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Headstrong is a leading, national-facing mental health treatment practice of choice for the nation’s military connected individuals. Our practice is founded on three leading principles associated with the landscape of mental health offerings: Unequaled access to best-in-class clinicians delivering transformative care through individualized treatment with unwavering integrity on a confidential, cost-free, bureaucracy-free, and stigma-free basis.

We care for actively serving members of the armed forces, members of the National Guard and Reserves, veterans of all eras, and the family members of those connected to care.

Since its founding in 2012, Headstrong has provided mission-critical mental health care for trauma-related issues to address the alarming veterans’ suicide epidemic and the ever-widening gap in accessing equitable mental health care in America. Headstrong has demonstrated its expertise in addressing issues of equity, competency, and access through expansion of its pioneering model based on networks of trauma- and military-informed clinicians in private practice within their community.

Currently capable of treating individuals in 39 states nationwide, Headstrong’s trauma-informed clinical partners provide individualized, evidence-based care to more than 3,500 veterans and family members since inception and more than 1,000 active clients monthly.

For the past decade Headstrong has delivered industry leading outcomes, with clients who complete 24 clinical sessions exhibiting a 60 - 70% decrease of PTSD symptomatology and reduced suicidal ideation. Clients also report improved family communication and employment, a decrease in use of substances for self-medication, and a decrease in use of prescribed medications as PTSD symptoms abate.
Greetings to everyone,

Welcome to our organization’s first-ever Annual Report highlighting the accomplishments of the past year with a special preview of our goals and objectives for the year ahead!

To convey that 2021 was a year filled with challenges, both big and small for Headstrong, would understate the obvious underlying conditions associated with the global public health crisis continuing to challenge our nation’s ability and capacity to address the mental health needs of its citizens.

Here at Headstrong, the challenges associated with COVID-19 were joined by global events associated with America’s withdrawal from Afghanistan, the marking of the twentieth anniversary of 9/11, a rising suicide epidemic within the ranks of our nation’s all-volunteer armed forces, and an unprecedented mental health crisis amongst our children – the very future of this country’s ability to defend itself from global terrorism and international security threats.

Collectively, the combination of the macro and micro forces has hardened our resolve to grow and expand our commitment to clinical excellence, provide unprecedented access to the best possible clinical resources anywhere in America, and retain the trust of those we serve and their families. Creating a national practice of choice for our military connected families remains Headstrong’s underpinning north star, the guiding force that supports every decision we make here in the organization.

Today, Headstrong proudly serves the mental health needs of actively serving members of our armed forces, members of the National Guard and Reserves, veterans of all eras, and their connected family members in thirty-nine of our fifty states, thanks in part to a growing series of interstate compacts allowing providers to legally practice beyond traditional boundaries. In the year ahead, that national practice of choice will see Headstrong expand into three new geographies in the coming year – Maryland, Massachusetts, and Florida – all at the same time growing our clinical capacity in existing program geographies to serve nearly an additional 600 new clients nationwide by year’s end.

Our organization’s ability to address the mental health challenges within our military and veteran connected families is directly linked to you, our supporters, who help us in small and big ways, all of it meaningful in helping to keep Headstrong focused on those it serves. In the year ahead there will likely be additional challenges for the organization, things we didn’t foresee that are driven by forces beyond the team. No matter what comes our way we are poised to rise to the challenges presented because we are Headstrong.

We thank you for your commitment to this team of professionals. Here’s to a great year ahead of growth, expansion, and sustainability!
ABOUT OUR CLIENTS

IN 2021, THE HEADSTRONG PROJECT SERVED 1,432 CLIENTS. OF THESE, 726 WERE NEW TO THE HEADSTRONG PROJECT.

