marcus' vision to close critical gaps in veteran care is now showing measurable progress for veterans and first responders living with traumatic brain injury, post-traumatic stress, and substance abuse. This year, we increased access to care, strengthened our alliance of partners, and advanced each of our core pathways, including expanding access to Posttraumatic Growth training programs that help warriors transform struggle into strength.

Avalon served more than 2,100 veterans and first responders through a growing alliance of partners nationwide. Behind each number is an individual who made the decision to seek help and begin their journey forward. Our role is to ensure they have access to the right care, at the right time, through a coordinated system designed to address the full complexity of invisible wounds.

These conditions rarely occur in isolation, and neither can the solution. Avalon coordinates care across this continuum, connecting warriors to clinical care for TBI, peer-led PTG training, and substance abuse treatment programs that work together to support long-term healing. The results of this approach are guiding the Avalon TBI Clinical Research Study and move us closer to changing how mild TBI is diagnosed, treated, and reimbursed.

At the same time, we strengthened the ecosystem that makes this work possible. By aligning shared performance standards and investing in systems that improve coordination and measurement, we are enhancing the quality and consistency of care while increasing access across all program areas.

We also expanded engagement with supporters and partners who share our commitment to this mission. Our inaugural Gala and national outreach introduced Avalon to new audiences and strengthened relationships that will be critical to sustaining and scaling this work.

We are grateful to those who have supported Avalon from the beginning and to those who joined us this year. Your partnership is helping to build a model that is not only effective, but sustainable, and ensures that no warrior walks alone on their healing journey.

With gratitude,

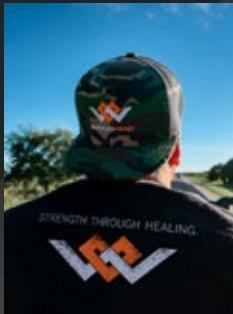
## OUR PROGRAMS



**Avalon TBI Centers:** 100 hours of personalized care delivered over three weeks by an integrated and interdisciplinary clinical team. Clients leave with a care plan and tools to continue their recovery journey.



**Posttraumatic Growth Program:** Warrior PATHH helps individuals transform struggle into strength through a 90-day program that begins with a five-day intensive, on-site training, followed by peer-led support.



**Substance Abuse Treatment Centers:** Clients engage in a 42-day inpatient program designed specifically for warriors. Clients receive a full continuum of care during the program, and ongoing aftercare support.

## WHO WE ARE

Avalon Action Alliance is a national alliance of partners addressing the invisible wounds of service—traumatic brain injury, post-traumatic stress, and substance abuse. These conditions are closely linked and are among the leading contributors to veteran suicide.

## HOW AVALON WORKS

- **Removes barriers:** No cost\* to the individual; access to care nationwide
- **Connects the right care:** Direct referrals to trusted providers across our alliance
- **Coordinates the journey:** Integrated support across programs, no one navigates alone
- **Delivers results:** Evidence-based care backed by measurable outcomes

*\*Some out-of-pocket costs may apply for SA treatment.*

## WHY IT MATTERS

Avalon ensures veterans and first responders receive coordinated care. We reduce barriers, improve outcomes, and connect individuals to the right treatment at the right time.

