



UNBROKEN SPIRIT

ANNUAL REPORT



2024



LETTER FROM LEADERSHIP

Dear Esteemed Supporters, Donors, and Friends,

As we close another incredible year, we are deeply grateful for the unwavering support that has allowed Unbroken Spirit to grow and transform lives. In 2024, we proudly served 42 Veterans across our Spring, Adaptive, and Fall teams, each embracing challenges, building resilience, and proving that no obstacle is insurmountable.

This year also tested our adaptability in ways we never expected. When Hurricane Helene struck, our Fall team (aka “Team Tree”) pivoted from backpacking to hurricane relief, clearing debris, distributing emergency supplies, and assisting families in need. Rather than burden local resources, they camped at Walnut Cove, demonstrating the very spirit of service and sacrifice that defines our mission.

Your generosity has fueled these experiences, allowing us to expand not only the number of Veterans we serve but also the support we provide after they complete our formal program. Because of you, we are leaving no one behind.

Thank you for being part of this journey—we couldn’t do it without you.


Colonel Peter Champagne
Founder and Executive Director

Bob Irelan
Board President



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WHO WE ARE

Our leadership team has over 120 years of combined experience leading servicemen and women. Our purpose is to come alongside Veterans who are committed to changing their lives, but don't exactly know how to get started. We can help Veterans take that first step on their life-changing journey to become their best selves.

Our Vision

Enrich Veterans' lives and equip them to Learn, Lead, and Serve.

Our Mission

To Empower Body, Mind and Spiritual Well-being through Transformative Training Programs that Create a Life of Meaning and Purpose.

Our Values

Loyalty – We are Intensely Committed to Serving Veterans with Excellence

Courage – We See Growth and Victory through the Struggle

Resiliency – We Reach Beyond Surviving to Thriving

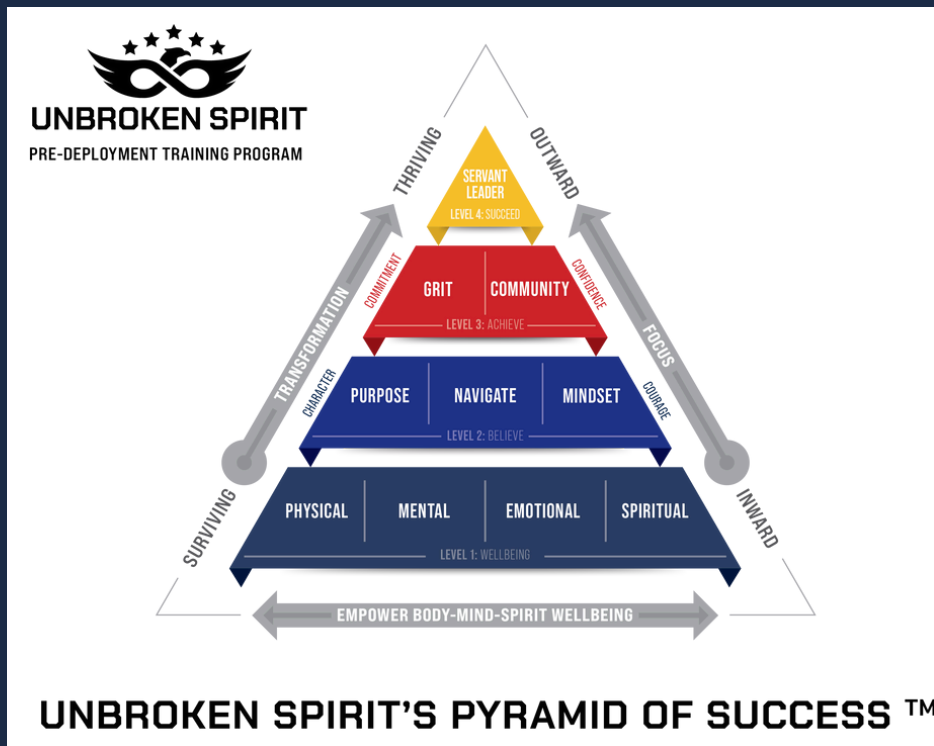
Spiritual Wellness – We Help Recreate Meaning, Purpose, and Hope

Integrity – We are Honest, Transparent, and Accountable

OUR PROGRAM

PHASE 1: PRE-DEPLOYMENT

Our Pre-Deployment Training Model prepares Veterans for transformation by focusing on body, mind, and spiritual well-being. Through instructor-led training, we empower each Veteran to believe in new possibilities, achieve the skills necessary to reach their goals, and succeed in building a future of growth, purpose, and service.



