

GRUNT STYLE FOUNDATION

MEDIA KIT & STRATEGIC COMMUNICATIONS GUIDE

FOR MEDIA & PARTNER USE

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ORGANIZATION OVERVIEW

Grunt Style Foundation is a 501(c)(3) national nonprofit organization committed to providing life-changing resources and experiences in which Veterans, Service Members, and their Families thrive. Established in 2021 as the nonprofit arm of Grunt Style, a veteran-founded and operated patriotic apparel brand, the Foundation carries forward a deeper mission: ending veteran suicide by restoring platoon-level camaraderie, championing holistic mental health care, and holding systems accountable for outcomes—not just spending.

What sets GSF apart:

GSF doesn't just critique the system—it builds alternatives. From integration retreats that replace bureaucratic intake processes with real healing, to legislative testimony on Capitol Hill, to the Irreverent Warriors program that uses humor and shared experience to break isolation, GSF operates at the intersection of cultural authority and policy reform.

“Every soul at the integration retreat was touched in a way that whispered: You are safe. You are family. You are loved exactly as you are.”

— GSF Retreat Participant

<p>FOUNDED April 2021</p>	<p>TAX STATUS 501(c)(3) Nonprofit</p>	<p>HEADQUARTERS San Antonio, TX</p>
<p>PARENT BRAND Grunt Style, LLC</p>	<p>EXECUTIVE DIRECTOR Will Wisner</p>	

MISSION & CORE PROGRAMS

MISSION: End veteran suicide by bringing back the platoon-level camaraderie most of us lost when we hung up the uniform.

VISION: Create a successful future for every Service Member, Veteran and their Families by connecting them with resources that improve mental health and wellness, assist in transition and sustainment while alleviating food insecurities and ending homelessness.

CORE FOCUS AREAS

MENTAL HEALTH & WELLNESS	Integration retreats, alternative therapies (HBOT, trauma therapy, peer-based care), camaraderie counseling, and community-based recovery models that address root causes—not just symptoms.
TRANSITION & SUSTAINMENT	Programs bridging military service and civilian life, ensuring veterans have purpose, employment pathways, and stable foundations.
FOOD INSECURITIES	Direct assistance to veterans and families facing hunger, connecting them with sustained support networks.
HOUSING & HOMELESSNESS	Ending veteran homelessness through emergency assistance and long-term housing solutions.
ADVOCACY & POLICY REFORM	Legislative engagement, Congressional testimony, public campaigns, and strategic partnerships to reform veteran mental health care at the systemic level.

Signature Programs

Irreverent Warriors — Silkies Hikes, river floats, and community events that eliminate veteran isolation through camaraderie, humor, and shared experience. 4-Star Charity Navigator rating.

War Cry for Change — A national initiative dedicated to ending the overprescription of psychotropic medications to veterans and first responders through summits, podcasts, legislative advocacy, and public awareness campaigns.

Integration Retreats — Immersive healing experiences featuring alternative modalities that address moral injury, MST, and PTSD at the root level—not through symptom suppression.

KEY LEADERSHIP

The following leaders are available for media interviews, panel discussions, podcast appearances, and expert commentary on veteran mental health, policy reform, and the overprescription crisis.

Tim Jensen

Co-Owner, Grunt Style & Chairman, Grunt Style Foundation

Topics: Policy reform, veteran advocacy, brand-to-mission leadership, PACT Act activism

Will Wisner

Executive Director, Grunt Style Foundation

Topics: Organizational strategy, veteran services, legislative engagement, alternative therapies

Derek Blume

Veteran Fellow, Grunt Style Foundation

Topics: Congressional testimony, lived experience, polypharmacy impact, veteran mental health reform

BY THE NUMBERS: IMPACT DATA

68%

OF VHA VETERANS ON
PSYCHIATRIC MEDS

\$570M

VA SUICIDE PREVENTION
FUNDING SCRUTINIZED

4-Star

CHARITY NAVIGATOR
RATING

Key Data Points for Media

- 68% of veterans under VHA care are prescribed psychiatric medications to treat conditions like PTSD, often without adequate informed consent on side effects including FDA Black Box Warnings for suicidal thoughts and behaviors.
- Despite record VA spending on suicide prevention, veteran suicide rates remain unacceptable—signaling that stabilization alone is not solving root causes.
- GSF's integration retreats have generated participant testimonials reporting removal of fear and anxiety where VA methods only masked symptoms.