GENDER:

77% MEN 23% WOMEN

RACE:

- AMERICAN INDIAN OR ALASKA NATIVE: 1%
- ASIAN: 4%
- BLACK OR AFRICAN AMERICAN: 15%
- HISPANIC /LATINO: 11%
- WHITE: 67%
- TWO OR MORE RACES: 1%
- OTHER: 1%

AGE:

- 18-24: 1%
- 25-34: 22%
- 35-44: 48%
- 45-54: 19%
- 55-64: 7%
- 65-74: 3%

BRANCH:

- ARMY: 48%
- MARINE CORPS: 19%
- NAVY: 22%
- AIR FORCE: 11%
ABOUT OUR PARTNERING PROVIDERS

HEADSTRONG'S GREATEST ASSET

is its robust provider network which includes psychiatrists, psychologists, clinical social workers, counselors, and neurofeedback providers. Over the course of 2021, The Headstrong Project strengthened its recruitment process and initiated efforts to increase racial and ethnic diversity among its providers. Each of our clinical partners first undergoes screening by veterans to ensure military cultural competence before a thorough clinical interview to verify their expertise in providing evidence-based, trauma-focused therapy.

The network grew by 25% from the previous year allowing for better access to services. Although Headstrong providers are concentrated in the 12 states Headstrong serves, interstate PSYPACT legislation and multiple licenses extend the network capability to 39 states. As Headstrong grows its capacity, the network’s foundation is well-poised to respond.
Headstrong has been providing individually tailored, world class mental health treatment through hundreds of America’s best trauma informed clinicians. In 2021 as the pandemic continued to disrupt American life, our organization continued to mobilize mental health resources in 12 states and established operations in Washington State to combat the significant mental health impact on our military service members, veterans and their families.
DISTINGUISHED CLINICIANS

In 2021, Headstrong’s inaugural Distinguished Clinician Award was introduced at our fall gala in Washington, D.C. The award recognizes excellence in clinical practice, contributions to Headstrong’s mission, professional development, and positive impact on clients. With the award, Headstrong recognizes the outstanding work and dedication of our clinical partners, brings visibility to the clinical aspect of our work, and empowers clinicians to be even greater agents of change. Each awardee is presented with a nominal training stipend to expand on their clinical expertise.

MARYALYCE TORPY
LCSW

GEORGE HUNTER
LMFT
As the organization continued to grapple with the uncertainty presented by a lingering public health crisis, 2021 will also be remembered as a year of great innovation in the delivery of mental health treatment within Headstrong. A year that opened up access to mental health treatment options that for the longest time were beyond the reach of many in need. In response, Headstrong solidified its position in the marketplace of mental health treatment for military connected individuals by fully adopting a hybrid program model - a virtual option alongside an in-person treatment approach, one that affords unprecedented reach into hard-to-reach segments of our military population, particularly in rural America and among more marginalized members of the veteran community.

Telemental health is here to stay and the research available indicates it’s as effective as traditional, in-person treatment. Made possible by supportive funders and partnering organizations including the A. James and Alice B. Clark Foundation, The May & Stanley Smith Charitable Trust and The Boeing Company, Headstrong was able to deliver continuous treatment in the face of a raging pandemic. Further demonstrating the organization’s commitment to open, equitable access options for treating the mental health needs of America’s military community.
Since 2001, over 800,000 troops deployed to Afghanistan, notwithstanding the contributions of thousands of deployed contractors, journalists, members of our State Department, etc., many of whom are veterans themselves. This particular cohort of veterans experienced longer tours of duty, suffered more exposure to combat, and developed higher rates of disability than any veteran population prior to 2001. Following the withdrawal from Afghanistan, many veterans felt a resurgence of anger, grief and guilt. Many reported being triggered by images that brought to mind events and actions related to their deployments while also struggling with moral injury related to promises made to Afghan nationals which appeared broken during the withdrawal. In addition, stateside veterans and civilians answered the call for assistance during and after the withdrawal.

In response, and thanks to partners like Harry’s, Lockheed Martin and Wounded Warrior Project, Headstrong doubled-down on its efforts to treat these wounds by extending services to such groups as The Truman Project, Its Fellows, and Operation Allied Airlift, whose members assisted in grass-roots efforts to aid in the withdrawal. Internally, Headstrong took steps to proactively prepare for an assumed increase in requests to connect with our therapists by first organizing a network-wide webinar for our clinical partners to prepare them for issues their clients may experience. The webinar focused on the background of the war/withdrawal, religious context, and the veteran experience. This webinar was led by a former U.S. ambassador to Afghanistan, a clinician, and OEF veteran.

