

CELEBRATING A DECADE OF LIFE CHANGING IMPACT

Honoring the sacrifices of our Military and Law Enforcement families by helping their children succeed in college, career, and life.

gratitudeinitiative.org



GRATITUDE
INITIATIVE
2013 - 2023

THE GRATITUDE INITIATIVE IS A 501(C) (3) TAX-EXEMPT NON-PROFIT ORGANIZATION. TAX ID 46-3306022

ENSURING OUR PROTECTORS' CHILDREN SUCCEED IN COLLEGE, CAREER, & LIFE

Each day, both in our own communities and around the globe, brave moms and dads risk their lives to keep us safe and free. Our military service members and law enforcement officers deserve our deepest gratitude. We believe there is no greater way to honor their sacrifice than to help prepare their children for college and a successful future.

GRATITUDE INITIATIVE (GI) is a 501(c)(3) tax-exempt non-profit whose mission is to honor the service and sacrifice of our military and law-enforcement families by providing essential education programs and scholarships to help their children succeed in college, career, and life.

SHOWING OUR GRATITUDE SINCE 2013

From quiet beginnings serving the families of our most elite warriors to global support for our worldwide military.

In 2013, leading experts in college and career counseling, distance learning, and test prep came together with the goal of developing a unique program specifically designed for military families and their children. They saw the unprecedented burdens that the past twelve years of continuous deployments had on our military families and believed there was no greater way to show their gratitude than to help the children of our military and veteran families reach their college and career dreams. With the help of like-minded friends and business professionals, GI was born.

"Our goal was to develop the absolute best college and career preparatory program available today, designed specifically to support military families worldwide, and give it away for free. That's exactly what we did."

-Lee Sechrist, Co-Founder and Army veteran

GI began quietly working behind the scenes with our nation's most elite special mission units to provide the GI College Success Academy Program for the children of their units. Word spread about our unique program throughout the special operations community and families from other units began requesting help. By 2017, GI was enrolling children of families throughout the Naval Special Warfare and Army Special Operations communities.

In 2018, we teamed with the school programs offices of both the Army and Air Force to begin connecting with families at military installations around the globe.

PROGRAMS ARE PROVIDED AT NO COST TO THE FAMILIES WE SERVE THANKS TO OUR GRATEFUL DONORS

EXPANDING TO SERVE THE FAMILIES OF OUR LAW ENFORCEMENT HEROES

At the request of the law enforcement community, GI expanded its mission to begin serving the children and families of our fallen and seriously injured law enforcement officers (LEO). In August of 2022, we launched our new family of brands to provide our impactful programs to both the military and law enforcement connected communities.

GI's Board of Directors realized that although the organization had extensive experience serving the military community, we needed to establish a strong working knowledge base and network to quickly reach the law enforcement families that needed our help the most. GI established an Advisory Board of law enforcement professionals to help guide our expansion efforts in 2023 and beyond.



2013 LOGO



2022 FAMILY OF BRANDS

ONE-OF-A-KIND ORGANIZATION PROVIDING GLOBAL SUPPORT.

GI is the only non-profit providing scholarships and comprehensive college and career prep to military and law enforcement children in grades 8-12 with support through college graduation. GI is serving thousands of students and parents in every state as well as internationally in Japan, Korea, Germany, Guam, and other military installations around the globe.

OUR FRONT-LINE DEFENDERS & THEIR FAMILIES SACRIFICE GREATLY TO KEEP US SAFE AT HOME & ABROAD.

SINCE 9/11, OUR MILITARY HAS FOUGHT TWO WARS AND CONTINUES TO FIGHT THE WAR ON TERROR, WITH THE SMALLEST GROUP OF PEOPLE – ALMOST HALF OF THEM PARENTS.

- Most military children will attend 9-14 different schools before graduating high school.
- Over 59,000 children have had a parent wounded or killed since 9/11.
- 66% of military children struggle with homework and academic issues.
- Military children suffer from emotional issues at nearly twice the rate of the general population.

“The constant support I’ve received during the program allowed me to succeed in my college journey beyond what I ever imagined.” **Wyatt J. (Student)**

THE ANNUAL STATISTICS ARE A STARK REMINDER OF THE DANGEROUS WORK DONE BY LAW ENFORCEMENT OFFICERS EVERY DAY.

- A law enforcement officer is killed in the line of duty approximately every forty hours. 2021 was the deadliest year in history with 512 line of duty deaths.
- More than 60,000 law enforcement officers were assaulted in the line of duty in 2020, with over 18,000 sustaining injuries.
- Assaults and violence against police officers have risen by 33% since 2014 with more than 1 out of 9 being assaulted on the job.
- On average, fallen law enforcement officers leave behind two children needing help rebuilding their shattered lives and preparing for their future.

WHO WE SERVE

CHILDREN IN GRADES 8 -12 WHO HAVE A PARENT THAT MEETS ONE OF THE FOLLOWING CRITERIA...



A military member or law enforcement officer killed in the line of duty.



A veteran or law enforcement officer wounded, injured, or disabled in the line of duty.



