



HOUSE of REPRESENTATIVES

STATE OF MICHIGAN

Appropriations Requests for Legislatively Directed Spending Items

1. The sponsoring representative's first name:
Jason
2. The sponsoring representative's last name:
Woolford
3. The cosponsoring representatives' names. All cosponsors must be listed. If none, please type 'n/a.' A signed letter from the sponsor approving the co-sponsorship and a signed letter from the member wishing to co-sponsor are required. Attach letters at question #9 below.
Representative Ron Robinson
4. Name of the entity that the spending item is intended for:
VETLIFE
5. Physical address of the entity that the spending item is intended for:
71 Oak Bark Dr, Howell, MI 48843
6. If there is not a specific recipient, the intended location of the project or activity:
Joshua Parish, VETLIFE
7. Name of the representative and the district number where the legislatively directed spending item is located:
Representative Jason Woolford 50th House District
8. Purpose of the legislatively directed spending item. Please include how it provides a public benefit and why it is an appropriate use of taxpayer funding. Please also demonstrate that the item does not violate Article IV, S 30 of the Michigan Constitution.
Battle Buddy's core mission is to connect veterans with their entitled benefits. Battle Buddy is a text based virtual assistant that interacts with veterans through text messages to provide information and answer questions related to military benefits.

Why it matters:

Many veterans are unaware of the full range of benefits available to them or may not

know they qualify.

The complex application process for military benefits can be confusing, involve a lot of paperwork and bureaucracy, which often discourages veterans from applying.

Some veterans may feel there's a stigma associated with receiving benefits, perceiving it as a sign of weakness, or veterans struggling with PTSD, anxiety, or depression may avoid seeking help or dealing with the administrative hurdles required to access benefits.

Many veterans face challenges in understanding the Veterans Affairs (VA) system, which can be overwhelming without proper guidance.

Experiences with inefficient systems or previous denials can cause some veterans to lose trust in the process and never attempt to apply again.

Battle Buddy is improving veteran outreach, streamlining the process, and providing veterans with clearer information to help address these barriers and get veterans the support they need.

What are some things that Battle Buddy can help with?

Locating a Veteran Service Officer (VSO)

Enrolling in VA Healthcare

Finding employment opportunities

Disability Compensation

Obtaining a VA home loan

Education benefits

Obtaining a copy of your discharge papers

Legal help

Caregiver assistance

Burial benefits

Events for veteran families

As well as other valuable veteran specific resources

Can only veterans sign up?

At VETLIFE we understand that a veteran's family often plays an integral part in helping veterans gain access to their benefits, which is why we invite veteran spouses, children, and other caregivers to connect with Battle Buddy as well. In addition to providing guidance to veterans, Battle Buddy also provides support to families with resources such as healthcare benefits, caregiver support, education resources, and more.

How do I get started?

Getting started is EASY. Simply text "VET" to 317-350-0391.

I used Battle Buddy in the past, but I have another question. How do I restart?

To start over at any time simple re-text "VET" to 317-350-0391. Be sure to save your battle buddy's contact card into your phone so that you may ask questions 24/7. Battle Buddy is continuously evolving in order to provide veteran families with even more resources.

Can my company be a part of Battle Buddy?

To ensure veterans receive the highest quality care, VETLIFE thoroughly evaluates and screens each resource. For more information on partnering with VETLIFE or determining if your company qualifies as a resource on Battle Buddy, please complete the following form and a representative will contact you to determine your eligibility.

[A form to complete is provided and evaluated by VETLIFE.]

9. Attach documents here if needed:

Attachments added to the end of this file.

10. The amount of state funding requested for the legislatively directed spending item.

1050000

11. Has the legislatively directed spending item previously received any of the following types of funding? Check all that apply.

["Private"]

12. Please select one of the following groups that describes the entity requesting the legislatively directed spending item:

Non-profit organization

13. For a non-profit organization, has the organization been operating within Michigan for the preceding 36 months?

Yes

14. For a non-profit organization, has the entity had a physical office within Michigan for the preceding 12 months?

Yes

15. For a non-profit organization, does the organization have a board of directors?

Yes

16. For a non-profit organization, list all the active members on the organization's board of directors and any other officers. If this question is not applicable, please type 'n/a.'

Joshua Parish; Cortine Parish; Eric Hipple; Jon Emaus; AJ Franchi

17. "I certify that neither the sponsoring representative nor the sponsoring representative's staff or immediate family has a direct or indirect pecuniary interest in the legislatively directed spending item."

Yes, this is correct

18. Anticipated start and end dates for the legislatively directed spending item:

Start upon receiving appropriation and then use that date for the anniversary and end after three years

19. "I hereby certify that all information provided in this request is true and accurate."

Yes



EVENTS AND PROGRAMS



Vet Fest

Vet Fest is Michigan's largest veteran engagement event of the year drawing in several thousand veterans and family members from all around the state. Vet Fest is a free event where veterans can enjoy a day of camaraderie while learning about a wide variety of veteran specific resources.



Harvest for Heroes

Each year VETLIFE provides several hundred veteran families with complimentary Thanksgiving turkey and ham baskets.



From Glory Days: Veterans Edition

"From Glory Days: Veterans Edition" is a weekly podcast and radio show where veterans share their stories of service, the challenges of transitioning to civilian life, and their paths to success and fulfillment. The show offers an intimate look at the resilience and strength of our military men and women.



