



2024



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# Letter From Our CEO

**Dear Mission Roll Call Community,**

This year has been a remarkable journey for Mission Roll Call, thanks to you – the veterans, families, supporters, and partners who fuel our mission. Your voices inspire our work every day, and your support drives the meaningful change we’ve achieved together in 2024.

At Mission Roll Call, we believe veterans’ experiences must lead the way. That’s why we’ve spent this year amplifying their voices to shape policy, expand public understanding, and strengthen support systems nationwide. Moreover, our organization has evolved to meet the growing needs of our community, including expanding our team to ensure that critical information is shared more quickly and effectively than ever before. Identifying growth potential and enacting changes that make us stronger allow us to better serve as a bridge between veterans’ experiences and decision-makers who can drive meaningful change with each passing year.

This year, we launched new platforms to elevate veterans’ perspectives even further. Our podcast, The Lasting Mission, and educational series, MRC University, have created powerful spaces for veterans to share their stories and access critical resources. These initiatives don’t just inform – they connect, educate, and empower.

We also strengthened our partnerships with exceptional veteran-focused organizations, creating a united front for advocacy and action. Working together, we’re ensuring no veteran walks alone.

Through it all, one principle has guided us: Listen to veterans and take action. Every step we take – whether it’s advancing policy, connecting communities, or delivering critical resources – begins with the voices of those who’ve served and their loved ones. Their stories are our roadmap, and their resilience is our driving force.

As we look ahead, I’m confident that our community will continue to embrace opportunities to make a difference. The achievements highlighted in this report are a testament to what’s possible when we come together in service of veterans and their families.

Thank you for standing with us and answering the call.



**Jim Whaley**

CEO, Mission Roll Call



## Our Mission

**Mission Roll Call is a nonpartisan, veteran-led movement dedicated to amplifying the voices of America's veterans and their families across the nation.**

Representing a diverse and resilient demographic of millions of veterans and their families nationwide, we advocate on behalf of veterans in local communities and the halls of the Capitol to ensure greater representation on the issues that matter most and have a real impact on their lives.

Founded in 2020, MRC addresses the gaps between the veteran community, their local communities, and policymakers at the local, state and government level. We do this through our four pillars of connecting, informing, educating and empowering veterans and their families.

- Through our connections with veterans and their families, we are able to hear their voices and create substantive analytical data to help ensure communities and government leaders are informed.
- We are devoted to informing and educating the American public and policymakers on the key areas veterans and their families find vital to lead a productive life.

- We empower veterans and families by helping them understand what key legislative areas need their feedback so when a decision is made, it is done with veterans' and families' feedback.

**MRC is a lifeline of support for our veterans. We help ensure their voice is heard everywhere - from small rural communities to the halls of Washington, D.C.** Through impactful campaigns that ensure public and policy-maker engagement, MRC raises awareness of veterans' challenges by connecting them with essential resources and each other through a strong network of veteran communities.

This year, we helped shape policy including the **Consolidated Appropriations Act, Senator Elizabeth Dole 21st Century Veterans Healthcare and Benefits Improvement Act**, and the **Veterans 2nd Amendment Protection Act**. By championing these policies and building a network of veteran voices, MRC pushes for reforms that directly impact veterans' quality of life.



## Raising Awareness

Mission Roll Call sends out **weekly polls** to our community of veterans and families. We've received **nearly 1M responses** on issues that matter most to them.

