

The background of the slide is a close-up, slightly blurred image of the American flag, showing the stars and stripes in a dark, moody color palette.

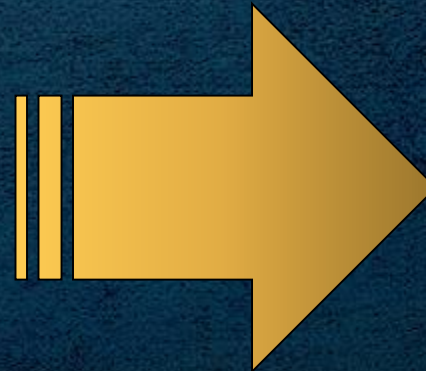
Employing a whole-of-nation approach

Jim Hake

Spirit of America

Whole of nation

Private resources,
capabilities, know how



Your mission,
objectives and
what you need

Spirit of America

Privately-funded 501 c3 nonprofit

Fast, flexible response to local needs
identified by US troops and diplomats

Not neutral: 100% US mission support

All veteran field team



The idea

**Patriotic Assistance: private resources, capabilities and know-how
in direct support of US missions abroad**



Raising the Bar

Don't improve the system.
Change the system.

Hat tip: General Robert Brown



Scissors



Western Roll



Straddle



**Spirit of America
Private + Public**

SoA support of US missions



Latin America

Belize
Colombia
Guatemala
Guyana
Honduras
Peru
Suriname
Trinidad & Tobago

Africa

Burkina Faso
Cameroon
CAR
Chad
Djibouti
Kenya
Libya
Mali
Mauritania
Niger
Nigeria
Senegal
Somalia
Sudan
Uganda

Europe

Bosnia
Estonia
Georgia
Kosovo
Moldova
Poland
Serbia
Ukraine

Middle East

Iraq
Jordan
Lebanon
Syria
Yemen

Central Asia

Afghanistan
Kazakhstan
Pakistan
Tajikistan

Asia/Pacific

Bangladesh
Burma
Cambodia
Maldives
Mongolia
Nepal
Philippines
Vietnam

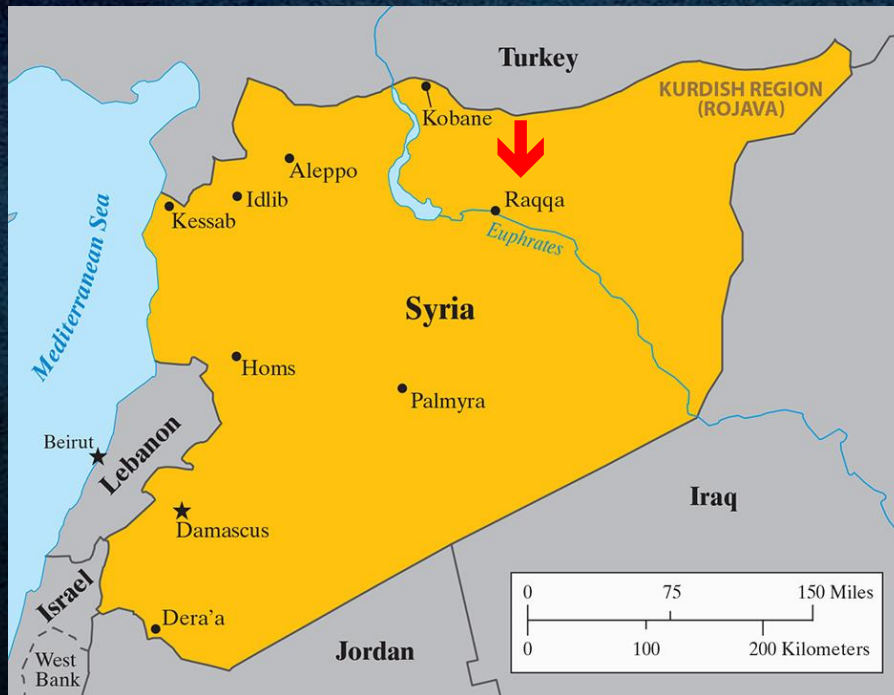
Iraq & Syria: metal detectors for partner forces



