



GratitudeAmerica

ANSWERS FOR VETERANS

A Year in Review: May 2013 – May 2014

Our Mission

GratitudeAmerica Inc. is a 501(c)(3) non-profit that strives not to compete, but rather to complement and supplement other veterans' service programs for the greatest common good. Our primary goal is to stand by our heroes through their daily struggles and victories and to provide access to answers and resources through our network of community partners and organizations that work hard to ensure our heroes receive the services they deserve. As we grow our partnership network and demonstrate the success of our programs, we will seek to expand from northeast Florida to other communities that would benefit from our model and programs.

The Founding of GratitudeAmerica

Lewis and Joni Jordan founded GratitudeAmerica in late 2011. Lewis now serves as CEO of GratitudeAmerica, Inc. Prior to devoting himself to this mission, he had a distinguished career in commercial aviation spanning nearly 50 years. Highlights include serving as president and chief operating officer for Flying Tigers and for Continental Airlines during its major growth and acquisition period.

In 1993, Jordan co-founded ValuJet Airlines and served as president of the company and as president and chairman of its successor AirTran Airways until his retirement from active management in 1997. Lewis and Joni then decided to dedicate themselves to assisting the men and women of our armed forces. In September of 2012, Lewis and John Henry November, the organization's Executive Director, met with Colonel David Sutherland and the current mission of the organization was born. John, a native Floridian, specializes in nonprofit law and is working hard to create strong and replicable programs that will benefit current and prior service members in Northeast Florida and additional communities in the future.

Army Veteran Sammie Cosby and his girlfriend, Deidra Coleman, use teamwork during an equine therapy during our first retreat in June 2013 .





Retreat Facillitator Vic Bruner leads participants through a breath awareness exercise during the June 2013 retreat.

FOUNDER'S MESSAGE



It is my pleasure and honor to be releasing GratitudeAmerica's first annual report. I am proud of the exciting progress that our organization has made thus far in our young existence as we seek to fulfill our mission of championing an alliance of service and support organizations that partner to

provide comprehensive community resources for veterans, their families, and the families of the fallen.

We are proud to be affiliated with numerous organizations, including the Staff Sergeant Donnie Dixon Center and Easter Seals, in our endeavor to assist communities and individuals throughout the United States with initiatives that benefit our heroes and their families. Combining efforts and best practices will allow us to achieve the greatest benefit for the men and women of our armed forces. We know a stronger and better America will result from improving the support network for these heroes as they navigate the path to returning to productive roles in civilian life.

I am proud to serve with the other members of our corporate Board of Directors, retired U.S. Air Force Four Star General J.B. Davis; Charles B. Nemeroff, M.D., Ph.D.; and Mr. Jim Jacoby. I am extraordinarily honored that Senator Bob Dole, a war hero and great American, serves as GratitudeAmerica's esteemed Honorary Chairman. We are also greatly appreciative of the support of the outstanding members of our prestigious advisory board who all have unique knowledge and experiences that benefit the organization.

As you read through this annual report, please consider pledging your support to help us assist the deserving heroes and their families. We owe them more than we can ever repay.

Thank you for your interest and your support.
God Bless America!

Lewis H. Jordan
Founder and CEO
GratitudeAmerica

BOARD OF DIRECTORS



Bob Dole

World War II Veteran
Honorary Chairman



J.B. Davis

Chair
Retired Four Star General
Concluded an illustrious 35-year career
with the U.S. Air Force in 1993
Tampa, FL



Lewis Jordan

CEO
Distinguished 49-year career
in commercial aviation.
Lewis and his wife, Joni, founded
GratitudeAmerica in 2011
Fernandina Beach, FL



Jim Jacoby

Founder, Chairman and CEO
Jacoby Development, Inc.
Veteran
Atlanta, Georgia



Charles Nemeroff

Director
Center on Aging for the
Department of Psychiatry and
Behavioral Sciences
University of Miami School of Medicine
Miami, Florida



John Parrish

Edward Wigglesworth Distinguished
Professor Emeritus of Dermatology
Harvard Medical School
Inaugural Director
Boston Red Sox/Massachusetts
General Hospital's Home Base Program
Served as a Vietnam Marine battlefield M.D.
Boston, Massachusetts

