



ANNUAL REPORT

2025

STRENGTH INTO FREEDOM

Veteran-founded in 2019, **Fort Freedom** is a nonprofit mental health organization providing clinically grounded, holistic Post Traumatic Stress Disorder (PTSD), treatment to post-9/11 Veterans through immersive residential, outpatient, and virtual programs. Our mission is to help Veterans turn “**Strength Into Freedom**” by delivering an integrated model of trauma therapy, physical training, mindfulness, and long-term peer support proven to reduce symptoms of anxiety, depression, and trauma.

Since inception, Fort Freedom has **served hundreds of Veterans** across its Freedom, Honor, Virtual, and Liberty Outpost programs. It now reaches Veterans from 20+ states and Puerto Rico. Veterans in our programs consistently demonstrate measurable reductions in PTSD symptoms between weeks 4–12. Most achieving restored relationships, renewed purpose, and successful reintegration into work and family life.

Fort Freedom continues to scale responsibly, directing 78% of total revenue to programming and building a national continuum of care that ensures Veterans can access treatment without barriers.

Learn more at myfortfreedom.org.



Fort Freedom Alumni, Mason Jennings and his two children, now in his full custody.



LETTER FROM THE CEO

Strength carried our Veterans through service. Healing requires something more.

At Fort Freedom, we exist to meet Veterans at the point where strength alone is no longer enough. The experience of unresolved trauma, isolation, and transition challenges demand comprehensive, effective care. The Veteran mental health crisis remains urgent, and behind every statistic is a valuable life worth restoring. That reality continues to guide our mission.

Over the past year, Fort Freedom has advanced from a promising model to a proven solution. Through our Freedom, Honor, Virtual, and Liberty Outpost programs, we are delivering clinically grounded, holistic PTSD treatment that meets Veterans where they are. The impact is measurable: high program completion, sustained alumni engagement, and meaningful reductions in PTSD-related symptoms that translate into restored relationships, renewed purpose, and reintegration into civilian life.

We have remained focused on our priority of disciplined growth evidenced by the expansion of our national footprint. The majority of every dollar raised toward programming and ensuring all care is delivered at no cost to Veterans and their families. This balance of scale, accountability, and outcomes defines who we are.

What sets Fort Freedom apart is integration of services. These include trauma therapy, physical training, peer accountability, and continuum of care with peer support. We measure success not by graduation alone, but by whether Veterans leave equipped to move forward with confidence and connection.

None of this work is possible without the trust of our Veterans and the commitment of our partners, supporters, and team. Together, we are building a future where healing is accessible, stigma-free, and effective.

Freedom begins with healing.