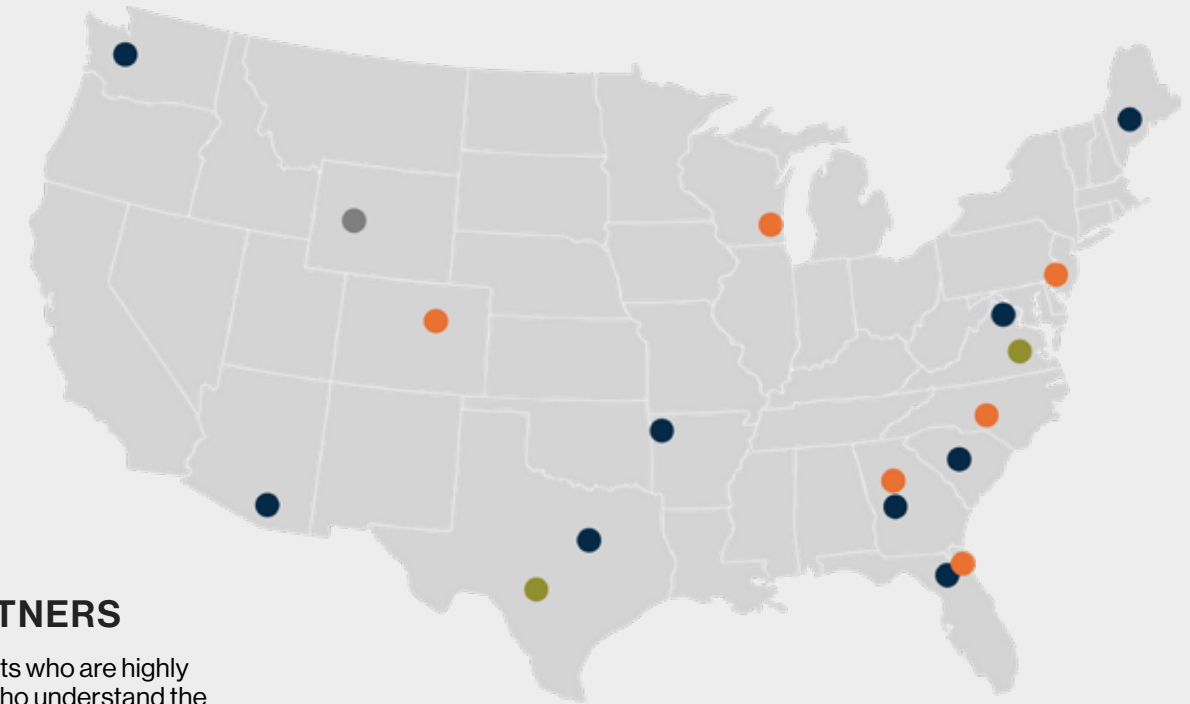
*“We have a responsibility to take care of the men and women who have sacrificed so much for our country.”*

– Bernie Marcus

## WHERE WE ARE

Avalon's alliance partners provide access to specialized care in communities nationwide.

- 6 Avalon TBI Centers
- 11 Posttraumatic Growth Program Delivery Sites
- 2 Substance Abuse Treatment Centers
- Future PTG Site (2027)



## OUR ALLIANCE PARTNERS

These programs are led by experts who are highly trained, deeply committed, and who understand the journey firsthand. Many having lived it themselves.



## INTEGRATIVE APPROACH

### Winning the Battle Within™ Requires Coordinated Care

Traumatic brain injury, post-traumatic stress, and substance abuse often overlap, creating complex, interconnected challenges that impact every aspect of life.

Too often, care is fragmented. Individuals are sent from provider to provider, repeating their story and navigating disconnected treatment plans, delaying recovery and increasing stress on families.

Avalon changes that.

