

# AboutFace-USA®

Veteran and First Responder Training Village



# About Us

- AboutFace-USA® is an all-volunteer, 501(c)(3) nonprofit organization whose mission is to encourage and empower veterans, first responders, and family members to turn their lives around for the better.
- Because the Metro Atlanta area has a severe shortage of space, facilities, and available programs and services for our heroes in need, our purpose is to help fill those needs by building the AboutFace-USA Veteran and First Responder Training Village.



# The Problem

22 veterans commit suicide every day (8,030 a year).

*This number is grossly understated because only 21 states report their veteran suicides to the VA. California & Texas, the two largest veteran-populated states, do not report their veteran suicides.*

More first responders and police die by suicide than in the line of duty each year.

Why die by suicide: a desire to end intense emotional distress, the urge to end chronic sadness, a means of escaping people, a way to express desperation or loss of identity in society and career.

1 of every 10 incarcerated individuals is a veteran.

Veterans represent 7% of the population, yet make up 26% of the homeless population.

The unemployment rate for young veterans is 24%.

81% of surveyed veterans who suffer from PTSD stated that they engaged in at least one violent act against their partner in the past year.

**All of these issues carry a cost to society that will be reduced by this training village.**

The divorce rate of police officers is 60 to 75% and for firemen the rate is 50 to 65%.

# Our Mission

Encourage, Empower, and Improve the lives of hero's and their families

Our mission is to encourage and empower veterans, first responders, and their family members to turn their lives around for the better.

Our clients are those who want to thrive and be self-sufficient in spite of mental health issues such as post-traumatic stress; environmental issues, like career loss or life-changes or divorce; or loss of self, spirituality, or direction.

Two of the most important factors for reducing symptoms of both post-traumatic stress and chronic stress are social support and a sense of perceived belonging.

## The Solution

Our vision is clear. The AboutFace-USA Veteran and First Responder Training Village will be a serene place of safety and stability where clients go to learn skills for life-long self-sufficiency, reconnect and build relationships, and find direction and purpose.

The Village is a refuge in the Northeast Georgia community of Gainesville. It is where clients and like-minded individuals can meet, learn, develop skills, and share experiences.

Six months temporary housing will be provided at no cost to our clients. Additional housing time of up to 18 months will require AboutFace-USA approval. Each client will have a clear exit strategy and follow-up plan.



## Expected Results

After exiting the six-month or completion of the comprehensive programs, each client will have the confidence, training and resources needed for a better quality of life.

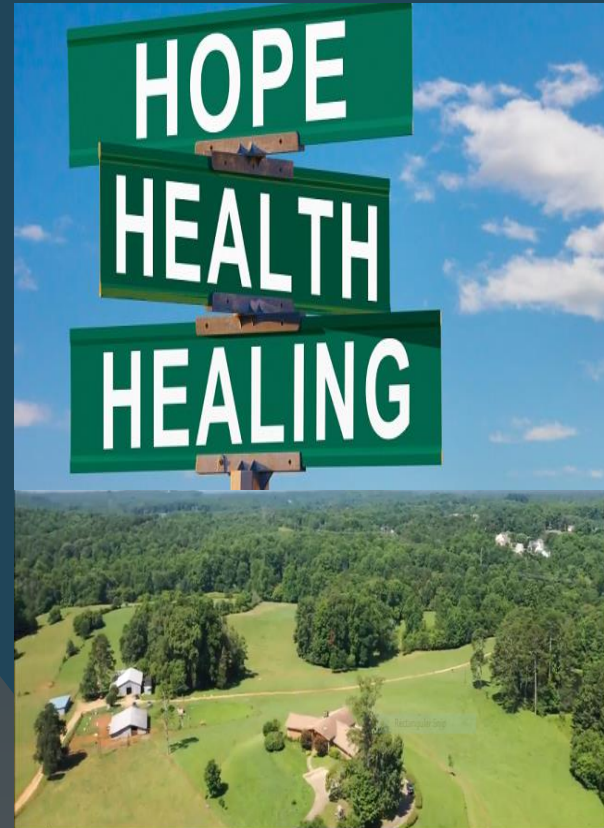
AboutFace will assist with finding a home, a job, trusting relationships, and transportation for clients.

As a result, we expect clients to leave the Village with a sense of belonging, a solid career path and financial stability as well as an understanding of accountability as they transition into their new lives.

# About Our Village



- AboutFace-USA has identified a 142-acre property that includes a 7,388 square foot house in Hall County Georgia to purchase and develop the first training village of its kind.
- We provide hope through trauma-informed care to all registered veterans and first responders.
- We foster a safe and compassionate environment in which we incorporate spiritual and holistic wellness programs, vocational skilled trade courses, entrepreneurial training, as well as relationship-building and independent-living skills coaching.
- Our programs and services focus on the whole person – body, mind, and spirit.



## Implementing the Theory of Change

### Through the T.E.A.M. Concept

#### To Restore the Veteran and First Responder

#### **T**\_ransition.

The physical and psychological dislocation from one reality to another is called transition. Making adjustments to living with PTSD or other health issues within a peer-led community will better prepare clients for reintegrating into a diverse psychosocial culture.

