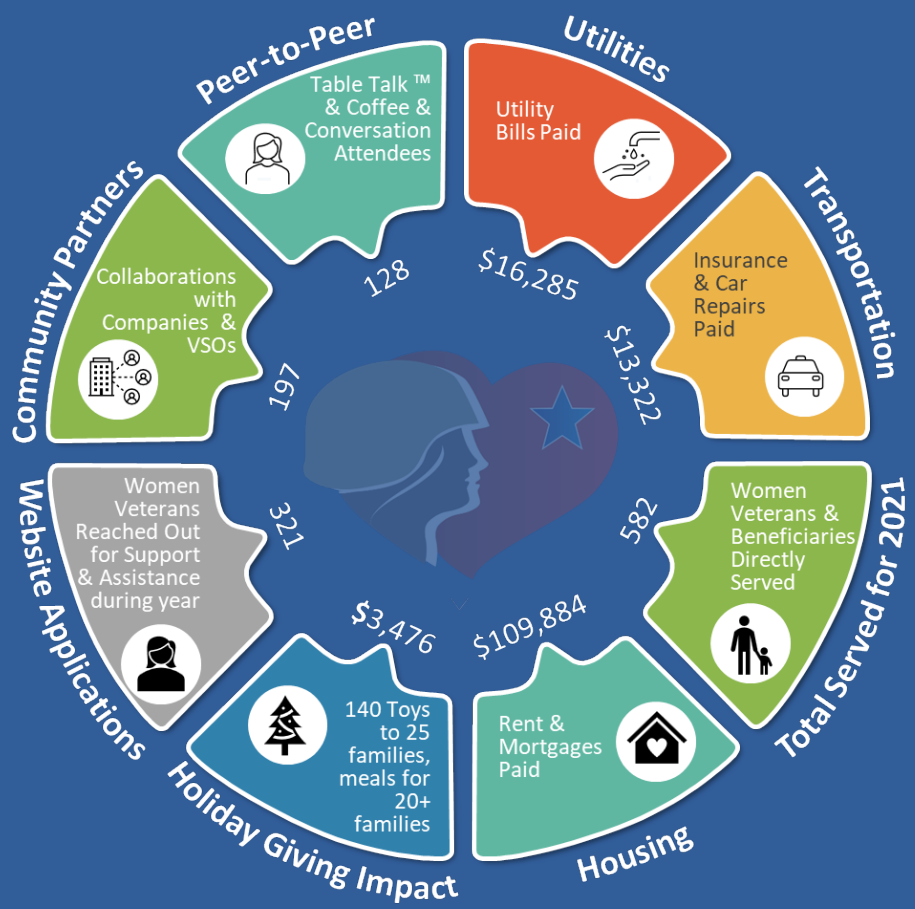


# 2021 Community Impact

**Total Served SINCE 2020:**  
 Women Veterans & Family Members Served = 1379

**MILESTONE:**  
 Added an Intake Coordinator to Staff



**MILESTONE:**  
 Expanded Service Counties

**MILESTONE:**  
 Added Health & Wellness to Programming and started planning Fundraiser for 2022

## Development Highlights

- Website**  
 Expanded Website functionality and event calendar to allow more cohesive organizational and metric tracking.
- Vista One Star**  
 This support has strengthened and increased our social media presence, fundraising capabilities, and expanded our grant writing opportunities.
- Extended Programming**  
 Added more webinars, peer-to-peer groups, social events, and continued to develop our Health & Wellness content.
- Marketing Outreach**  
 Updated Current Year Plan and created Events Committee, allowing us to be more effective with our marketing and branding efforts.

# Business Goals Achieved & Developed

## BRAND AWARENESS

Increased community recognition and expanded website and social media presence by 20+% - with a goal of increasing another 20% for 2022.

## FUNDING

Applied for 10% more grant opportunities and created 20+% more fundraising events – with a goal of increasing by 20% for 2022.



## PEER-TO-PEER

Developed virtual peer-to-peer groups and increased participation, with a goal of increasing group meetings and attendance by 20% for 2022.

## FINANCIAL ASSISTANCE

Expanded service area by 25% by adding six (6) counties to reach more Women Veterans across the state of Texas.

## HEALTH & WELLNESS

Developed a Health & Wellness program, which included a content library on our website, with a goal of publishing 20% more expert content for 2022.

[www.graceafterfire.org](http://www.graceafterfire.org)

# Women in the Military