STRATEGIC POSITION: RECOVERY > STABILIZATION

THE CORE QUESTION: Are we measuring healing... or managing symptoms?

The VA's interim rule clarifying that disability ratings reflect functioning with medication effects creates a pivotal moment. Compensation is now indexed to symptom suppression. Medication becomes functionally tied to financial stability. And the system still does not meaningfully measure long-term recovery outcomes.

GSF does not attack VA motives. GSF asks a bigger question—and builds the architecture to answer it.

“If disability ratings are tied to medicated functioning, then we must ensure veterans have access to treatments that restore life—not just suppress symptoms.”

The Functional Restoration Index

If VA is indexing to medicated functioning, then GSF introduces a measurement framework that asks:

- Is the veteran returning to meaningful work?
- Are relationships stabilizing?
- Is dependency on escalating medications decreasing?
- Is suicidality decreasing over 3–5 years?

GRUNT STYLE FOUNDATION RESPONSE FRAMEWORK

The Grunt Style Foundation has long believed that there are fundamental issues with prescribing practices in the VHA. This ruling opens the door for greater scrutiny—and GSF is prepared to lead that conversation with data, credibility, and solutions.

Demand Outcome Transparency

A Direct Request of the VHA

GSF calls for public reporting of longitudinal medication outcome data, suicide risk correlation analysis tied to psychotropic load and polypharmacy patterns, and comparative data on non-pharmaceutical therapies versus medication-only pathways.

“Should compensation structures reward recovery progress rather than symptom management?”

GSF poses this question directly to the VHA—not as disruption, but as a necessary step toward honest national conversation about how we measure recovery.

Prescribing Transparency

A Direct Request of the VHA

GSF calls on the VHA to review the long-term impacts of polypharmacy in mental health ratings and to support the Written Informed Consent Act (Sen. Sheehy / Sen. Tuberville). Veterans deserve clearer informed consent about how their treatment may impact their disability ratings.

WHAT GRUNT STYLE FOUNDATION IS NOT SAYING

- ✗ GSF is not saying psychotropic medications are ineffective.
- ✗ GSF is not saying that VA disability ratings require medication.
- ✗ GSF is not saying the staff of the VHA are intentionally harming veterans.

MESSAGING PILLARS & TALKING POINTS

PILLAR A — ALTERNATIVE PATHWAYS

- Expand awareness around peer-led and community-based recovery models.
- Promote data-backed adjunct therapies including HBOT, trauma therapy, and integration retreats.
- Highlight veteran testimonials showing outcomes beyond symptom suppression.

PILLAR B — PRESCRIBING TRANSPARENCY

- Call for review of long-term polypharmacy in mental health ratings.
- Advocate for the Written Informed Consent Act (Sen. Sheehy / Sen. Tuberville).
- Ask whether veterans should have clearer informed consent about how treatment impacts ratings.

PILLAR C — INCENTIVE REFORM

- Question whether compensation structures should reward recovery progress over symptom management.
- Introduce the Functional Restoration Index concept as a measurement alternative.
- Call for longitudinal outcome data and comparative therapy analysis.

Official Media Quotes

“Despite record spending and widespread medication use, suicide rates remain unacceptable. That tells us stabilization alone isn’t solving root causes.”

— Will Wisner, Executive Director

“Veterans deserve treatment plans they understand—not a pill bottle they never asked for.”

