



2023 IMPACT REPORT



UWVC

UNITED WAR VETERANS COUNCIL



The **United War Veterans Council (UWVC)** is dedicated to honoring and serving America's veterans.

The UWVC is a nationally and internationally respected brand that consists of two arms: the **United War Veterans Council, Inc.**, a 501(c)(19) veterans organization and the **UWVC Foundation**, a 501(c)(3) non-profit organization.

The UWVC is dedicated to ensuring that the public always embraces its commitment to provide all veterans, military service members and their families with the care, recognition and opportunities they have rightfully earned.

We work to achieve this goal by:

- Supporting and promoting a wide range of initiatives that provide vital services to our veteran and military community (including **Health & Wellness** and **Legacy & Education** programs).
- Raising positive awareness and increasing understanding of the needs of our veterans, military service members and their families through major public events and promotional activities, including the **New York City Veterans Day Parade**, the largest event of its kind in the nation.
- Uniting veterans groups, community organizations, city, state and federal agencies, local businesses, major corporations and the general public behind efforts to serve veterans of all eras and currently serving military members, as well as the families who stand behind them.

IMAGE: Veteran and military representatives after a NASDAQ bell ringing coordinated by our team.



Introduction

In 2023, the United War Veterans Council (UWVC) continued to expand and deepen its initiatives dedicated to honoring and serving our veterans.

The UWVC not only weathered the global pandemic of the past three years; we also increased the financial resiliency of our organization while laying the foundation for renewed efforts to increase our reach and our impact.

We hosted a full calendar of major commemorative events that engaged the veterans community and the broader public, including the New York City Veterans Day Parade. Many of these events incorporated elements of both our Legacy and Education and Health and Wellness programming. We also continued to deliver direct services to at-risk veterans through our weekly Health & Wellness initiative.

In addition, throughout the year, we laid the foundation for deeper engagement with international veterans (both overseas U.S. expatriates and veterans from Allied nations) as well as for expanded activities in markets outside New York City.

This Impact Report summarizes these accomplishments and our other activities over the past year, and sets forth some of the goals and activities upon which we will be focusing in the upcoming year.

As always, we thank you for your interest in our work, and invite you to join us in honoring and serving America's veterans!

IMAGE: A ceremonial wreath is brought forward at our annual Vietnam Veterans Day event.



Program Summary

The UWVC emerged from the global COVID-19 crisis in sound financial state and positioned to build on the foundation established both prior to and during the pandemic period.

Our centerpiece initiative, the New York City Veterans Day Parade was once again the premier Veterans Day event in the nation, deepening its impact and level of engagement for all participants. Our other Legacy and Education activities focused on creating intergenerational bonds between veterans and building international bridges with veterans from allied nations.

Throughout the year, we supplemented these commemorative events and gatherings with our Health & Wellness initiatives. Our weekly program for at-risk veterans and our broad-based social fitness events resulted in thousands of interactions and therapeutic activity hours.

Collectively, these activities engaged tens of thousands of participants and generated millions of interactions/impressions nationwide.

IMAGE: A young Veterans Day Parade participant shows his love for the Stars and Stripes.



New York City Veterans Day Parade

The New York City Veterans Day Parade is our centerpiece event. The UWVC revived the Parade in the 1980s, and has grown it into America's largest Veterans Day event.

In 2023, the Parade began earlier in the day, due to its Saturday schedule. The shift in times created both challenges and opportunities for our team, which adapted to once again deliver a world-class series of activities honoring our veterans.

These elements included (in chronological order):

NY Daily News Online & Print campaign - Online advertising at nydailynews.com, as well as three full pages in the November 10 print edition promoting the Parade.

Honor Ruck – 100 participants rucked/marched from Vietnam Veterans Plaza to the 9/11 Memorial, visiting WWII, Korean War, and Post-9/11 memorials along the way.

Wreath Ceremony - One hundred military and civilian leaders (including international guests) participated in a modified wreath procession and ceremony at the Eternal Light Ceremony in Madison Square Park.

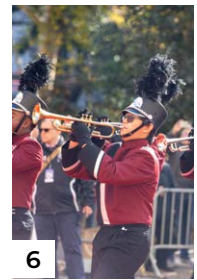
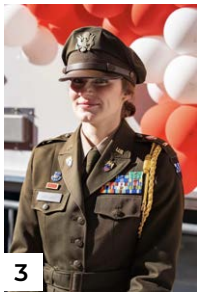
Parade on Fifth Avenue - Over 250 total elements consisting of 20,000 individual participants marched and rolled proudly up the Parade's traditional route. The U.S. Army, our featured Service Branch, was represented by Grand Marshal Lieutenant General Mike Linnington (Retired), CEO of Wounded Warrior Project, as well as Honorary Marshals Richard Rice (iconic Special Forces veteran) and Elana Duffy (combat-wounded woman veteran and advocate).

