

**Competitive shooters from across the country band together joining the fight to end suicide among our nations veterans.**

Active Heroes, a 501(c)(3) charity, launched a new campaign called *Aiming for Zero* providing the national competitive shooting community a channel through which to focus their efforts to raise awareness of and fundraise to help veterans and military families cope with PTSD and end veteran suicide. With 84% of all donations go directly to the services and programs benefiting veterans and military families this is an organizations you can feel good about supporting.

The ultimate purpose of *Aiming for Zero* is to reduce veteran suicide and assist Military Families by:

- Establishing camaraderie to cope with Post Traumatic Stress (anger, depression, loneliness, substance abuse and suicidal tendencies) and uniting veterans, families and supporters to care for each other in times of need.
- Training Team Leaders how to interact with suicidal veterans and the steps to assist them.
- Developing a Peer Mentor and Ambassador community of veterans, military families and civilians who support struggling families and/or veterans.
- Building a Military Family Retreat Location from donations raised by the Aiming for Zero events that will help reduce veteran suicide with outdoor activity programs and educational programs.

The International Defensive Pistol Association (IDPA) is the first shooting sport to partner with *Aiming for Zero* and their members continue to prove themselves supportive of our veterans and military families and generous with their time and fundraising efforts.

Since the partnership was announced at the Indoor Nationals in February we have seen steady growth of the program in both the number of teams and individual team members. In the seven weeks following the Indoor Nationals IDPA members have started teams from Wyoming to Massachusetts. They have brought awareness of this epidemic to the forefront on various social media platforms and raised more than \$6,500... in just seven weeks!

The methods employed by our fellow IDPA members are numerous, creative and most important effective in both raising awareness and raising funds . Below are some examples of their efforts.

- Full Charity Matches - a dedicated charity match is organized and all the proceeds from registration fees are donated to *Aiming for Zero*
- Side Stage - a side stage is added to regularly scheduled matches and all the proceeds from participation fees are donated to *Aiming for Zero*
- Performance Based Donations - individuals pledge to donate for all the IDPA matches in which they compete.
  - Here are a couple sample formulas currently being followed:
    - IDPA Tier 4 & Tier 5 Matches
      - PD (Points Down) x \$1.00
      - PE (Procedural Errors) x \$3.00
      - HNT (Hits on Non Threats) x \$5.00

- FTN (Failure To Neutralize) x \$5.00
- IDPA Tier 1 - Tier 3 Matches
  - PD (Points Down) x \$.10
  - PE (Procedural Errors) x \$.30
  - HNT (Hits on Non Threats) x \$.50
  - FTN (Failure To Neutralize) x \$.50

You can create your own team representing your local club or a group of competitors you want to team up with, you can join an existing team or you can register as an individual. Please visit the [Aiming For Zero](https://fundraise.activeheroes.org/events/aiming-for-zero/e61385) fundraising website and join us! If the link does not work for you paste this address in the address bar of your browser: <https://fundraise.activeheroes.org/events/aiming-for-zero/e61385>.

As a community competitive shooters can have a huge impact on the lives of many veterans and military family members by using the strength of our numbers.

We have veterans in need... the start signal just sounded... what can you do to help?