FOR THE 22 PRESENTS

VOICES FOR THE 22

YOUR VOICE COULD BE THE REASON SOMEONE REACHES OUT.

Voices For The 22 brings together individuals from entertainment, music, athletics, military service and public life to combat isolation, reduce mental health stigma and remind veterans, first responders and their families that their lives matter.

20-30 SECONDS	$0	1 MESSAGE
REQUESTED	NO FINANCIAL CONTRIBUTION	OF HOPE

THE INITIATIVE

Behind every uniform is a human being. Someone who experiences fear, loss, uncertainty and pain. Someone who deserves the same compassion and support they have spent their lives providing to others.

Voices For The 22 exists to remind those who serve that they are not alone, their lives matter and seeking help is an act of courage.

Through authentic messages from individuals across different communities, we seek to reduce mental health stigma and encourage meaningful human connection.

OUR FOUNDER

For The 22 was founded by Cody Hitson, a U.S. Navy combat veteran and former SWAT operator.

Rooted in lived experience, For The 22 is an independent, veteran-led initiative supporting veterans, first responders and their families through Connection, Mobilization and Impact.

THE REQUEST

We invite you to contribute a brief video message of encouragement in your own words. **Participation is entirely voluntary.**

- Approximately 20–30 seconds.
- Recorded on a smartphone.
- Vertical orientation preferred.
- No professional production required.
- No financial contribution requested.
- No travel, appearance or performance commitment.

Your message doesn't need to be perfect. It needs to be human.

INTENDED AUDIENCE

Veterans, first responders and their families — including people who may be quietly struggling and anyone who loves them.

RECORDING REQUIREMENTS

- A smartphone camera is sufficient.
- Vertical 9:16 orientation preferred; horizontal recordings accepted.
- 1080p resolution preferred.
- Clear, intelligible audio in a quiet recording environment.
- Natural or balanced lighting.
- Camera at approximately eye level.
- No background music, filters or heavy effects.
- Allow about two seconds of silence before and after speaking.

20–30 seconds is a guide, not a limit. If your message runs longer, send it — we never reject a meaningful message on length alone.

DISTRIBUTION CHANNELS

- The official For The 22 website.
- Organic social media channels operated by For The 22.
- Other mission-related channels you specifically approve.

PUBLICATION TIMING

Messages are published on a rolling basis after review and only once written permission is recorded. We'll share a proposed date in advance and honor any embargo or approval requirement you give us.

USAGE RESTRICTIONS

Edits are limited to length, captions, accessibility, audio normalization, aspect ratio, approved campaign branding. Edits never materially change the meaning or context of your message.

Never used in:

- Paid advertisements.
- Merchandise.
- Commercial endorsements.
- Fundraising solicitations.
- Third-party promotional campaigns.
- AI-generated or synthetic media.
- Voice cloning or likeness generation.

Any expanded use requires your separate written permission.

YOUR CONTROLS

- Set additional restrictions on where or how your message appears.
- Require your approval of the final edited video before it is published.
- Set an embargo date before which nothing is published.
- Approve exactly how your name and title appear.
- Withdraw at any time, for any reason.

NEXT STEPS

Recording guide: forthe22.org/voices/talent/recording-guide · Secure submission: forthe22.org/voices/talent/submit · Permissions: forthe22.org/voices/talent/permissions

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Talent portal: forthe22.org/voices/talent

BECAUSE 22 ≠ 0.