LETTER FROM THE EXECUTIVE DIRECTOR

Since 2010, Team RWB has supported America’s veterans through the execution of our mission: “Enriching the lives of America’s veterans by connecting them to their communities through physical and social activity.”

But the world has changed greatly in the last 10 years as it relates to the American veteran. On the military side, large-scale combat operations have largely ceased and the generation of veterans who shouldered much of the fighting are now middle-aged and separated from the military. Culturally, the world has become much more digitally connected and dependent on technology. From a societal perspective, our country has become increasingly polarized, causing many veterans to question the meaning of their service in defense of the spirit of America.

We have witnessed a steady decline in the overall physical and mental health in our country. Increased obesity rates are projected to reach 50% in America by 2030. It’s no secret that poor health is a leading factor in many negative outcomes for veterans, and is projected to get worse over time. On top of that, the COVID-19 pandemic added fuel to these fires and accelerated mental, physical, and emotional health issues across the country.

The physical activity component of our mission has become significantly more important, but it’s also apparent that we need to think about health in a more holistic way - physical (exercise, rest, and nutrition) AND mental (mindfulness and access to mental health care when/if needed).

In this digital world and in our changing communities, we are embarking on a journey to better understand these changes and what they mean to us. It is time to do something significant if we want to continue to deliver positive outcomes to the veteran community at scale.

For the first time in a decade, we’ve updated our mission to reflect these changes and have created Team RWB’s first-ever vision statement.

Mission: Enriching veterans’ lives
Vision: Forging America’s leading health and wellness community for veterans

It’s important to note that we’re not changing course wholesale - rather, we’re evolving to focus on the biggest challenges facing the veteran community.

These changes will guide Team RWB as we meet the needs in the veteran community and position us to have maximum impact in our second decade.

Join us.

MIKE ERWIN
FOUNDER & EXECUTIVE DIRECTOR

Mike Erwin
ENRICHING VETERANS’ LIVES
Team RWB made a major impact supporting veterans’ health and wellness despite the COVID-19 pandemic and a challenging year for our entire world. Team RWB’s support for veterans didn’t stop and extended into the virtual space offering veterans a way to safely connect and stay active.

“COVID has halted everything as far as team building, but I needed to do this for me with them. Team RWB enables me, rescues, and uplifts me. Even when I’m alone, I know I’m not. They save me even when they don’t know it. This was my victory with my tribe.”

Veronica L., Military Family Member

IMPACT

302,021
TOTAL ENGAGEMENTS

15,374
TOTAL EVENTS & ACTIVITIES

626
SERVICE ACTIVITIES

2,893
SOCIAL ACTIVITIES

11,855
PHYSICAL ACTIVITIES
**RESEARCH**

**Enriched Life Scale (ELS)**

Team RWB took a big step forward in 2020 with a member-facing version of the Enriched Life Scale (ELS), a psychometric instrument that measures the physical health, mental health, relationships, sense of purpose, and citizenship of our members. Members can now access their ELS score as a general guidepost to help them select which activities may support their wellness needs.

**2020 Annual Survey**

Team RWB administers an annual member survey focused on better understanding our members, their preferences, and how we can better serve them.

Due to rising mental health needs during the pandemic and among our community, Team RWB worked with the Bush Center’s Veteran Wellness Alliance to explore unmet mental health needs, and make referrals to mental health care through the Bush Center’s “Check-In” program.

Among many other insights, we learned that:

- **16% of annual survey respondents had an unmet mental health need**
- **8% of all veterans who took the survey asked for a referral for mental health care**
- **20% of annual survey respondents are currently receiving mental health services**

**Calling Project**

Team RWB piloted a new way to welcome members to the organization. The project explores the impact of texting and calling new veteran members, analyzing the effect of the personalized communication on their engagement with the organization.

Team RWB staff members made mental health care referrals through a partnership with the Bush Center’s Veteran Wellness Alliance. 17% of the members in our pilot markets asked to be connected to mental health care.
VIRTUAL EVENTS

In September, Team RWB launched version 2.0 of the Team RWB App. Updates included social feeds, member-generated events, notifications, advanced filters, and a social profile.

The Team RWB App became an integral part of Team RWB during the pandemic, allowing us to increase our offering of activities and to reach veterans on their own time, in their own way.

Activities included live discussions, yoga classes, training plans, and functional fitness classes among virtual challenges for national celebrations, including March Madness and Earth Day.

My pandemic escape
I love the app! I am so thankful for it during the pandemic. I greatly owe so much success to the app keeping me motivated and engaged. The best motivation is competing and I love the competitions within the Team Red, White, and Blue app.

By Jack A.
Team RWB National Events encourage veterans and community supporters alike to take on physical challenges with a national movement behind them, connecting chapters and communities across Eagle Nation.

Team RWB hosted seven national events in 2020, bringing veterans and supporters together both in person and virtually, to witness the power of Team RWB.
SERVICE

State Coordinators:

In January, Team RWB asked our most committed leaders to step up and take on the highest volunteer leader position available in our organization: State Coordinator. Each of our 38 State Coordinators were entrusted with a budget for travel and operations. Our State Coordinators supported and trained volunteers at the local level, organized state-wide in-person and virtual events, and kept our staff informed of the needs they were seeing from our veteran members and their communities.

Community Support:

Eagle Leaders led from the front in their communities during the pandemic, organizing food drives and supporting their local veterans when they needed it the most.

Volunteer opportunity highlights:

More than 300 members participated in “Wear Red to Give Red,” a Team RWB movement to donate blood and raise awareness of the need during the pandemic.

Team RWB Eagles dropped off individually wrapped and packaged food items for veterans in transitional housing at March Air Force Reserve Base during the holidays.

San Diego Eagles not only organized and conducted a monthly beach clean-up event from August through December, but also supported a Habitat for Humanity Veterans’ Build.
Our sustained focus throughout 2020 continued to be leveraging every dollar given to our organization in an effort to enrich the lives of veterans.

Beginning in March, Team RWB decreased travel and spending due to COVID-19 restrictions. We’re proud we were able to swiftly pivot and are also aware that it wouldn’t have been possible without the continued support and dedication of our donors, members, and volunteers, who allowed us to continue operating our programs during the pandemic.

Team RWB continued to invest in the Team RWB Mobile App, which facilitated virtual connections throughout quarantine.
PARTNERS

Team Red, White & Blue’s work has been recognized by leading corporations and foundations nationwide. Our valued partners harness the power of their resources, consumers, communities, and employees to advance our mission. We are grateful for all of our partners and supporters, who help us enrich the lives of America’s veterans every day.
FORGING AMERICA’S LEADING HEALTH AND WELLNESS COMMUNITY FOR VETERANS