SONS OF THE FLAG
BEYOND THE BURN

ANNUAL REPORT

2025

WHO WE ARE

ORGANIZATIONAL IDENTITY

Legal Name: Heroes for Heroes, DBA Sons of the Flag

Mission: Supporting Survivors Beyond the Burn

Vision: To empower the journey from injury to healing by addressing the critical gaps in burn recovery

Geographic Scope: National

THE PROBLEM

Burn survivors face long-term physical, emotional, and financial challenges after hospital discharge. Critical needs often fall outside traditional systems of care. Sons of the Flag bridges the gap between surviving a burn injury and fully recovering from it.

WHAT DIFFERENTIATES SONS OF THE FLAG

Direct survivor support for today. Investment in burn care research for tomorrow.

- Direct, flexible support tailored to individual recovery needs
- Hands-on engagement to determine highest-impact assistance
- Lean structure prioritizing responsible stewardship
- Survivor-centered recovery outcomes
- Collaboration with clinicians, researchers, and mission aligned partners
- Investment in medical and psychological fellowship programs

LEADERSHIP MESSAGE

A YEAR OF FOCUS AND DISCIPLINE

2025 MARKED A YEAR OF REBUILDING AND REFINEMENT.

EFFORTS NARROWED TO THREE CORE PROGRAMS:

- Direct Survivor Support
- Medical Fellowships
- Collaborative Networks

Administrative foundations were strengthened through improved accounting, governance, and compliance. Staffing was streamlined to ensure resources flowed directly toward mission delivery.

The phrase **"Beyond the Burn"** was introduced to reflect a broader commitment to all burn survivors and signal the next phase of brand evolution.

Key milestones included launching the inaugural golf tournament and collaborating across organizations to support a local wounded firefighter. Presence expanded across burn centers, national conferences, advocacy spaces, and the Texas State Senate floor.

> "You can pretend to care, but you cannot pretend to be there."

PROGRAMS

DIRECT SURVIVOR SUPPORT

Purpose:
Remove financial barriers to recovery.

- 30+ individuals served in 2025.
- Assistance included housing, medical travel, wound care, equipment, and mental health connections.

Impact:
Reduced financial stress. Improved continuity of care. Increased survivor stability.

MEDICAL FELLOWSHIPS

Purpose:
Advance burn care through training and research.

- 25 burn care professionals supported.
- 4 peer-reviewed publications.
- 6 national presentations.

Impact:
Expanded clinical pipeline. Advanced research. Improved survivor outcomes.

COLLABORATIVE NETWORKS

Purpose:
Strengthen the burn community through engagement and partnership.

Participation included:

- American Burn Association
- Phoenix World Burn Congress
- Texas State Senate recognition

Impact:
Increased trust, visibility, and referral pathways.

IMPACT & STORY

2025 IMPACT AT A GLANCE

300
total survivors impacted

10
direct financial assistance recipients

25
burn professionals supported

10+
strategic engagements

Invested over $2M into the Burn Community since our founding in 2012

SURVIVOR STORY – ANNIE

After months hospitalized for catastrophic burns, Annie faced housing instability and financial uncertainty.

> ***"Your process was so seamless, so genuine… it didn't put any more stress on me."***
>
> ***"You helped alleviate one of my biggest stresses for six months… That support was priceless."***

Direct assistance allowed focus on healing rather than financial fear.

PARTNERSHIPS & RECOGNITION

HEALTHCARE PARTNERS

UT Southwestern

Parkland Burn Center

Arkansas Children's Burn Unit

Camp I-Thonka Chi

CORPORATE SPONSORS

Perry Homes

Largest sponsor of the inaugural 2025 golf tournament and continued supporter of the Country Music and Live Auction event.

Texas Counter Fitters

Increased contribution in 2025 and served as Cowboy Hat Sponsor, creating a memorable and unifying experience for attendees.

Bandera Ventures

Committed partner since 2017 supporting the annual Veterans Luncheon and bringing long-term leadership to the mission.

Farmers Bank & Trust

Dedicated supporter since 2019 providing relationship-driven advocacy and community-centered partnership.

