



# VBC 2017 ANNUAL REPORT



## SNAPSHOT OF 2017

**65** TOTAL EVENTS

**44** MORNING EVENTS

**21** EVENING EVENTS

**4,783** EVENT ATTENDEES

**700+** VETERANS' STORIES RECORDED

**43** PODCASTS RELEASED WITH

**8,589** TOTAL LISTENS

**112** MEDIA PRODUCTIONS INCLUDING PODCASTS, LONG FORM VIDEO INTERVIEWS, SHORT FORM AUDIO AND VIDEO STORIES AND LIVE EVENT RECORDINGS



Since 2008, the Veterans Breakfast Club has been creating communities of listening around veterans and their stories. We've held over 350 veteran storytelling events—all open to the public—with almost 30,000 people attending. Our mission is to connect veterans to the community through their stories—to educate, to inspire, and to heal. We record the stories told and share our interviews and conversations with veterans through podcasts, videos, and radio shorts. Listening to veterans is the best way to thank them for their service.

**“ IT HAS GIVEN ME A MUCH TRUER IDEA OF WHAT OUR MILITARY CONFLICTS ARE ABOUT: **THE GOOD AND THE BAD**, REAL, NO VARNISH, NO SKIPPING THE DIFFICULT PARTS. ”**

-NON-VETERAN

**“ [VBC EVENTS] MAKE ME FEEL THAT **I AM NOT ALONE** IN THIS WORLD. ”**

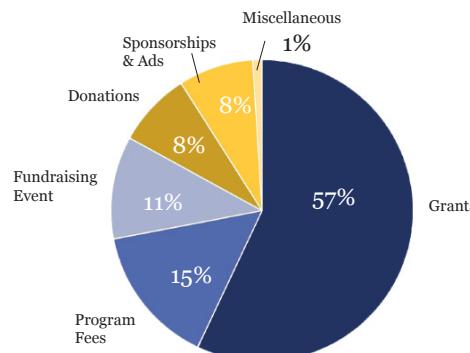
-POST 9/11 VETERAN

**“ THIS IS THE **MOST THERAPEUTIC THING** I HAVE DONE POST-ARMY. ”**

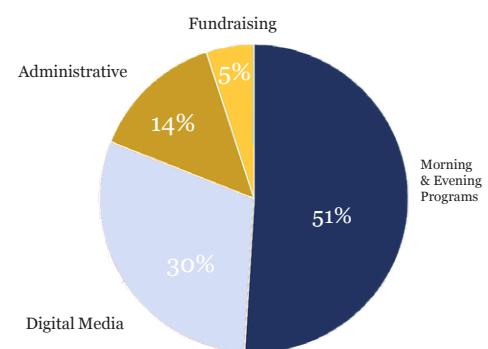
-POST 9/11 VETERAN

## FINANCIAL HIGHLIGHTS

### INCOME BY SOURCE



### EXPENDITURES BY PROGRAM





# VBC SURVEY RESULTS



185 VETERANS SURVEYED

121 CIVILIANS SURVEYED

EXTREMELY/VERY MUCH  
SOMEWHAT  
SLIGHTLY  
NOT AT ALL

VETERANS: I BELIEVE THERE IS A HEALING BENEFIT FOR THE VETERANS WHO SHARE THEIR STORIES.

95%

EXTREMELY/  
VERY MUCH



89%

EXTREMELY/  
VERY MUCH



VETERANS: I THINK THE NON-VETERANS AT THE EVENTS WERE ATTENTIVE AND TRULY LISTENING TO THE STORIES BEING SHARED

91%

EXTREMELY/  
VERY MUCH



87%

EXTREMELY/  
VERY MUCH



NON-VETERANS: I GAINED NEW INSIGHTS ABOUT WHAT MAKES OUR VETERANS SPECIAL, SUCH AS THEIR SKILLS, LEADERSHIP AND CHARACTER

“ EVERY EVENT HAS BEEN A PLEASURE TO ATTEND, HEAR THE STORIES, KEEP THE MEMORIES ALIVE. IT IS GREAT TO HAVE A PLACE TO **BELONG, SHARE, AND HEAL.** ”

- VETERAN

“ I HAVE A **BETTER UNDERSTANDING** ABOUT THE HARSHIPS & HOW IT HAS AFFECTED OUR MILITARY. I HAVE LEARNED SO MANY THINGS I NEVER KNEW THEY ARE VERY BRAVE & I FEEL SO HONORED TO BE AROUND EACH OF THEM. ”

- NON-VETERAN

## LOOKING FORWARD

2018 marks ten years since we first gathered a small group of WWII veterans at a hotel banquet room in the South Hills for what we would later call “The Veterans Breakfast Club.” As those veterans shared their stories that morning in 2008, we couldn’t have dreamed that our friendly little club would grow into a region-wide non-profit serving thousands of veterans, families, neighbors, and friends throughout Western Pennsylvania. This year, we travel to Vietnam with veterans to commemorate the 50th anniversary of the Tet Offensive. In September, we’ll take WWII veterans back to the beaches of Normandy, as well as Belgium, Holland, Luxembourg, and Germany. We’ll continue our podcasting and will launch a series of townhall events to address big issues facing veterans and the community at large. Join us!

