

ANNUAL REPORT 2025



LETTER FROM THE NANT'AN

Nant'an: A cultural/spiritual leader within a starfish-modeled organization.

Brothers,

Every year I sit down to write this letter, and every year I'm struck by the same thing: **this thing keeps growing because men keep choosing it.** Not because it's easy. Not because someone told them to. But because they showed up one morning, found something they didn't know they were looking for, and decided to give it away to the next man. That is F3. That has always been F3.



As you read through this report, you'll see the numbers – the regions, the dollars, the milestones. Those numbers matter. But they are the result of something harder to measure: **thousands of men deciding, day after day, that this is worth waking up early for. Worth leading. Worth protecting.**

I want to take a moment to talk about what doesn't show up in any report. The man who almost quit after his first workout, but decided, “OK, one more.” The man who showed up broken and left with brothers. The man who didn't know he was a leader until someone believed he was and handed him the Q. **Those stories are happening every single day across this Nation – in parking lots before sunrise, in parks where dirt and mud greet our backsides, and in hard conversations that happen long after the workout is over.** That is what we are actually building.

What gives me the most confidence in the years to come is not a single initiative, it's our culture. **The culture that says you don't leave a man behind. That the man to your left and to your right is your responsibility.** That leadership isn't a title, it's a daily decision. This culture is what makes F3 different. And, it's what will bring us to the doorstep of the next 90,000 men who are waiting. Invite a man. Hand him the Q. Watch him become unlocked. The shovel flag is the solution for what ails this world. So, go plant it.

Thank you for showing up. Thank you for leading. Thank you for choosing the difficult path.

SYITG,

Dark Helmet
Nant'an, F3 Nation

ABOUT US

THE MISSION

The mission of F3 Nation is to plant, grow, and serve small workout groups for men for the invigoration of male community leadership.

WHAT IS F3?

F3 Nation is a leadership organization that uses fitness, fellowship, and faith to invigorate male community leadership. Founded in 2011, F3 – short for Fitness, Fellowship, and Faith – has grown into a national movement with thousands of men meeting in free, peer-led workouts across the country.

But F3 is more than just a workout. It's a brotherhood built on accountability, shared purpose, and a commitment to serve. Every gathering, whether in the early morning gloom, at a community service event, or around a table with fellow leaders is a step toward stronger men and stronger communities.

5 CORE PRINCIPLES



Free of Charge
Never pay to workout, ever.



Open to all Men
No matter the man, you are welcome here.



Held Outdoors
Rain or Shine, Hot or Cold, we are out there.



Peer Led
Rotating fashion of men leading each other.



Ends with a COT
Always ends with a Circle of Trust.

CREDO

Leave no man behind. But, leave no man where you find him.



LEADERSHIP

SHARED LEADERSHIP TEAM

F3 Nation is led through a model of Shared Leadership, a proximate group of two or more people formed for the purpose of influencing through combined virtuous leadership. It is the same principle we share at every AO: no one man carries it alone.

BOARD OF DIRECTORS

The F3 Nation Board of Directors provides independent oversight and governance with a focus on foundation building and long-term organizational health. As F3 enters its next phase of growth, the Board remains committed to ensuring the organization stays true to its mission and core principles, for today's leaders and for the generations of men who will follow. F3 is, and will always remain, driven by and for the local workout as a gateway to male community leadership.

ADVISORY COUNCIL

The F3 Nation Advisory Council is a non-governing, non-fiduciary group of volunteers who provide strategic guidance, raise awareness, and assist with fundraising efforts in support of F3 Nation's mission. They are High Impact Men who believe in where this is going and are willing to put their time, influence, and resources behind it.