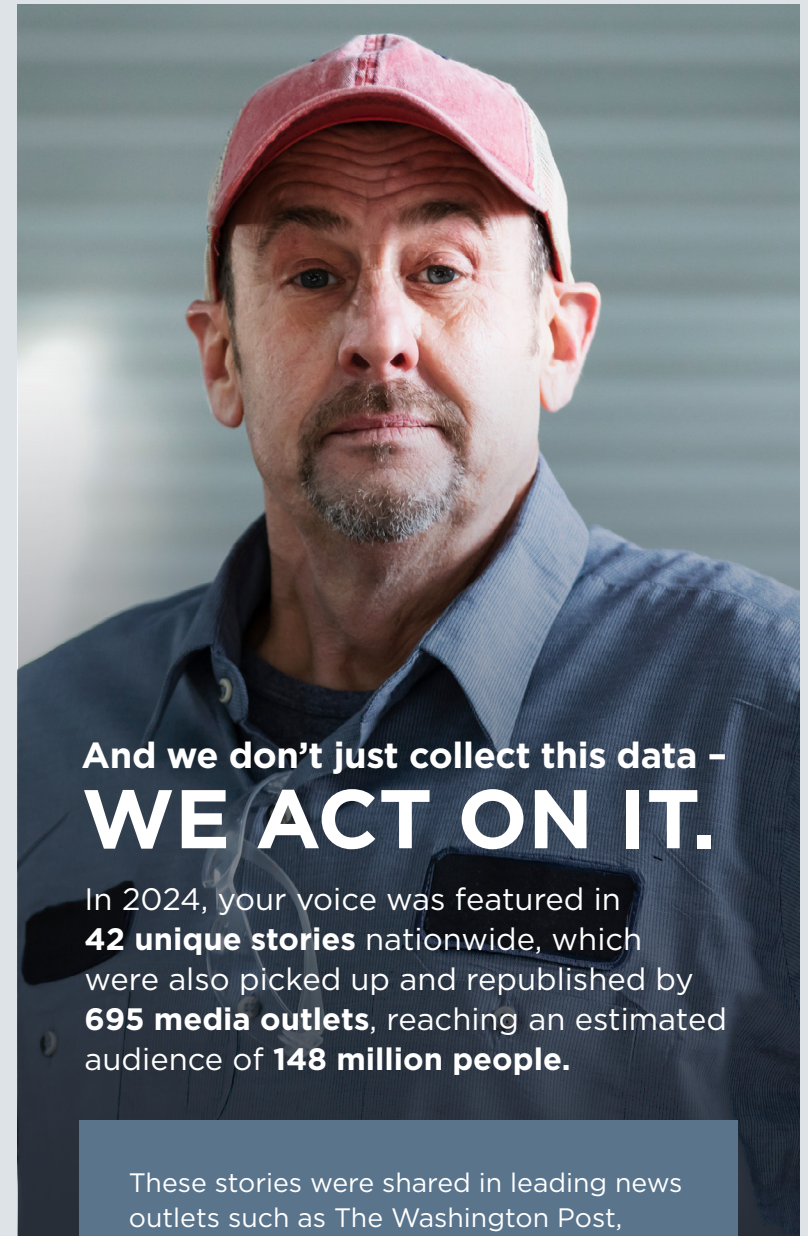
This year, some notable highlights include:

**94%** of respondents have someone in their circle who has served in the military, highlighting the widespread impact of military service on families and communities.

**7,974** people support veterans having access to a Health Savings Account (HSA) without needing private health insurance, while only 564 are opposed.

**Less than one-third of veterans** chose a civilian career they were passionate about after leaving the military, while more than 70% accepted any job that was available, highlighting the challenges many face in finding meaningful post-service employment.

**60%** of veterans have used VA mental health resources.



And we don't just collect this data –  
**WE ACT ON IT.**

In 2024, your voice was featured in **42 unique stories** nationwide, which were also picked up and republished by **695 media outlets**, reaching an estimated audience of **148 million people**.

These stories were shared in leading news outlets such as The Washington Post, Newsweek, The Hill, Fox News, C-SPAN's Washington Journal, and many others.



## Thanks to Our Coalition

Our Coalition comprises a dynamic group of organizations dedicated to enhancing the lives of veterans and their families. By joining forces, members like America's Warrior Partnership, Avalon Action Alliance, Boulder Crest, Team Rubicon, Team RWB, Vet The Vote, and Voices for Non-Opioid Choices use resources, expertise, and outreach to maximize their impact across multiple areas of veteran support.

Each organization within our Coalition contributes a unique approach to address veterans' needs - whether it's through mental health support, employment services, opioid alternatives, or civic engagement. Their ability to provide holistic care, connect veterans with critical resources and address complex issues like addiction, trauma recovery and workforce integration is critical to the community. Working together, these organizations serve veterans, accelerate access to vital services, and influence policy on a broader scale than they could independently.

**With a shared mission, MRC's Coalition demonstrates the power of partnership by reinforcing the idea that support for veterans creates resilient communities and strengthens our nation as a whole.**



**BOULDER CREST**





## Our Efforts in 2024

**In 2024, veterans and families asked for MRC to focus on five key priorities:** ending veteran suicide, supporting veterans' transition and employment, homelessness prevention, advocating for mental health and benefits, and reaching underserved and rural communities. This year, we strived to increase awareness and pressed policymakers to adopt impactful solutions. Our work aims to bring attention to these issues, urging policymakers to implement practical solutions that address veterans' unique needs. By highlighting these priorities, MRC worked to improve the quality of life for veterans and their families nationwide.