An active duty member of the United States Army, Marine Corps, Navy, Air Force, Space Force, or Coast Guard.



Reserve or National Guard members who were activated for active duty service since 9/11/01 and were deployed to a combat zone.



A veteran who was honorably discharged from active duty on or after 9/11/2001.



UNIQUE METHODOLOGY ADDRESSING TODAY'S HIGHER ED CHALLENGES

In addition to the obstacles unique to our military and law enforcement children, they also face the same challenges as all students today in the college admissions environment.

THE COST OF COLLEGE IS RISING - ADMISSIONS AND SCHOLARSHIPS ARE MORE COMPETITIVE THAN EVER!

Students must compete for a limited number of admissions seats and scholarships. Student debt is at an all-time high - over eight million have defaulted on burdensome loans.

- U.S. Department of Education

"MANY STUDENTS ARE TAKING TOO LONG TO GRADUATE"

More than 60% of students are taking six years or more to graduate, which increases the cost of their education drastically.

- National Center for Education Statistics

"LACK OF PLANNING CAN LEAD TO COSTLY MISTAKES"

Over half of college graduates surveyed would change either their major, college, or degree plan.

- Strada-Gallup

INDEPENDENT RESEARCH REINFORCES THE VALUE OF GI'S PROGRAM

GI's College Success Academy Program helps ensure that our military and law enforcement children have a distinct advantage in today's highly competitive admissions environment.

2X

Students receiving formal college and career counseling are twice as likely to graduate college in four years - saving time and money!

- Education Trust



Improved SAT®/ACT® test scores lead to increased chances for college admissions and scholarships.

2X

Beginning career and college counseling as early as the 8th grade can double a student's chances of attending and graduating from college.

- Education Trust

OUR PROGRAMS

GI College Success Academy

GI provides the most comprehensive career and college counseling, test prep, and financial aid counseling program available today.
















The program was developed by a team of experts in the fields of education technology development, college and career counseling, and distance learning.

The College Success Academy is provided free of charge to the families GI serves and is open to children in grades 8-12 with support through college graduation.

The program is delivered online to serve families worldwide and is supported by a team of advisors that work directly with students and their parents via email, phone, and chat.

GI's team of advisors are all highly trained experts with a minimum of a bachelor's degree up to a Ph. D.

WHAT'S INCLUDED IN THE GI COLLEGE SUCCESS ACADEMY PROGRAM:

-  Step-by-Step Guidance
-  Parent Access to Help Track Progress
-  Unlimited College Counseling
-  Unlimited Career Counseling
-  Detailed Suite of Career Assessments
-  Admissions Guidance
-  Unlimited Financial Aid Counseling
-  Scheduled Calls with Advisors
-  Timely Email Reminders
-  Unlimited Financial Aid Forms Review and Guidance
-  Live Advisors (Available by Phone, Chat, Email) - *No Limits!*
-  Unlimited PSAT[®] /SAT[®] /ACT[®] Test Prep
-  Unlimited Application Review
-  Unlimited Essay Reviews
-  Resource Center

RAISE AWARENESS:

GI provides awareness programs to help families reduce stress at home with emphasis on supporting academic success and increased college attainment among children of both the military and law enforcement connected communities.

SCHOLARSHIPS:

GI helps provide college scholarships to students who complete the GI College Success Academy and are enrolled to attend an accredited college or university.

OUR PROVEN APPROACH FOCUSES ON LONG-TERM SUCCESS FOR EVERY STUDENT

Focusing on the Right College, the Right Career, at the Right Price ensures students stay on track and graduate in four years.



SAVES TIME



REDUCES STRESS



SAVES MONEY

PROVEN PROGRAM = TANGIBLE RESULTS

Over the past six years, our students' results show*:

*Results based on survey of high school seniors who successfully completed our program.



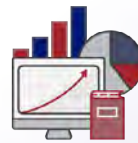
99%

of seniors were accepted into one or both of their top 2 college choices.



100%

of students and parents would recommend the GI program to other families.



100%

of families said the program helped them save time and reduce stress in the home.



\$23,587

average financial aid awarded per student each year by their college or university.



"Gratitude Initiative was there to help us when we needed it most."

John R. (Student)

"Gratitude Initiative's organized and detailed services really helped us feel confident and grounded in our decisions."

Zoe B. (Student)

"I am so grateful for all your help during the whole process. Beyond grateful!!"

Kelly H. (Parent)

"We are so excited for what our son's future holds, and we owe a huge debt of gratitude to Gratitude Initiative!"

Maritza J. (Parent)





CELEBRATING A DECADE OF TEAMWORK SERVING OUR MILITARY & VETERAN FAMILIES

STRONG PARTNERSHIPS TO SERVE OUR MILITARY COMMUNITY.

ACTIVE-DUTY MILITARY FAMILIES

GI has teamed with the School Programs Offices for the Army and Air Force to promote GI's program to military families at hundreds of military installations around the globe. School Liaison Officers (SLOs) located at each installation share GI's program and enrollment information through their established communication channels providing GI with a world-wide reach to serve our global military.

