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Every life is precious. The Krohn Breakthrough Foundation exists to change lives through Breakthrough and save lives through Humanitarian efforts.

LUIS VEGA

Executive Director KOHN BREAKTHROUGH FOUNDATION



From the **Executive Director**

The Krohn Breakthrough Foundation is making a significant impact on the world, changing and saving lives across the globe. This last year, we conducted two humanitarian missions to Ukraine, providing lifesaving aid and supplies to those in need. These missions also rescued vulnerable civilians and brought them to safety, providing hope and a new chance at life.

Throughout the year, we also scaled our Breakthrough Coaching program, empowering more people to develop resilience and overcome obstacles. This incredible mindset program has changed lives, providing individuals with the tools and skills they need to achieve their full potential.

As someone whose life has been transformed by Kris Krohn's Breakthrough, I am honored to share this gift with the world. And I know that these accomplishments would not have been possible without the support of our friends and donors.

The 2022-2023 Annual Report highlights the progress we have made over the year, thanks to the continued support of our donors. You will also have the opportunity to learn more about how the Krohn Breakthrough Foundation prioritizes our budget and programming, and honors our donors' intentions.

Looking back on this year, I am more confident than ever that the Krohn Breakthrough Foundation is providing solutions to the crises faced by our world. And I am grateful to all those who have stood with us on this journey. Thank you for your unwavering support and dedication to our mission. Together, we can continue to change lives and make a positive impact on the world. \blacksquare

Luis Vega

EXECUTIVE DIRECTOR

















CREATING A FUTURE OF RESILIENCE: KROHN BREAKTHROUGH FOUNDATION'S VISION FOR THE RISING GENERATION

MISSION STATEMENT

At Krohn Breakthrough, our mission is to ignite the spark of transformation within individuals, guiding them on a journey from limitations to limitless possibilities. With love and compassion as our guiding principles, we empower people to break free from the shackles of self-doubt and unleash their true potential. Through breakthrough mindset coaching and transformative programs, we create a sacred space for personal growth and empowerment, where individuals can discover their unique purpose and embark on a path of self-discovery and fulfillment.

VISION STATEMENT

Our vision is to create a world where every soul recognizes their inherent worthiness and possesses the unwavering belief that they can conquer any challenge life presents. We envision a society where individuals are empowered with the tools, wisdom, and resilience to overcome adversity and create a life of abundance and purpose. By nurturing a community rooted in trust and support, we strive to awaken the innate brilliance within each person, inspiring them to embrace their authentic selves and radiate their light into the world. Together, we can co-create a future where transformation is celebrated, and every individual thrives in alignment with their highest potential.



BREAKTHROUGH

WHAT IS BREAKTHROUGH?

The Breakthrough team for the Krohn Breakthrough Foundation is a dedicated group of Coaches who have received specialized training in interpersonal communication skills. Their primary role is to connect with individuals who are struggling, as well as anyone who desires to "breakthrough" their limiting beliefs or overcome challenges.

These Coaches are trained to create a safe and supportive environment for their clients, allowing them to explore their thoughts, emotions, and barriers that may be holding them back. Through active listening, empathy, and effective communication techniques, the Breakthrough team helps clients gain clarity and insight into their situations.

The main objective of the Breakthrough team is to assist clients in breaking free from the status quo and discovering their true potential. They work closely with their clients to identify and challenge any limiting beliefs or self-imposed barriers that may be hindering personal growth. The Coaches provide guidance, encouragement, and strategies for clients to overcome obstacles and reach their goals.

The Breakthrough team takes a personalized approach to coaching, recognizing that each client is unique and may require different strategies and support. They create a customized plan of action to help clients develop the necessary skills and mindset to achieve their desired breakthroughs.

Overall, the Breakthrough team plays a critical role in supporting individuals on their journey towards personal and professional growth. Through their specialized training and interpersonal communication skills, they empower clients to overcome challenges, explore new possibilities, and unlock their full potential.