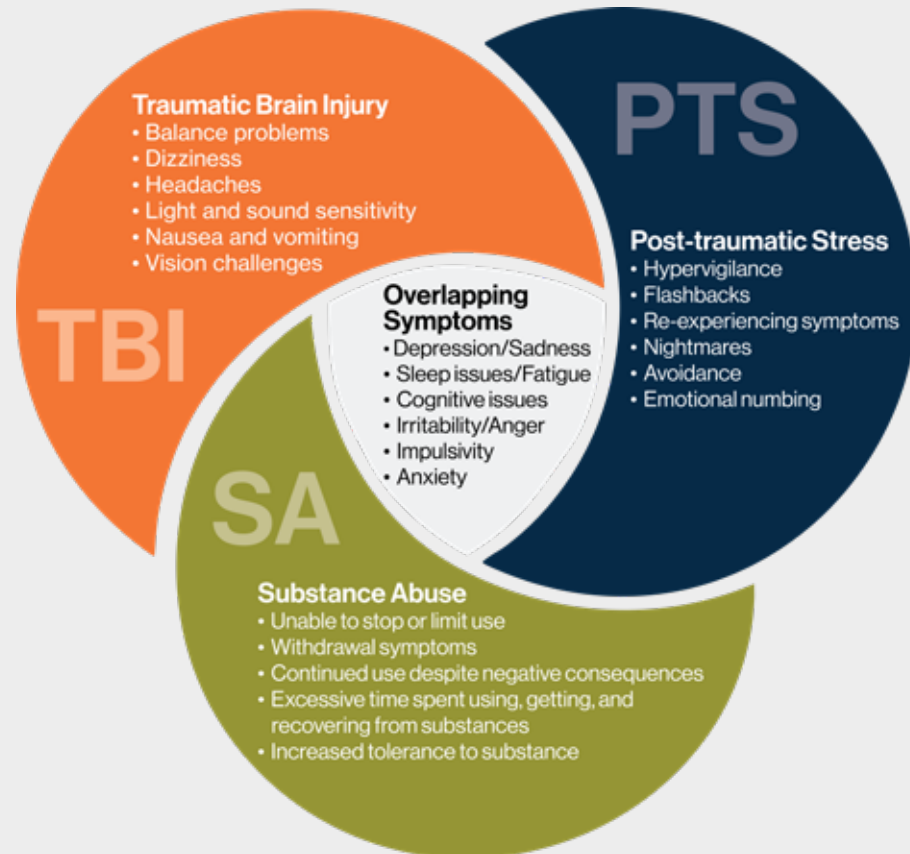
### HOW OUR MODEL WORKS

- **One connected system:** A national alliance spanning TBI treatment, posttraumatic growth, and substance abuse treatment
- **Whole-person assessment:** Physical, cognitive, and emotional needs evaluated together
- **Coordinated care plan:** Specialists work across disciplines to align treatment
- **Seamless experience:** No more disconnected referrals or starting over

### WHY IT MATTERS

These conditions don't exist in isolation and treating them separately doesn't work.

Avalon's integrated model ensures care is aligned, comprehensive, and built around the individual.



## CLINICAL TRIAL

# Setting the Standard in Brain Injury Medicine

There is currently no consistent, proven standard of care for the treatment of mild traumatic brain injury (mTBI), limiting access to care and reimbursement.

Avalon Action Alliance is working to establish that standard.

## 514,000+

Veterans are living with service-related traumatic brain injury.

### WHAT'S HAPPENING

Avalon Action Alliance is leading the VICTORY Trial, a national clinical study designed to establish a scalable, reimbursable standard of care for mild traumatic brain injury.

Built on a three-week interdisciplinary outpatient model, the approach brings together experts to treat the full scope of symptom — setting a first-of-its-kind standard based on proven outcomes.



## 99%

Improvement in IOP outcomes

## 1,200+

Projected participants

### ANTICIPATED IMPACT

Validate that chronic mTBI benefits from treatment while establishing a national standard of care that expands access for veterans, service members, first responders, and others in need, while also improving insurance coverage, reaching underserved populations, and reducing symptoms to enhance overall function and quality of life.

## TBI OUTCOMES

*Individualized evaluations and intensive outpatient programs for veterans and first responders.*

