

**PROJECT
DIEHARD**



To bring public awareness to veteran suicide and to assist veterans in coping with the stress and difficulties in transitioning from active duty military to civilian life.

**A Faith Based Scripture Lead
501c3 organization
A TRUE VETERAN NON-PROFIT**



ABOUT OUR FOUNDER

PTSD *to* PURPOSE: Meet Project Diehard's **Brian Gibson**

THIS VETERANS DAY, LIFE LOOKS VERY DIFFERENT for the approximately 18 million veterans in the United States, as the COVID-19 pandemic has exacerbated the social isolation experienced by many in the veteran population. But here in Western Kentucky, Brian Gibson is working to combat that through his nonprofit, Project Diehard. As a result of his service to the community, the organization Veterans of Foreign Wars (VFW) recently named Gibson as a spokesperson for their new national campaign, #StillServing.

#StillServing aims to bring to light the continued service of American heroes after they take off their uniforms. In fact, according to the Corporation for National & Community Service's 2018 Volunteering in America Report, veterans give 25 percent more time, are 17 percent more likely to make a monetary donation, and are 30 percent more likely to participate in local organizations. Earlier this year, the VFW asked veterans to submit their stories of #StillServing. After receiving hundreds of messages and photos, the VFW selected several, including Gibson, to serve as spokespeople for the campaign.

According to Gibson, a U.S. Army veteran himself, isolation is a common experience for veterans returning to civilian life. Because only about seven percent of the total U.S. population have served in the armed forces, few understand veterans' experiences and needs, which not only leads some veterans to become withdrawn from social settings but also experience mental health problems that may lead to suicide. In fact, 22 veterans die every day by suicide, prompting the U.S. Department of Veterans Affairs (VA) to identify social isolation as an epidemic among the veteran community.

Now, combined with another public health crisis, the COVID-19

pandemic, veteran suicide rates continue to rise. Even here in Paducah, the effects are being felt.

"This summer, we lost a local veteran to suicide," Gibson said. "The last thing he posted on his social media was that he felt alone. All of the meetings and support groups he attended were canceled due to the pandemic. Stay-at-home orders have made it difficult for veterans to connect with other veterans. Additionally, organizations that provide

resources to these veterans, such as Project Diehard, are finding it difficult to provide relief, as our funding has dramatically decreased."

Project Diehard was born out of Gibson's own struggle with loneliness and PTSD. He had contemplated taking his own life, and it wasn't until a friend reached out and invited him to join Free Spirit Biker Church that he saw the light at the end of the tunnel. After finding God and a community he could lean on, Gibson made it his life's mission to help other veterans struggling to find peace and a purpose.

"Serving others continues to heal me," he said. "Since 1972, the military has been an all-volunteer force. Volunteering and stepping up is in veterans' nature. We continue to do that even after we return home because it gives us a purpose."

Since Gibson last spoke with VUE in 2018, Project Diehard has received a 20-acre donation of land in Illinois that the organization will use to establish a forward operating base, Fort Hope. Fort Hope is designed to provide 100 veterans with shelter for up to a year, assist them with obtaining services through the VA, teach trade skills, and foster camaraderie. The organization's goal is to create a Fort Hope in all 50 states and they are currently in the process of obtaining funding to establish a 100-acre Fort Hope in Western Kentucky.



VFW
VETERANS OF FOREIGN WARS

A LETTER FROM THE FOUNDER

My Name is Brian Gibson, I was born in Traverse City, Michigan to a Navy career family and raised all over the United States. I joined the Army, in Seattle Washington (mainly because I don't swim so well) where I served for 26 years. as a Combat Medic. I attained the rank of SFC E-7 In service to our country and retired in 2016. Now I am proud to call Kentucky home. I've seen and done things that I'm not at liberty to tell you, and you wouldn't want to hear. Because of those things I had a disagreement with the Lord. So, for years I allowed Satan to take me down the wrong path, which almost cost me my life, literally! I self-medicated with alcohol, as many of my Brothers and Sisters do, and worse. At one point I had a .45 in my mouth ready to pull the trigger, when I received a phone call.

I accepted an invitation from a friend to go to a motorcycle rally where a Harley Davidson Motorcycle was being raffled off. It was there at Free Spirit Biker Church (just to show you that God has a sense of humor, it was in a PINK building) that I met Pastor Dennis Lawrence. Through his intervention I got to meet Jesus Christ as my Savior. Now I am saved by grace!

It has not been an easy road, but by the grace of God, my wife, and church family, I am here today. I thank the Lord daily for the strength to stay away from the poison that almost killed me. I'm also grateful that the Lord takes broken things, repairs them, then uses them to glorify His name. Case in point: King David, the soldier, fought, killed, sinned, repented, and was restored by God's grace. After I got right with the Lord and many hours of prayer, I've been given a mission.

