



20

IMPACT

23



IRAQ AND AFGHANISTAN
VETERANS OF AMERICA

DEAR FRIENDS,

It was a true honor to return to Iraq and Afghanistan Veterans of America (IAVA) in 2023 as CEO to help guide the nation's leading post-9/11 generation veterans organization ahead of our 20th anniversary.

It was a year that required us to snap into action to protect veterans benefits from being cut as a part of a deal around raising the debt ceiling—one that saw IAVA veterans back in full force in Washington, D.C., after the pandemic forced us to suspend our signature leadership program for two years. And a year in which we made waves in the media, empowered by IAVA member research, by taking on a U.S. Senator who blocked hundreds of military promotions for most of 2023.

It was also a year of organizational change. We refocused on what IAVA does better than any other veterans organization in the country: advocacy. We also doubled-down on the assets that will help us fuel that advocacy: developing our veteran members into leaders, conducting groundbreaking research, and driving awareness in the media and through social media around the issues that matter most to the post-9/11 generation of veterans.

This is an exciting time for my generation of veterans. We are ascendant in America today and ready to step in to lead at a time when our nation is desperate for someone—anyone—to guide us toward brighter days. That's what #VetsRising is all about.

Since our founding, IAVA has not only fought to get the backs of the post-9/11 generation of veterans, but we have been a leader in a movement for change on behalf of both our community and our country at large. **That's what our focus in 2024 will be—and no other time has demanded it more.**

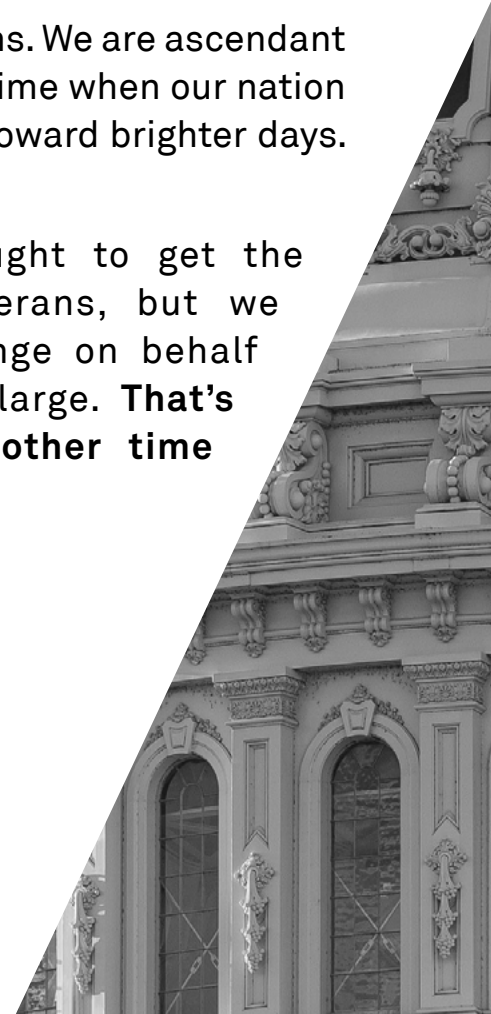


Yours in the fight,

A handwritten signature in black ink that reads "Allison Jaslow". The signature is fluid and cursive.

Allison Jaslow
CEO, IAVA

Iraq War Veteran



The logo for IAVA 2023 features the acronym 'IAVA' in a bold, stylized font with diagonal stripes, positioned above the year '2023' which is rendered in a large, outlined, sans-serif font. The background is a grayscale image of a classical building with a dome and columns, with a yellow diagonal line cutting across the scene.

IAVA 2023

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ADVOCACY PROGRAMS:

21ST-CENTURY ADVOCACY FOR THE
NEWEST GENERATION OF VETERANS

In 2017, IAVA made history by being the only national veterans organization to make women veterans its number one priority. Central to our #SheWhoBorneTheBattle campaign was a call for the VA to change its gender-exclusive motto: “to care for him who shall have borne the battle and for his widow, and his orphan.” We beat the drum for six years demanding this change, and in March of 2023, the VA announced that they were finally making a change!

The new motto—“To fulfill President Lincoln’s promise to care for those who have served in our nation’s military and for their families, caregivers and survivors”—is a giant step forward. Language matters, and a VA that failed to recognize all of the people it serves in its own motto was unacceptable. There was a lot of resistance to this worthwhile change, but it’s remarkable how meaningful it has been to those who now feel “seen” by our nation’s VA.