#### **E**\_mpowerment.

Vocational and entrepreneurial training with robust peer-to-peer interactions engenders like-mindedness and personal ownership and accountability can be achieved and impactful.

#### **A**\_dvocacy.

AboutFace will serve as a mediator through relationship-building and as facilitator of independent living skills-training. AboutFace will create a community of care through outreach and education.

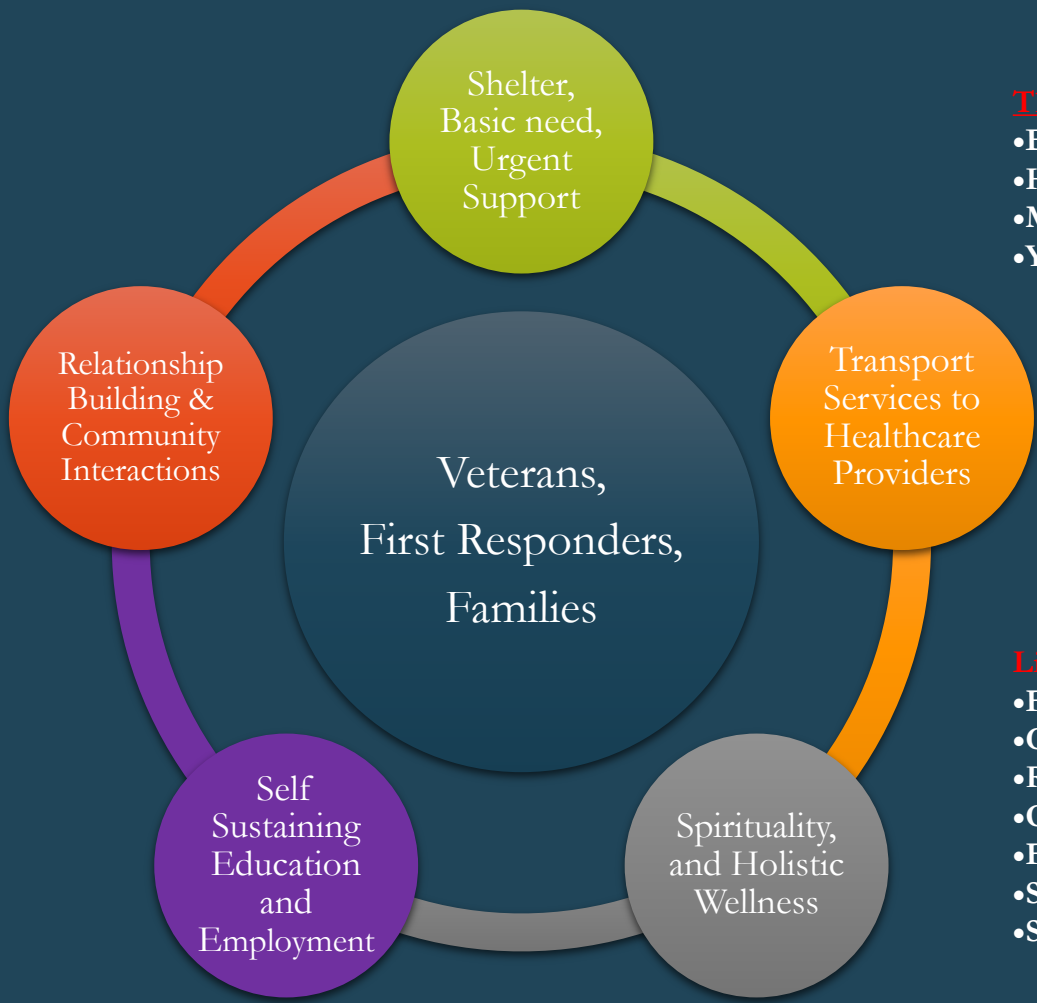
#### **M**\_entorship.

The Village will be a structured yet organic venue allowing clients to initially be mentees and then later mentors. The peer-to-peer program model of Merging Veterans and Players will be used to formally measure social impact prior to a client's transition to their off-site life.



# Client Focused Programs

Five Client-Focused Programs & Services provided by trauma-informed leaders, peers, and staff



### Therapy Programs:

- Equine
- Horticulture
- Music
- Yoga

### Skilled Trades:

- Carpentry
- Welding
- Electrician
- Plumbing
- HVAC
- Auto/Diesel Mechanic
- Hemp Farming

### Life Skills:

- Financial Literacy
- Communication
- Relationship Building
- Optimal Wellness
- Fitness
- Social-Skills
- Spirituality Studies