— Tim Jensen, Chairman

“We’re not just highlighting problems—we’re bringing real, actionable solutions to Capitol Hill.”

— Derek Blumke, Veteran Fellow

CAMPAIGN: WAR CRY FOR CHANGE

The War Cry for Change initiative is GSF's flagship advocacy campaign dedicated to ending the overprescription of psychotropic medications to veterans and first responders. Launched in 2024, it has grown into a national movement with Congressional engagement, major VSO partnerships, and sustained media coverage.

Campaign Milestones

- **2024** — Campaign launch with podcast series and public awareness push
- **2025** — War Cry for Change Summit on Capitol Hill (June 4–5), hosted with VFW and DAV
- **2025** — Press conference at U.S. Capitol hosted by Senator Jerry Moran
- **2025** — Hike to Heal march; unveiling of “The Skull of Sacrifice” art installation on the National Mall
- **2025** — Congressional roundtable on veteran mental health reform and alternative treatments
- **2025** — Formal testimony to Senate Veterans Affairs Committee supporting Written Informed Consent Act
- **2025** — Call for investigation into \$570M VA suicide prevention spending effectiveness

Strategic Partnerships

Veterans of Foreign Wars (VFW) — National initiative partner for veteran mental health awareness and alternative treatment advocacy.

Disabled American Veterans (DAV) — Co-host of the War Cry for Change Summit.

Congressional Champions: Rep. Jack Bergman (MI-1), Sen. Jerry Moran, Sen. Sheehy, Sen. Tuberville

Awards & Recognition

- Outstanding Veteran Service Organization — American Freedom Fund, 8th Annual Veterans' Awards (2023)
- 4-Star Charity Navigator Rating — Irreverent Warriors (2025)

MEDIA OPPORTUNITIES

GSF welcomes media partnerships that advance intelligent, credible conversation about veteran mental health reform. We offer the following opportunities:

EXPERT COMMENTARY	GSF leadership available for on-camera, print, and radio interviews on veteran mental health, VA policy, overprescription, alternative therapies, and legislative reform.
PODCAST APPEARANCES	GSF leaders and veteran fellows available for guest appearances. We bring data, lived experience, and solutions—not outrage.
OP-ED & BYLINES	GSF can provide authored perspective pieces on disability ratings, informed consent, holistic care, and the future of veteran recovery.
EVENT COVERAGE	Media credentials available for War Cry for Change summits, integration retreats, Silkies Hikes, and legislative events.
DATA & RESEARCH	Access to GSF outcome data, veteran testimonials (with consent), and policy analysis for feature reporting.

PRESS CONTACT & BRAND ASSETS

MEDIA CONTACT

Grunt Style Foundation

info@gruntstylefoundation.org

gruntstylefoundation.org

Downloadable Brand Assets

The following assets are available upon request:

- GSF Logo (full color, white, black) — PNG, SVG, EPS formats
- Irreverent Warriors Logo — PNG, SVG, EPS formats
- War Cry for Change Campaign Graphics
- High-resolution event photography (Capitol Hill Summit, Silkies Hikes, Integration Retreats)
- Leadership headshots (high-res, with and without background)
- B-roll footage available upon request
- Approved boilerplate language (see below)

Approved Boilerplate

Established in 2021, the Grunt Style Foundation is a 501(c)(3) national nonprofit organization committed to providing life-changing resources and experiences in which Veterans, Service Members, and their Families thrive. The Foundation is the nonprofit arm of Grunt Style, a patriotic and veteran-operated apparel brand. GSF focuses on mental health and wellness, military transition and sustainment, alleviating food insecurities, and ending veteran homelessness. Through programs like Irreverent Warriors, the War Cry for Change campaign, and integration retreats, GSF operates at the intersection of cultural authority and policy reform. The Foundation believes in a simple promise: No veteran fights alone.

GRUNT STYLE FOUNDATION
Forward With Purpose