At the withdrawal’s peak in August, requests for Headstrong services increased 41% over the previous month, with partnering providers reporting unprecedented demands. While our treatment pace has since normalized to pre-withdrawal rates, the organization’s response garnered widespread praise by the community for its proactive approach to supporting individuals demonstrating the need for care.

# OF LEADS GENERATED IN DIRECT RESPONSE:

**JULY** = 214

**AUGUST** = 302

(WITHDRAWAL FROM AFGHANISTAN)

**SEPTEMBER** = 240

**OCTOBER** = 245

**NOVEMBER** = 280

**DECEMBER** = 226
CLINICAL STANCE

2021 WAS AN UNPRECEDENTED YEAR OF CLINICAL TRANSFORMATION,
as Headstrong’s clinical practice took steps to rightsize its support to our nationwide network of clinical partners by decentralizing and regionalizing clinical leadership to best-position strong nodes of clinical support while preparing for planned growth and expansion. Characterized as ‘setting conditions for greater success’, the establishment of east and west coast clinical support teams led by Regional Clinical Directors provides Headstrong with best-in-class leadership over clinical assets in their assigned regions while offering our therapists with real-time access to improved case conferencing, on-demand case consultation, standardized reporting and trend analysis. We also strengthened treatment protocols and standardized practices across the organization.

KATHRYN DOSCH, LPC
CLINICAL DIRECTOR
WEST REGION

ANNA CRANE, PHD
CLINICAL DIRECTOR
EAST REGION
OUR NEWEST MARKET

OVER THE COURSE OF 2021, THE HEADSTRONG PROJECT RECRUITED 16 PROVIDERS ACROSS WASHINGTON STATE. IN ADDITION, 644 MENTAL HEALTH SERVICES WERE PROVIDED TO APPROXIMATELY 49 CLIENTS

The success of our expansion is due in large part to our funding partners the King County Veterans, Seniors and Human Services Levy, East Seattle Foundation, Starbucks and MJ Murdock Charitable Trust.
Accessing mental health treatment can be daunting in America today. Headstrong understands the challenges of becoming open and vulnerable to receiving help. With a decade’s worth of treatment experience behind us, the organization underwrites a **treatment with integrity** approach to care with many staff and key leaders coming from within our community. Leading to unparalleled empathy and compassion for what it means to access and receive care from Headstrong. Dignity and integrity are integral ingredients of Headstrong’s model of care and treatment. Must-do imperatives underpin our approach to treating the mental health needs of our nation’s military connected individuals and their family members.
A TRANSFORMATIVE APPROACH

THE HALLMARKS OF HEADSTRONG’S TREATMENT PHILOSOPHY

are to deliver unequaled access to some of the nation’s best trauma-informed clinicians at no expense to the individual, with as few barriers as possible and without stigma. To be best in practice means utilizing proven psychotherapeutic treatments to address trauma-related sequelae. Headstrong endeavors to ensure these transformative principles continue to drive treatment innovation on a highly-individualized basis by focusing on outcomes achieved by those in care. Strengthened measurement and evaluation continue to drive clinical excellence through inwardly-looking education and training based on our actual practice. This affords clinicians a real sense of community and contribution.
ABOUT OUR TREATMENT APPROACHES

THE HEADSTRONG PROJECT PROVIDES A VARIETY OF SERVICES AROUND MENTAL HEALTH TREATMENT FOR ITS CLIENTS.

TYPES OF SESSIONS OFFERED:

- INDIVIDUAL THERAPY
- GROUP THERAPY
- COUPLES THERAPY
- MEDICATION MANAGEMENT
- CRISIS INTERVENTION
- NEUROFEEDBACK
- FAMILY THERAPY

25,485
INDIVIDUAL SESSIONS DELIVERED IN 2021

17,590
TOTAL IN-PERSON SESSIONS DELIVERED IN 2021

7,895
TOTAL TELEHEALTH SESSIONS IN 2021

$0
COST TO EACH HEADSTRONG CLIENT

0
OF DAYS WHERE SERVICES HALTED BY COVID-19 IN 2021
WHO WE TREAT

HEADSTRONG AMBASSADORS AND PROGRAM GRADUATES SHARE THEIR STORIES.

