

22VETS Mission

22Vets was created as a Support Mission to END Veteran Suicide!

Owned and Operated by Military Veterans, our Mission is to increase Veteran value by donating a majority of earned revenue to the lifesaving programs for our Veterans that we have provided over the past ten years.



Every time that you buy from 22Vets, you're making a social impact for our veterans."
-Rob Purcell



Their story began in 2013 when Veterans R&R began as a veteran service organization and nonprofit dedicated to serving military veterans and their families. However, the year 2020 brought unprecedented challenges with the pandemic, causing a severe impact on funding. Mr. Purcell was determined to keep the programs running and veterans supported which is why he co-founded 22Vets.

Rob Purcell explained, "As military veterans, we didn't want to walk around with our hands out and keep asking for money. We wanted to get to work and earn it ourselves." To achieve this, 22Vets was created as a for-profit company, specializing in cyber and physical security services with a focus on identity and access management. 22Vets operates as a solution integrator, providing essential services in cyber and physical security, particularly in the K-12 education and commercial space. Rob proudly shared the organization's success, highlighting that this year alone, the company donated over \$200,000 to their nonprofit by providing services to school districts and commercial companies.

Rob emphasized the importance of self-sufficiency, stating, "We can handle it ourselves and we are unapologetic about it."

Supporting our Veterans is our primary mission." This shift allowed them not only to generate revenue but also to become the primary funder for their nonprofit, Veterans R&R.

The conversation shed light on 22Vets' innovative approach to not only supporting veterans but also creating a sustainable funding model for its nonprofit arm. One distinctive aspect of 22Vets' approach is the integration of philanthropy into its business model. The organization commits to donating a minimum of 10% of its net profits quarterly to its nonprofit, Veterans R&R.

The co-founder shared his passion for making a broader social impact on the community. He discussed the Veterans Day Project, an educational curriculum on "What it means to be a Veteran" created for K-12 students to instill a deep understanding of veterans' experiences.

Releasing in 2024 is the Memorial Day Project educating on "What it means to be a Veteran Supporter", building a reinforcing support community.

Looking toward the future, he emphasized the importance of collaboration between organizations and individuals. Mr. Purcell is open to engaging in conversations, sharing resources, and working together to address challenges within the veteran community. With a vision to end veteran suicide, 22Vets continues to innovate, grow, and inspire change, creating a positive impact on veterans and communities alike.

Mr. Purcell is guided by an unapologetic 'mission-focused' approach in business, driven by the goal of supporting the veteran community.