BREAKTHROUGH DEPARTMENT HIGHLIGHTS

At the Krohn Breakthrough Foundation, we are proud to share the achievements and impact of our Breakthrough Department. Here are the notable accomplishments from the past year:

- Breakthrough Certification Program: In 2022, we developed an all-new Breakthrough Certification
 program. This program was specifically designed to reach a larger audience of individuals who possess
 the passion and drive to spread breakthrough concepts worldwide. By equipping participants with
 the necessary skills and knowledge, this program enables them to effectively share the message of
 breakthrough and its transformative power with others.
- 2. Coaching Program for Goal Creation and Manifestation: Our dedicated team also began developing a comprehensive coaching program aimed at guiding participants in incorporating breakthrough principles into their goal creation and manifestation processes. This program, scheduled to be launched in August 2023, will provide individuals with the tools and techniques they need to effectively utilize breakthrough strategies, resulting in increased clarity, motivation, and goal achievement.
- 3. **Positive Impact on Youth and Parents:** Over the past year, our Breakthrough Department has impacted the lives of 455 youth and their parents. Through our specialized training in interpersonal communication skills, our coaches have created a safe and supportive environment for these individuals to explore their thoughts, emotions, and barriers that may be holding them back. By actively listening, practicing empathy, and utilizing effective communication techniques, our Breakthrough team has helped these individuals gain clarity and insight, inspiring them to overcome challenges and limiting beliefs.

THE BREAKTHROUGH EXPERIENCE WITH OUR COACHES

Our Breakthrough coaches are a dedicated group of professionals who have received specialized training in interpersonal communication skills. With a primary focus on connecting with individuals who are struggling and those seeking to overcome challenges and limiting beliefs, our coaches play a vital role in facilitating personal growth and transformation.

Through the following approach, our Breakthrough team drives impactful change in the lives of our clients:

- 1. **Creating a Safe and Supportive Environment:** Our coaches prioritize the creation of a safe and supportive space for clients, encouraging them to freely explore their thoughts, emotions, and barriers that may be hindering their progress.
- 2. **Active Listening, Empathy, and Effective Communication:** By employing active listening skills, demonstrating empathy, and utilizing effective communication techniques, our coaches enable clients to gain clarity and insights into their situations. This process helps clients discern their true potential and envision new possibilities.
- 3. **Identifying and Challenging Limiting Beliefs:** Working closely with our clients, our Breakthrough team helps identify and challenge limiting beliefs and self-imposed barriers that may be hindering personal growth. Our coaches provide guidance, encouragement, and customized strategies to empower clients to overcome obstacles and reach their goals.
- 4. **Personalized Coaching Approach:** Recognizing that each client is unique, our Breakthrough team takes a personalized approach to coaching. We understand that different strategies and support are required for each individual, and we create a customized plan of action tailored to their specific needs. This ensures that clients develop the necessary skills and mindset to achieve their desired breakthroughs.

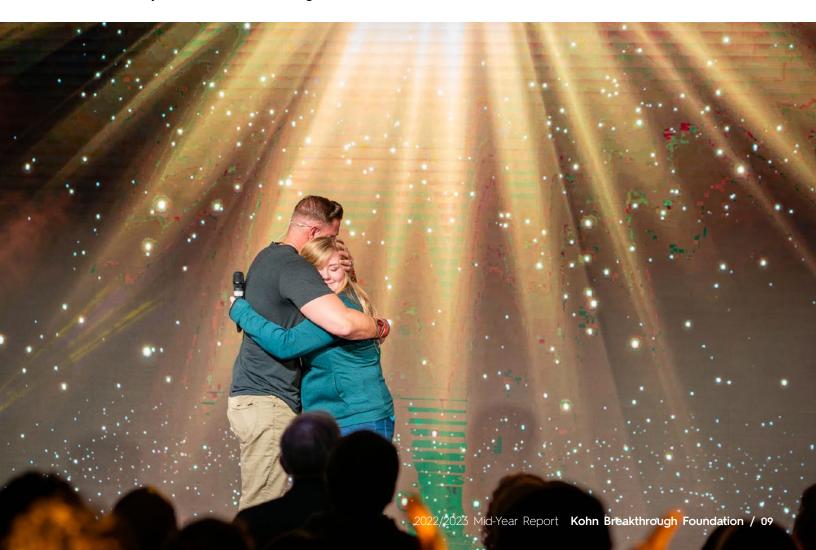
Our Breakthrough team is committed to supporting individuals on their personal and professional growth journeys. Through our specialized training and interpersonal communication skills, we empower clients to overcome challenges, explore new possibilities, and unlock their full potential. At the Krohn Breakthrough Foundation, we are proud to have such a dedicated team making a positive difference in the lives of individuals seeking transformation.