TV Broadcast – The Parade was again broadcast on WABC, with two and a half hours of live coverage as well as storytelling segments produced by their news team.

Post-Parade Gathering – This new element brought together nearly 700 veterans and military members for fellowship and networking.

The upcoming 2024 Parade will build on these successes while incorporating new elements to enhance the Parade experience for participants and spectators. These efforts will position the Parade to be a centerpiece of the major national commemorations coming in 2025 (250th Anniversary of the Army, Navy and Marine Corps) and 2026 (250th Anniversary of our nation's independence).

New York City Veterans Day Parade - IMAGE GALLERY



2023 NYC Veterans Day Metrics

Over 250 Marching units

20,000 Participants

150,000 Live spectators

250,000 Broadcast Viewers (TV & Online)

250 million media impressions (TV, print & online)

Featuring representation from veterans of all eras, all six U.S. military service branches; 21 U.S. states; 24 nations.



IMAGES: (1) Mayor Eric Adams opens the Parade; (2) Grand Marshal Mike Linnington interviewed on WABC; (3) U.S. Army soldier; (4) Sports car honoring the Military Order of the Purple Heart; (5) FDNY veterans; (6) Vietnam Veterans on a float; (7) Red Cross support vehicle; (8) Flag bearers representing NATO allies; (9) Dominican veterans march; (10) vintage jeep carrying Army representatives; (11) Coast Guard and Space Force leadership; (12) Military Sorority marches with their flag.



Legacy and Education

Our Legacy and Education initiatives are aimed at spotlighting the stories of service of previous generations of veterans. Our goal is to better connect veterans to their heritage and to build supporters and advocates in the general public, to ensure that there is a broad constituency that understands the importance of honoring and serving our veterans.

Our primary legacy and education initiative is the New York City Veterans Day Parade; in 2022, we largely returned to our full, year-round slate of activities, which included:

- Vietnam Veterans Day (Ceremonies, honor ruck/march and reunion)
- They Turned The Tide - Battle of the Atlantic (WWII) commemoration as part of Memorial Day & Fleet Week

- Representing the NYC and U.S. veteran communities at events here and abroad hosted by international allies, including ANZAC Day (Australia & New Zealand), In Flanders Fields (Flanders, Belgium), Trooping the Colours (United Kingdom).
- The Wall That Heals - Citywide ceremony during the visit of the official National Vietnam Veterans Memorial replica
- Integration with our Health and Wellness programming, teaching at risk veterans about veteran and military history, which builds their self esteem by connecting them to their heritage of service.

We look forward to continuing to expand and deepen our programming in this area, and in particular to connect with our friends and allies to build a broader international community of partners with shared values.

IMAGE: The Wall That Heals, the official replica of the National Vietnam Veterans Memorial, during its stay in Queens.



Community Building

In addition to our core programs, we also organized or supported a wide range of other events and activities that aligned with our mission.

These initiatives included:

- Supporting a variety of Memorial Day/Fleet Week activities in New York City
- Organizing a veteran/military bell-ringing at the NASDAQ stock exchange
- Supporting Army Birthday celebration activities
- Hosting a meeting of foreign allies to discuss building a ties between international veterans and military families
- Supporting charity efforts organized by veteran motorcycle clubs
- Organizing a meeting with Ukrainian and U.S. veteran service providers
- Supporting the annual Navy Seal Swim with visits to the NY Stock Exchange and the 9/11 Museum & Memorial

- Representing the NYC Veteran Community at ceremonies at the Marine Barracks in Washington, D.C. and Arlington National Cemetery.
- Representing the NYC Veterans Community at the New Jersey Devils' annual Veteran Appreciation event
- Providing support to the annual U.S. Marine Corps' Toys For Tots program.

In addition, we expanded our digital outreach, achieving over 2.5 million impressions across our social media and other online platforms.

We also continued running our social business, UWVC Recycling, through which we raised funds for our activities and spotlighted veterans issues while providing an environmentally-friendly option for waste reduction in our communities.

For 2024, we will continue to build on these efforts, especially with regards to our international initiatives.