PHASE 2: DEPLOYMENT

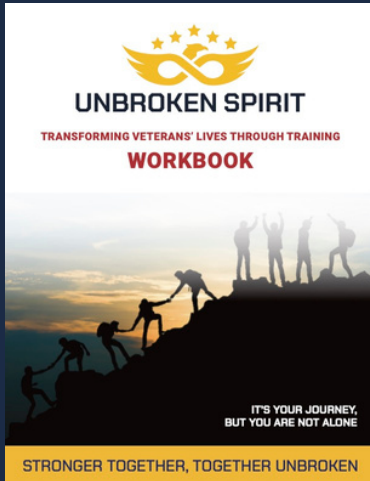
Veterans embark on a 5-day group wilderness experience in the mountains of Western North Carolina or take part in our Adaptive Sports program at the Nantahala Outdoor Center. This immersive challenge fosters camaraderie, resilience, and personal growth in a healing outdoor environment. Veterans put their new skills into action, strengthen their connection with fellow team members, and rediscover their inner strength through nature.

PHASE 3: POST-DEPLOYMENT

The journey doesn't end after the wilderness experience. We continue to support and mentor Veterans as they build confidence, purpose, and leadership in their families, communities, and beyond. Guided by our Leave No One Behind principle, every Veteran is paired with a mentor and has access to ongoing resources, ensuring they sustain and build upon the progress they've made.

INVESTING IN OUR VETERANS

At Unbroken Spirit, we are committed to providing Veterans with the highest quality gear, resources, and programs to help them grow stronger—because when Veterans thrive, their communities do too. We invest in education, personal development, and long-term support, ensuring each participant has the tools they need for success.



Essential Resources & Tools

Every Veteran receives:

- Unbroken Spirit Workbook – A comprehensive guide with instruction and reflection questions for our 10-module Pyramid of Success™ framework.
- One-year Calm app subscription – Supporting mindfulness and mental well-being.
- Gallup StrengthsFinder 34 assessment – Helping Veterans identify and harness their unique strengths.
- Five core books integrated into our curriculum:
 - Man's Search for Meaning – Viktor Frankl
 - Mindset: The New Psychology of Success – Dr. Carol Dweck
 - Rising Strong – Dr. Brené Brown
 - The Grit Factor – Shannon Huffman Polson
 - Servant Leadership in Action – Ken Blanchard
- Unbroken Spirit gear – Hats, tees, and hoodies to build camaraderie and identity.
- Customized fitness and nutrition programs – Tailored support from certified personal trainers for Veterans who need it.

Ongoing Support & Mentorship

- One-on-one Mentorship – A core part of our Post-Deployment phase, providing guidance and long-term support.
- Expanded Veteran Support – Individualized financial assistance for Post-Deployment needs, ensuring no Veteran is left behind.

Our investment in each Veteran extends far beyond the program itself—it's a lifelong commitment to growth, resilience, and service.

2024 PROGRAM PHOTOS

From the mountains to the coast, the Unbroken Spirit teams pushed limits, embraced challenges, and gave back. The Spring Team took on the backcountry, the Adaptive Team redefined possibilities, and the Fall Team answered the call for hurricane relief. Every adventure, every mission, and every moment captured here is a testament to their strength and dedication.



HURRICANE HELENE ASSISTANCE

In the fall of 2024, the Unbroken Spirit team faced an unexpected test of resilience and adaptability when Hurricane Helene devastated communities throughout Western North Carolina. Instead of embarking on their planned backpacking expedition, the team pivoted to provide critical humanitarian assistance, demonstrating the very essence of Unbroken Spirit's mission. Camping at Walnut Cove, they worked tirelessly to clear fallen trees and debris, ensuring roads and homes were accessible again. They also distributed essential supplies, offering much-needed relief to families struggling in the aftermath of the storm. This experience not only strengthened their bonds as a team but also reinforced the power of service, proving that true adventure lies in answering the call to help others in times of crisis.