Little Troops on the Field

Little Troops on the Field is a free football clinic for military children. Experienced coaches and Detroit



Sesame Street For Military Families

VETLIFE is proud to partner with Sesame Street to provide our military families with resources and strategies to help parents engage with their children and navigate through changes together.



Warmth for Warriors

Warmth for Warriors is an event which raises funds to help homeless veterans throughout

Lions football players take children through a training program with emphasis on teaching the game and improving techniques for all skill levels and positions.



Adopt a Veteran Family | Heroes Holiday

This program helps bring holiday joy to children in need. No child should go without a gift during the holiday season which is why VETLIFE sponsors several veteran families each year by donating presents to those in need.



Heroes on the Huron

Heroes on the Huron is a free kayak event for veterans and their significant others. Join VETLIFE for a day of camaraderie, fun, resources, and unforgettable memories.



the state of Michigan.



Battle of the Bags | Cornhole Tournament

Grab a partner and join us for some good ol' friendly competition as VETLIFE hosts the Battle of the Bags Cornhole Tournament. This annual fundraiser is open to the public. Food, refreshments, and prizes are all included with the team entry fee.



Pub Crawl Fundraisers

Funds raised from the annual pub crawl fundraiser allow VETLIFE to continue to offer programs, events, and resources throughout the year to veterans free of charge. This event is open to the public.





Federal Identification
Number (EIN):

84-2917759

VETLIFE is a nonprofit
corporation exempt from
federal income tax under
section 501(c)(3) of the
Internal Revenue Code.

Make a tax deductible donation

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Battle Buddy Program Annual Budget (3-Year Plan)

Fiscal Years: 2025-2027 Annual Allocation: \$350,000 Total Budget Over 3 Years: \$1,050,000

Budget Allocation (Annual)

Category	Annual Allocation % of Budget	
Personnel (Support Staff & Case Managers)	\$101,500	29%
Technology & App Development & Training	\$120,000	34%
Marketing & Outreach	\$59,000	17%
Impact Analysis	\$34,500	10%
Operational Costs (Office, Travel, Supplies, etc.)	\$15,000	4%
Total	\$350,000	100%

Budget Breakdown & Effectiveness

1. Personnel (\$101,500 / 29%)

- Hire two full-time case managers (\$50K each) to provide direct veteran assistance.
- Estimated impact: Helping 4,000+ veterans annually through direct case management.

1. Expected to create direct economic benefit for Michigan of \$5.2 million annually

- Ensures personalized support for benefits, mental health resources, and transition assistance.

2. Technology & App Development & Training (\$120,000 / 34%)

- Expanding Battle Buddy's AI capabilities to provide personalized assistance at scale.
- Enhancing features such as real-time resource matching, chatbots, and local service integration.
- Includes ongoing education for case managers on VA policies, financial assistance, and crisis support.
- Improves scalability: Enables 20,000+ veterans annually to access services remotely.

3. Marketing & Outreach (\$59,000 / 17%)

- Statewide awareness campaigns, digital ads, and veteran event sponsorships.
- Expanding reach across Michigan's 600,000+ veterans.
- Expected growth: 18,000 new users onboarded annually.

4. Impact Analysis (\$34,500 / 10%)

- Measuring program effectiveness, tracking veteran outcomes, and improving services.
- Supports grant applications and future funding sustainability.

5. Operational Costs (\$15,000 / 4%)

- Covers office space, travel, and administrative needs for outreach and direct support.

Projected Veteran Impact Over 3 Years

Year	New Veterans Supported	Returning Users Assisted	Total Annual Impact
2025	118,325	30,000	148,325
2026	118,325	60,000	178,325
2027	118,325	90,000	208,325
Total (3 Years)	354,975	180,000	534,975 Veterans Served

Projected Reach:

Serving 75% of Michigan's estimated 600,000 veterans (450,000 users) over 3 years through cumulative engagement.

Reaching Rural Veterans

Approximately 32.5% of Michigan's veterans reside in rural areas, equating to about 154,822 individuals. The Battle Buddy Program will enhance mobile accessibility, collaborate with local organizations, and offer tailored support services to engage 38,706 rural veterans annually, aiming for **116,118 rural veterans reached over three years**.



Battle Buddy : Your Guide to Veteran Benefits

I've been putting off filing for my disability compensation because frankly I had no idea where to begin. The checklist provided to me was so helpful and I am meeting with my local VSO next week.

- Seth T.
U.S. Marine Corps. Veteran



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How can I donate to support Battle Buddy?

To make a tax-deductible contribution to support Battle Buddy [click here](#) or select DONATE from the main menu.

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[Battle Buddy Privacy Policy](#)

[Battle Buddy Data Deletion](#)



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Our Impact

Check out the results VETLIFE is delivering.

Since our founding in 2018, VETLIFE has been dedicated to helping veteran families thrive in civilian life.

Discover how your support has positively impacted the lives of veterans.



143,000 +

veterans we have served



5 star

top rated nonprofit



37,000 +

meals to veteran families

What veterans are saying ...

Seth T. | Marine Corps Veteran

"I've been putting off filing for my disability compensation because frankly I had no idea where to begin. The checklist provided to me was so helpful and I am meeting with my local VSO next week.

Quarterly Impact Reports

Check out the progress VETLIFE is achieving. Download the latest quarterly impact reports below.

[Q4 2024 | View Report](#)

[Q3 2024 | View Report](#)

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