



Mission:

22KILL is a global movement bridging the gap between veterans and civilians to build a community of support and empowerment. Our goals are to:

- Raise awareness to veteran suicide and mental health issues such as PTS and TBI
- Educate the public about current veteran-related topics and issues
- Recruit Veteran Advocates, aka “Battle Buddies”
- Prevent veteran suicide through veteran empowerment programs; i.e. Honor Courage Commitment, Inc., Equest Hooves for Heroes, Brain Treatment Foundation, REACT, Adaptive Training Foundation, Cerebrum Health Center, Stay the Course Veterans Resources, and more.

History of #22KILL:

The 22KILL movement started in 2013 after the VA released the staggering statistic that an average of 22 veterans are killed by suicide every day. 22KILL has committed to researching and understanding the genesis of this epidemic, and educating the general public on the issue. 22KILL is a platform to raise awareness not just towards veteran suicide, but also to mental health issues that can lead to suicide. These issues can stem from Post Traumatic Stress, Traumatic Brain Injury, or the struggles and stresses of transitioning from military to civilian life.

The solution is empowerment. One of the biggest challenges veterans face is finding a sense of purpose after service. 22KILL directly supports veteran empowerment programs that help veterans maximize their talents, understand their value, and find their passion and purpose outside of the military. 22KILL also continually provides support for other veteran organizations, treatment centers, and community events and projects.

The Honor Ring™

The Honor Ring™ is a black band worn on the index finger as a “silent salute” to all veterans, past and present. This ring is a symbol of respect and simply says that you support those who have served our country. As a part of the 22KILL community, it is also a reminder to us as veterans and veteran supporters that we are never alone; that we are all family.

Why is it called 22KILL?

In 2012, the VA released a **Suicide Data Report** that an average of 22 veterans are “KILLED By Suicide” (KBS) everyday. The name “22KILL” is meant to grab people’s attention, because our primary mission begins with raising awareness to the issue. Prevention is a difficult task to undertake, especially when the general public is unaware of the issue in the first place. In order to prevent or “fix” a problem, one must first learn and understand the problem itself and its causes. By educating ourselves, we’ll be able to identify the triggers that can lead someone to thoughts of suicide, and confront those issues as they come, rather than letting them accumulate into something much worse.

How can I help?

Become a Veterans’ Advocate and show your support with an Honor Ring. **100% of donations** go directly towards programs and services for veterans and their families that focus on empowerment and mental health, provided through various partner organizations.

For more information about 22KILL, visit www.22kill.com

To donate, text “22KILL” to 41444