HOW WE MEASURE SUCCESS

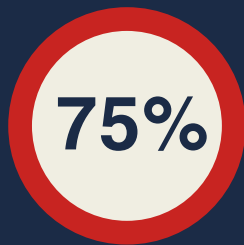
1. **Our pre- and post-program surveys** measure the overall impact of the Unbroken Spirit Program on Veterans' personal growth, mental wellness, resilience, emotional regulation, sense of purpose, and relationships. They assess how the program influenced the participants' confidence, stress management, social connections, and ability to navigate life with a more positive outlook.

2. What were the most significant changes?

- **Stronger Sense of Purpose & Confidence:** Many participants reported defining a new vision for themselves and moving toward it with greater confidence.
- **Improved Mental & Emotional Well-Being:** Veterans noted significant improvements in handling emotions, maintaining a positive mindset, and reducing stress.
- **Greater Resilience & Willingness to Take on Challenges:** More participants felt resilient, saw challenges as growth opportunities, and were stepping outside their comfort zones.
- **Healthier Relationships:** Many reported letting go of unhealthy relationships and actively working on forming new, meaningful connections.
- **Program Uniqueness & Effectiveness:** A large majority felt that Unbroken Spirit was unlike any other Veteran service program they had participated in.

Reported feeling sad or Depressed

Pre Program



Post Program

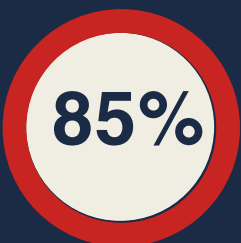


Reported Feeling Their Life has Purpose

Pre Program



Post Program



100%

Would recommend our program to other Veterans

100%

Feel more resilient & view challenges as opportunities

100%

Stated overall well-being has significantly improved

100%

Stated they matter and they are equipped to serve others

3. Standout insights:

- Physical activity boosted both emotional well-being and energy levels.
- Community connections, both online and in expeditions, greatly improved mental health.
- Tools like the Calm App and books helped manage stress and foster gratitude.
- The Wilderness Experience was a favorite, highlighting the impact of team-based challenges.
- Veterans are applying lessons learned to create lasting positive change in their lives.

BRANDON'S JOURNEY:

STRENGTH THROUGH SERVICE



Brandon's journey has been one of resilience, transformation, and unwavering dedication to serving others. A Veteran, artist, and visionary, he has faced adversity head-on, using his experiences to inspire and uplift those around him. When Hurricane Helene devastated communities, Brandon took immediate action, gathering supplies and mobilizing resources to provide aid. His selfless efforts exemplified his deep commitment to service. Through Unbroken Spirit, Brandon found a renewed sense of purpose. The program provided him with the tools to channel his experiences into leadership and healing, reinforcing his mission to create an art therapy nonprofit that supports mental well-being. With a clear vision and a servant's heart, Brandon is determined to help others transform adversity into strength and embrace their full potential.

RHONDA'S JOURNEY:

REDISCOVERING PURPOSE THROUGH ADAPTIVE SPORTS



Rhonda's military career began at 17 when she joined the U.S. Navy, serving as a Data Systems Technician and later aiming for Explosive Ordnance Disposal school. However, a life-altering accident in 1989 cut her career short, leading to years of recovery and personal challenges. Despite setbacks, she remained committed to leadership, raising her children with the resilience and determination she learned in the Navy.

When her children left for college, Rhonda struggled to find purpose—until she discovered Adaptive Sports and Unbroken Spirit. Engaging in activities like one-armed golf, recumbent trike riding, and para skeleton reignited her passion and self-confidence. Through Unbroken Spirit, she gained the tools to refine her mission, focusing on connecting fellow veterans to the world of Adaptive Sports. Now, Rhonda is committed to inspiring others to embrace new challenges, proving that strength is found in perseverance and community.

OTHER TESTIMONIALS



MARSHALL

“Unbroken Spirit has had an impact on me unlike anything else I’ve experienced—from therapy to medications, nothing has reached this level of transformation. It allowed me to reconnect on a human level with others who share my experiences, teaching me that strength can be found in vulnerability and that sharing shame with those you trust can abolish it. They taught me that I am not broken but rather unbroken and free to become the best version of myself. I am determined to make a continuous impact on a personal and professional level, and I know this program would not be possible without the generosity and unwavering support of the members and sponsors of Unbroken Spirit. Thank you.”