**795**

client evaluations

**365**

intensive outpatient programs

**480**

family members participated in care

**99%**

of TBI patients reported improvement



## TRAUMATIC BRAIN INJURY

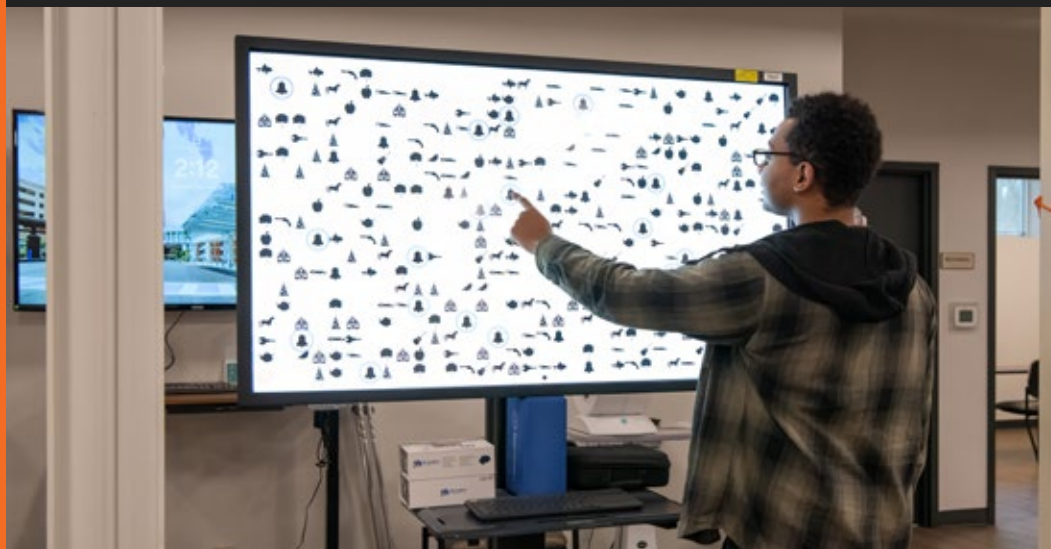
TBI symptoms are often misdiagnosed or overlooked—leaving many veterans and first responders without answers for years.

### HOW IT WORKS

- **Comprehensive evaluation:** Identifies the root causes of cognitive, physical, and emotional symptoms
- **Interdisciplinary care:** Neurology, psychological care, and cognitive rehabilitation working together
- **Intensive outpatient treatment:** Targeted therapies addressing brain function and recovery

### IMPACT

Helps individuals understand their symptoms and begin a clear path to recovery.



## FROM INJURY TO IMPACT

Shortly after enlisting, Rojean, an Army veteran sustained a traumatic injury that left her with lasting physical and cognitive challenges. For years, she struggled with memory issues, mood swings, and a growing sense of isolation. Despite trying multiple treatments, progress felt out of reach.

When Rojean got out of the Army, her condition worsened to the point where she could no longer work or maintain relationships. But after seeing the impact of the SHARE Military Initiative at Shepherd Center on a fellow veteran, she decided to take the next step.

At SHARE, she found an environment grounded in both compassion and accountability. She began rebuilding her physical health, learning to regulate her emotions, and regaining a sense of direction.

With renewed confidence, Rojean returned to school, earned multiple degrees, and graduated from an accelerated nursing program. Today, she works as a medical-surgical nurse, committed to supporting others the way she was supported.

*“I am more mentally and physically sound and in such a better place, SHARE is an amazing program. I want to impact people in my work like those at Shepherd impacted me.”*

**ROJEAN**

Avalon TBI Center

## PTG OUTCOMES

Evidence-based training focused on purpose, resilience, and personal growth.

156

Warrior PATHH programs delivered

58%

reduction in PTS symptoms and depression

1,213

Warrior PATHH students served

54%

reduction in anxiety

65%

improvement in PTGI scores

49%

reduction in stress



## POSTTRAUMATIC GROWTH

Rather than managing trauma, this program helps individuals grow beyond it.

### HOW IT WORKS

- **90-day program (Warrior PATHH):** Peer-delivered training for veterans and first responders
- **Immersive start:** Five-day initiation followed by ongoing mentorship and accountability
- **Peer network:** Built on shared experience and long-term connection

### IMPACT

Participants rebuild relationships, rediscover purpose, and move forward with renewed strength.



## WHERE GROWTH TAKES ROOT

Brian served as an Army Combat Infantry Mortarman for 12 years before returning home to Greenville, South Carolina to be closer to family. Following his service, he took a job as a Corrections Officer but began to struggle in his day-to-day life. Despite participating in wellness programs, nothing created lasting change.

Seeing her son struggle, Brian's mother connected him to the Warrior PATHH program at the Big Red Barn Retreat.

That experience marked a turning point in his life.

Today, Brian is thriving. He earned a degree in horticulture and is a familiar presence in the retreat garden, often spending his days off tending vegetables or pulling weeds. He continues to give back by serving meals, participating in peer groups, and helping prepare for incoming participants.

Brian's dedication and positive energy leave a lasting impact on everyone he meets.