STAFF



John Henry November

Executive Director
Gratitude America
Jacksonville, FL



Victoria Bruner

LCSW-C, RB, BETS
Clinical Consultant
Chicago, Illinois



David Shoots

LCSW, MTH, CAPP
Daytona Beach Vet Center
Combat Veteran
Daytona Beach, Florida



Tracy S. Hejmanowski

Clinical Psychologist and
Program Manager of the
Deployment Health Center
Veteran
Jacksonville, Florida



Ann McCulliss Johnson

Military Outreach Coordinator
Department of Psychology
University of Central Florida
Combat Veteran
Vilano Beach, Florida



Jack English

Television Producer
Decorated Army Medical
Service Officer - Vietnam
Atlanta, Georgia

ADVISORY BOARD



John Bradley

Chief of Psychiatry and Deputy Director for Mental Health, VA Boston Healthcare System Boston, Massachusetts



L. Elaine Harris

Partner, Allen and Associates
Partner, Ernst and Young (Ret.)
Los Angeles, California



Rick Hartley

Executive Director
The 100 Club
Houston, Texas



Philip J. Hickey Jr.

CEO
Park Row Ventures
Atlanta, Georgia



Bruce Hicks

Principal
The Alliant Group
Houston, Texas



Clark Howard

Consumer Advocate
Broadcast Journalist
Atlanta, Georgia



Jerry C. Jones

CLO
Acxiom Corporation
Little Rock, Arkansas



Terence Keane

Asst. Dean for Research, Professor
Vice-Chair of Dept. of Psychiatry
B.U. School of Medicine
Boston, Massachusetts



James P. Kelly

Director
National Intrepid Center of Excellence
Bethesda, Maryland



Charles Marmar

Professor of Psychiatry
NYU Department of Psychiatry
New York, New York



Kimberly M. Mitchell

Deputy Director
Staff Sergeant
Donnie D. Dixon Center for
Military Veterans and Community Service
Washington D.C.



Marcia H. Scott

Director
Corporate Communications
Mesa Airlines
Phoenix, Arizona



Steven Schacter

CAO Program Leader of NeuroTech-
nology
CIMIT Professor of Neurology
Harvard Medical School
Boston, Massachusetts



David Sutherland

Chariman,
Easter Seals Donnie Dixon Center
First Advisory Board Member
Special Advisor
Washington D.C.



Jonathan Sherin

Executive Vice President, Veterans' Af-
fairs Chief Medical Officer, Volunteers
of America
Alexandria, Virginia



Robert Taylor

Fernandina Beach, Florida



Alicia Wadas

COO
The Lavidge Company
Phoenix, Arizona



Rev. Ted Wiard

LPCC, CGC
Co-Founder and Director
Golden Willow Retreat
Taos, New Mexico



James E. Williams Jr.

President and CEO
Easter Seals, Inc.
Chicago, Illinois



Rachel Yehuda

Professor of Psychiatry and
Neurobiology
Mt. Sinai School of Medicine
Bronx, New York



Rob M. Ray

Attorney
Savannah, Georgia

CONNECTING VETERANS TO THE SERVICES THEY DESERVE

Alliance & Resource Guide Creation

GratitudeAmerica is working to expand our network of alliance members that can assist us in directing our heroes and families to the myriad support services available to them. Since our launch in 2012, our initial focus has been on developing a resource guide for current and prior service men and women in Northeast Florida. We hope this resource guide assists the government, nonprofit, private and faith-based institutions serving our military heroes by facilitating connections and referrals between the organizations listed in the guide.

“We can help ourselves to take more control.”

- PAST RETREAT PARTICIPANT

February 2014 Retreat Participant Kim Specht relaxes with her service dog ,Toby, after a peaceful Yoga Session.



Outreach & Retreats

While GratitudeAmerica's primary mission is to connect our military heroes to service and support organizations, we also organize outreach programs that provide a pathway to gain access to available services. Our signature program, hosting retreats for military families at Florida's landmark town of Marineland, has been received with great enthusiasm by all involved. The purpose of the Marineland Military Support Retreats is to provide intensive and integrative short-term retreats for service members and their primary support persons, and to build toward our goal of establishing a permanent wellness/healing restoration center for military personnel at Marineland.