ADDITIONAL PROGRAMS

As we continue to grow our community of like-minded individuals, we are excited to announce the introduction of additional programs that will further amplify our mission of youth and family empowerment. We remain steadfast in our commitment to nurturing a supportive and inclusive community, where all individuals have the opportunity to unleash their full potential and transform their lives.

Together, we can create a future where every youth and family has access to the tools, resources, and support they need to thrive and contribute positively to their communities. Thank you for your continued support on this life-changing journey of personal growth and transformation.

- 1. **Teen-Centric Events:** Our quarterly in-person events provide youth and their families with the opportunity to learn about mindset training and empowerment tools. These events have helped young people develop resilience and overcome obstacles.
- 2. **Continuity Programs:** Following our Teen-Centric Events, we are building our Continuity Programs to deepen the transformation to resilience. These programs will include virtual engagements (group calls, lightning Breakthrough courses, motivational guests, etc.), family activity boxes, and more.
- 3. **Family Humanitarian Missions:** Our variety of humanitarian missions provide supporters with the opportunity to become front-line volunteers for youth in need. These missions have changed families and youth, building a generation of service-oriented philanthropists. They include international aid missions, international service missions, and domestic service missions.
- 4. **Entrepreneurship and Self-Reliance:** Our entrepreneurship and self-reliance programs will provide young people with the tools and skills they need to become self-sufficient and successful in their personal and professional lives. These programs have helped many young people develop the confidence and skills they need to achieve their goals.



INTRODUCING THE LEADERS BEHIND KBF'S JOURNEY

LUIS VEGA EXECUTIVE DIRECTOR

As the Executive Director of the Krohn Breakthrough Foundation, Luis brings a wealth of experience and leadership to the organization.

With a military background that includes attending Army Ranger School, Airborne School, and receiving a Bronze Star Medal for his service in Afghanistan, Luis is uniquely qualified to lead the foundation's humanitarian lifesaving missions. He uses the skill set and operation planning he learned as an Infantry Captain to lead from the front and inspire others to do the same.

Luis is a gifted motivational speaker, with a powerful message of resilience and hope. He is committed to empowering the rising generation to overcome adversity and achieve their full potential. With his unwavering dedication to service and leadership, Luis is a true asset to the Krohn Breakthrough Foundation and a shining example of what it means to be limitless.



As Deputy Executive Director Michael assists Luis Vega on all day to day operations of the foundation including staff management, budget preparation, fundraising, community outreach and government relations. Michael brings twenty years experience in nonprofit management and fundraising.

CAIT LUCA

DEVELOPMENT DIRECTOR

As the Development Director at Krohn Breakthrough, Cait Luca merges her passion for empowering children with her unique skills in social media and animal rescue, bringing forth a fresh perspective in her pursuit of transformative change.

The pinnacle of Cait's career was traveling alongside our donor partners to Ukraine in April of 2023. This experience allowed her to witness the profound impact of connecting compassionate philanthropists with the causes that resonated deeply with them. The fulfillment she felt while helping these caring individuals find and support the efforts that matter most to them was unparalleled.

Cait's commitment and dedication have made her an invaluable asset to the organization, driving its mission forward and fostering empowerment amongst the rising generation. With Cait Luca leading the way, Krohn Breakthrough continues to make a profound impact, creating a future where children emerge from trauma to triumph, equipped with resilience and the tools to thrive.

LAUREN PEMBERTON

STRATEGIC ADVISOR



Lauren Pemberton joins the Krohn Breakthrough Foundation as a Senior Advisor. She brings a trailblazing spirit, forged through her early years of service in the dynamic corridors of the White House and the U.S. Department of State. In 2009, Lauren gracefully transitioned into the realm of fundraising and philanthropy, nurturing nonprofits, empowering political candidates, and uplifting educational institutions nationwide, bringing 15 years of experience. Lauren's knowledge and determination make her an instrumental driving force for KBF's mission.