*"The Warrior PATHH program really helped me change direction in life. Being able to volunteer when I can and return to the Big Red Barn Retreat is a very positive experience, I feel like it's home."*



**BRIAN**  
Warrior PATHH Program

## SUBSTANCE ABUSE OUTCOMES

*Integrated substance abuse treatment addressing addiction alongside trauma and brain injury.*

**793**

Warriors served

**65%**

reduction in depression

**130**

Warriors funded by Avalon

**62%**

reduction in substance abuse clinical risk factors

**55%**

reduction in trauma scores

**43%**

reduction in anxiety



WARRIORS HEART

STRENGTH THROUGH HEALING

## SUBSTANCE ABUSE

For some, the long-term effects of trauma lead to substance abuse and addiction—often alongside TBI and PTS.

### HOW IT WORKS

- **Specialized partner:** Warriors Heart is designed exclusively for veterans and first responders
- **Peer-based environment:** Residential care alongside others with shared experiences
- **Full continuum of care:** Detox, residential, outpatient, sober living, and long-term aftercare

### IMPACT

Supports individuals in rebuilding their health, relationships, and sense of purpose.



Serving in Iraq, Chris earned his Combat Action Badge.

During that time, he often believed he wouldn't make it home. For years, he carried the weight of those experiences, along with the loss of fellow service members and his sergeant.

Now, he is learning how to live again—not only for himself, but in honor of those he lost.

*Shield created by Chris in the metal shop at Warriors Heart*

## WHERE RECOVERY BEGINS

Chris served in the Army and struggled when he returned to civilian life. He participated in several treatment programs but found it difficult to fully engage. The environments often included negative influences that made it hard to focus on healing.

When Chris arrived at Warriors Heart, he immediately noticed the difference. The program was structured, supportive, and grounded in accountability. More importantly, the people around him created a sense of trust and belonging. For the first time, it felt like home—safe and surrounded by a community that cared.

Although hesitant at first, Chris began to open up through group sessions and peer support. As he committed to the process, he reached a turning point realizing it was time to move forward and build a new life. Today, he says the tools he gained have helped him become a healthier, happier man.

*“Because of the care I received, I am alive to tell my story and help other veterans facing similar challenges.”*

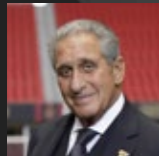
**CHRIS**

Substance Abuse Treatment

## CARRYING THE LEGACY FORWARD



**Bernie Marcus**  
Philanthropist & Co-founder of The Home Depot



**Arthur M. Blank**  
Entrepreneur, Philanthropist & Co-founder of The Home Depot



**Gary Sinise**  
Veteran & First Responder Advocate, Actor & Musician

Bernie created a vision that continues to guide Avalon's work today. His belief that veterans and first responders deserve life-changing care remains at the core of everything we do.

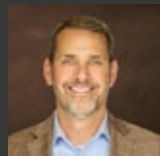
Together with Arthur Blank and Gary Sinise, that vision took shape, grounded in a shared commitment to serve those who have served.

As we move forward, we carry their legacy and honor their leadership by ensuring more veterans and first responders receive the care they deserve.

## AVALON TEAM



**Joe Brennan**  
Navy Veteran  
Chief Executive Officer



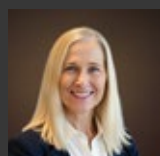
**Greg Frey**  
Army Veteran  
Vice President of Strategic Engagement & Partnerships



**Andrea Rivera**  
USMC/LEO Spouse  
Chief of Staff



**Kelley Letellier**  
Director of Operations



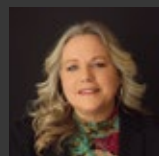
**Angie Swan**  
Program & Administrative Specialist



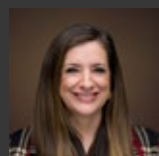
**Dr. Rusty Gore**  
Air Force Veteran  
Chief Medical Officer



**Randy Goodman**  
Vice President of Billing & Reimbursement Strategy



**Sandy Phillips**  
Director of Marketing & Communications



**Erica Ross**  
First Responder Spouse  
Vice President of Development



**Irene Pennington**  
Intake Coordinator

## BOARD OF DIRECTORS



**Stephen Cannon**  
Army Veteran  
Co-Founder & CEO of Harbinger Sports Partners  
Avalon Board Chairman



**Florent Groberg**  
Medal of Honor Recipient  
Army Veteran  
Managing Director at AEI, Portfolio Strategy and Optimization Group