Syria: education, stability

Partners: US Special Operations,
local community councils

- 16,000 students
- 15 schools



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Niger: livestock health, youth opportunity

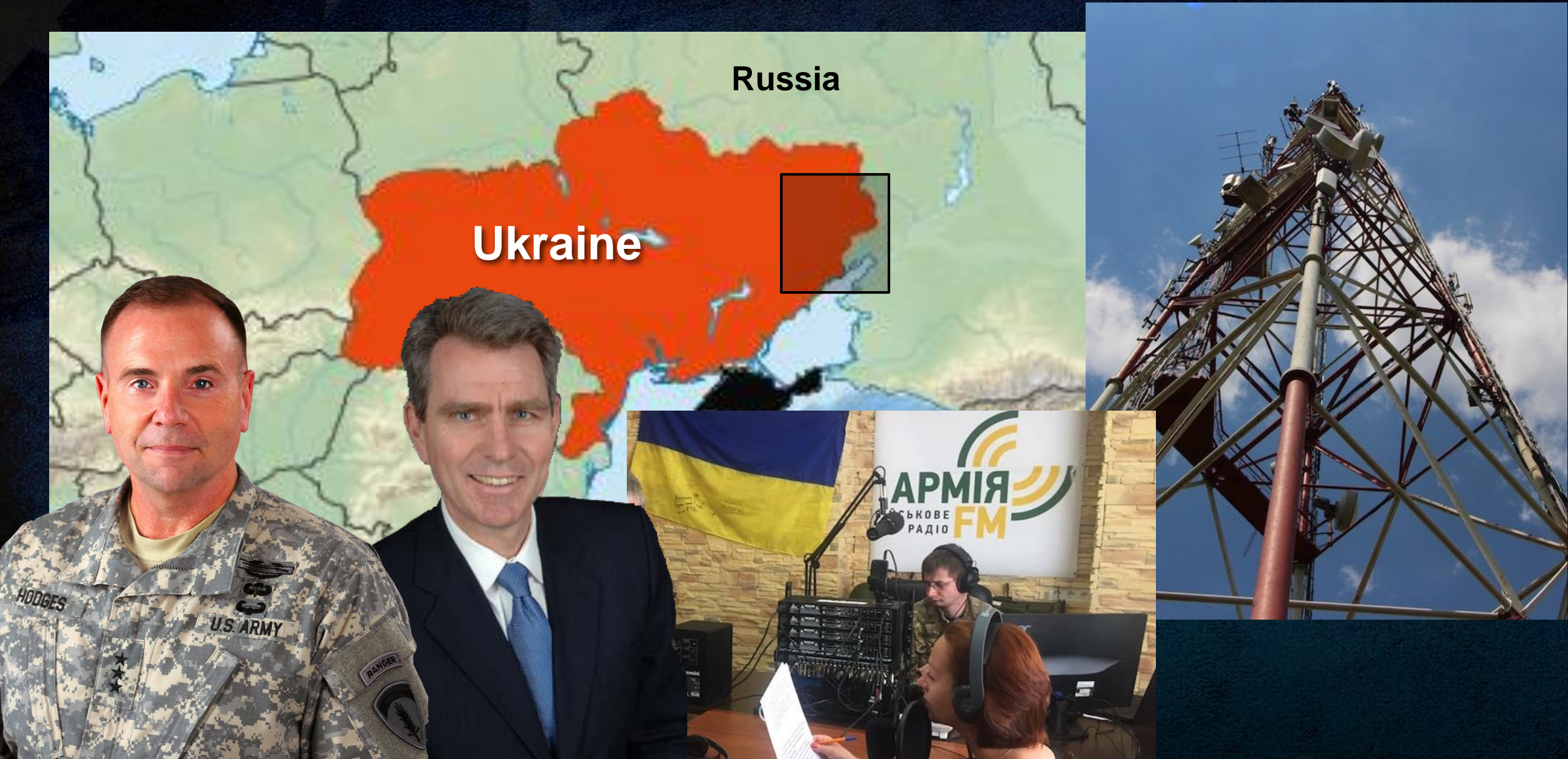


Partners: US Special Operations, tribal leaders

- 20 Veterinarian scholarships
- Cure Salée vaccination campaign
- Vocational training Agadez/ Diffa



Ukraine: ArmyFM, countering Russian propaganda



The background of the image features a dark blue field with a subtle, textured pattern of white stars and stripes, reminiscent of the American flag. The stars are arranged in a grid-like pattern, and the stripes are horizontal, though they blend into the dark background.