KIONTE S.
READ KIONTE’S STORY HERE

MARY T.
READ MARY’S STORY HERE

ADAM S.
READ ADAM’S STORY HERE
HEADSTRONG’S MEDIA REACH GAINS TRACTION WITH 722 NEWS MENTIONS/MEDIA PLACEMENTS IN 2021.
Headstrong saw a 42% increase in follower-ship in 2021 and continues to make great strides in providing content that will educate our followers on the importance of mental health advocacy within the military community.
IN 2021

Headstrong completed an overhaul to the getheadstrong.org website making it easier for veterans to connect to care, providing prospective partnering providers with a streamlined application process. We also enhanced our ability to highlight our funding partner’s contributions and gathered additional data to underline our clinical impact.

SESSIONS = +19% VS 2020

Session definition: total number of Sessions within the date range. A session is the period of time a user is actively engaged with your website, app, etc. All usage data (Screen Views, Events, E-commerce, etc.) is associated with a session.

PAGEVIEWS = +43% VS 2020

Pageview definition: Pageviews is the total number of pages viewed. Repeated views of a single page are counted.

DEMOGRAPHICS:
55% WOMEN; 45% MEN

Ages 25-34 = 28% vs 2020 = 26%
Ages 35-44 = 19% vs 2020 = 16%
Ages 45-54 = 16% vs 2020 = 16%
Ages 55-64 = 12% vs 2020 = 16%
Ages 65+ = 9% vs 2020 = 15%
IN 2021, HEADSTRONG PUBLISHED A TOTAL OF 7 NATIONAL AND REGIONAL PRESS RELEASES GARNERING OVER 207 MILLION DIGITAL PLACEMENTS.
ABOUT OUR PARTNERS

HEADSTRONG HIGHLIGHTS

IMPACTFUL PARTNERSHIPS

with many of our nation’s most respected philanthropic and corporate interests in addition to an incredibly generous group of individuals who support our mission. In 2021, several new partnerships were announced that we highlight here:
The Boeing Company’s support of Headstrong expanded immensely in 2021 into a national investment, with Boeing supporting Headstrong’s strategic plan to achieve greater scale and impact. Boeing’s gift as title sponsor of the 2021 Washington DC Gala further showcased their commitment to Headstrong. Headstrong has been able to provide countless sessions with an emphasis on serving vulnerable populations. In large part due to Boeing’s support. Through partnerships with the Boeing veteran resource group, employees and like-minded Boeing grantees, Headstrong is able to spread greater awareness of our services.
Headstrong’s partnership with Wounded Warrior Project (WWP) dates back to 2019 with a goal of further innovating care delivery by piloting a program for warriors waiting to enter or exiting Wounded Warriors Academic Medical Centers Intensive Outpatient Program. In two years of Headstrong’s partnership with WWP, Headstrong has served 169 unique warriors through 4,940 sessions. In 2021, Wounded Warrior Project and Headstrong entered into a two year partnership to increase access for even more post-9/11 veterans and their families through growth and expansion of services alongside a more streamlined referral platform.
As a founding partner of Headstrong, Kayne Anderson's ongoing investment has enabled us to grow to our current state. Through a combination of charitable gifts, gala support, in-kind contributions and employee giving programs, Kayne Anderson exemplifies the diverse ways a corporate partnership can support Headstrong. In 2021, Kayne Capital Advisors and Foundation played an instrumental role in Headstrong’s annual gala while simultaneously holding a Veterans Day employee campaign featuring a corporate match.
Headstrong is proud to be a part of Harry’s commitment to provide a percentage of sales to organizations that deliver quality mental health. Through an ongoing partnership, Harry’s support translates to countless hours of quality mental health care. Harry’s continues to increase exposure and awareness for Headstrong through their social and traditional marketing campaigns; helping Headstrong expand reach to new audiences. In 2021, Harry’s provided additional resources to support the growing need Headstrong experienced in the weeks and months following the US military withdrawal in Afghanistan.
“IT’S SO HARD FOR SOLDIERS AND VETERANS TO ASK FOR HELP. HEADSTRONG MADE THE PROCESS SO SIMPLE, AND THEY GET BACK TO YOU RIGHT AWAY SO YOU DON’T HAVE TIME TO CHANGE YOUR MIND. EVERYONE I DEALT WITH WAS SO COMPASSIONATE AND SO SENSITIVE TO MY STRUGGLES. IT JUST FELT RIGHT EVERY STEP OF THE WAY.”