PROJECTDIEHARD.ORG

ProjectDiehard was formed May of 2018 and received our 501C3 in September 2018 I'm here to tell you. It's not that easy to get a non-profit off the ground. I won't bore you with the details, but ProjectDiehard is growing but we have had a few setbacks. We are a faith-based scripture-oriented organization. As you know when called to do the Lord's work, Satan will do his best to take you down.

They tell me that I can't, they tell me that I Don't have what it takes, I'm crazy Hanging on by faith well than Just stand back and watch God do. When God speaks the mountains move.

We have been blessed with a donation of 20 acres and a 10K sqft building. It is named Forward Operating Base Rush, after SSGT Courtney Rush who the fight to the demos January 3rd, 2012. We have everything in place to provide Skill training, Therapy, Counseling. FOB Rush when completed will house 12 Single Veterans and this is what sets us apart, 2 veterans with their families for up to a year.

This is the first of our facilities. The goal is to place one in every state, more if needed.

I understand you have no reason to help, but if you would it would be a blessing on our mission.

**Brian Gibson
SFC USA Ret
Founder/President**

***To bring public awareness to
veteran suicide and to assist
veterans in coping with the stress
and difficulties in transitioning
from active duty military to
civilian life.***

ROMANS 15:13

***"May the God of hope fill you with all joy and peace
as you trust in him, so that you may overflow with
hope by the power of the Holy Spirit."***

MISSION STATEMENT

Together we can help bring hope to our Nation's Heroes & Stop Veteran Suicide

That the Bible to be the inspired, the only infallible, authoritative Word of God. That that there is one God, eternally existent in three persons: Father, Son and Holy Spirit. That in the deity and humanity of Christ, in His virgin birth, in His sinless life, in His miracles, in His vicarious and atoning death through His shed blood, in His bodily resurrection, in His ascension to the right hand of the Father, in His present rule as Head of the Church and in His personal return in power and glory. That for the salvation of lost and sinful men regeneration by the Holy Spirit is absolutely essential. That in the present ministry of the Holy Spirit, by whose indwelling the Christian is enabled to live a godly life. That in the resurrection of both the saved and the lost, they that are saved unto the resurrection of life and they that are lost unto the barrenness of damnation. That in the spiritual unity of believers in our Lord Jesus Christ, with equality across racial, gender, and class differences.

STATEMENT OF FAITH

Together we can help bring hope to our Nation's Heroes & Stop Veteran Suicide

FORWARD OPERATING BASE RUSH



WITH YOUR HELP

Located in Makanda Illinois. This 20 acres with 10000 square foot building was donated to Project Diehard. When completed we will be able to help 12 single veterans & 2 veterans with their families. QUALITY NOT QUANTITY

FOB Rush is named after. SSGT Courtney Rush was a 2003 graduate of Aledo high school. Following graduation she enlisted in the United States Air Force in June 2003. Just 3 days after graduation. She completed her basic training at Lackland Air Force Base in San Antonio, Texas. She then completed technical training at Sheppard Air Force Base in Wichita Falls, Texas and Little Rock Arkansas Air Force Base, Arkansas. She was stationed at Davis-Monthan Air Force Base in Tucson, Arizona, where she was a crew chief on C1 30s. She deployed to Kuwait for OIF.

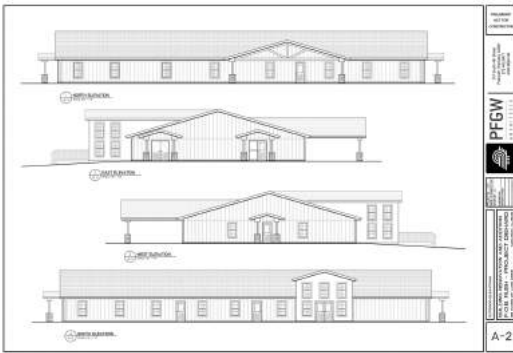
She returned and was stationed at Joint Base Charleston, South Carolina where she deployed to Qatar during OEF. On her last deployment she was involved in transporting the caskets of fallen members that were killed in action. This was emotionally trying but a remarkably high honor duty she took very seriously. Courtney received many honors and awards during her brief time in the Air Force. She unfortunately took her own life and died by a gunshot wound to her head on January 3, 2012, only 7 months after returning from deployment. She was 27 years old. Courtney was not a heavy drinker, but her blood alcohol level was .357, which is lethal in itself.

Your \$22.00 a month will help us get FOB Rush up and running. So instead of reporting stories like this we can tell you of stories of giving Hope to our veterans

Together we can help bring hope to our Nation's Heroes & Stop Veteran Suicide

FOB RUSH PHASES

MAY THE GOD OF HOPE FILL YOU WITH ALL JOY & PEACE IN BELIEVING, SO THAT BY THE POWER OF THE HOLY SPIRIT YOU MAY ABOUND IN HOPE. (ROMANS 15:13)



PHASE ZERO:

Raise funding to start work on the main building.
Develop operating processes (program application, development milestones, exit) Research staffing needs
Develop resource network (counseling, therapy's, skill training)

PHASE ONE:

The Structural repair of the roof, raising the ceiling height in areas of the building . The roof will be structurally built to support solar panels to reduce the cost of electricity. Building cafeteria from the ground up. This phase must be done by professionals and completed before other work can be completed.