JERRY HAFHEY
SPC, US ARMY
FORT FREEDOM CHAIRMAN

2025 IMPACT

SETTING VETS FREE, ONE DAY AT A TIME

487

NUMBER OF THERAPY SESSIONS DELIVERED BY FORT FREEDOM IN 2025

78%

OF TOTAL REVENUE WENT DIRECTLY TOWARDS FORT FREEDOM PROGRAM SERVICES

100%

OF VETERANS AND THEIR LOVED ONES TREATMENT IS DELIVERED COST-FREE

96%

COMPLETION RATE ACROSS OUR PROGRAMS

4,200

HOURS OF CLINICAL TREATMENT GIVEN TO VETERANS AND THEIR LOVED ONES SINCE INCEPTION

98%

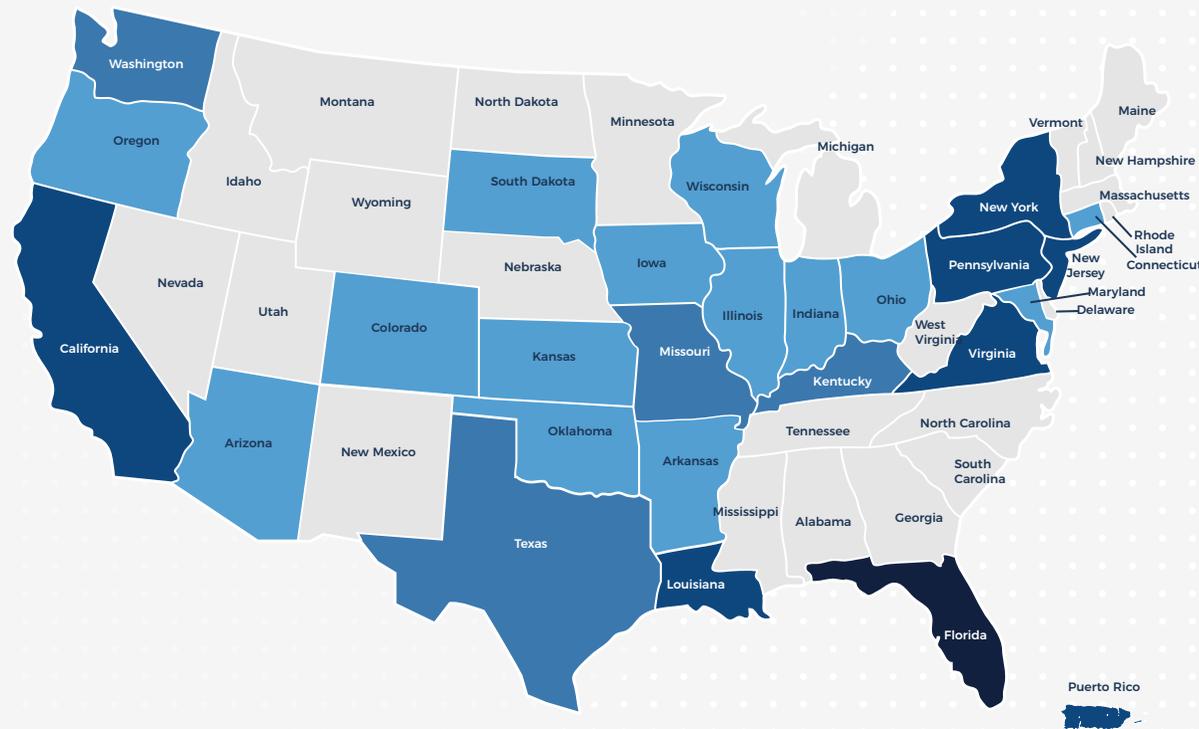
ALUMNI ENGAGEMENT RATE AFTER GRADUATION



Zute Weick, CEO, with current program Veterans following a feature interview with WPTV Channel 5 reporter, Mike Trim, highlighting Fort Freedom's holistic PTSD treatment model.

WHO WE SERVE

2025 CLIENT SNAPSHOT



48% of Veterans
 5% of Veterans
 2% of Veterans
 <1% of Veterans

CLIENT AGE & SERVICE BRANCH

18-24	2%	45-54	21%
25-34	16%	55-64	13%
35-44	45%	65-74	4%



64%



10%



14%



<1%



12%



<1%

MILESTONE EVENTS

Moving The Mission Forward

LIBERTY OUTPOST LAUNCH: A STRATEGIC EXPANSION

In 2025, Fort Freedom expanded its footprint with the launch of **Fort Freedom: Liberty Outpost**, a new satellite office located at **Greencastle Consulting's** headquarters in Malvern, Pennsylvania. This expansion brings critical mental health services to Veterans in Southeastern PA, helping address a significant regional gap in care. Services are led by **Cindy Rios**, a Mental Health and Substance Use Counselor with over **17 years of experience** across outpatient, residential, and intensive treatment settings, strengthening Fort Freedom's ability to deliver trauma-informed, accessible care to Veterans and their families.



From left to right: Ambassador Joe Harvey, Greencastle CEO Joe Candall, Founder Jerry Haffey Jr., Lobbyist Christopher Drumm, Ambassador Charlie Marotta III, Chief Development Officer Chelsea Platas.



From left to right: The Headstrong Project's Chief Clinical Officer, Amy M. Williams, PhD and Founder Jerry Haffey Jr.

LEADERSHIP IN DIALOGUE: BNY VETERANS NETWORK PANEL

In November 2025, Fort Freedom Founder **Jerry Haffey, Jr.** joined a fireside panel hosted by **BNY's Veterans Network (VETNET)** alongside leadership from **The Headstrong Project** to discuss the growing mental health crisis affecting not only Veterans, but communities nationwide. Speaking to BNY executives and employees, Jerry shared Fort Freedom's mission and emphasized the need for accessible, stigma-free mental health care, highlighting how lessons learned from Veteran-focused trauma recovery can inform how institutions support mental health across the workforce.

