

Our opportunity is not just *feel good*. It's financial.

For every \$1 invested in veteran integration, society and organizations can see up to \$4 in economic, social, and workforce returns

Improving employment outcomes for veterans could add \$15 billion to the economy over ten years

Veteran entrepreneurs contribute \$1.2 trillion to the U.S. economy annually through small businesses.

Veteran-owned businesses generate more than \$190 billion in payroll annually.