TREVOR

“Unbroken Spirit has given me the opportunity to rediscover my purpose and push myself toward the life I’ve always envisioned. For years, I struggled with addiction, disappointment, and the weight of my past, but with the support of those who believe in me and my own inner strength, I’ve found a new path forward. I’m ready to make up for lost time, embrace challenges, and live life to the fullest—physically, emotionally, and spiritually. The experiences and camaraderie I’ve gained through Unbroken Spirit have reinforced my commitment to growth, resilience, and becoming the best version of myself”



ANDREA

“After retiring from the Navy, I felt adrift without the camaraderie and direction that once guided me. In my search for support, I discovered Unbroken Spirit, which transformed my life. Now, I have regained my focus, purpose, and most importantly, my sense of self-worth. I hope this quote serves Unbroken Spirit as much as Unbroken Spirit has served me.”

FINANCIAL REPORT

SUMMARY

Last year was a defining chapter for Unbroken Spirit, as we solidified our organization's identity and successfully launched our inaugural multi-phase Veteran support program. Beyond program growth, we also witnessed an overwhelming outpouring of emotional and financial support from the Walnut Cove community and our Corporate sponsors.

Our fundraising efforts gained remarkable momentum in the second half of the year, driven by two key objectives: supporting our 2024 Veteran programming and securing funding for the launch of our 2025 initiatives. Not only were these goals met—they were exceeded thanks to the generosity of our supporters.

This support was especially critical during our Hurricane Helene relief efforts, where Unbroken Spirit Veterans stepped up to provide hands-on assistance to Walnut Cove and others impacted communities. Their dedication embodied our mission, demonstrating resilience, teamwork, and the power of service beyond self.

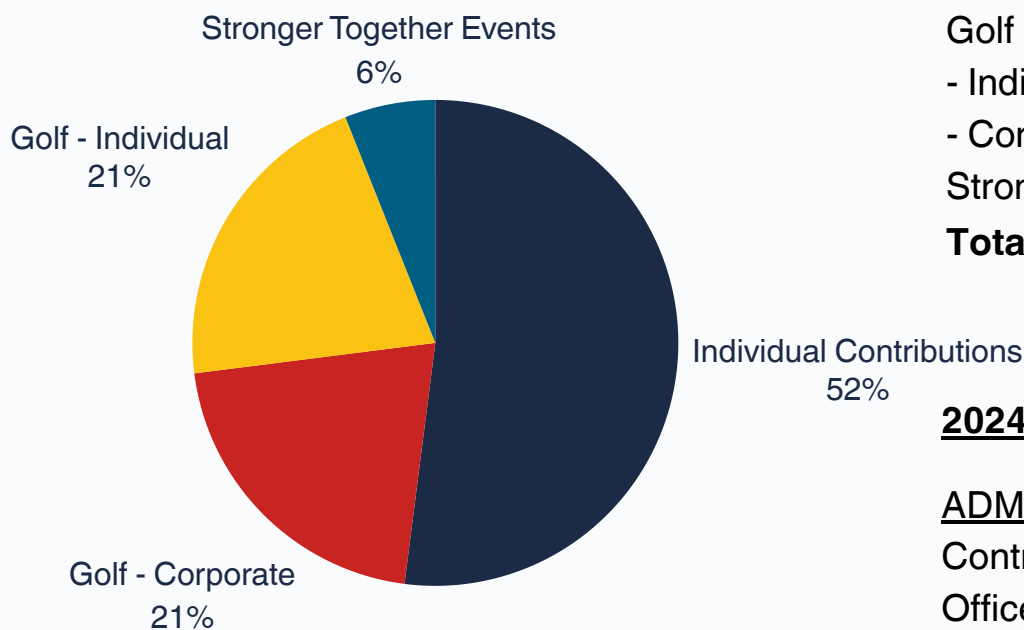
As we move forward, we are energized by this momentum and remain committed to empowering Veterans, expanding our impact, and continuing to inspire transformation through challenge, community, and purpose.

