

2025 Annual Report

The Follow-On Mission

Where Healing Meets Horsepower

Mission The Follow-On Mission restores purpose, passion, and connection in combat veterans and first responders suffering from PTSD and major depressive disorders. Through Adrenaline Therapy—fully immersive automotive endurance racing—we provide a no-cost opportunity to race, crew, and become part of a race team. Participants re-acclimate to adrenaline in an environment free of combat/frontline stress, anger, and fear.

“The Follow-On Mission isn’t about fast cars; it’s about purpose, camaraderie, and reminding guys like us that we still have a fire inside.”

— Justin C., 5th Special Forces Group (Airborne)

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Letter from the Founder & Executive Director

Keith “AJ” Jackson

2025 marked a year of notable growth for The Follow-On Mission. Over 5300 hours of intensive labor were provided by staff and volunteers, allowing the organization to complete twelve event days. Twenty-one clients completed either initial entry into, or second time experience with the Adrenaline Therapy program. Our voice was amplified through extremely popular Military podcasts, testimony given before the Missouri Legislative Veterans Committee, and direct engagements with 1,250 individuals at racetracks across the Central and Mid-West United States.

Despite the growth in production, The Follow-On Mission maintains its grassroots approach by maintaining an all-volunteer staff with zero paid positions. Additionally, board members continue to pay all travel and lodging expenses out of pocket. By adhering to these original and fundamental policies, an astounding Program Efficiency Ratio of 95.5% was achieved in 2025.

Adhering to a very polished, professional presentation and demeanor on and off track, to include social media interactions, we were able to secure additional partners and donors paving the way for capital improvement and greater client service in the upcoming year. Of note, through the popularity and success of the program, all client slots were fully booked for the upcoming year within days of the event schedule being announced. This is a milestone achievement.

- Keith “AJ” Jackson, Founder & Executive Director



What is Adrenaline Therapy?

Adrenaline Therapy recreates the physiological conditions experienced during combat through a safe, controlled, positive environment free from the life-threatening danger, anxiety, and fear. This allows the parasympathetic response to stress to begin returning to a normal level. The venue used for this activity is the ChampCar Endurance Series, automotive endurance road racing conducted on the Nation's premier road course tracks. Events feature eight to 24-hour formats with strict drive-time limits (120 minutes max per stint), encouraging full team immersion. Drivers also serve as crew chiefs, mechanics, tire changers, fuelers, firemen, spotters, radio operators, and more.

This builds competitive teamwork, fellowship, and purpose among like-minded heroes. It is inclusive, even for those with physical limitations, and differs from "arrive-and-drive" programs by requiring active contribution to the team prior to and throughout the event.

"Many veterans, me included, suffer from isolation and feeling disconnected from the world around us. The Follow-On Mission gave me more than just an outlet; it gave me a team, a community, and a renewed sense of purpose. Pushing myself beyond my comfort zone, experiencing that rush, and knowing I wasn't alone helped me rebuild my mental strength in a way nothing else had."

– B. West, US Navy

2025 Program Service Accomplishments

In 2025, we participated in four 3-day ChampCar Endurance events (Friday Test & Tune, Saturday Race, Sunday Race). The Follow-on Mission provided the racecar, fuel, tools, fire retardant safety gear, racing sanctioning body membership, all track associated fees, uniform shirts, and meals. This was done at **no cost** to participants. Board members and volunteers paid travel and lodging expenses out of pocket to ensure all donations go directly to race operations.

1. **April 11–13, 2025 – Gingerman Raceway, South Haven, MI** Team of nine supported four veteran drivers. 38 teams (~253 people total).
2. **June 12–15, 2025 – Autobahn Country Club, Joliet, IL** Team of eight supported six veterans. 46 teams (~301 people total).
3. **August 8–10, 2025 – Ozarks International Raceway (OIR), Gravois Mills, MO** Team of 16 supported six veterans. 35 teams (~235 people total).
4. **October 23–25, 2025 – Road America, Elkhart Lake, WI** Team of 11 supported five veterans. 75 teams (~475 people total).

Total direct service: 21 unique veterans supported across four events. **Broader impact:** Suicide prevention and awareness reached **1,250+ attendees** through track presence and conversations.

Additional Outreach & Awareness (from IRS Form 990, Schedule O):

- Podcasts & interviews: Anti-Hero Podcast (17K viewers), ChampCar Podcast, Dynamic Tales Delivered (717 viewers), Lessor Known Operators Ep. 91 (134 viewers), and more.
- In-person: Missouri House Veterans Commission testimony (12 legislators + gallery), Rotary Club (45), Veteran's Event at Missouri State Capitol (15).

Fiscal Responsibility & Impact

- **95.55%** of every dollar spent goes directly toward getting veterans in the race car and the car on the track.
- **100% volunteer board** — no salaries or reimbursed expenses. Board members are donors themselves.

Testimonials

“The Follow-On Mission is a non-profit for vets, run by vets... Being around this group was like being back in the military.”

— JW, USMC

“AJ and Rebecca have truly made one of the best veteran-focused teams out there...”

— Matt, US Army, USASOC

“The Follow-On Mission is doing amazing things for the Heroes in our communities.”

— Luke Ryker, USAF - Track Heroes President/Founder