[LEARN MORE](#)



## OUR EFFORTS IN 2024

# Veteran Suicide

On average, more than 17 veterans take their own lives each day. Mission Roll Call advocates for the VA to provide more grant funding to local organizations to alleviate problems like financial or relationship stress, as well as access to education and employment services.

That portion of the VA budget is only one-tenth of 1% of the VA's overall budget, and it should be much higher.

### VETERAN VOICE



Ty B.

"I took my service gun and stuck it in my mouth. I was ready for the end. Luckily, my boss caught me and took me to the hospital, and I stayed there until I got better ... With the help of my wife and family, I did get better. The thought of suicide was always there, though. I just hid it well."





## OUR EFFORTS IN 2024

# Veteran Suicide

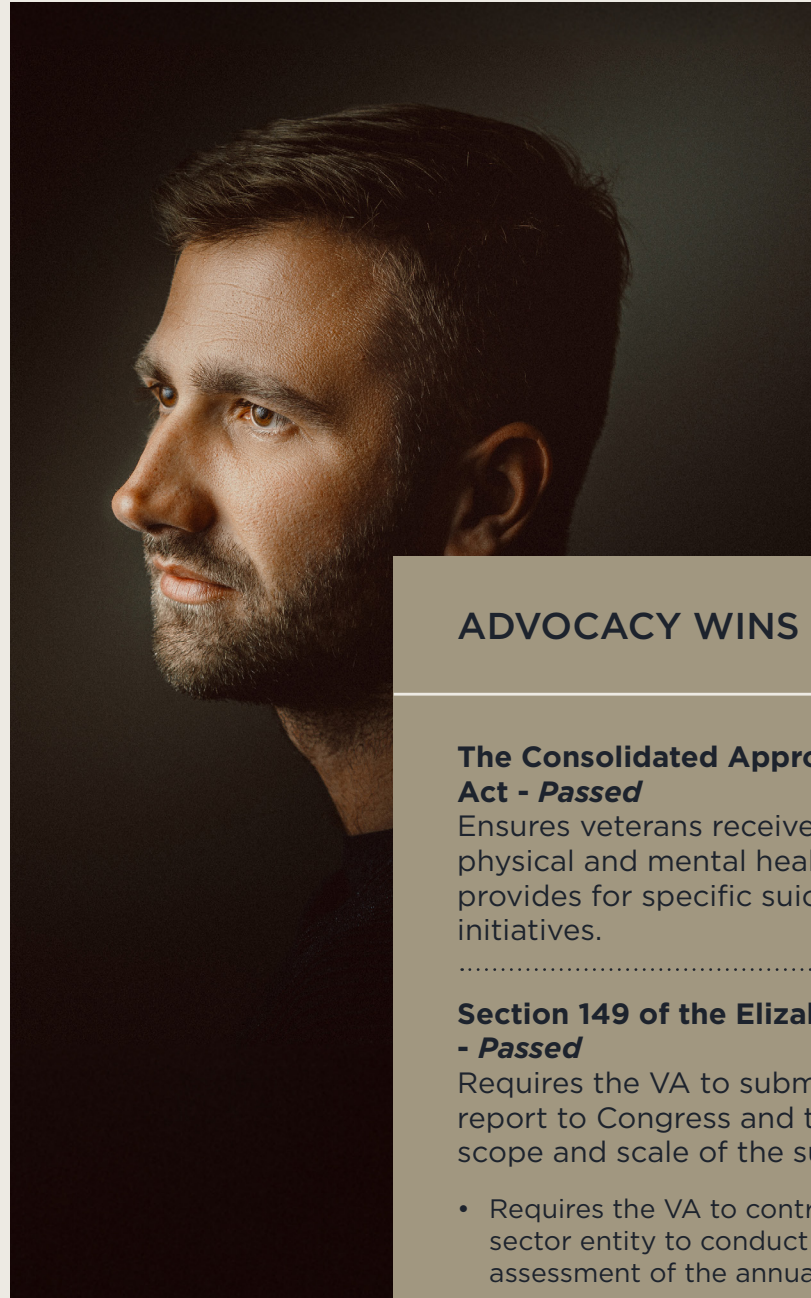
### MRC OWNED CONTENT

“ According to a Mission Roll Call **research survey**, more than half of Americans do not believe the federal government has been effective in addressing veteran suicide prevention.”

*The State of Veteran Suicide (2024) - March*

“ Veteran suicide is now the number two cause of death by veterans under the age of 45.”