HIGHLIGHTS

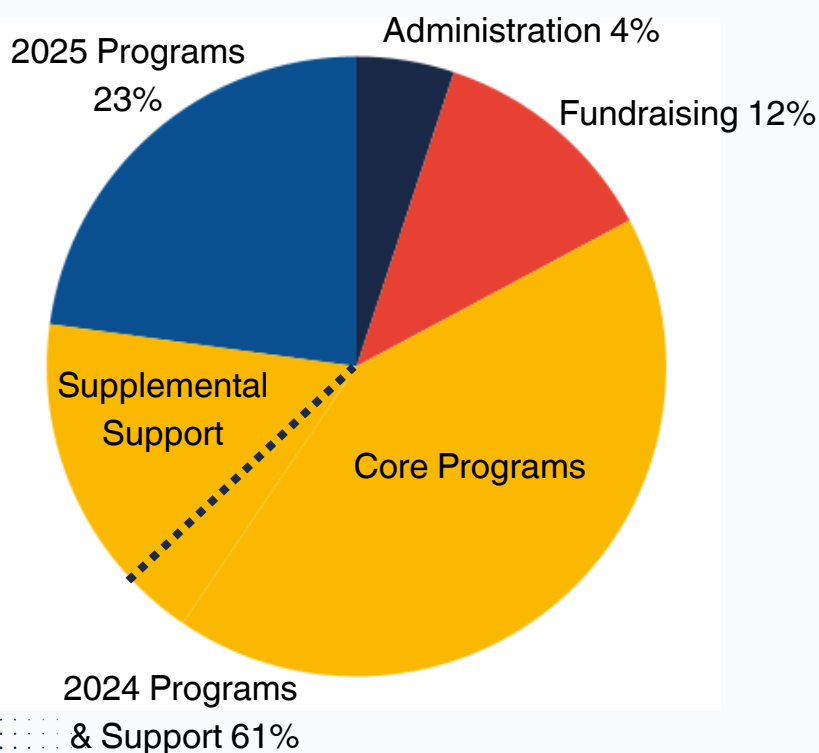
- Total Revenue exceeded \$500,000 in 2024, slightly above prior year. Individual Donations totaled \$265,000, while our Fundraising Events brought in over \$240,000.
- Unbroken Spirit's commitment to prudent expense management was demonstrated again last year, with Administrative Expenses representing just 4% of Revenues and Fundraising expenditures accounting for only 12%. This low level of overhead expense is due, in part, to our organization's founders, the Champagnes, continuing to manage and operate Unbroken Spirit on a full-time, unpaid volunteer basis.
- As a result, we are proud to report the remaining 84% of our Revenues were allocated to Veteran Programs with \$310,000 used to fund our 2024 programming. The remaining \$116,000 will be utilized to supplement and enhance our 2025 programs.

FINANCIAL REPORT

2024 Revenue Sources



2024 Revenue Allocation



2024 REVENUE

Individual Contributions	\$265,000
Golf Event Donations	
- Individual	\$105,000
- Corporate Sponsors	\$108,000
Stronger Together Event	\$30,000
Total Revenue	\$508,000

2024 EXPENSES

ADMINISTRATION

Contract & Professional Fees	\$10,000
Office Expenses	\$5,200
Insurance and Legal Fees	\$4,700
Total Administation	\$19,900

FUNDRAISING

Golf Tournament	\$31,000
Stronger Together Event	\$26,000
Adv. and Marketing	\$4,500
Total Fundraising	\$61,500

VETERAN PROGRAMS & SUPPORT

2024 Core Programs

Equipment and Supplies	\$82,400
Travel, Food, Lodging	\$63,200
Program Staff	\$62,000
Recruitment	\$5,500

Supplemental Support

Hurricane Relief	\$42,000
Alumni Assistance	\$25,000
Grants	\$30,000
Total 2024 Support	\$310,100
2025 Programs	\$116,500

LOOKING AHEAD

In 2025, Unbroken Spirit will continue to serve three dedicated Veteran teams—Spring, Adaptive, and Fall—with an increased capacity, supporting 45 Veterans throughout the year. Our commitment to Pre- and Post-Deployment phases remains strong, ensuring that each Veteran experiences lasting transformation and a continued connection to our program.

A testament to the strength of this connection, three Veterans from the first year's program—Mike Valdez, Kevin Maksudovski, and Paul Haverstick—are returning as Expedition Leaders in 2025, paying forward the support they received and inspiring the next generation of participants. Also joining our team are Veteran Alumni Trevor Baxter and Viviana Morales Kolb.

