



WOUNDED WARRIOR
carebeyondduty

AIR FORCE WOUNDED WARRIOR 2020 SUPPORT KIT





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The Air Force Wounded Warrior (AFW2) Program is a federally funded, congressionally mandated entity which provides compassionate, personalized and restorative care to serious and very seriously wounded, ill and injured Airmen, Caregivers and families. We are wounded warrior advocates putting Airmen over institution.

“Transformation because you can never transition back from a life-changing event!”

AFW2 MISSION

WHO WE ARE
+ WHAT WE DO

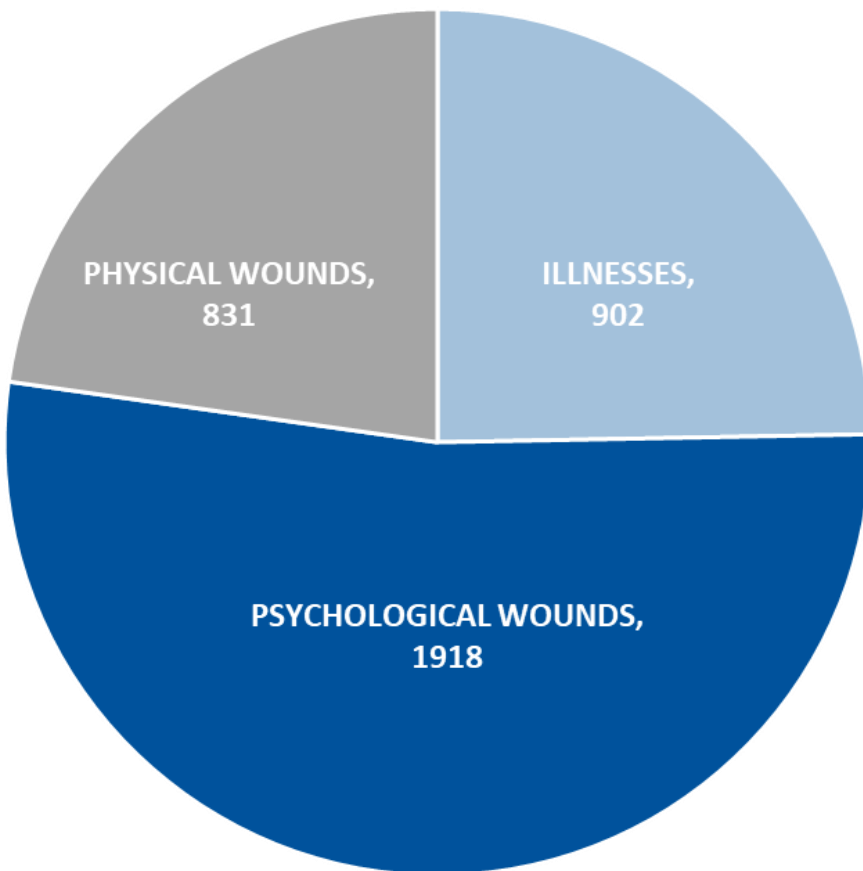


PROGRAM POPULATION

WHO IS ENROLLED IN AFW2

Over 10k Airmen (Active Duty and Veterans) are enrolled in AFW2 covering a variety of wounds, illnesses and injuries. Enrollment rates continue to remain steady with approximately 1,200 Airmen enrolled each year.

AFW2 ACTIVE CASELOAD:



85%

OF AFW2 CASES ARE
NON-COMBAT RELATED

110

THE NUMBER OF NEW
AIRMEN ENROLLED INTO
AFW2 MONTHLY

VETERAN SUPPORT:

6,380

ON AN AS-NEEDED BASIS

ACTIVE POPULATION:

84%

ACTIVE DUTY

11%

GUARD

5%

RESERVE



C.A.R.E. EVENTS

AUDIENCE REACH
+ 2020 CALENDAR



EVENT METRICS

125 AVG NUMBER OF WARRIORS + CAREGIVERS AT A CARE EVENT

NUMBER OF COMPETITORS AT THE ANNUAL AIR FORCE TRIALS **200**

250 NUMBER OF BASE PERSONNEL REQUESTED TO VOLUNTEER

NUMBER OF MEDIA OUTLETS INVITED TO ATTEND OUR EVENTS **15+**

50 DISTINGUISHED VISITORS + ORGS INVITED TO SUPPORT EVENTS

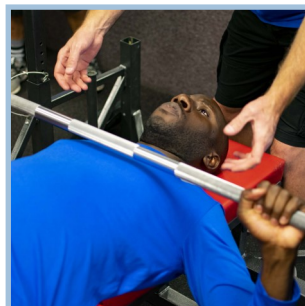
CAREGIVER SUPPORT PROGRAM

ADAPTIVE SPORTS & AMBASSADOR PROGRAM

RECOVERING AIRMAN MENTORSHIP PROGRAM & RESILIENCY PROGRAMS

EMPOWERMENT IN TRANSITION

C.A.R.E. Events are designed to incorporate restorative services and care to seriously wounded, ill and injured Airmen and Caregivers, creating a holistic atmosphere for recovery. Each C.A.R.E. Event aims to strengthen mental, physical, spiritual and social well-being.





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@AFW2



MEDIA ENGAGEMENTS & COMMUNICATION HIGHLIGHTS

AIR FORCE WOUNDED WARRIOR PROGRAM | FY19

10 DOD BASES VISITED 

REACHING:
274.6K ACTIVE DUTY, CIVILIAN PERSONNEL, FAMILY MEMBERS & VISITORS

WHO VIEWED:
180 MARKETING ASSETS VALUED AT \$54.6K

POTENTIAL BASED ON REACH >>>>

\$393.6K ACTUAL COST REPLICATION BASED ON SOCIAL MEDIA/WEB ENGAGEMENT

\$2.9M

COST REPLICATION

5.9M
SOCIAL MEDIA REACH

<<<< 84.1K LIKES | 12.6 K COMMENTS
521K VIDEO VIEWS | 673.5 PAGE VIEWS 

WITH A 75.2% INCREASE

51 NEW AMBASSADORS TRAINED

253.3K SENIOR LEADERS, COMMUNITY STAKEHOLDERS & MILITARY PERSONNEL IMMERSSED IN AFW2 MISSION

807

OUTREACH ENGAGEMENTS 

CSAF INITIATIVE:

56+ OUTREACH EVENTS GEARED TOWARD SUICIDE PREVENTION

EXTERNAL MEDIA:

1.9B

MEDIA REACH >>>>

63+ MEDIA ENGAGEMENTS WITH ABC, ESPN, FOX, STARS & STRIPES, CBS, NBC & UNDER ARMOUR



AFW2'S

2020 WARRIOR CARE EVENTS CALENDAR

**17-22
NOV** **NORTH EAST REGION CARE EVENT**
JOINT BASE ANDREWS | WASHINGTON, D.C. | 125 ATTENDEES

**27-31
JAN** **PACAF REGION CARE EVENT**
HICKAM AFB | PEARL HARBOR, HAWAII | 75 ATTENDEES

**17-27
MAR** **2020 AIR FORCE TRIALS**
NELLIS AFB | LAS VEGAS, NV | 200 COMPETITORS

**01-05
JUN** **SOUTH WEST REGION CARE EVENT**
PETERSON AFB | COLORADO SPRINGS, CO | 125 ATTENDEES

**20-24
JUL** **SOUTH CENTRAL REGION CARE EVENT**
RANDOLPH AFB | SAN ANTONIO, TX | 170 ATTENDEES

**17-21
AUG** **SOUTH EAST REGION CARE EVENT**
HURLBURT FIELD | FT. WALTON, FL | 125 ATTENDEES

OPPORTUNITIES

HOW TO GET INVOLVED

In 2019, the Air Force Wounded Warrior Program reached 1.9 billion people through 63+ news and media outlets including Fox, ESPN, and ABC. This was in addition to the 5.9 million people reached through social media platforms including Facebook, Twitter, and Instagram. In 2020 we expect to far exceed those numbers with multiple high-visibility events including the 2020 Invictus Games in The Hague, Netherlands. International media outlets will target conversations about AFW2 wounded warrior athletes representing the United States as they compete alongside 500 athletes from 18 nations. Later in the year the annual Department of Defense Warrior Games will be held in San Antonio, Texas, a city of 1.493 million people commonly referred to as “Military City U.S.A.”

Opportunities Coming Soon....



Air Force Wounded Warrior Program

NON-GOVERNMENT ORGANIZATIONS PROGRAM MANAGER

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CONTACT

HAVE QUESTIONS? ASK US!