*The State of Veteran Suicide (2024) - March*



## ADVOCACY WINS

### **The Consolidated Appropriations Act - Passed**

Ensures veterans receive comprehensive physical and mental health support and provides for specific suicide prevention initiatives.

### **Section 149 of the Elizabeth Dole Act - Passed**

Requires the VA to submit an annual report to Congress and the public on the scope and scale of the suicide epidemic.

- Requires the VA to contract a private sector entity to conduct an independent assessment of the annual report.
- Requires the VA, in collaboration with the CDC, to establish a toolkit for identifying and reporting suicide deaths of veterans and conduct outreach to disseminate.



OUR EFFORTS IN 2024

# Homelessness Prevention

In November 2024, the Department of Housing and Urban Development **reported** that veteran homelessness dropped 7.5% from last year, reaching its lowest level on record since the annual Point-in-Time (PIT) started counting this data in 2009. Still, there is much work to be done – with more than 32,000 veterans still experiencing homelessness. Mission Roll Call is committed to increasing awareness of this issue and advocating for concrete solutions on Capitol Hill that address the root causes.





## OUR EFFORTS IN 2024

# Homelessness Prevention

### MRC OWNED CONTENT

**90% of veterans** polled by MRC reported that they do not believe enough is being done to address veteran homelessness.

★ **The State of Veteran Homelessness** - July

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### EARNED MEDIA

This year, Mission Roll Call amplified this issue by delivering 2 interviews on this topic.

- *Veteran homelessness sees largest spike in 12 years, VA reports: 'We have failed,' laments Army vet*
- *Veteran homelessness 'an embarrassment' to our nation: Mission Roll Call CEO*



## ADVOCACY WINS



### **Sections 402-404 of the Elizabeth Dole Act - Passed**

Increases per diem payments for homeless veterans, increases flexibility for certain funds for VA homelessness programs, and ensures veterans using VA homelessness programs or receiving per diem funding have access to VA telehealth.



## OUR EFFORTS IN 2024

# Mental Health and Benefits

The VA estimates that seven in every 100 veterans will experience PTS in their lifetime. Yet, MRC's polls show that 77% of veterans remain unsatisfied with the current mental health support services. MRC works to ensure that veterans can access the benefits they've earned, and get the support they deserve.

### VETERAN VOICE



#### Candice C.

“The day of the accident, it was like I died and was given a new life - a life I didn't want,” she said. “It was a life I begged God to replace with my old one. I was initially ungrateful for being spared. I could not walk, talk, or control my own body. And although I couldn't see the blessing until later, it was there.”



# Mental Health and Benefits

MRC OWNED CONTENT

★ **A Veteran’s Guide to Disability Claims** - April

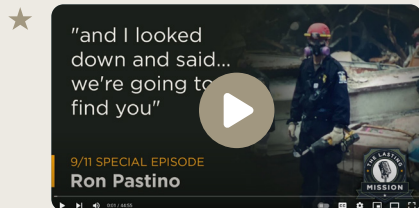
Mission Roll Call details everything you need to know about filing for disability claims from using a VSO representative or for-profit agency to watching out for claims sharks.

★ **The State of Veteran Post Traumatic Stress** - June

“The VA reports that 15 out of 100 veterans who served in Operations Iraqi Freedom (OIF) and Enduring Freedom (OEF) – in Iraq and Afghanistan – have exhibited PTS symptoms within the past year.”

★ **The State of Veterans’ Mental Health** - September

“200,000 service members transition to civilian life each year, but less than 50% of veterans are enrolled in VA healthcare. (The VA) must change their outreach strategy so veterans receive the health care and benefits they earned and deserve.”



**The Lasting Mission:**  
Ron Pastino,  
9/11 first responder



## ADVOCACY WINS

**Veterans 2nd Amendment Protection Act - Passed**

Ensures no veteran loses their Second Amendment right to bear arms simply because the VA appoints someone to help them manage their VA benefits.

**Consolidated Appropriations Act - Passed**

Ensures veterans receive comprehensive physical and mental health support and provides for specific suicide prevention initiatives.

**Sections 101-105 of the Elizabeth Dole Act - Passed**

Includes many provisions related to community care, like: improved patient-provider confidentiality, educational outreach, reporting standards, quality of care requirements, and new community care programming.



## OUR EFFORTS IN 2024

# Underserved and Rural Communities

More than four million veterans reside in rural communities across the country. This includes approximately 160,000 Indigenous veterans, who serve in the U.S. military at higher rates than any other group. Without advocacy and support, they can be disproportionately affected by issues like healthcare access, increasing existing disparities between these communities and other veterans.