Enhancements for 2025

Thanks to the generous support of the Walnut Cove community and our Corporate Sponsors, we are expanding our reach and deepening our commitment to Veteran success:

Expanding Support for Unbroken Spirit Alumni – Our focus in 2025 is long-term impact. We are continuing to offer needs-based support on a case-by-case basis to Veterans who have completed our program, including:

- Mental health care access
- Educational and vocational support
- Housing and mortgage assistance
- Family and dependant resources
- Budgeting and financial management support
- Fitness and Nutrition Coaching and support

Increasing the Number of Veterans We Serve – Alongside traditional recruitment, we have launched targeted grants to support other local organizations assisting Veterans, helping to connect more individuals to our life-changing programs.

Unbroken Spirit is committed to leaving no one behind—not just during their time in the program, but to help ensure their longer-term well-being. We look forward to making 2025 a year of even greater transformation and unwavering support for those who have served.

2025 EVENTS



Unbroken Spirit Golf Championship Walnut Cove June 3

Embark on a profound journey of support for our esteemed Veterans by joining us at an extraordinary fundraising event that stands as a beacon of empowerment for those who have selflessly kept us free. This unique gathering, in collaboration with Unbroken Spirit, Walnut Cove's dedicated 501(c)(3), is more than just a Golf Championship—it's a heartfelt salute to the sacrifices made by our brave servicemen and women.

Your participation in this event is not just an invitation; it's an opportunity to make a difference, to be a driving force in providing life-changing programs to our Veterans.

Join us for a day of joy, purpose, and a shared commitment to making a lasting impact. Together, let's ensure our Veterans live the lives they truly deserve. Stronger Together ∞ Together Unbroken.



Stronger Together Celebration Wicked Weed Funkatorium July 12

Join us for a truly heartfelt and unforgettable evening at the renowned Wicked Weed Funkatorium in downtown Asheville on Saturday, July 12th. Come together to honor alumni from Unbroken Spirit who have successfully completed our life-changing program and are now thriving with hope, optimism, and resilience.

This extraordinary event promises a patriotic celebration filled with camaraderie, joy, and profound moments. Picture yourself enjoying a casual, uplifting atmosphere accompanied by an open bar and a delectable epicurean feast.

Join us as we demonstrate that, in unity, we can achieve something truly extraordinary. Together Unbroken — because sometimes, it takes a collective effort to create lasting change.

LEADERSHIP TEAM



Peter Champagne
Founder and Executive Director



Marlene Champagne
Founder and Chief Operating Officer



Paul Haverstick
Adaptive Program Director



Mike Valdez
Program Coordinator

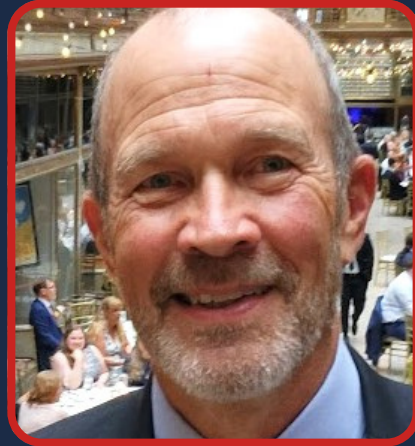


Kevin Maksudovski
Program Coordinator

BOARD OF DIRECTORS



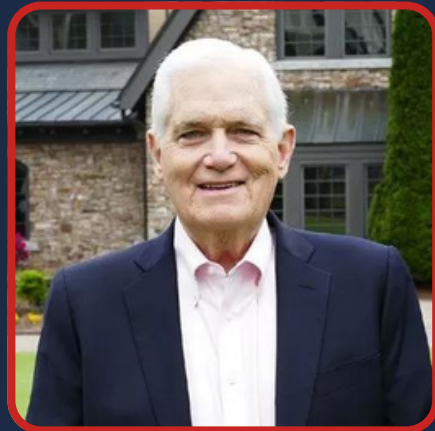
Robert Irelan
Board President



Gene Juba
Treasurer



Bob Chamberlain
Board Member



Peter Heckman
Board Member



Richard Thayer
Incoming Board Member



Rick Guthy
Retiring Board Member

CORPORATE PARTNERS



GRANT RECIPIENTS



2024

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unbrokenspirit.org



THANK
YOU