A MEANINGFUL PARTNERSHIP AT THE COGNIZANT CLASSIC

In 2025, Fort Freedom proudly partnered with **the Cognizant Classic in The Palm Beaches** as an Official Military Partner and Marquee Partner of the Patriot Outpost. As part of this partnership, Fort Freedom led the **"Walk With a Warrior"** activation during the Pro-Am, where alumni veterans **Justin Peterson, Joshua Pennington, and Dan "Pepper" Floyd** walked the course alongside tournament participants, sharing their service stories and lived experiences. This powerful moment humanized the veteran experience for players, partners, and spectators alike, reinforcing Fort Freedom's mission to restore purpose, connection, and healing beyond the uniform.



From left to right: Board member Aaron Steinberg, Alumni JPS, Board member Shereen M. Vahabzadeh, Founder Jerry Haffey Jr., Alumni Coordinator Dan "Pepper" Floyd, Chief Development Officer Chelsea Platas, Marketing Director Jonathan Gervasi, and Alumni Joshua Pennington.

LEADERSHIP SPOTLIGHT

Recognizing Those Who Lead With Purpose



2025 FORT FREEDOM BOARD MEMBER OF THE YEAR

AARON STEINBERG

We are honored to recognize Aaron Steinberg as Fort Freedom’s Board Member of the Year. Aaron’s strategic guidance, thoughtful stewardship, and unwavering support have significantly strengthened our mission and operations. His influence has helped shape key initiatives, deepen partnerships, and ensure our organization remains focused on delivering trauma-informed care and holistic support to Veterans and their families. Aaron consistently brings clarity, vision, and a collaborative spirit to the boardroom—qualities that have elevated our organizational growth and impact. We are deeply grateful for his leadership and the tangible difference he has made for Fort Freedom and the Veterans we serve.



FORT FREEDOM NEW HIRE - ALUMNI COORDINATOR

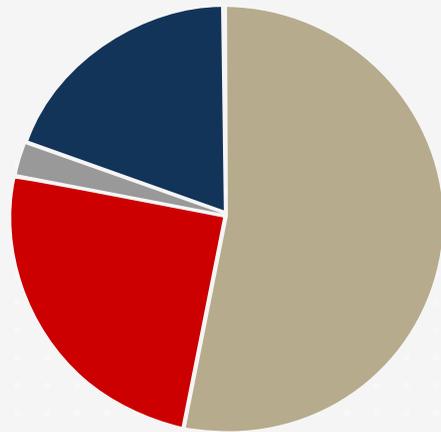
DAN "PEPPER" FLOYD

In 2025, Fort Freedom welcomed Dan “Pepper” Floyd as our Alumni Coordinator, strengthening our commitment to long-term Veteran connection and support beyond program completion. In this role, Pepper serves as a consistent point of contact for Veteran alumni while coordinating ongoing events, outings, and peer support groups that keep graduates engaged, connected, and supported in their continued healing. As a Veteran himself and a trusted presence within the Fort Freedom community, Pepper plays a vital role in ensuring that alumni remain connected to purpose, accountability, and one another—reinforcing that healing does not end at graduation, but continues through lifelong community.

FINANCIALS

Responsible Growth. Maximum Impact.

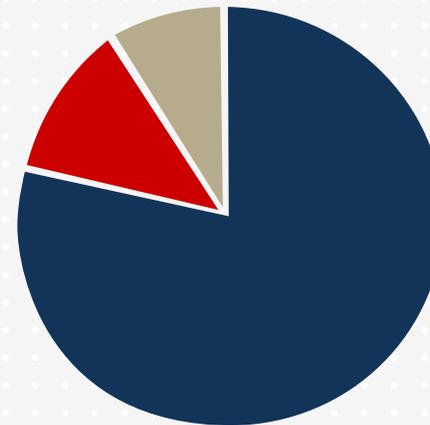
Fort Freedom invests heavily in program execution, with **78%** of its cost structure dedicated to mental health program activities.



TOTAL FUNDING

- 20% Individuals
- 55% Foundations & Grants
- 24% Corporations
- 1% In-Kind Donations

\$3,500 Avg. Donation Amount



EXPENSE SUMMARY

- 78% Programs
- 15% General & Administrative
- 7% Fundraising

Financials provided from 2024 990 filed in 2025.

