



★ HONOR THEIR COURAGE ★

Together, Let's Honor Their Courage

At Wounded Warrior Project® (WWP), we believe that every day is the perfect opportunity to teach students of all ages about the courage and sacrifices of our nation's service members.

Honor Their Courage is a WWP initiative to teach K-12 students about the history and legacy of the U.S. military and veteran community through interactive lesson plans and service-learning opportunities.

Join WWP and schools nationwide to raise awareness and help provide life-changing programs to wounded warriors and their families.

★ BENEFITS ★

Your company can benefit from teaming up with WWP to sponsor this meaningful initiative.

YOUR PARTICIPATION IN HONOR THEIR COURAGE WILL:

- ★ Provide you with brand exposure in schools and classrooms, and among parents nationwide.
- ★ Generate brand loyalty by demonstrating your commitment to supporting injured veterans.
- ★ Help save and change the lives of warriors and their families.



Nearly half of the U.S. population belongs to a pre-K-12 school community.*



Schools are the hub of communities. Through the influence of teachers, what happens in the classroom is felt in the households connected to that community.

** 2019 MDR Education Research*

★ 2022 SUMMARY ★

PARTICIPANT DATA



2,507

REGISTERED EDUCATORS
49 STATES REPRESENTED



K-5: 1,726

6-12: 781

ESTIMATED CLASSROOM REACH



277,530

STUDENTS RECEIVED
ACCESS TO THE PROGRAM



5.8M+

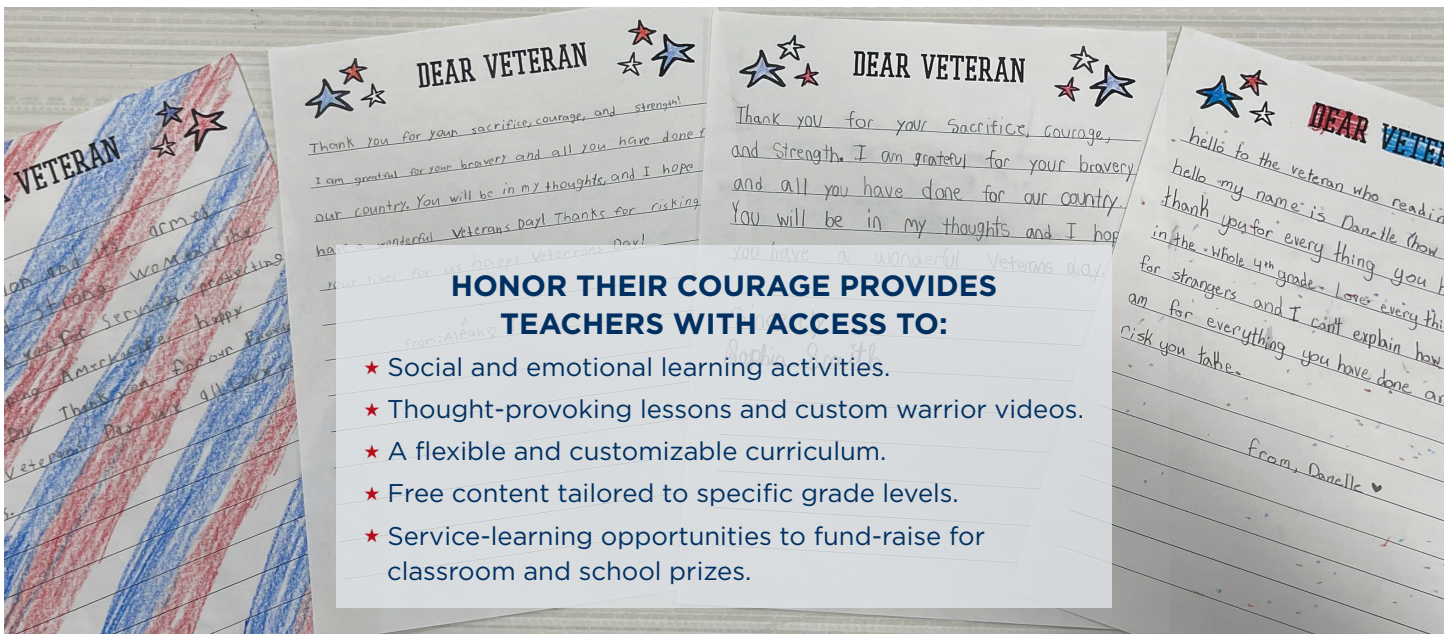
TOTAL IMPRESSIONS
Combined organic social and paid ads



“My students could actually hear from veterans and understand why they chose to fight and how important celebrating Veterans Day is.”

- *Honor Their Courage Participant*

★ RESOURCES ★



“I plan on doing this [HTC program] every year that it’s available. ... The resources offered to us have been phenomenal.”

- *Honor Their Courage Participant*

★ LET'S CONNECT! ★

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