PHASE TWO:

Inspection of electrical, plumbing, moving of mechanical equipment, restructuring of walls, Doorways to make building ADA compliant. Start researching for furniture, Facility suppliers, Staffing.

PHASE THREE:

Finished carpentry, pant, move in of furniture, equipment, physical testing of building Staff training, reviewing of applications for residency request

PHASE FOUR:

Grand opening, move in of residents
Develop resource facilities on FOB Rush



There are no dates to the phases due to funding

YOUR DONATION IS THE AMMUNITION TO FIGHT THE WAR ON VETERAN SUICIDE

Become a patron today

Together we can help bring hope to our Nation's Heroes & Stop Veteran Suicide

MAKE FOB RUSH A REALITY

FOB RUSH

Estimated Rehab & Improvements Cost For Phase 1

Architect & Engineering: \$20,00.00

Materials: \$200,000.00

Labor: \$300,000.00

Plus 20% for unknow issues: \$104,000.00

TOTAL \$624,000.00

FOB RUSH

Estimated Monthly Operating Cost

Payroll: \$28,430.00

FICA/ Unemployment: \$1,576.00

Healthcare Ins: \$1,064.00

Water: \$1,200.00

Electric: \$2,500.00

Natural Gas: \$1,100.00

Food: \$11,000.00

Total: \$46,870.00

When completed Fob Rush will house 12 single veterans and 2 veterans with their families. At all time, every effort will be made to keep remodeling cost as low as possible. With excess funds going to the Fob Rush operating fund.

The goal is to give a safe and secure place where veterans can come and get the help they need to get back to civilian life. Whether it be a day, week, or month up to a year at no cost to them.

The Leadership of ProjectDiehard does not take a salary. A veteran will never be charged for the services they receive. FOB Rush will operate 24/7. Grants are not a guarantee. This is why your monthly donation is needed

2 CORINTHIANS 9:7

EACH OF YOU SHOULD GIVE WHAT YOU HAVE DECIDED IN YOUR HEART TO GIVE, NOT RELUCTANTLY OR UNDER COMPULSION, FOR GOD LOVES A CHEERFUL GIVER.

SERVICE PARTNERS

RESOURCES COMING TO OUR FACILITIES

TEAM WORK MAKES THE DREAM WORK

COUNSELING & THERAPY



EQUINE THERAPY



EMPLOYMENT & TRAINING



PHYSICAL WELLBEING



SPECIAL RETREATS



Together we can help bring hope to our Nation's Heroes & Stop Veteran Suicide

WHAT SETS US APART

At Project Diehard we believe the money you donate to us should go directly to the cause not into someone else's pocket.

It is our goal that 90% of every dollar earned will go directly towards our mission.

We understand there are cost operating facilities but at all times every effort will be made to keep cost down. None of the leadership team takes a salary.

(besides are a few examples of other Non Profit's CEO salaries)

Even though the IRS stipulates a non-profit must spend only 10% on its purpose, Project Diehard stands strong on giving its 90% directly toward our mission.

Organization CEO Yearly Salary

Paralyzed Vets of America -

Carl Blake \$720,000

USO-

Dr. J.D. Crouch II \$435,762

Operation Homefront-

John Pray \$432,882

Wounded Warrior-

Michael Linnington \$280,000

Hope for the Warriors-

Robin Kelleher \$187,924

Project Diehard-

Brian Gibson \$0

To review our financial records contact:

CYB Accounting
910 BROADWAY ST
PADUCAH, KY 42001
(270) 444-0767

FUNDING

PATRONS, GRANTS, EVENTS, DONATIONS

Grants We apply for private grants (Gov grants Gov rules) Grants are not a guarantee.

Events We just resumed events post Covid-19 restrictions see our Facebook for details

Donations Only by private donations are we still operating.

Patrons We are grateful for our monthly patrons they have taken us to this point.

Facility Suppliers Donations of goods and services directly to our facility operations.

Business Patron: Your monthly donation will help Project Diehard sustain our mission. In return for becoming a business patron, we will help your organization by letting our followers know that you stand by us in this fight.

- Tier 1: \$88 a month with a window sticker
- Tier 2: \$176 a month with a window sticker and company logo on our website [Www.projectdiehard.org](http://www.projectdiehard.org)
- Tier 3: \$264 a month with a window sticker, company logo with link on our website, and logo on Project Diehard event Trailer.

Veteran Owned- Corporate Patrons



Veteran Owned- Facility Suppliers



Corporate Patrons



Together we can help bring hope to our Nation's Heroes & Stop Veteran Suicide

JOIN THE FIGHT

YOUR DONATION IS THE AMMUNITION TO



FIGHT THE WAR ON VETERAN SUICIDE

**PROJECT
DIEHARD**



www.Projectdiehard.org

