

**TEAM**  
**RWB**

198 14TH STREET NW | ATLANTA, GA 30318  
TEAMRWB.ORG @TEAMRWB

# Chris Thompson



# How We're Different

## Flip the Funnel

- Many organizations specialize in the acute challenges: PTSD, financial distress, homelessness, substance abuse
- This approach is time and resource intensive, requiring specialist training to help people as individuals
- By fostering genuine, authentic relationships across cultures & experiences we can attack the root causes

## Our Engagement Funnel



## Get 'Left of Bang'

- We expend fewer resources and yet reach a larger audience by being proactive & preventative
- We aim to be 'left' of the acute need on a member's timeline
- These relationships do not require specialists but rather local community awareness from volunteers willing to listen, share, and interact

# Who We Are

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**2,000** Volunteer Leaders

**200,000+** Members

**78%** Veterans, Guard/Reserve, Active duty

**42,000+** Events Annually

**35,000+** App Downloads

**200** Locations

**180K+** Social Media Followers



Every year, more than 250,000 active duty service members transition out of the military, joining the 3.5 million post-9/11 veterans already living in communities nationwide. They face many challenges including isolation, weight gain, lack of purpose, and other health issues.

Team Red, White & Blue is the antidote to the isolation and health challenges they face. We insist that all veterans have the opportunity to reclaim what was most precious about their military service: an unwavering sense of belonging born of challenges that show us what each of us is capable of. Together, we strive to make tomorrow better. Together, we will increase mental and physical health. Together, we will find strength and success.

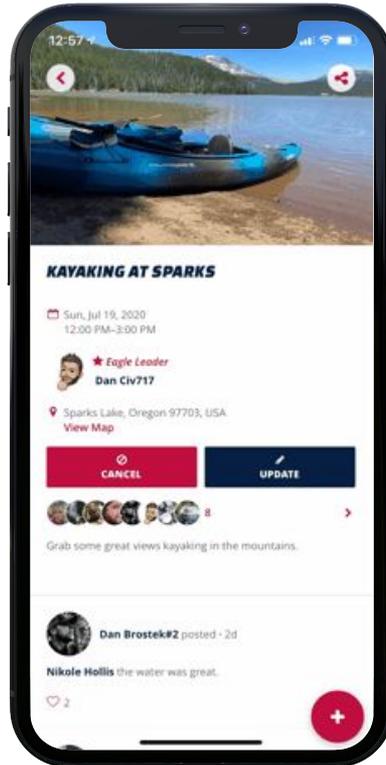


# Our Digital Reach

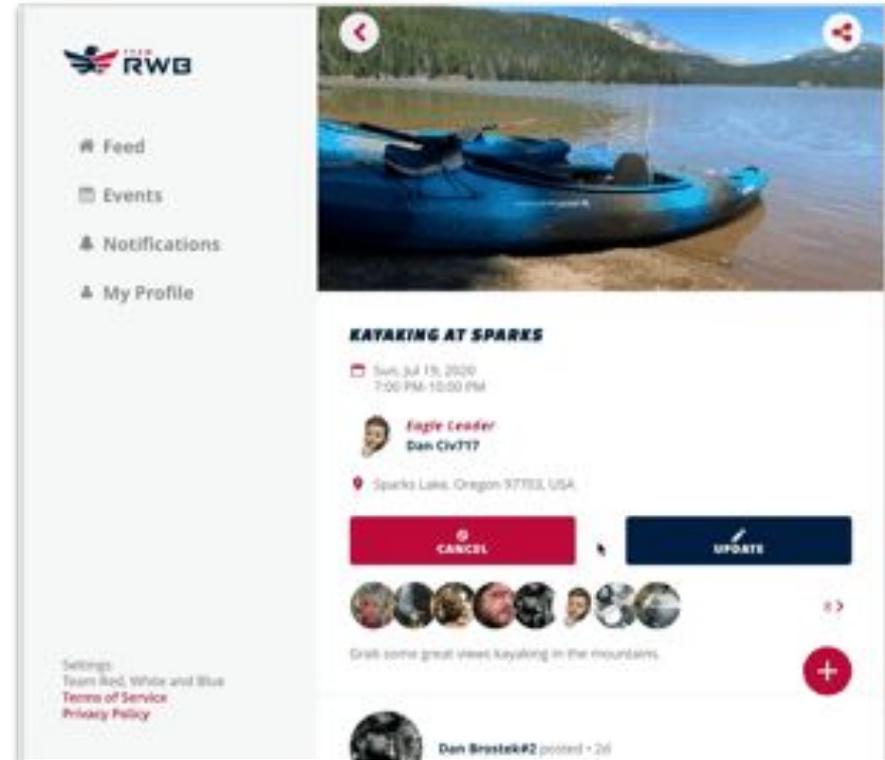
## Overcoming the Challenges of Geography and Time

- The Team RWB app allows members to interact with, challenge, and motivate each other
- Virtual challenges, available nationally regardless of time or location
- Some events track participation or achievements for competition among
- Members are made aware of and communicate about upcoming events
- Leaders can communicate changes to events and follow up with past participants
- Members can create their own events without waiting on approval from HQ, making nearby RWB members aware of an upcoming bike outing or run

### iOS / Android App



### React Web App (Responsive)



# Questions?

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