In April, after an initial version of a debt ceiling bill by the House of Representatives did not explicitly protect veterans’ care and benefits, IAVA snapped into action, rallying the veteran community and mobilizing our members to fight for a debt ceiling deal that fully secured veterans’ funding. We not only were successful in that effort when the debt ceiling was raised in June, but the overall advocacy effort led by IAVA was ultimately responsible for forcing Speaker Kevin McCarthy to the negotiating table with President Joe Biden to broker the final deal.

IAVA also spoke up in defense of veterans’ education benefits by submitting an amicus brief in support of the petitioner in the Supreme Court case *Rudisill v. McDonough*. A decision in favor of *Rudisill* would ensure that veterans who enlisted pre-9/11, when the Montgomery GI Bill was still the primary educational benefit, would not be unfairly punished simply because of when they signed up to serve. Oral arguments in the case were heard in November, and we’re eagerly awaiting the Supreme Court’s decision in the spring of 2024. //

ADVOCACY PROGRAMS

IAVA-
BACKED BILLS

56

... THAT MADE
IT INTO LAW

6

OFFICIAL
MEETINGS WITH
CONGRESS

269

OFFICIAL MEETINGS
WITH THE
ADMINISTRATION

7

CONGRESSIONAL
TESTIMONIES GIVEN

1

CONGRESSIONAL
TOWN HALLS

2

LEADERSHIP PROGRAMS: DEVELOPING THE NEXT GENERATION OF VETERAN LEADERS

A highlight of 2023 for both our members and staff was the return of our annual in-person experience in Washington, D.C., coaching our best and brightest members to be veteran advocates, providing them with media training, and introducing them to key stakeholders in our nation's political system.

In March, we provided 15 veterans with best-in-class advocacy training and unleashed them on Capitol Hill to advocate for, among other things:

- / Keeping our promises to our Afghan allies post-withdrawal;
- / Ensuring that lawmakers provide oversight to implementation of the *PACT Act*, which provided millions of veterans access to healthcare for the toxic exposure they experienced during their military service; and
- / Guaranteeing the unique needs of women veterans are still being met with the care and attention they deserve.

Newly rebranded as IAVA's "Cavalry," veterans came from places like Missouri, Texas, and New York to 'Join the Cavalry' and were as diverse as the post-9/11 veteran population itself, including representatives of the LGBTQ+ community.

In the fall of 2023, we also launched a pilot of what is now IAVA's Leadership Fellowship program, representing the next level of participation in IAVA's Cavalry. This program invests in our most promising members through hybrid training that includes virtual education, assignments, and the opportunity to hear from guest speakers. We then bring the Cavalry back to Washington, D.C., for in-person instruction and meetings with lawmakers, their staff, and the media. The goal of this program is to empower our members with some of the same skills that IAVA staff possess so that they can lead teams of IAVA members in Washington and their fellow veterans back home in their communities. //



// IAVA LEADERSHIP
FELLOWS VISIT THE
WHITE HOUSE



// FELLOWS MEET WITH REPRESENTATIVE JACK BERGMAN

// FELLOWS MEET WITH REPRESENTATIVE NIKKI BUDZINSKI'S OFFICE



MEMBER SPOTLIGHT MICHAEL MATOS



MICHAEL MATOS IS A DYNAMIC ENTREPRENEUR, dedicated NYC veteran advocate, and the visionary founder behind Personal Protective Concepts, a pioneering personal safety education company. He is the definition of #VetsRising.

Michael enlisted in the active duty Coast Guard in 2013 and, after leaving active duty, went to college on the Post-9/11 GI Bill. His experience in transition still inspires much of his advocacy today. Michael not only participated in our leadership program for the first time in March of 2020, he was also one of the few of our IAVA Cavalry Members afforded the opportunity to participate in our Leadership Fellowship program in the fall. Michael said he left the program “inspired” and felt more empowered to be a “voice for the voiceless,” which is the motivation for his advocacy in the first place.

*RESEARCH PROGRAMS:*VETERAN DATA THAT DRIVES
IMPORTANT CONVERSATIONS

In a survey of our membership conducted last summer, more than 88% of IAVA veteran members expressed that they would be voting in the upcoming election, but an incredible 43.7% of those said they weren't ready to make up their minds until they see the final candidates. Only 27.3% are sure that they will support the Democrat in the general election and 24.3% will support the Republican. Headed into an election year, this not only makes the veteran vote a 'jump ball,' but this research fueled our ability to make the case that no party and no candidate should take our votes for granted. That matters, because we'll be showing up at the polls in November 2024!