- CURRENT HEADSTRONG CLIENT
OUR CHARITABLE RATINGS

HEADSTRONG CELEBRATES A 100 OUT OF 100 ENCOMPASS RATING FOR FINANCE & ACCOUNTABILITY GIVEN BY CHARITY NAVIGATOR

For the full break down: Charity Rating

HEADSTRONG PROUDLY WEARS THE GUIDESTAR PLATINUM SEAL OF TRANSPARENCY

For the full break down: Guidestar Rating
OUR FINANCIALS

FINANCIAL SUMMARY

Headstrong achieved $10.8M in Net Revenue for the year ending 2021.

Headstrong invests heavily in program infrastructure and execution, with over 80% of its cost structure dedicated to program activities.

Total expenses reached $8.5M for 2021, resulting in a net surplus for Headstrong of $2.3M.
OVER THE PAST 10 YEARS IN OPERATION, HEADSTRONG HAS DEVELOPED A DIVERSIFIED AND ROBUST SET OF REVENUE SOURCES. IN 2021, HEADSTRONG SAW STRONG BOARD PARTICIPATION IN SUPPORT OF THE ORGANIZATION’S STRATEGIC EFFORTS TO BRING CRITICAL PROGRAM FUNCTIONS IN-HOUSE. FOUNDATIONS WERE THE LARGEST CONTRIBUTOR OF FUNDS IN 2021. DESPITE AN UNCERTAIN EVENT ENVIRONMENT DUE TO COVID-19, HEADSTRONG STILL GENERATED NET PROCEEDS OF $1.7M MAINLY DRIVEN BY ITS DC GALA.

REVENUE COMPOSITION

Over the past 10 years in operation, Headstrong has developed a diversified and robust set of revenue sources. In 2021, Headstrong saw strong Board participation in support of the organization’s strategic efforts to bring critical program functions in-house. Foundations were the largest contributor of funds in 2021. Despite an uncertain event environment due to COVID-19, Headstrong still generated net proceeds of $1.7M mainly driven by its DC gala.

EVENTS, NET | 16% | 1,683,884
INDIVIDUAL | 2% | 265,359
BOARD | 25% | 2,750,000
CORPORATE | 19% | 2,067,332
FOUNDATION | 28% | 3,066,250
GOVERNMENT | 9% | 955,142
OTHER | 0% | 4,853
TOTAL | 10,792,820

Awaiting completion of annual Single Audit and data is subject to change
BOARD OF DIRECTORS

ALBERT RABIL
CO-FOUNDER AND BOARD MEMBER, MANAGING PARTNER AND CEO OF KAYNE ANDERSON REAL ESTATE

DAVID PETRUCCO
CO-FOUNDER, VICE CHAIRMAN OF THE BOARD, CO-FOUNDER AND MANAGING PARTNER OF BACKCAST PARTNERS

PAUL CASEY
CHAIRMAN OF THE BOARD, MANAGING DIRECTOR AT MORGAN STANLEY

RYAN SPARKS
BOARD MEMBER, TREASURER, CHIEF INFORMATION OFFICER AT LENNAR CORPORATION U.S. MARINE CORPS VETERAN

KYLE CARPENTER
AUTHOR & PROFESSIONAL SPEAKER, WASHINGTON SPEAKERS BUREAU U.S. MARINE CORPS VETERAN MEDAL OF HONOR RECIPIENT

