Soldier for Life

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Engage Network Consult Inspire
“The willingness with which our young people are likely to serve in any war, no matter how justified, shall be directly proportional to how they perceive the Veterans of earlier wars were treated and appreciated by their nation.”

– General George Washington

Washington

November 10th, 1781
Facts About the All-Volunteer Army

- 71% of youth do not qualify for military service due to academics, drugs, physical / medical reasons, or moral character
- 50% of youth admit they know little to nothing about the military
- 50% of recruits come from 7 states (CA, TX, FL, GA, NY, NC, IL)
- 79% of new recruits have a relative who served
- 1% of the US population currently serves in our military
- AMRG study shows that by 2030, only 19% of American youth will qualify for military service
Vision, Mission and Intent

**Vision:** The Soldier for Life (SFL) Program improves long-term strategic readiness by developing a comprehensive network of resources to support every Soldier, Veteran and Family member through all phases of the Soldier Life Cycle (Start Strong, Serve Strong, Remain Strong).

**Mission:** Soldier for Life conducts strategic outreach to shape education, employment, and health policies, programs and/or services on behalf of our Soldiers, Army Veterans and their Families.

**Intent:** SFL influences readiness by:
- Shaping the development or execution of policies, programs, and/or services
- Maintaining a connection with Army Veterans, empowering them to serve as representatives of the US Army in their communities to inspire the next generation of Soldiers
- Assisting communities, organizations, businesses and academic institutions to improve their reception of and service to Soldiers, Army Veterans and their Families
- Serve as the “eyes and ears” on Soldier, Veteran, and Family re-integration, share Best Practices across the formation and provide constructive feedback to Army leadership at all levels

**Endstate:** Army Veterans, Soldiers and Families have a first class, positive Army experience and continue their service as Army Strong ambassadors and leaders of character in their communities.
Leveraging the Soldier Life Cycle

Quick Facts:
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START STRONG:
• Army Veterans and Retirees tell their Army story and serve as key influencers
• Army recruits Top 29%
• Initial Entry Training
• Army Values and Warrior Ethos

SERVE STRONG:
• The title of Soldier is earned and maintained though honorable service
• Soldiers inculcated with the Army Ethic
• Soldiers continuously provided world-class training and leadership experiences
• Professional military education supports continued development

CONTINUE STRONG:
• Pride of service; forever part of the Army family
• Army Veterans and Retired Soldiers are active leaders in their respective communities.
• Employers value the character, skills and ethic of Army Veterans and are inspired to hire them
• Quality transition assistance program
• Communities holistically prepared to receive Veterans, Soldiers and Families.
• Army Veterans and Retirees tell their Army story and serve as key influencers
SFL Lines of Effort

Engage

SFL engages communities, organizations, businesses, and academic institutions in order to better understand all aspects of the “Veteran space.”

✓ Identify Gaps that Army Veterans, transitioning Soldiers and Families face
✓ Introduce military and civilian audiences to the Soldier for Life program

Network

SFL fosters a strategic network of key organizations across the US that provides education, employment, and health resources/opportunities.

✓ Leverage the Army Network and Centers of Influence to connect Veterans to resources
✓ Actively introduce/connect individuals and/or organizations that share a common purpose
✓ Coordinate and synchronize with interagency stakeholders (DOL, SBA, VA, DHS, etc.)

Consult

SFL advises military and civilian audiences of the wide array of policies, programs, resources, practices, and/or opportunities existing in the areas of employment, education and health.

✓ Serve as the “eyes and ears” on Soldier, Veteran and Family re-integration on behalf of SA, CSA, and SMA
✓ Educate and shape audiences on:
  Transition and retirement policies
  Army CSPs
  Community Action Teams
  Hiring a Veteran

Inspire

SFL seeks to inspire Soldiers for Life to demonstrate pride in their Service, encourages Communities to take a collaborative approach to Veteran support, and motivates employers to hire Veterans.

✓ Encourage Soldiers of all eras to take pride in having served honorably, tell their Army story and to remain “connected” with our Army
✓ Encourage employers to hire Veterans (“Inspire to Hire”)

Mission: Soldier for Life conducts strategic outreach to shape education, employment, and health policies, programs and/or services on behalf of our Soldiers, Army Veterans and their Families.
Career Skills Program (CSP)

Overview: In support of the Veterans Opportunities to Work (VOW) to Hire Heroes Act of 2011, the Army is partnering with industry employers, educators, community leaders and training providers to create the CSP.

Policy

- Apprenticeships, Internships, Employment Skills Training
- Little to no training cost
- Last 180 days on Active Duty
- Unpaid
- High probability of employment
- Provides skill gap training
What We Can Do Together

• Continue to be a Veteran Advocate
• Help Soldiers, Family Members, and Veterans navigate the community
• Connect SFL/Army to community Resources/Leaders
• Reinforce existing Soldier, Family Member, and Veteran benefits process
• Communicate with each other to reduce duplicative efforts and increase SFL involvement in your engagements
Homes For Our Troops
Our Mission

To build and donate specially adapted custom homes nationwide for severely injured post-9/11 Veterans, to enable them to rebuild their lives.

Key Ceremony for Army SFC Edgar Barrera

HFOT Home Recipient Marine Cpl Justin Gaertner
Building Homes...

- Provide homes **mortgage free** to the Veterans we serve
- Homes are 4 bedroom, 2 bath, 2650 sq. ft.
- Over 40 Special Adaptations in every home
- Veterans select location
- Home Build Projects Completed: Over 245 homes in 42 states
Veteran Selection

- VA Specially Adapted Housing (SAH) Grant Determination
- Veteran application to HFOT
- HFOT Veteran Selection Committee
- Veterans Conference
  - Program Overview
  - Final interview
- Notification
  - This is a “Mission Moment” for an HFOT staff member to inform the Veteran that they have been selected and will receive a home
Community Kickoff
Volunteer Day
Key Ceremony
...Rebuilding Lives

Ensuring Veterans’ Success:

• Financial planning beginning at HFOT Veterans’ Conference
• Ten year lien
• Home Ownership/Maintenance Manual
• Support network of HFOT staff, VAAT, and community
• Pay it forward program
...Rebuilding Lives

Living mortgage-free, HFOT Veterans are able to lead inspiring lives as:

- Spouses and Parents
  - Pilots; Realtors
  - Athletes- Paralympians; Mountaineers
    - Non-profit supporters
    - Motivational speakers
  - Musicians; Artists
    - Students
    - Prosthetic Technician
  - Entrepreneurs; Law Enforcement Analysts
  - Spouses and Parents

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HFOT is consistently ranked as one of the **Top Five Military Nonprofits** by Charity Navigator and Charity Watch.

Nearly 90 percent of expenditures on direct support to our Veterans since 2004

Four Stars from Charity Navigator

“A” rating from Charity Watch
QUESTIONS?