REEM IKRAM

MARKETING & COMMUNICATIONS DIRECTOR

Reem Ikram serves as the Communications and Marketing Director for our organization. With a passion for storytelling, Reem often draws from her personal experiences and deep connections to her culture and religion. In her own household, she experienced the limitations imposed on women, where they are taught that their worth is tied to marriage and that their dreams and aspirations should be confined.

Motivated by her observations, Reem is determined to empower girls and women who have grown up facing similar challenges. She seeks to advocate for change and break free from the cultural constraints that limit opportunities and perpetuate inequality.

Through her work she strives to amplify their voices, promote awareness of their struggles, and create a platform for positive change in society. Reem Ikram's dedication and commitment to empowering others is an invaluable asset to our organization.

SHANAE SWASEY

MISSION LOGISTICS COORDINATOR

Shanae Swasey serves and coordinates transformative humanitarian missions. She provides invaluable logistics support in multiple locations, bringing her unique perspective from deployments in Afghanistan and Iraq during her 10-year service in the US Army Reserves. Her resilience in high-stress situations showcases her strength and adaptability as a beacon for others.

Shanae nurtures connections with diverse teams and partners to bring forth aid and support, allowing communities to rise and flourish once again.

Through her extensive military background and experience in mission logistics, Shanae emerges as a guardian of possibility, guiding organizations and missions towards growth and transformation.

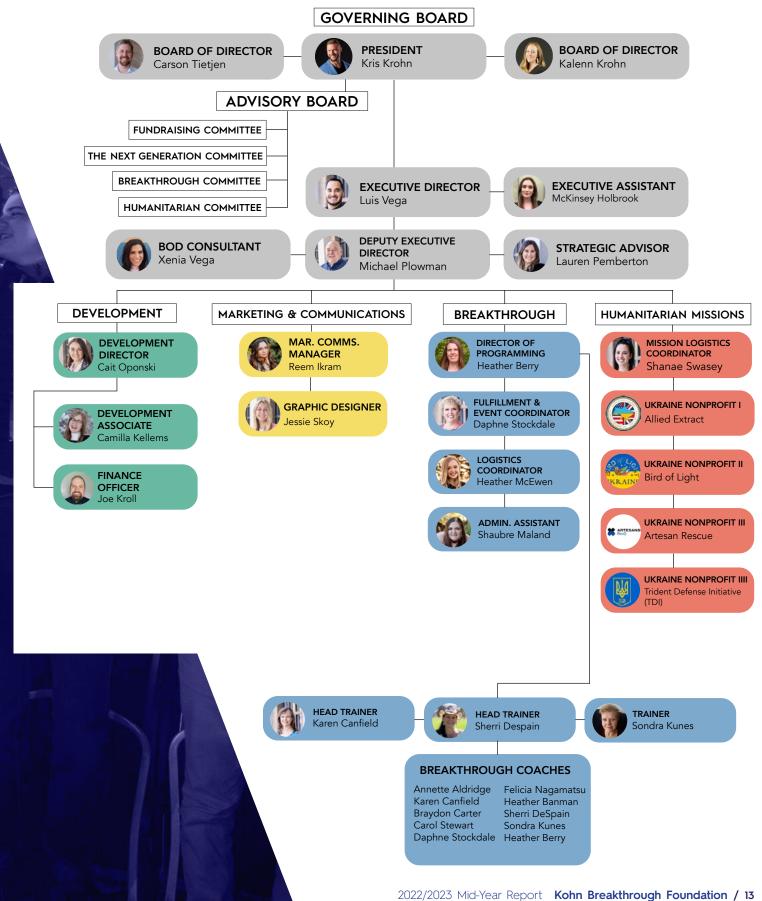
HEATHER BERRY

PROGRAMMING DIRECTOR

Heather is a proud Director of Programming for the Krohn Breakthrough Foundation. As a master Breakthrough Coach, Heather has developed a deep understanding of how to empower individuals to tap into their innate greatness and create the life they truly desire. She brings experience in planning and executing transformative events. From conceptualizing unique experiences to coordinating logistics and ensuring a seamless flow, she excels at creating impactful and memorable programming that resonates with the rising generation. Her commitment to providing comprehensive and life-changing events aligns perfectly with the mission and vision of Krohn Breakthrough Foundation.