IMAGE: Meeting with our Allies to strengthen ties between international veterans and military families

Legacy & Education / Community Building - IMAGE GALLERY



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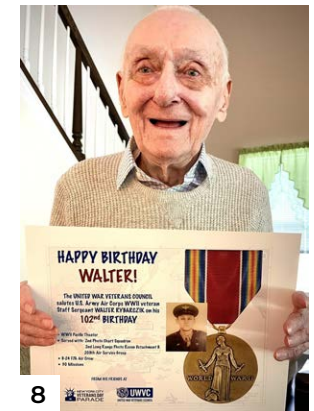
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IMAGE: (1) Honoring the fallen at Vietnam Veterans Day; (2) Integrating Legacy & Education with our Health & Wellness program; (3) Attending ANZAC Day at the Intrepid Museum; (4) Laying a wreath at Arlington National Cemetery; (5) At Wellington Barracks, London, before Trooping the Colour; (6) Meeting Donna Karan (center) at Style for Strength fashion event; (7) Every participating Allied nation commemorating the Battle of the Atlantic; (8) Saluting a 102-year old World War II veteran on his birthday; (9) With the USMC mascot at the Marine Barracks in Washington; (10) Visiting partners in Germany; (11) With Navy SEALs at the NY Stock Exchange



Health & Wellness

The UWVC continued to provide our veterans with initiatives that fostered positive physical, mental, emotional health while supporting professional development and engagement with other veterans and the broader community.

In 2023, we continued to provide a full schedule of weekly programming in partnership with several service providers, supplemented with one-time community-based social fitness activities.

Our program activities included:

- Nature/history rucks (hikes)
- Equine therapy
- Horseback riding
- “Earning & deserving” community service
- Art therapy (in-person and virtual)
- Recreational boating
- Guided group reflection sessions
- Community-wide “Honor Rucks”
- Networking and engagement-building gatherings

In addition to our weekly program for at-risk veterans, our Health and Wellness activities included:

- Vietnam Veterans Day Tribute Ruck/March
- West Point Half Marathon Ruck
- Washington’s Retreat Ruck
- Rugged Maniac obstacle course team
- SailAhead Veterans Sailing Event
- Veterans Day Honor Ruck
- Toys for Tots Ruck

Overall, these social fitness and therapeutic activities engaged **402** participants, achieving nearly **1,000** total interactions.

In addition, we also achieved the following results:

- Virtual Ruck/fundraisers: **192** participants; **12,375** total miles
- Networking & engagement events: **821** participants
- Veterans Day participation (1.5 miles): **15,000+**

For 2024, we will continue to expand and deepen our Health & Wellness offerings, and to achieve further integration with our Legacy & Education and Community Building activities

IMAGE: A veteran participant takes part in an equine therapy session as part of our Health and Wellness programming

Health & Wellness - IMAGE GALLERY



2023 Health & Wellness Partners

Amici
Ani Art Academy
GORUCK
Jersey Mike's (Red Bank, NJ)
Jon Bon Jovi Soul Foundation
Pen Company of America
Red Bank Marina
SailAhead
Samaritan Daytop Village Veterans Program
Serenity Stables from Combat to Calm
Soldier On
Texas Roadhouse (Holmdel, NJ)



IMAGES: (1) Equine Therapy; (2) Art therapy and drawing; (3) Lunch break at a weekly outing; (4) Rugged Maniac mud run event; (5) SailAhead veteran sailing event; (6) Agent Orange Memorial Ruck; (7) Art projects; (8) Hiking/visiting monuments along the New Jersey shoreline; (9) Bowling



Outlook

For 2024, the United War Veterans Council will continue to build upon the foundation of our past successes to develop new opportunities for the future.

In Health & Wellness, we will continue to enhance our programming by expanding our participant base through new partnerships and activity structures. We will also further develop activities that focus on personal and professional development opportunities for participants.

Our Legacy and Education initiatives will continue to expand, with an emphasis on connecting veterans and the public to stories of service through events and activities. In particular, we will leverage New York City's position as a global hub to build international connections between U.S. and Allied veterans. We will also lay the foundation for programming in anticipation of the upcoming 250th anniversary of the Revolutionary War in 2025, and the subsequent 250th anniversary of our nation's independence the following year.

The 2024 New York City Veterans Day will showcase the United States Marine Corps as our Featured Service Branch. We look forward to an extended series of activities that spotlight the history and heritage of the Marines and their special connection to New York City.

Having established a firm financial and structural foundation, we look forward to focusing our efforts on enhance the value we provide our veteran and military community.

As always, we invite you to join us, as we continue...

TOGETHER FORWARD!

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SPECIAL THANKS

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- Department of Veterans' Services
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- New York City Police Department
- New York City Fire Department
- Office of Citywide Events

U.S. Army
U.S. Marine Corps
U.S. Navy
U.S. Air Force
U.S. Space Force
U.S. Coast Guard

WABC
Bard Entertainment
Friends of Vietnam Veterans Plaza
55 Water Street
9/11 Memorial and Museum