GratitudeAmerica's Marineland Military Support Retreats are designed to assist participants affected by deployment exposures such as Post Traumatic Stress Disorder and Traumatic Brain Injury by using holistic, supportive and educational approaches structured to renew connections to one's self, peers, family and community. We provide numerous activities including: healing through immersion in nature, recreation, equine/canine therapy, tai chi, breath awareness, dolphin interaction and guided meditations. The opportunity to explore on one's own terms in a supportive setting has been shown to improve relationships, health conditions and promote healing where needed. Our first two retreats, in June 2013 and February 2014, were a huge success and we are planning multiple retreats for the fall of 2014 and during 2015.

“The retreat helped our marriage to be stronger.” - PAST RETREAT PARTICIPANT

Retired Army Veteran John Smith hugs his wife, Lynette, as they are presented a quilt during a retreat's closing ceremony.



HOW TO SUPPORT OUR MILITARY HEROES

There are many ways that you can assist the men and women of our armed forces with GratitudeAmerica:

- ★ Volunteer at retreats, events, or in the development of the resource guide
- ★ Donate
- ★ Connect GratitudeAmerica to those in need of services

If you would like to make a financial contribution to support GratitudeAmerica's efforts, please visit our website or send a donation, large or small, to GratitudeAmerica at P.O. Box 16956, Fernandina Beach, FL 32035. Your contribution will help us make a significant difference in the lives of our returning Armed Forces. Planned giving options also provide donors with an additional opportunity to support GratitudeAmerica.

GratitudeAmerica, Inc. is a 501 (c)(3) nonprofit organization and donations are tax deductible to the greatest extent allowable by law.



GratitudeAmerica

PLANNED ACTIVITIES:

Two additional retreats are being held in July and during the fall of 2014 and four more retreats are planned for 2015. Our resource guide will be released to the public summer 2014 and we plan to unveil an aggressive marketing campaign during the fall of 2014 to promote its use.



HOW YOUR DONATION HELPS LOCAL VETERANS

- ★ \$16,000 pays for the cost of an entire 4-day retreat for 16 veterans and their primary support persons, connecting them to local resources and giving them the care they deserve.
- ★ \$5000 will help support our marketing campaign to promote the resource guide.
- ★ \$1,000 sponsors one veteran and his or her primary support person throughout a 4-day retreat.
- ★ \$500 gives a veteran the opportunity to attend a retreat.

The Need

Our soldiers have returned from Iraq and are returning home from Afghanistan with a wide range of injuries that are compounded by a sense of isolation. These heroes face unemployment, families that are not always intact, and communities wanting to meet their immediate and long-term needs.

The numbers are alarming and demonstrate the significant need:

- ★ To date, there are 47,740 wounded military from Iraq and Afghanistan conflicts
- ★ Eleven to 20% of veterans from Iraq and Afghanistan and 30% of Vietnam-era veterans live with Post-Traumatic Stress Disorder
- ★ In just over 10 years, nearly 250,000 soldiers have been diagnosed with Traumatic Brain Injury
- ★ An estimated 18 veterans commit suicide every day; since 2001, 2,293 U.S. military have committed suicide
- ★ 27% of troops returning from Iraq/Afghanistan abuse alcohol
- ★ One-fifth of the homeless population are veterans – 107,000 on a given night
- ★ The divorce rate for military families increased by 38% from 2001 to 2010
- ★ In 2011, the unemployment rate for Gulf War era veterans rose to 12.1% for men, 12.4% for women
- ★ According to the 2010 census, there are more than 165,900 veterans living in Florida
- ★ The number of civilian veterans in Jacksonville is approximately 93,000, or 17% of the total population (the national average is 12.7%)

The American people want to help, but many just don't know how.

**Make a difference today and give to support your
AMERICAN VETERANS**

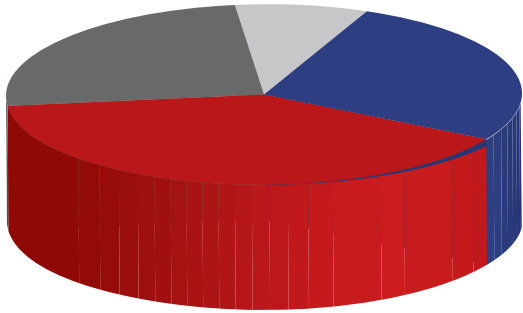
A Chinese Lantern floats into the sky at a Valentine's Day Ceremony where participants celebrated love in all its forms.