ORGANIZATION CHART



FUELING OUR MISSION:

APPRECIATING THE
CONTRIBUTIONS OF OUR
GENEROUS DONORS AND
VOLUNTEERS

At the Krohn Breakthrough Foundation, we are filled with gratitude for the incredible support of our donors, volunteers, and partners. Your generosity and dedication make our work possible, and we could not achieve our mission without you.

Thanks to your support, we have been able to provide comprehensive events, programs, and humanitarian efforts to empower the rising generation to be resilient. Your contributions have helped us reach countless young people and families, providing them with the tools, skills, and experiences they need to overcome adversity and achieve their full potential.

We are continually inspired by the passion and commitment of our supporters, and we are grateful for each and every one of you. Whether you have donated your time, resources, or expertise, your contributions have made a positive impact on the lives of many young people.

As we look ahead to the future, we are excited to continue working together with our donors, volunteers, and partners to create a brighter future for the rising generation. Thank you for your unwavering support and dedication to our mission. We could not do this without you.

















WAYS TO GET INVOLVED: KBF INVITES THE PUBLIC TO GET INVOLVED IN ITS WORK BY DONATING, VOLUNTEERING, OR SPREADING THE WORD ABOUT ITS MISSION.

5 WAYS TO HELP FUEL KBF'S MISSION THROUGH FUNDRAISING:

O1 DECIDE
ON YOUR
FUNDRAISING
IDEA

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Get creative and come up with a fundraising idea that aligns with KBF's mission and resonates with your target audience. Consider hosting events, organizing campaigns, or participating in activities that inspire others to support KBF's mission of empowering the rising generation. The fundraising ideas in the reference document can serve as inspiration.

SET A

FUNDRAISING

GOAL

Determine the amount of money you aim to raise through your fundraising efforts. Remember that every dollar matters and each contribution can make a significant impact. It costs \$5 to help provide a child with breakthrough coaching. Consider how many lives you want to impact and set a realistic and achievable fundraising goal.

O3 SPREAD THE WORD

Use various communication channels to inform and engage your network about your fundraising efforts for KBF. Send personalized emails to friends and family, share your fundraiser on social media platforms, and leverage KBF's resources such as photos and posters to create awareness. Share why you are passionate about supporting KBF and the impact their work has on empowering the rising generation.



04

CREATE AN ONLINE FUNDRAISER

Utilize online platforms to set up a personal fundraising page dedicated to the Krohn Breakthrough Foundation. Customize your page with a compelling photo and a heartfelt description of how you are raising money to support KBF's mission. Share the link to your fundraising page through social media and email, encouraging others to donate.

05

SHOW GRATITUDE AND SHARE SUCCESS

Express your appreciation to everyone who donates to your fundraising efforts for KBF. Thank them individually and collectively for their support. Additionally, share the story of your fundraiser's success, including photos and any creative approaches you incorporated, with KBF. They would love to showcase and celebrate your efforts on their social media platforms. You can reach out to KBF by emailing them at breakthrough@krohnbreakthrough.org.

By following these steps, you can create a successful fundraising campaign that not only generates financial support for KBF but also raises awareness about their mission to empower the rising generation.

ADDITIONAL EXAMPLES:

Virtual Auction: Host an online auction through social media that allows people to bid on unique items and experiences such as art pieces, vacation stays, and other interesting and valuable items. Encourage people to share the auction on their social media pages to increase visibility.

Giving Tuesday: Get involved in the annual Giving Tuesday initiative by encouraging supporters to donate and create social media posts that promote their donations and use the hashtag #GivingTuesday.

Fitness Challenge: Encourage supporters to participate in a fitness challenge, such as a 5k race or triathlon, and ask them to fundraise by reaching out to friends, family, and coworkers for donations based on their athletic performance.

Virtual Game Night: Host a virtual game night where participants can participate in a fun group activity online, like Bingo or trivia, and "buy-in" or contribute with a donation to the KBF.

Charity Concert: Host an online concert featuring local artists who perform live or prerecorded music. Encourage people to donate to KBF while they enjoy the music.

DIY Projects: Host a DIY project fundraiser where supporters can donate a specific amount to participate and receive a kit to make a specific DIY project at home.

