

2021 IMPACT REPORT



Our Mission



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 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 veterans community (including health & wellness and legacy & education programs).
- Raising positive awareness and increase 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.

IMAGE: A Joint Services color guard opens our 20th Anniversary Commemoration of 9/11 and the Global War on Terror

Introduction



In the face of unprecedented challenges, the UWVC continued to “Improvise, Adapt and Overcome” - delivering on its mission to honor and serve veterans.

2021 was a particularly meaningful year for our more recent veterans, marking the 20th Anniversary of 9/11 and the Global War on Terror, as well as the 30th Anniversary of Desert Storm.

Through the creativity, agility, and commitment of our team and the support of our volunteers, partners and sponsors, we were able to host major outdoor events activities commemorating these anniversaries and other meaningful dates for veterans, culminating in the return of the New York City Veterans Day Parade.

Throughout the year, we also continued to deliver direct services to at-risk veterans through our Health & Wellness programming.

This report summarizes these accomplishments and our other activities over the past year. We thank you for your interest in our work, and invite you to join us in honoring and serving America’s veterans!

Program Summary



Despite the ongoing global health emergency that once again restricted gatherings and interactions, the UWVC was able to deliver a wide range of programs that honored and served our veterans.

Our centerpiece initiative, the New York City Veterans Day Parade, returned to the streets of Manhattan, bringing together veterans and supporters in the heart of America's largest city. Our other Legacy and Education initiatives combined virtual and in-person activities to spotlight our veterans' legacy, while our numerous community building efforts reconnected us with longtime partners – and built relationships with new ones.

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: New York City veterans attend an Equine Therapy session as part of their treatment and recovery.

New York City Veterans Day Parade



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

In 2020, we presented a modified vehicle-only Parade, due to the restrictions laid upon us by the pandemic. In 2021, we brought back a full-scale Parade, and laid the groundwork for the event's continued expansion.

With the support of our city agencies, our broadcast partner WABC, and our patriotic sponsors, we were able to deliver a series of safe and responsible activities that preserved NYC's traditions and engaged our veterans and the public.

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 11 print edition.

Honor Ruck – Small groups (totalling 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 - Fifty 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 - Nearly 200 total marching and vehicle units returned to the Parade's traditional route. The U.S. Air Force, our featured service branch, was represented by Grand Marshal Kevin Carrick, a decorated Pararescue veteran, and General CQ Brown Jr., Air Force Chief of Staff.

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

Presidential Greeting - We coordinated with the White House to secure an exclusive video from the Commander in Chief that aired during the Parade Broadcast.

For 2022, we look forward to a full-scale Parade, and continuing to grow this New York City tradition.

IMAGE: Marchers carry a garrison flag during the 2021 New York City Veterans Day Parade; patches commemorating the 20th Anniversary of 9/11 + GWOT and the 30th Anniversary of Desert Storm.

New York City Veterans Day Parade: IMAGE GALLERY



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2022 NYC Veterans Day Metrics

Nearly 200 Marching units

500,000 Broadcast Viewers (TV & Online)

25 million media impressions (TV, print & online)

Special Guests: Air Force Chief of Staff, Governor of the State of New York, Mayor and Mayor-elect of the City of New York; Consuls General of France, Kuwait, and South Korea.



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IMAGES: (1) Volunteer training prior to the Parade; (2) Air Force Chief of Staff CQ Brown Jr. speaks at the Opening Ceremony; (3) Wreaths at the Eternal Light Memorial; (4) UWVC Advisor Elana Duffy [U.S. Army veteran] salutes; (5) Grand Marshal Kevin Carrick with a World War 2 veteran; (6) UWVC Executive Director Mark Otto with WABC TV hosts; (7) Supporters on Fifth Avenue; (8 - 14) Various parade participants

Legacy & 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; we are also in the process of returning to our full, year-round slate of activities, which include:

- Vietnam Veterans Day
- Memorial Day & Fleet Week commemorations
- Representing the NYC and U.S. veteran communities at events hosted by our international allies.
- Educational efforts on our social media platforms, sharing inspirational stories of service.
- Supporting online/in-person educational efforts such as In Their Footsteps and Homecoming '21, which are dedicated to mobilizing Americans of all ages to study and commemorate past generations of veterans
- Developing on-screen educational content for the NYC Veterans Day Parade broadcast, including a series of videos telling the story of Desert Storm.
- 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 beginning the process of returning to our normal slate of programming, and to leveraging our new online and onscreen capabilities to reach and educate broader audiences.

IMAGE: A participant in Homecoming 21 marks the grave of a local World War I soldier

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 the creation and dedication of a new Gold Star Mothers' memorial in Sleepy Hollow, NY.
- Honoring the centennial of the Unknown Soldier at Arlington National Cemetery on behalf of NYC's veterans
- Marking the 20th Anniversary of 9/11 and the Global War on Terror on behalf of New York City by hosting a special commemorative ceremony that gave voice to our most recent veterans.
- Presenting "Cocktails for Courage" - a reception honoring the Post-9/11 generation of veterans.
- Collecting and sharing stories of service from the 106th Rescue Wing, a local elite Air National Guard pararescue unit.
- Organizing a veteran motorcycle ride to the New Jersey Vietnam Veterans Memorial
- Co-organizing a Veterans Town Hall story-sharing event, hosted by author Sebastian Junger.
- Providing logistical support to our Advisory Council members' efforts on behalf of the annual U.S. Marine Corps' Toys For Tots program.
- Supporting National Wreaths Across America Day, an initiative that placed 267,000 wreaths on graves honoring veterans from every generation dating back to the American Revolution.
- Organizing a veteran/supporter outing to the annual Army/Navy game for our volunteers.

In addition, we expanded our digital outreach, achieving over two 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.