## Program Example

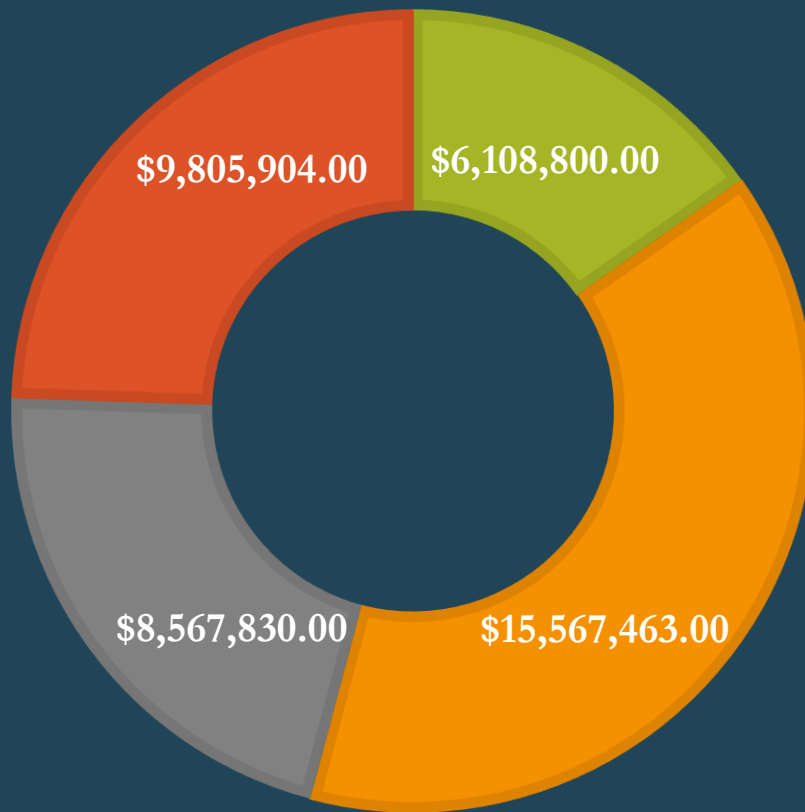
All clients will take our Financial Literacy course where they will be shown how to set goals and how to achieve those goals using an established, working savings plan. The course will also help them develop their knowledge of personal finance, teach them how to invest and how to protect their finances for the future. At the end of this course, participants will know how to get their finances under control, get and stay motivated.





# Capital Expense

TOTAL \$40,049,997.00



■ Phase 1 ■ Phase 2 ■ Phase 3 ■ Operatial cost

**Phase 1:** \$ 6,108,800  
Purchase land, van, farm equipment, greenhouse, administration building, renovate house, prepare farmland.

**Phase 2:** \$15,567,463  
20 bedroom (80 beds) housing facility, 10 unit family housing facility, equine indoor arena, 14 horse barn, and vocational training center.

**Phase 3:** \$ 8,567,830  
Classrooms, auditorium, indoor obstacle course, outdoor facilities, and fitness center.

**Operations & Programs and Services:** \$ 9,805,904  
Trauma-informed operations and client focused programs and services



# How you can help



## Lead, Collaborate, Advocate, Support, Volunteer

Society cannot be exclusively dependent on the Department of Defense (DOD) and VA to provide proactive healing programs. The RAND study states, “Communities must get involved and provide non-medical support and training centers that offer therapeutic support, training programs, and other services that proactively stimulate the body, mind, and soul. These centers promote purpose, healing, and accountability, and encourage the sharing of stories, feelings, and emotions in an open and confidential setting, all of which foster a sense of wellness and self-worth.”

As AboutFace establishes procedures for measurable success, we will collaborate locally and nationally with other community-based service providers to share innovative ideas and establish best practices. We, as a society, must work together and share in the responsibility of ensuring that those who served receive the care they need and deserve.



# SUSTAINABILITY PLAN

ENGAGED. ADAPTIVE. EFFICIENT.



## Sustaining The Training Village

From the beginning, AboutFace-USA will develop methods for sustainability of our programs and services. Our strong leadership team will provide the governance needed for strategic planning and implementation of several funding resource opportunities, safeguarding against the loss of any one resource.

1. Hemp Farming will allow us to raise funds that will sustain our programs and services. We can engage our clients in employment-like opportunities on-site, for their benefit of self-worth and accountability and for our benefit of self-sustainment. Additionally, farming is therapeutic, and we will train clients on several employable skill-sets.
2. As a vendor for the Georgia Vocational Rehabilitation Agency we train disabled clients for employment.
3. Become a vendor for housing and life-skills training to receive income for services.
4. Collaboration projects that will better serve our clients, limit our costs, and increase grant opportunities. Cross-referrals, project innovations and/or sharing of resources with other like-minded organizations will increase our skills-set, diversity and outreach abilities.
5. Generate community involvement through special events and projects as fundraising opportunities.
6. Through good stewardship, recognition of good works, and our community involvement, the contributions of time, talent and treasures from others will increase.
7. Secure endowment funds from grants, bequest, or cash contributions for investment purposes to generate residual income.





# Six Keys to Success

**1**  
**Purchase**  
**Property &**  
**Build**  
**Facilities**

**2**  
**Build a**  
**Strong**  
**Leadership**  
**Team**

**3**  
**Establish**  
**Operations**

**4**  
**Make an**  
**Impact via**  
**Program**  
**Results**

**5**  
**Communicate**  
**&**  
**Target**  
**Market**

**6**  
**Outreach &**  
**Collaborate**  
**with**  
**Community**  
**Partners**



# Thank You!



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