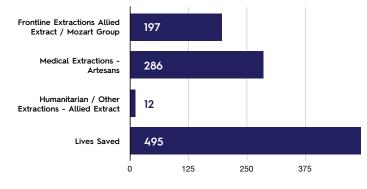
Peer-to-Peer Fundraising: Partner with other local businesses and groups to host a P2P fundraising event such as a philanthropic bar crawl, bake sale, or a charity car wash.

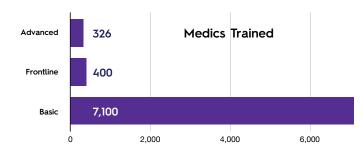
Annual Gala: Host a fundraising gala, which may include silent auctions, dinner, and live music, with the aim of raising money for KBF.

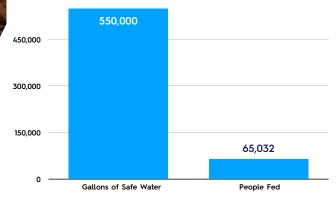


Save Lives Through Humanitarian Efforts

Leveraging our international network, the Krohn Breakthrough Foundation conducts humanitarian efforts to save lives. In 2022/2023, we prioritized the humanitarian crisis in Ukraine. Alongside our generous donors, the Krohn Breakthrough Foundation hand-delivered aid, medical supplies and devices, food and water, and more.











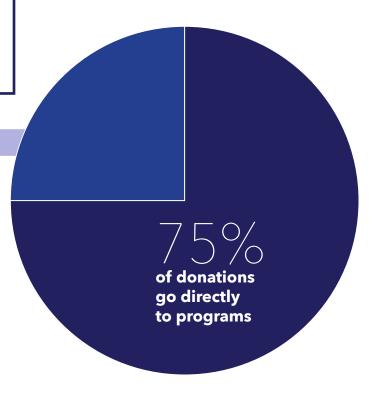
Change Lives Through Breakthrough

With rising mental health concerns across the country, we invested in more Breakthrough Coaching, programming and training.

FINANCIAL
HIGHLIGHTS / BUILDING A
STRONG FOUNDATION: KEY
FINANCIAL METRICS FROM THE
PAST YEAR

Strong Financial Stewardship

KBF maintained strong financial stewardship, with nearly 75% of donations going directly to programs.



Sustainable Growth

KBF's robust financial stability empowers the organization to cultivate continuous growth and extend its sphere of influence. This encompasses the implementation of ongoing fundraising strategies focused at supporting its expansion.



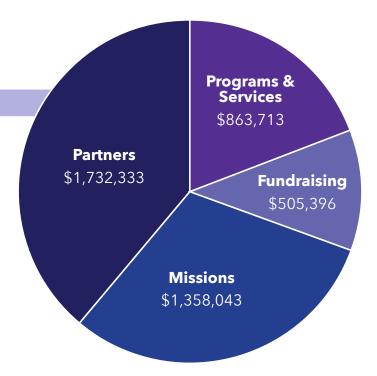
Diverse Funding Sources

KBF secured funding from a broad spectrum of sources, encompassing in-kind services through the Google Ad Grant program, contributions from individual supporters, collaborations with businesses, and support from corporate sponsors.

Total Raised

\$4,459,485





Our Global Partners











CHARTING A PATH FORWARD: OUR VISION AND GOALS FOR THE FUTURE



Letter from our Founders

Dear #KBF Community,

As we reflect on the past year, we are filled with gratitude for the incredible support and dedication of our community. From June 2022 to June 2023, the Krohn Breakthrough Foundation has made significant strides in our mission to empower the rising generation to be resilient.

Over the past year, we launched our first ever teen event and have another scheduled for July 13-15. And now are working on establishing Continuity Programs, providing young people and their families with the tools, skills, and experiences to continue on their path of resilience. We have seen firsthand the transformative power of these events, and we are committed to continuing to provide comprehensive programming to youth across the country.

In addition to our events and programs, we have also launched a variety of Family Humanitarian Missions, where supporters become front-line volunteers for youth in need. These missions have changed families and youth, building a generation of service-oriented philanthropists. We are proud of the impact we have made through these missions and are excited to continue to expand our reach in the coming year.