FINANCES

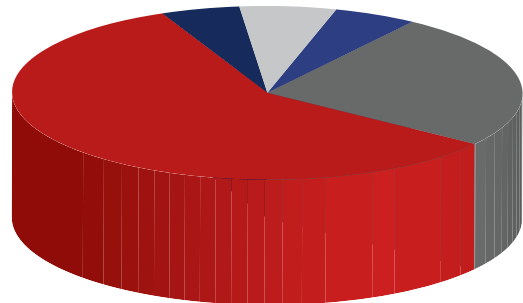
INCOME

□ Fundraising.....	\$6,646.51
■ In Kind.....	\$21,139.04
■ Individual.....	\$31,283.63
■ Corporate.....	\$19,650.00
<hr/>	
	\$78,719.18



EXPENSES

□ Operating.....	\$3,939.14
■ Fundraising.....	\$3,141.33
■ Salaries.....	\$15,750.00
■ Retreat Expenses.....	\$36,244.88
■ Donations.....	\$3,000.00
<hr/>	
	\$62,075.35



Net Income/Loss.....\$16,643.83

“Retreat Staff were all very understanding and brought a positive atmosphere to the vets and their caregivers/spouses.”

- PAST RETREAT PARTICIPANT



CHAMPIONING COMMUNITY-BASED PROGRAMS

RETREAT REUNIONS: Our organization hosts regular “reunions” where retreat participants are able to reconnect with each other and relax and recreate at the beautiful setting of Marineland. The retreats act as a positive step in the community supported process of providing help where needed.

JMVC Corporate Mentorship Program: GratitudeAmerica cofounded and co-chairs the Jacksonville Military Veteran Coalition's corporate mentorship program that matches veterans attending university with local corporate mentors.

INTERNSHIP PROGRAM: GratitudeAmerica has set up an internship program where students from universities assist in the development, promotion, and the assisting of veterans in the in the navigation of the comprehensive resource guide for service members, their families, and the families of the fallen.



MEDIA COVERAGE: Articles about GratitudeAmerica have appeared on the front page of both the St. Augustine Record and the Daytona Beach News Journal. Stories have run in the Florida Times Union, Nassau County Record, the Palm Coast Observer, and the American Institute (AIM) of Stress e-magazine “Combat Stress”.

Retreat Participants join local community members to practice Tai Chi, an ancient practice that promotes health and relaxation.

Media Links Below:

www.news-journalonline.com/article/20140208/NEWS/1402094371040?Title=Event-to-honor-WW-II-vets-at-second-Marineland-retreat&tc=ar

www.palmcoastobserver.com/news/palm-coast/Front-Page/042420136771/Supporting-those-who-served

www.news-journalonline.com/article/20130610/news/306099986

www.staugustine.com/news/local-news/2013-06-07/marineland-retreat-military#.UboYeG71e4

www.members.jacksonville.com/news/metro/2013-05-16/story/veterans-retreat-set-early-june-marineland

“Bridging the Gap: Community-based Integrative Intensive Retreat Modalities for Service Members, Veterans and Their Families- http://www.stress.org/wp-content/uploads/newsletter/may_2014_combat_stress/”



Join Forces with GratitudeAmerica

We are building an alliance and are hopeful you will join forces with us to achieve our mission. Our staff would be delighted to set up a time to discuss a prospective partnership.

Please feel free to contact GratitudeAmerica to discuss how we can reinforce our mission and grow stronger community by community. We appreciate your support and look forward to seeing you soon.

“I feel empowered and that I am not alone ANYmore.”
- PAST RETREAT PARTICIPANT

Our Impact:

- ★ Provided 32 military service members from all five branches of the armed forces and each of their primary support persons with the opportunity to experience a myriad of healing activities during our retreats.
- ★ Developed a program to connect 16 local student veterans with corporate mentors.
- ★ Worked with local veterans to connect many military men and women to the services they deserve.



PO Box 16956
Fernandina Beach, FL 32035
(904) 432-8990

GRATITUDEAMERICA.org

CONTACT:

John Henry November Esq.
Executive Director
Direct: 904-525-3042
Email: jnovember@gratitudeamerica.org