SERVING THE FAMILIES OF OUR WOUNDED & DISABLED HEROES

Since 9/11, thousands of military service members have been wounded or injured either due to combat operations or training. In addition, almost one in three service members and veterans that deployed to a combat zone struggle with emotional wounds due to Traumatic Brain Injury (TBI) or Post Traumatic Stress (PTSD). GI works directly with our military and partner non-profits to enroll children of our wounded and disabled heroes in a quick and efficient manner bringing immediate stress relief to the entire family.

SPECIAL OPERATIONS UNIT PARTNERSHIPS

Since 2015, GI has been quietly working directly with our nation's most elite fighting units to provide their families with unprecedented support. The heightened operational tempo and frequent combat deployments of our special operations forces creates even greater stressors on their families and children. GI's special operations units' points of contact connect their families directly with GI facilitating expedited enrollment into GI's program.

WALKING SIDE-BY-SIDE WITH THE FAMILIES OF OUR FALLEN

The Sgt. Fry Scholarship (established by Congress in 2009) provides the children of our fallen service members with free tuition, books, and housing allowance for college. Unfortunately, many Gold Star children do not pursue or finish their college education, due to a lack of proper planning and other stressors. The combination of GI's expert advisors and easy-to-follow program help Gold Star families ensure their children can maximize their scholarship opportunities and succeed in college and life.



2023 EXPANSION TO REACH THE LAW ENFORCEMENT FAMILIES WHO NEED OUR HELP THE MOST

WE SIMPLY CANNOT SAY “THANK YOU” ENOUGH TO OUR LAW ENFORCEMENT OFFICERS WHO RISK THEIR LIVES DAILY TO KEEP US SAFE.

Serving in law enforcement is not a job, it is a calling. Both the officer and their family carry the weight of the badge as well as the constant reminders of the risks involved in keeping their community and its citizens safe.

We believe one of the greatest ways to show your gratitude is by helping provide for their children’s college education. A college degree not only benefits a young man or woman, it also positively impacts their entire family for generations to come. In 2022, we began enrolling children of our fallen and seriously injured law enforcement officers.

REPLICATING OUR TEAMWORK APPROACH

This year, we will invest significant resources to facilitate our rapid expansion to serve our law enforcement (LE) community. Our goal is to replicate our success within the military by establishing partnerships with LE agencies, nonprofits, and other organizations to raise awareness about our programs and reach the families of our fallen and seriously injured law enforcement officers.

We have developed customized versions of our impactful educational materials and videos specifically designed for the LEO family to enroll their children in a quick and efficient manner. In addition, we will conduct in-person and virtual workshops in conjunction with our LEO partner organizations to raise awareness about our programs.



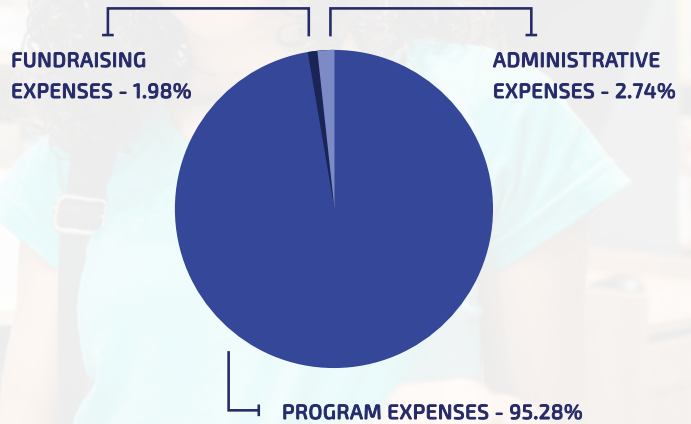
THANK YOU 2022 SPONSORS

Gratitude Initiative invites you to join us in our mission. The commitment and financial support of our partners is critical to GI's success. GI's partners play a vital role in positively impacting the lives of our military and law enforcement children for generations to come by helping them succeed in college, career, and life.



INTEGRITY & TRUST

Gratitude Initiative is only able to accomplish its mission through the generous financial support of grateful Americans just like you. GI's funding comes from individual donors, corporations, small businesses, and foundations. We cherish your trust and are committed to fiscal responsibility as we provide our low-cost/high-impact programs to military and law enforcement children living across the country and around the world.




Platinum
Transparency
2023

Candid.

Gratitude initiative has received a Platinum Seal of Transparency from Candid (formerly Guidestar) – the highest level rating for transparency.

“As we prepare for another move, to another country no less, I continue to count my blessings that we can rely on your guidance for our daughter as she navigates her Senior year. Truly, it brings me comfort that we won't be alone over there.”

Tabetha L. (Parent)

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INITIATIVE**
2013-2023

**THE MILITARY & LAW
ENFORCEMENT FAMILIES OF
GRATITUDE INITIATIVE**

**THANK YOU
FOR YOUR
SUPPORT**

**HELPING STUDENTS SUCCEED
IN COLLEGE, CAREER, AND LIFE**

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