As we look ahead to the future, we are more committed than ever to our mission of empowering the rising generation to be resilient. We believe that every young person deserves the opportunity to overcome adversity and achieve their full potential. Through our events, programs, and humanitarian efforts, we aim to equip youth with the tools, skills, and experiences to become confident, empowered individuals who contribute positively to their family and community.

We are grateful for the support of our community, and we look forward to continuing to work together to create a future where the rising generation not only survives but thrives.

With gratitude and appreciation,



Kalem M Kish

Kalenn Krohn



YEAR IN PHOTOS

HUMANITARIAN MISSIONS I, II, III TO UKRAINE

As a partner with Allied Extract,
The Krohn Breakthrough is proud
to support their mission to make a
significant impact in Ukraine. Through
our collaboration, we have been
able to save lives, meet humanitarian
needs, and provide essential training to
frontline medics.









Here are some key highlights of our partnership with Allied Extract:

SAVE LIVES:

We work together to rescue people from the frontline and conduct intensive medical evacuations and specialized extractions.

To date, we have successfully saved 495 lives through our efforts.

HUMANITARIAN IMPACT:

We meet the humanitarian needs of the people of Ukraine by providing precise aid.

We have distributed 600,000 gallons of safe water and fed 65,032 people.

We have also provided heaters to 520 families, ensuring they have the necessary heat during challenging times.

HUMANITARIAN TRAINING:

We support the training of frontline medics through the Trident Group and advanced medical training via Artesans ResQ

Our partnership has resulted in the training of 326 medics in advanced medical techniques and 400 medics in frontline medical training.

This partnership between The Krohn Breakthrough Foundation and Allied Extract has been instrumental in making a significant impact in Ukraine. Together, we strive to find innovative ways to address the needs of the Ukrainian people and bring about positive change in their lives.

YEAR IN PHOTOS

GALA EVENT

At our last Gala event, we took the opportunity to celebrate and showcase the key achievements of our organization in empowering youth to be resilient and overcome adversity. The evening was filled with inspiration, as we highlighted the significant impact we have made in the lives of young individuals through our programs and initiatives.

At our last Gala event, we took the opportunity to celebrate and showcase the key achievements of our organization in empowering youth to be resilient and overcome adversity. The evening was filled with inspiration, as we highlighted the significant impact we have made in the lives of young individuals through our programs and initiatives.

One of the key focuses of the Gala was to raise funds in order to fuel our goal of empowering youth. Throughout the event, our passionate and dedicated community came together to generously donate, supporting our mission to provide the necessary resources and opportunities for young people to thrive in the face of challenges.

During the Gala, we shared stories of the remarkable transformations that our organization has facilitated. From providing educational support and mentorship to offering mental health resources and career development opportunities, our organization has been instrumental in helping young individuals build resilience and overcome adversity.



In addition to highlighting our past achievements, we also unveiled our vision for the future. We shared our goals and aspirations to expand our reach, scale up our programs, and create an even more meaningful impact in the lives of youth. The Gala served as a rallying point for our community to come together and support our collective mission.

Overall, the last Gala was a resounding success, serving as a testament to the dedication and hard work of our team, volunteers, and supporters. Together, we are making a tangible difference in the lives of young people, empowering them to face challenges head-on and embrace their full potential. We are grateful for the continued support of our community and look forward to the journey ahead as we continue to empower youth to overcome adversity.











YEAR IN PHOTOS

LIMITLESS TEEN CHANGE LIVES

We are absolutely thrilled to share that our Limitless Teen event was an extraordinary success! We are still buzzing with energy from the incredible turnout. Together, we are making a profound impact on the lives of young people.

What made this event even more special was the opportunity we had to provide scholarships to families in need. These scholarships are not just financial aid; they are the keys that unlock doors of opportunity, ensuring that every young person has a chance to thrive and succeed, regardless of their financial limitations.

A heartfelt thank you goes out to our remarkable guest speakers, Kris Krohn, Luis Vega, Mike Schlappi, Scott Donnell, Ryan Holyoak,

Kai Franco and Braydon Carter. Their wisdom, insights, and inspiring stories left an indelible mark on the hearts and minds of everyone in attendance. We are deeply grateful for their dedication to empowering the next generation.























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