The same survey of our verified veteran members also gauged the temperature on other news of the day. Our findings include:

- / 67% of IAVA veteran members support US involvement in Ukraine, whereas 22% do not;
- / 73.5% support national legalization of marijuana to help veterans get access to this alternative form of medical care, while just 11.2% oppose; and
- / An overwhelming 69% of IAVA members support the DoD and VA stepping in post-Dobbs Supreme Court ruling to ensure that troops, veterans, and families have access to needed reproductive care.

Additionally, nothing unified our membership more than support for congressional efforts to reform or repeal the 2001 and 2002 authorizations for use of military force (AUMF) that were voted on in Congress to allow the U.S. to go to war in Afghanistan and Iraq, respectively. Of our veteran respondents, 86% support some kind of action to rein in the outdated AUMFs, while only 4.6% oppose.

In 2024, IAVA will take research projects like this to the next level, helping us to inject the veteran voice more effectively and frequently into the national conversation on important issues. //

INJECTING

67%

SUPPORT U.S.
INVOLVEMENT
IN UKRAINE

88%

PLAN
TO VOTE
IN 2024

THE VETERAN

73.5%

SUPPORT NATIONAL
LEGALIZATION OF
MARIJUANA

VOICE INTO

69%

SUPPORT DOD
& VA STEPPING IN
POST-DOBBS

THE NATIONAL

86%

SUPPORT ACTION TO
REIN IN OUTDATED
AUMFS

CONVERSATION

AWARENESS PROGRAMS: ELEVATING VETERANS' VOICES IN THE NATIONAL DIALOGUE

In March, we recognized the 20th anniversary of the start of the Iraq War. This was an opportunity to illuminate the fact that we still have troops deployed there today as well as to honor those lives lost and forever changed by the war. IAVA will continue to holistically advocate for those who served and are still serving in harm's way in Iraq.

In the weeks and days leading up to Memorial Day, we launched our annual #GoSilent campaign to honor those who made the ultimate sacrifice. Specifically, as the leading voice for the Post-9/11 generation of veterans, we asked America to remember those who lost their lives during the Global War on Terror (GWOT). We also took this opportunity to remind our fellow countrymen that this war continues to be waged to this day and has killed more than 7,000 U.S. troops across two decades—every one of them volunteers.

Finally, empowered with membership data indicating IAVA members support the DoD and VA stepping in after the *Dobbs v. Jackson* Supreme Court ruling to ensure that troops, veterans, and families have access to the reproductive care they need, we took on U.S. Senator Tommy Tuberville. Our CEO confronted him directly, demanding that he speak not to his colleagues in the Senate or to the media about his personal political agenda, but to the individuals whose lives were hanging in the balance thanks to his stunt.

Thankfully, after pressure throughout the fall and into the later part of the year, Senator Tuberville finally relented and our nation's military has more certainty around its leadership. Our national security has improved and those individuals who were impacted can now go about their lives. . . or at least until the next politician tries to use our military and veterans as a pawn in their political game. //



// CEO ALLISON JASLOW
TAKES ON SENATOR
TUBERVILLE

AWARENESS PROGRAMS

MEDIA IMPRESSIONS

25M+

OP-EDS

5



@iava

74,450

FOLLOWERS



@iava

14,100

FOLLOWERS



@iava.org

454,800

FOLLOWERS



35,400

FOLLOWERS



@iava

470

FOLLOWERS



@iavaids

2,600

FOLLOWERS



// CEO ALLISON JASLOW DISCUSSES BEING A 'FIRST' ON CBS MORNINGS



// JASLOW SPEAKS AT ROUNDTABLE IN HOUSE OF REPRESENTATIVES

OUR PEOPLE & OPERATIONS: STREAMLINING OPERATIONS AND INVESTING FOR IMPACT

2023 was a year of change, operationally. We welcomed a new CEO, streamlined our operation from two offices down to one, and relocated our headquarters to Washington, D.C. We ended the year with a small but dedicated team. And we are looking forward to benefiting from the more efficient and effective operation we've built, engineered to fuel our success in 2024!