IMAGE: Motorcycle riders gather at the New Jersey Vietnam Veterans Memorial for a ride co-organized by the UWVC

IMAGE GALLERY: Legacy & Education / Community Building



IMAGES: (1) Our Chairman at the NJ to NY Vietnam Veterans Memorial Ride; (2) Our team is trained in CPR; (3) Visiting the 106th Rescue Wing in Westhampton, Long Island; (4) The UWVC/NYC Veterans Day Parade Wreath at the Tomb of the Unknowns in Arlington; (5) A youth participant in Homecoming 21; (6) View from our volunteer seats at the Army/Navy Game; (7) Toys for Tots ruck with the Marine Corps.

Health & Wellness



Since 2017, the UWVC has delivered therapeutic group experiences to support the treatment of at-risk veterans. We continued to provide these services in 2020 and 2021, despite the restrictions imposed by the COV-ID-19 pandemic.

By following appropriate safety protocols, and focusing heavily (but not exclusively) on outdoor activities, we were able to deliver a robust program of weekly activities for veterans who might otherwise have been cut off from social engagement and fitness opportunities.

Our program activities included:

- Nature/history rucks (hikes)
- Equine therapy
- Horseback riding
- “Earning & deserving” community service
- Art therapy (in-person and virtual)
- Jiu Jitsu
- Recreational boating
- Guided group reflection sessions
- Community-wide “Honor Rucks” and other opportunities for broader engagement

Despite this year’s challenges, our core therapy programs achieved:

- **208 veteran participants**
- **1,224 therapeutic interactions**
- **22 in-person weekly sessions**

In addition, our broader engagement initiatives achieved the following:

- Community rucks (in-person): **234 participants, 1,049 total miles**
- Virtual Ruck/fundraisers: **679 participants; 4,000+ total miles**

For 2022, we look forward to maintaining a full schedule of in-person activities and expanding our impact through new offerings and partnerships.

IMAGE: Veterans look out from a ridgetop during a Health & Wellness ruck

Health & Wellness: IMAGE GALLERY



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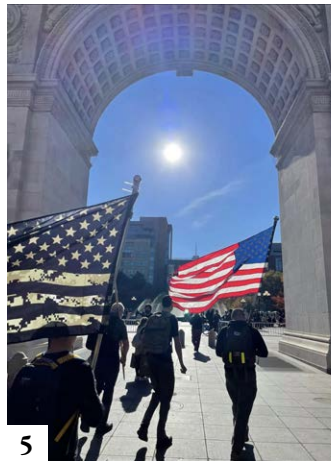
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Our 2021 Health & Wellness Partners

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



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IMAGES: (1) Woman veteran at Equine Therapy; (2) Recreational boating; (3) Volunteering at a partner restaurant; (4) Art therapy and drawing; (5) Community Ruck for the 20th Anniversary of 9/11; (6) Equine Therapy; (7) Visiting a historic gun emplacement during a ruck (8) Vietnam Veterans Day ruck; (10) Visiting one of our patriotic partners; (9) Rucking in the woods in Southern NJ;



Outlook

For 2022, the United War Veterans Council will continue to return to our full calendar of activities, making adjustments as needed to address different scenarios as the year unfolds.

Our experiences and successes over the last two years have provided us with new competencies and capabilities that we will leverage into new opportunities to serve and spotlight our veterans.

In Health & Wellness, we will continue to deepen and expand our regular weekly programs, in particular by expanding our participant base through new partnerships and activity structures.

Our Legacy and Education initiatives will continue to focus on on-site outdoor programming, connecting veterans and the public to stories of service through events and activities at monuments, memorials and other meaningful places in the community.

With regards to major commemorations, 2022 will mark the 75th Anniversary of the return home of America's World War II fallen. We will work with our national and international partners as well as groups dedicated to highlighting this story, in which NYC plays a central role.

This year's New York City Veterans Day will showcase the United States Coast Guard as our Featured Service Branch. As NYC has a major Coast Guard presence, we look forward to an extended series of activities spotlighting its service to our nation and city.

We know that 2022 will continue to bring us challenges. However, after our successes in 2021, we are even more confident in our organization's ability to "Improvise, Adapt and Overcome" and to continue its mission of honoring and serving our veterans.

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

TOGETHER FORWARD!

Sponsors & Supporters

The UWVC is grateful to those whose support made our work possible, especially during this challenging year. Their contributions and efforts ensured that we were able to achieve our mission of honoring and serving our veterans.

2021 SPONSORS

JP Morgan Chase & Co.

Fiserv • Wounded Warrior Project

Cushman & Wakefield • T-Mobile • Bill Sandbrook, West Point Class of 1979 •

U.S. Department of Veterans Affairs

Verizon • WeWork • U-Haul • Roberts & Ryan • Bloomberg • NYC Department of Veterans Services

EY • PricewaterhouseCoopers • Columbia School of General Studies • GORUCK • Con Edison •

Lord Abbett • NYU Langone Health • UBS

The American Legion • Macquarie Group • Bill & Marguerite Nelson • Vietnam Veterans of America Chapter 126 •

Vietnam Veterans of America Chapter 72 • United Military Veterans of Kings County • In Memory of James A. Harvey

Turner Construction • KPMG • Citi • RBC Capital Markets • National Grid • United Federation of Teachers •

Soccer Tavern • Starbucks • FDM Group

* * *

We are grateful to all those who contributed to our work, at any amount.

SPECIAL THANKS

In addition to those partners and collaborators mentioned previously, we would like to thank:

The City of New York

- Office of the Mayor

- 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. Coast Guard

WABC

Bard Entertainment

Friends of Vietnam Veterans Plaza

55 Water Street

9/11 Memorial and Museum