



Direct Appropriation Request - Michigan Appropriations Committee

Overview:

The Battle Buddy platform is a veteran-led, mobile solution designed to combat isolation, increase access to benefits, and connect veterans directly to peer support and trusted resources. Developed by VETLIFE, a Michigan-based nonprofit founded and led by veterans, this platform is already transforming how we serve Michigan's veteran population.

Proven Results:

- 30,000+ downloads and growing
- Direct peer-to-peer support-veterans helping veterans
- Immediate access to housing, employment, mental health, and VA benefits
- Scalable and secure digital infrastructure

The Problem:

- Fewer than 23% of Michigan veterans currently access their earned benefits
- Veterans in all 83 counties are being underserved-not due to lack of eligibility, but due to barriers in access, awareness, and trust
- Traditional outreach models cost \$45 to \$230 per veteran to engage, depending on the system used

Our Solution:

- Battle Buddy drastically reduces acquisition costs by connecting veterans through technology and peer networks
- It meets veterans where they are: on their phones, in their homes, and in their communities
- Each connection creates an economic ripple effect-as veterans access healthcare, housing, education, and compensation benefits, federal and state dollars flow directly into the communities where those veterans live and work

Why This Matters:

This is not just about technology-it's about trust, efficiency, and long-overdue access. The Battle Buddy platform has already proven it can bring disconnected veterans back into care, support, and community.

Direct Appropriation Request:

We are respectfully requesting a direct appropriation from the Michigan Legislature to expand the Battle Buddy platform statewide. This investment will:

- Increase access to life-saving services
- Improve benefit utilization rates
- Reduce suicide risk among veterans
- Deliver measurable economic benefits to Michigan communities

Download Battle Buddy:

- iOS: <https://apps.apple.com/us/app/battle-buddy-by-vetlife/id6742457210>

- Android: <https://play.google.com/store/apps/details?id=app.battlebuddy.android>

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Download the Battle Buddy App:

iOS: <https://apps.apple.com/us/app/battle-buddy/id6445912039>

Android: <https://play.google.com/store/apps/details?id=com.battlebuddy.app>