Our operation, more than anything, is about our people. They give IAVA its heartbeat. They are the ones that work tirelessly on behalf of our members and fulfill our mission. And, with over 50% of our staff having served in uniform, this work is also deeply personal. //

STAFF SPOTLIGHT
KAITLYNNE YANCY



KAITLYNNE YANCY BECAME IAVA'S DIRECTOR OF POLICY AND ADVOCACY IN JUNE OF 2023 AFTER NEARLY FOUR YEARS OF DEDICATED SERVICE TO IAVA. She leads our work in Washington, D.C., and is a key advisor to the CEO on matters of policy. Kaitlynne was an instrumental leader in our fight to stop a treacherous debt deal from passing Congress in the spring and, through her passion for our IAVA membership, conceived of and developed our successful IAVA Leadership Fellowship pilot.

Kaitlynne grew up the daughter of a Navy veteran and then, in high school, the sister of a Marine. The military was never her plan, but when Kaitlynne finally chose to join, she knew instantly it was where she was supposed to be. She enlisted in the Navy in 2010 and served 4 years in the United States Navy as an Aviation Electronics Technician. She's a product of the Post-9/11 GI Bill and, like many that have joined IAVA's ranks over the years, both experiences still define her today. Kaitlynne is also the proud spouse of a veteran and mother of three.

IAVA SUPPORTERS

IAVA's ability to make a historic impact on the post-9/11 generation of veterans simply couldn't happen if not for the generosity of our supporters. Thank you to all of those who stood behind us in 2023!

FOUNDATIONS

- Bob Woodruff Foundation
- Brad Lemons Foundation
- Cigna Foundation
- Colbert Family Fund
- Community Foundation of Northern Louisiana
- Craig Newmark Foundation
- Edward Jones Charitable Gift Fund
- JPMorgan Chase Foundation
- The Ford Foundation
- The Gill Foundation
- The Hylke and Anna Wiersma Charitable Fund
- May + Stanley Smith Charitable Trust
- The New York Community Trust
- The New York State Health Foundation
- The Rosenthal Family Foundation
- The Streisand Foundation
- Triad Foundation
- United Way of Greater Los Angeles

CORPORATIONS

- Booz Allen Hamilton
- Brookfield Properties
- Citi Group
- Costco Wholesale Corporation
- Cushman & Wakefield
- GovX Inc.
- Northern Trust
- Philip Morris International
- PhRMA
- Vantage Builders

MAJOR GIFTS (\$5K+)

Estate of Patricia Bryant	Bruce Mosler
David Bunting	Holly and GEN(R) David Petraeus
John Buoymaster	Paige Pollack
Lilia and Barry Bloom	Edward Porta
Robert Downey	Sophia and Mike Segal
Roger Evans	Ted Segal
Humberto Fernandez	Lizzie and Jon Tisch
Kylie Hughes	Steve Tisch
John Levin	Bill Tovell
Rachel Maddow and Susan Mikula	Tim Tyson
Amy McGrath	With Honor
James Mead	

**Thanks also to the many friends of IAVA who helped us
with our work throughout the year, including:**

BakerHostetler
Charlotte Clymer
Jenner & Block LLP.
Law Offices of Barbara Cummins
Sandler, Reiff, Lamb, Rosenstein & Birkenstock, P.C.
Stop Soldier Suicide
Hope for the Warriors
The Washington Commanders

WHAT OUR MEMBERS SAY ABOUT IAVA



“Quite frankly, the IAVA experience changed my life for the better and injected a passion back into my life that went missing after I retired.”

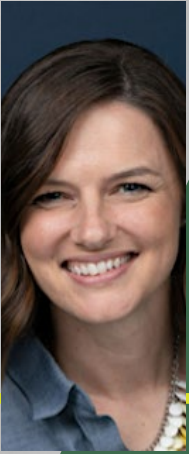
JIM REED



“The IAVA Fellowship experience has been amazing. And it’s meant a lot to me to be a part of it. It’s helped train me to be a better leader for our veteran community and for our nation in general.”

ERIC HALL





“I’m so thankful that I’ve had this opportunity to participate in the 2023 IAVA Leadership Fellowship. I learned so much throughout the week. I can say even from my past experience here in March to today, it has made a world of difference. It’s so empowering to come to Washington, D.C., and to speak with those who make our laws and guide our future and to understand that there is nothing out of reach here in America. And it is because of veterans that that is possible.”

CHRISTINA SCHAUER



TO FULFILL
PRESIDENT
LINCOLN'S
PROMISE TO
CARE FOR
THOSE WHO
HAVE SERVED
IN OUR NATION'S
MILITARY AND FOR
THEIR FAMILIES,
CAREGIVERS AND
SURVIVORS



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