



### **Mission**

We are dedicated to uniting a healthier, stronger, more freedom-minded American youth.

### **Charitable Purpose**

NSUSA is a 501(c)3 non-profit organization aiming to promote fitness, health, & freedom through events, freedom and health education, and community based programs directly engaging with American youth.

### **The Problem**

- **Youth Health Crisis:** Suicide, depression, obesity, and chronic illness are at all-time highs. Young people face a widespread decline in wellness, resilience, and purpose.
- **Military Crisis:** 77% of youth are unfit for service and 22 veterans die by suicide every day. We face a critical need to reignite values of discipline, service, fitness, and faith to prepare the next generation of leaders.

### **The Movement**

We are changing culture on college campuses through health and fitness, while fueling the larger freedom movement in America.

### **Our Initiatives**

#### **College Campuses**

*NSUSA student chapters educate and mobilize students to take accountability for their personal and community health by creating fitness and wellness events, hosting guest speakers on campus, and engaging in health-centric political advocacy.*

- Student Chapters
- Collaborative Events with Student Organizations

#### **Events**

*High-visibility, culturally unifying, events with major brands and partners.*

- Annual American Fitness Festival
- Project 100

#### **Movement**

*We give freedom-minded influencers, brands, and organizations in the health and fitness world a platform to connect directly with college students.*

- Speakers Coalition
- Grassroots Health & Fitness Organization Coalition

### **Our Beliefs**

We believe a young American should be:

- **Strong:** Strong in the warrior ethos: courage, honor, grit
- **Healthy:** Healthy in mind, body, soul
- **Freedom-Minded:** Believing in life, liberty, and the pursuit of happiness

### **Looking Forward**

- Spring 2026: Launch 10 new Never Surrender USA students chapters
- Fall 2026: Host First Annual American Fitness Festival



*courtesy of the Texas A&M Never Surrender USA student chapter*



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