**Kate Shattuck**  
Army Veteran/Navy Spouse  
Managing Partner, Korn Ferry



**Thomas V. Taylor**  
Executive Chair  
Floor & Decor



**The Honorable John K. Tien**  
Army Veteran  
8<sup>th</sup> Deputy Secretary of the U.S. Department of Homeland Security



**Scott Beaumont**  
Retired Co-founder & CEO of Lily Pulitzer



**Kurt Mayrand**  
Air Force Veteran  
Retired Vice President, Head of Market Access, ChemoCentryx



**Howard Sysler**  
Retired Executive  
Vice President of Global Payments Inc.



**Dr. Mark T. Esper**  
Army Veteran  
27<sup>th</sup> Secretary of Defense



**Out of the Kitchen Fundraiser**



**We are Avalon Fireside Chat**

## SUPPORTERS

*The generosity of our supporters helps veterans and first responders find the care and support they need.*

### OUR LEGACY \$1,000,000+

Arthur M. Blank Family Foundation  
Gary Sinise Foundation  
The Marcus Foundation

### OUR FUTURE \$999,999-\$100,000

Fisher Global Foundation  
Floor and Decor  
JTMF Foundation  
Judith Beaumont  
Scott Beaumont  
Steve & Ann Cannon  
The Home Depot Foundation  
The John and Daria Barry Foundation  
The Taylor Family Foundation  
Veterans United Foundation

### WINNING THE BATTLE WITHIN \$99,999-\$25,000

Alston & Bird  
Anonymous  
Bob & Sue Nardelli  
CareSource Military & Veterans  
Craig & Dawn Menear  
Cox Enterprises  
DAS Technology  
Global Payments  
Service Federal Credit Union

### MOVING FORWARD TOGETHER \$24,999-\$10,000

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Atlanta Hawks Foundations  
Brobyn Foundation

Children's Healthcare of Atlanta  
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Ed Uihlein Family Foundation  
Geoff & Kim Wilson  
Georgia Power  
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Jacob Crowe  
Jim Kennedy  
Korn Ferry

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National Vision, Inc.  
PulteGroup, Inc.  
Shepherd Center  
Ted Decker  
The Curran-Dorfman Family Foundation, Inc.  
The Eric Brown Foundation, Inc.  
The Tuttleman Foundation  
Total Wine & More  
Tractor Supply Company  
Trevor & Leah Lang  
Utay Family Foundation

### HEALING HAPPENS TOGETHER \$9,999-\$5,000

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BlueLinx Corporation  
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Crystal Hanlon  
Edible Arrangements  
Jeri Breiner  
Joe & Dawn Brennan  
John & Cheryl Burns  
John & Judy Bardis  
John Tien  
Larry & Linda Smith  
Laura Balsler

McKinsey & Company  
NCR Voyix  
Ron and Lisa Brill Family Foundation  
SEEKR  
The Carol and Ramon Tomé Family Foundation  
Tim Goodly  
Troy Rice  
US Soccer  
Valor Craft  
Vincent & Lisa West

### AVALON SUPPORTERS \$4,999-\$1,000

Adrian & Rhonda Lock  
Alan Dobrin  
Allan Cooper  
American Online Giving Organization  
Andy & Shauna Greene  
Angel Lugo  
Angela Henry  
Bob O'Shaughnessy  
Boulder Crest Foundation  
Brett Clementz  
Brian Hankin  
Brian Kitching  
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James Traa  
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Jed Milstein  
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Jeffrey DeHart  
Jennifer Painter  
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John Adamson  
John Novak  
Kate Shattuck  
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Lee Hunter  
Len Kortekass  
LightBay Foundation  
Executive Fund  
Lisa Keenan  
Lydia Morris  
Malika Begum  
Mark & Angie Brown  
Mark T. Esper  
Matthew Harris  
Maureen Reese  
Max & Ingrid Hilsman  
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Michael Privette  
Michael Turner  
Mike McCrea  
New York Athletic Club  
Pete & Kristen Dooley  
PJ Bain