4TH ANNUAL SET VETS FREE FUNDRAISER



A look inside the ballroom as guests take their seats.



Fort Freedom Ambassador's Charlie Marotta III and his father Charlie Marotta, Jr. along with Donor Vincent Panvini.

Fort Freedom's 4th Annual Set Vets Free Fundraiser in Philadelphia marked a powerful continuation of our commitment to Veteran mental health and community-driven impact. Supporters, Veterans, corporate partners, and civic leaders gathered with a shared purpose: to confront the Veteran mental health crisis head-on and expand access to life-saving care for those who served.

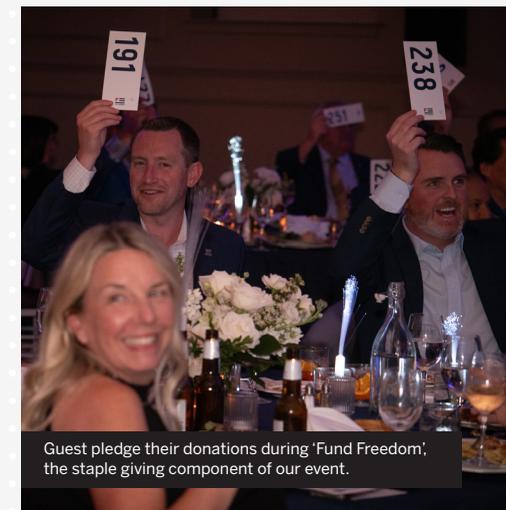
The evening delivered meaningful momentum for Fort Freedom's mission. Through sponsorship support, live auction initiatives, and direct giving, Set Vets Free generated critical resources to advance our clinically grounded, holistic PTSD treatment programs. These funds directly support in-person and virtual care, alumni engagement, and the continued expansion of services in the Mid-Atlantic region—ensuring Veterans and their families can access treatment without financial barriers.

Yet, as with every Fort Freedom gathering, the most lasting impact extended beyond the numbers. The night was defined by connection—Veterans sharing their lived experiences, alumni speaking openly about healing, and supporters engaging in honest dialogue about responsibility, service, and action. Through fireside conversations and program moments, guests witnessed firsthand what healing looks like when Veterans are met with trust, accountability, and community.

Together, the 2025 Set Vets Free Fundraiser reaffirmed a defining principle of Fort Freedom's work: real change happens when belief turns into action. By standing shoulder to shoulder with Veterans, our community continues to ensure that freedom doesn't end when the uniform comes off—it begins when healing begins.



Keynote speaker, Patrick J. Murphy, Alumni, Dan "Pepper" Floyd, and Founder Jerry Haffey Jr. share the importance of our mission with event guests during a compelling Q & A.



Guest pledge their donations during 'Fund Freedom', the staple giving component of our event.

2025 VETERANS DAY CELEBRATION FUNDRAISER

Fort Freedom's 2025 Veterans Day Celebration & Fundraiser marked our most successful 11/11 event to date—both in impact and in spirit. Supporters, Veterans, and community leaders came together with a shared purpose: to heal the invisible wounds of war and ensure that no Veteran walks their recovery journey alone.

The evening delivered powerful results. Our **Freedom Baskets** initiative raised more than **\$25,000**. Early totals from **Operation Giveback** indicate we are closing in on our **\$500,000** fundraising goal. Thanks to the State of Florida's generous commitment of \$500,00 Fort Freedom's impact may reach \$1 million dollars, allowing sustainability of the mission and vision.

Yet the most meaningful outcome of the night went beyond the numbers. The room was alive with genuine connection—conversations between supporters and Veterans, stories shared openly, and a collective sense of community rallying around healing and hope. Guests left not only inspired by Fort Freedom's mission, but energized by the knowledge that every dollar raised translates into real, measurable change: therapy delivered, families supported, and lives restored.

Together, this 11/11 celebration reaffirmed a core belief at the heart of Fort Freedom's work: **Freedom begins with healing..**



Cocktail Hour on the lawn at the WPB Hilton.



National Anthem presented by the WPB Police Honor Guard.



Alumni Mason Jennings shares his story with event guests.



Jerry & Jade Haffey with our Hosts for the evening, New Country 103.1 Morning Show on WIRK's Tim & Chelsea.

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BECOMES FREEDOM**

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