### VETERAN VOICE



**Rick W.**

“It would really help future discharging service members to be prepped on how to get out. And if the VA had more reception to them rather than, ‘Fill this out. We’ll see what we can do.’ Being in the military, we often have to have things right now, and we want action and results immediately. So it’s a little bit of a change getting into the VA system, which I acknowledge. But I do think they could do better.”



## OUR EFFORTS IN 2024

# Underserved and Rural Communities

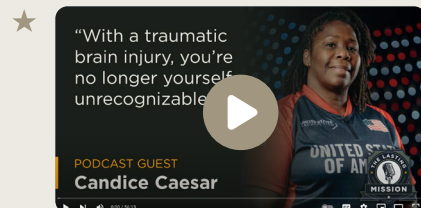
### MRC OWNED CONTENT

#### ★ **The State of Rural and Tribal Veterans** - August

According to the United States Department of Veterans Affairs (VA), of the more than 18 million United States veterans, nearly a quarter of them – 4.4 million – live in rural areas. Veterans are more likely to live in rural areas than Americans who did not serve in the military.

#### ★ **Navajo Women Share the Challenges They Face** - August

Women veterans from the Navajo Nation face distinct challenges, including limited access to healthcare, cultural barriers, and a lack of representation in veteran services.



#### **The Lasting Mission:** Candice Caesar, U.S. Army Veteran



## ADVOCACY WINS

### **Sections 143-144 of the Elizabeth Dole Act - Passed**

- **Section 143** includes a provision to reimburse ambulatory costs, including air ambulance, for veterans in rural areas.
- **Section 144** establishes a pilot program to furnish dental care from the VA to veterans diagnosed with ischemic heart disease, and prioritizes rural areas for the pilot.



## OUR EFFORTS IN 2024

# Transition and Employment

The shift from active duty to civilian life remains challenging, with many veterans lacking sufficient support. Fewer than **one-third report** pursuing a career they're passionate about, and many find their civilian earnings fall short of their military pay. In addition, MRC polling found that nearly half of veterans experience difficulty acclimating to civilian life.

The VA's **Transition Assistance Program**, or TAP, must better prepare veterans for the complexities of securing employment and VA benefits.

## VETERAN VOICE



— Ray W. —

“Most of us went to college during service, led lives while we were deployed, and generally managed a lot,” Ray explained. “We’re highly capable people. Don’t let other people tell you you can’t do it. Know what you’re good at and what you’re not good at. Put passion first and take the time to find that passion and then pursue it.”





## OUR EFFORTS IN 2024

# Transition and Employment

### EARNED MEDIA

MRC published 3 opinion pieces on the state of veteran transition to civilian life.

- *Making Transition Programs Flexible for Veterans*
- *Our Duty Continues: DoD Must Strengthen Support for Veterans*
- *Empowering veterans through meaningful employment: A call to action for government and businesses*



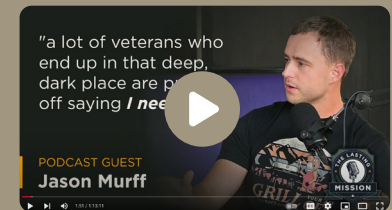
### MRC OWNED CONTENT

#### MRC University

- MRC University covers a wide range of topics for military veterans and their families, so they thrive in every aspect of their lives during and after service.
- This year, MRC University did a **series of six videos** on veteran and family benefits.



**The Lasting Mission:**  
Sully - Team RWB  
(transition) →



**The Lasting Mission:**  
Jason Murff (employment) →



# 2024 Veteran Community Topics

Mission Roll Call's commitment to our veterans extends far beyond a single set of priorities. We respond to emerging issues in real time, amplifying veteran voices across the most critical national issues that directly impact those who have served.

This year presented complex challenges and pivotal moments – from the Presidential election to legislative developments like the PACT Act and VA budgetary considerations. Whatever the conversation, we swiftly mobilized, bringing the unique perspectives, experiences, and needs of veterans and their families to the forefront of national dialogue.

LEARN MORE



## NOTABLE TOPICS

# 2024 Election

In a 2024 MRC poll, 86% of veterans responded that they do **not** believe that veterans' issues are being prioritized in the 2024 Presidential election.

### EARNED MEDIA

Mission Roll Call shared your feedback in **10 interviews**, including features in **The Washington Post, Newsweek, Newsmax, and NewsNation**, and wrote one op-ed.