Reiland Family Fund  
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Richard Makerson  
Ronald Johnson  
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Sam Fisher  
Scott Holcomb  
Stacey Spilman  
Steve Denny  
Taylor Hirose  
The Goodwin Group  
The Same House  
Thom & Lacie Gonyeau  
Tim & Laura Brunn  
Tom Taylor  
Troutman Strategies  
VyStar Credit Union  
Warrick Dunn Charities  
Wayne Hood

### FRIENDS OF AVALON \$999-\$500

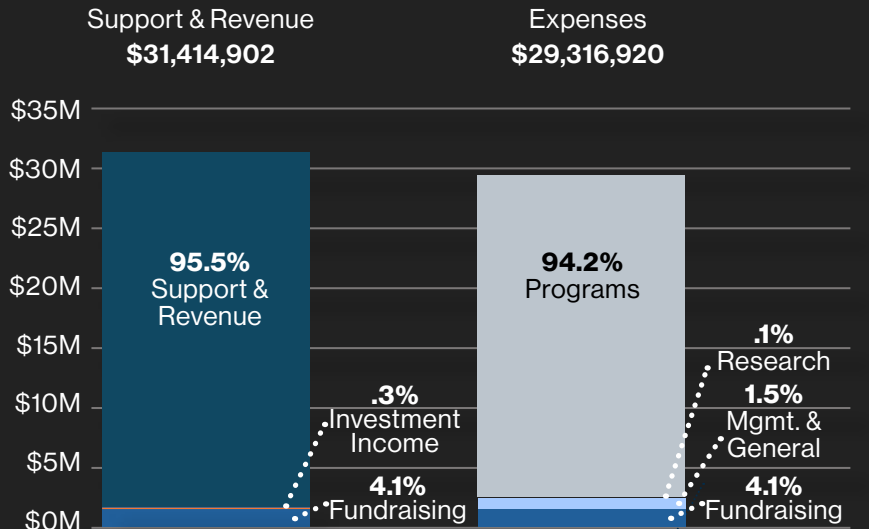
Adrienne Byrdsong  
AMB Group, LLC  
Andrea Striebel  
Annie Barua  
Becki Chambers  
Ben Wright  
Brian & Kamari Saylor  
Brian Jamison  
Brian Kilroy  
Camp Southern Ground  
Caroline Hoffman  
Cassandra Cavanah  
Cathy Todd  
Chad Plunkett  
Charlie Tipton  
Chris & Rachel Rutledge  
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Dan & Mary Wilkerson  
Danielle Becker  
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David Thomas  
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Warrior Life Coach  
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Atlanta Business Chronicle  
Connex Media  
Drummond Printing  
Floor & Decor  
McKinsey & Company  
Military Times  
Son & Sons  
Tracy Vann Photography  
WABE

*Donations through YE 2025*

## 2025 FINANCIAL SNAPSHOT



*Note: 2025 financial data based on pre-audited statements.*

## PROGRAM GROWTH



*Note: Program growth since 2023*

## AVALON IN ACTION

This year, we brought the community together through our inaugural gala and a signature event at The St. Regis Atlanta, while also engaging with veteran service organizations and community partners across the country.

These efforts brought together supporters, partners, veterans, and first responders—strengthening relationships, expanding awareness, and generating support to advance our mission.



**Beacon Act Hearing**



**Avalon Inaugural Gala**



**VetResources Community Network**



**Avalon Fireside Chat**



**Bob Woodruff Foundation GY6**



**Military Influencer Conference**



**Wounded Warrior Experience**



**DOD Warrior Games**



**Brothers After War Screening**



**VA Secretary Collins Visit to MIBH**



**MCON**



**Avalon Alliance Partner Convening**



**NYAC Boxing Event**



**Warriors Heart Gallery at Grunt Style Foundation**



**Avalon TBI Centers Convening**






**UF Health Brain Summit**



**Association of the United States Army**



   @avalonactionalliance.org

Avalon Action Alliance is a tax-exempt 501(c)(3) nonprofit organization.