It is legal

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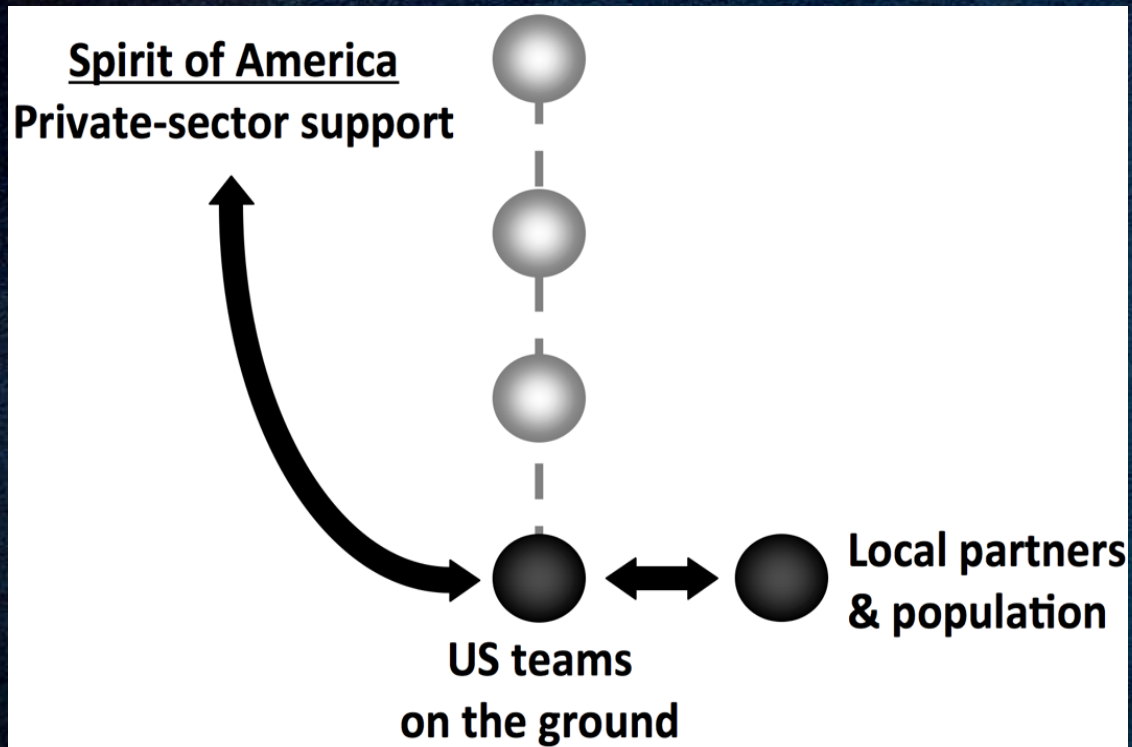
The background is a dark blue, textured surface with faint, light blue stars scattered across it, reminiscent of the American flag.

“Spirit of America is an innovation important to our country’s future.”

- General (Ret.) Stan McChrystal

SoA Model

Informed decentralization. Private + public. Not neutral.



- Higher level guidance + coordination
- SoA Field Reps direct comms with deployed US teams
- US teams identify local needs
- Rapid and collaborative process
- Venture capital model
- Info products cleared by team + PAO

Lessons learned

- Government & military can't do it all alone
- People want to help
- US personnel must understand missions
- External partners can do things the system can't
- It works
 - Gap-filling agility, speed, flexibility in complex, dynamic environments
 - Venture capital model
 - Bottom up, rapid prototyping
- It takes a network
- Trust is the foundation
- Real barriers exist

Recommendations

- Open the system. Identify and remove barriers
 - Legal, organizational
- Partner, but be the lead partner
- Establish liaisons: internal and/or external
 - Facilitators not gatekeepers
- Apply this idea at all levels
 - USG
 - State
 - Local
- Decentralize
 - Multiple POCs
- Integrate partners into planning, training, exercises

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