FOUNDATIONS & GRANTORS

Pettis Heritage Trust

A foundational partner for more than a decade whose leadership and generosity shaped the organization's growth and sustainability.

Noble Lane Foundation

Led by a burn survivor once supported by the organization, representing the full circle of recovery and reinvestment.

Leo Potishman Foundation (JPMorgan Chase)

Four-year supporter of the Medical Fellowship Program advancing specialized burn care.

Theodore & Beulah Beasley Foundation

Five-year supporter of burn trauma psychology research at UT Southwestern.

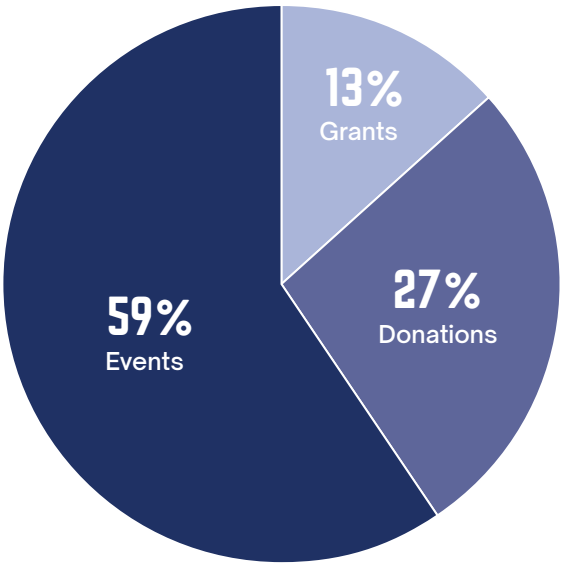
SPONSORS

FINANCIALS & GOVERNANCE

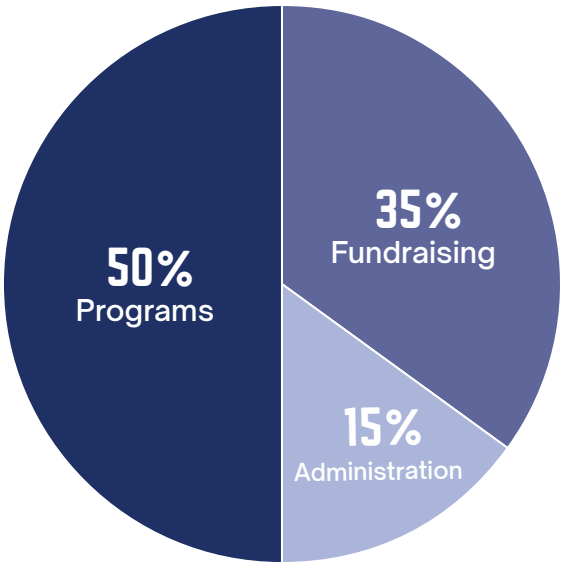
FINANCIAL OVERVIEW

REVENUE: $535,799 | **EXPENSES:** $596,237

REVENUE MIX:



EXPENSE ALLOCATION:



GOVERNANCE & ACCOUNTABILITY

- 8-member Board
- Monthly board meetings
- Leadership transition completed
- 4-Star Charity Navigator rating
- Platinum Candid rating

Key Practices:

- Centralized giving platform
- Dual-signature banking controls
- Third-party bookkeeping
- Updated bylaws and governance policies

Platinum Transparency 2025
Candid.

Charity Navigator
FOUR-STAR
2026

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LOOKING AHEAD

2026 Priorities

- Expand national brand awareness
- Grow recurring individual and corporate giving
- Attract new corporate partners

Program Expansion

- Increase Direct Survivor Support recipients
- Explore Colorado survivor nature retreat

Anticipated Challenge

- Scaling impact with a lean team while inspiring new donors and corporate partners.

www.sonsoftheflag.org

Sons of the Flag is entering a new chapter as the organization evolves into the **Beyond the Burn Foundation,** reflecting a deepened commitment to the entire burn community.

Now is the time to join the mission.

Learn More. Donate. Partner.