- *What do many veterans want out of the election? Care and concern.*
- *Why JD Vance and Tim Walz Need to Pay Attention to Veterans*
- *Trump, Harris Push For Veteran Votes*
- *Jim Whaley to Newsmax: Mission Roll Call 'Voice of the American Veteran'*
- *Securing the Veteran Vote: The Case for Clear, Actionable Policies in 2024*



### MRC OWNED CONTENT

## [The Need for Veteran Voices in the Polls this Election Season- October](#)

One in four veterans' voices is missing from the polls. Mission Roll Call details specific policy affecting veterans and military families this election, emphasizing the importance of fulfilling their civic duty to vote.



## **The Lasting Mission:** Vet the Vote →

## NOTABLE TOPICS

# The PACT Act

Since its passage in 2022, the VA has delivered **nearly \$2 billion** in earned Promise to Address Comprehensive Toxics (PACT) Act benefits to veterans and survivors. In addition to improved healthcare access, the Act has enabled over 4.1 million veterans to receive free, 10-minute screenings for life-threatening toxic exposures.

.....

## EARNED MEDIA

MRC discussed expanding the PACT Act and the VA's capability with **Fox News Live** and **The Washington Examiner**.

- *PACT Act expands benefits to millions of veterans exposed to toxins*
- *Can the VA handle an influx of patients?*





## NOTABLE TOPICS

# VA Budgetary Shortfall

### EARNED MEDIA

MRC provided timely reactions to VA budgetary shortfalls as they arose, placing 3 interviews and writing 1 opinion piece.

- *Mission Roll Call: Veterans should not carry burden of VA's \$15 billion budget shortfall*
- *Veterans Affairs shortfall nearing breaking point nine days before benefits could be affected*
- *Veterans' Benefits in Jeopardy: Inside the VA's \$2.9 Billion Shortfall and What's Next*
- *The VA and DoD Don't Have a Funding Problem. They Have a Mismanagement Crisis.*





## NOTABLE TOPICS

# Military Families

### MRC OWNED CONTENT

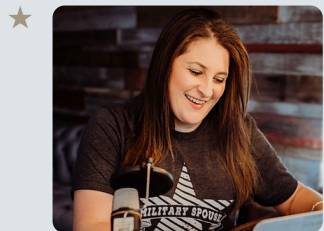
#### ★ [The State of Military Families](#) - November

There are more than **2.6 million** military families in the United States. They are often subject to frequent relocations and frequent deployments, while lacking the support to manage these additional burdens.

#### ★ [April Month of the Military Child Initiative](#)

→ *A No-Star Family* - *Brittany Myers*

→ *An Exceptional Family* -  
*Austin Carrigg*



#### ★ [The Service of Spouses](#) - [Brittany Boccher](#)

→





## NOTABLE TOPICS

# Other Coverage

### EARNED MEDIA

- *Veterans' connectivity crisis: This internet program is critical for health, livelihoods*
  - *Low military recruitment is a national security issue*
- .....

### MRC OWNED CONTENT

★ **7 Common Problems Veterans Face** - August

MRC covers the 7 most common problems veterans face and shares direct policies intended to target these issues. The bottom line is veterans battle stressors that often go unnoticed by civilians; it is imperative we educate ourselves on their unique needs and challenge harmful stereotypes or stigma.

★ **The State of Veterans in 2024** - December

Mission Roll Call tackles key veteran challenges in 2024, focusing on mental health, healthcare access, employment, and homelessness. Advocating for solutions like expanded PACT Act coverage, PTSD treatments, financial aid, and housing programs like HUD-VASH, MRC ensures veterans' needs are heard and drives action to support those who have served.





## 2025 Plans and Priorities

In 2025, we're expanding our veteran outreach, social media presence, and media coverage to spotlight the issues impacting veterans and their families the most. We'll share more member stories to bring a personal face to these challenges and aim to amplify veteran voices by increasing engagement with Mission Roll Call - online, in person, and through polls.

Our priorities continue to be guided by veterans' voices and their stories to drive our efforts and create meaningful policy change. **This year, veterans**

- ★ Improving Healthcare Quality and Access, Including in Underserved Communities (73.6%)
- ★ Ending Veteran Suicide (72.8%)
- ★ Supporting Veteran Housing and Combatting Homelessness (72.1%)
- ★ Providing Food and Financial Security (41.1%)



# GET INVOLVED

JOIN OUR MISSION



MISSION  
**ROLL CALL**