JAY EPSTIEN
BOARD MEMBER, PARTNER AT DLA PIPER

LIBBY LEIST
BOARD MEMBER, EXECUTIVE PRODUCER, TODAY

DARLAN MONTERISI
BOARD MEMBER, HEAD OF COMMUNICATIONS & BRAND AT DATAMINR U.S. MARINE CORPS VETERAN

LINDA SINGH
BOARD MEMBER, CEO, KALEIDOSCOPE AFFECT LLC MAJOR GENERAL (USA, RET.) US ARMY VETERAN

DARRYL RODGERS
EXECUTIVE DIRECTOR, ASSISTANT MARKET HEAD & FINANCIAL ADVISOR AT UBS US ARMY VETERAN

PETER WESTMEYER
BOARD MEMBER, CEO AT REMEDY MEDICAL PROPERTIES, INC.

JIM WILKINSON
CHAIRMAN, CHIEF EXECUTIVE OFFICER, TRAIL RUNNER US NAVY RESERVES VETERAN

WILLIAM WOLFE
BOARD MEMBER, CO-FOUNDER AND CHAIRMAN OF FIRST WASHINGTON REALTY, INC.
ANNUAL REPORT 2021

STAFF

JIM MCDONOUGH
CHIEF EXECUTIVE OFFICER
U.S. ARMY VETERAN

DR. AMY M. WILLIAMS
CHIEF CLINICAL OFFICER

MIGUEL OCEGUEDA
CHIEF OPERATING OFFICER
U.S. ARMY VETERAN

LOIS SLUBOWSKI
CHIEF DEVELOPMENT OFFICER

KAT CHESIRE
CHIEF MARKETING OFFICER

LORA DIRCZ
CHIEF IMPACT & INFORMATION OFFICER

PARSHVA BAVISHI
DIRECTOR OF STRATEGIC INITIATIVES

EVELYN POLCARI
CLINICAL DIRECTOR, EAST REGION

DR. ANNA CRANE
CLINICAL DIRECTOR, WEST REGION

MATT FELDHAUS
DIRECTOR, COMMUNITY ENGAGEMENT
U.S. ARMY VETERAN

MATT GRYSKEWICZ
DIRECTOR, COMMUNITY ENGAGEMENT
U.S. ARMY VETERAN

TATJANA RICHARDSON
DIRECTOR, INDIVIDUAL GIVING

MATT MCCOY
DIRECTOR, DIGITAL MARKETING & CONTENT DEVELOPMENT
U.S. AIR FORCE VETERAN

KELSEY CUSTER
DIRECTOR, DATA ANALYTICS

KATYA MUSACCHIO
DIRECTOR, BUSINESS OPERATIONS

COURTNEY ANNE KONECNY
DIRECTOR, IT OPERATIONS

TODD TOWNLEY
LMSW, CARE COORDINATOR
ARMY NATIONAL GUARD,
US ARMY VETERAN

ROBIN MYERS
DIRECTOR, IT OPERATIONS

JOSE MIDDLEBROOKS
DIRECTOR, CARE COORDINATION

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US ARMY VETERAN

ROBIN MYERS
DIRECTOR, IT OPERATIONS

JOSE MIDDLEBROOKS
DIRECTOR, CARE COORDINATION
2021 HEADSTRONG GIFTS

$1M+

A. JAMES AND ALICE B. CLARK FOUNDATION
AL & TAMARA RABIL
THE BOEING COMPANY
WOUNDED WARRIOR PROJECT

$250-999K

CARLISLE COMPANIES
HARRY’S USA
LOCKHEED MARTIN CORPORATION
M.J. MURDOCK CHARITABLE TRUST
ROBERT R. MCCORMICK FOUNDATION
THE HARRY & JEANETTE WEINBERG FOUNDATION
PETER & SOFIA WESTMEYER
CAROLYN AND WILLIAM WOLFE
### 2021 Headstrong Gifts

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<th>$5K-$9,999K</th>
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<td>SEATTLE KRaken</td>
<td>DANNY WEINGEIST</td>
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THANK YOU