2025 SHARED LEADERSHIP TEAM



NANT'AN

FRANK SCHWARTZ
DARK HELMET



HEAD OF CULTURE

JONATHAN STEVENS
HUCK L. BERRY



HEAD OF SECTORS

DREW ISHMAEL
POWER CLEAN



WEASEL SHAKER

JON OLSON
MR. WOODCHUCK



HEAD OF LEADERSHIP DEV

KEVIN WEAVER
CAMO



EXECUTIVE DIRECTOR

JOHN HORTON
SCRATCH & WIN

LEADERSHIP

2025 BOARD OF DIRECTORS



CHAIRMAN

CHAD BROUGH
WAIT TIME



IMMEDIATE PAST CHAIRMAN

TORIAN RICHARDSON
CARMEN SANDIEGO



FOUNDING MEMBER

DAVE REDDING
DREDD



BOARD MEMBER

ADAM HACK
JOLLY RANCHER



BOARD MEMBER

DR. SANDEEP KRISHNAMURTHY
WRANGLER



BOARD MEMBER

JOHN LAMBERT
SLAUGHTER



BOARD MEMBER

WILL LIEBMANN
TUBA



BOARD MEMBER

PAUL WINGATE
WOJO



BOARD MEMBER

KURT WUNDERLICH
WOLVERINE



NANT'AN

FRANK SCHWARTZ
DARK HELMET

2025 ADVISORY COUNCIL



CHAIRMAN

CHRIS
RITTER
HORSHACK



IMMEDIATE PAST CHAIRMAN

JIM
HARSHAW, JR.
GRAPPLER



JAY CHADHA
CHARMIN



MATHEW CORREIA
COBRA COMMANDER



JEFF COVINGTON
BIRD HOLE



AARON CROSSLEY
FANNIE



STEPHEN FOGG
MANZIEL



BRADLEY JOHNSON
SQUID



JAMES (JAI)
JONES
FIZZ



JOSH PFEFFER
HOLES



GEORGE
POWERS
FULL MONTY



DAN PURNELL
CHEESY POOF

A LEGACY OF BROTHERHOOD



There are moments in F3 that remind you this was never really about the workout.

Waldo is a PAX from the JeffCo region. He is the kind of man you want in your corner, the kind who shows up early, pushes hard, and makes everyone around him better. Then life changed in an instant. A spinal injury left him confined to a wheelchair, and suddenly the man who was always there for everyone else needed people to be there for him.

F3 showed up. Not once. Not just when it was convenient. But, Every. Single. Day.

On September 5th 2025, brothers from across the region gathered at the Country Club of Missouri for the F3 SoCo Charity Golf Tournament. Waldo was out there on the 10th hole chatting with every foursome that came through. Laughing. Offering advice. Being Waldo. Because that is who he is, a man who gives even when life has taken so much from him.

Before the meal, Waldo took a moment thank his brothers, not just for that day, but for every day since the accident. For the phone calls. For the visits. For the quiet, consistent presence of men who refused to let him walk through it alone.

Then he said something nobody in that room will ever forget, “At this point in my life, I should have

been helping my daughter move. That is what dads do. But I couldn't. So, my F3 brothers went and did it for me. They showed up with trucks and strong backs and did what I wished I could. They were my hands and feet when I needed them most.”

The room went quiet. **Because sometimes brotherhood speaks louder than any words can.** So much of F3 happens in the intangible, the immeasurable, the unspoken. It's what happens during the COT. It's the brother who checks on you when you haven't posted. The PAX who shows up at your door without being asked. The man who steps in and does the thing you can't do, not because he has to, but because you would do it for him.

That is F3. That has always been F3. **Men getting better so they can be better, for their families, their communities, and for the brother who needs them most.**



Shovel flags lining the entrance of the F3 SoCo Charity Golf Tournament.



Post-tourney 2nd F with Waldo (front left) and local pax.

STATE OF THE NATION



In 2025, F3 Nation focused on **strengthening leadership, scaling structure, and building the systems** necessary to support a movement now approaching **90,000 men worldwide**. During both January and July LIVE streams, the message was clear: **leadership is the multiplier**.

January 2025: Back to Basics

The January SOTN reaffirmed the Leadership Development Process (LDP) as the engine of growth and community impact.

Highlights included:

- Renewed focus on the G3L framework: Get Right, Live Right, Lead Right, Leave Right.
- Expansion of End-to-End Leadership pathways from AO to Nation.
- Strengthened tools and programs including Project Afterburner, Accelerate Incubator, LEAD Camps, and Stuff Worth Trying.
- Clear call to ownership: LDP is decentralized, but every man must choose to lead.

July 2025: Built to Scale

The July SOTN introduced structural and technological advancements designed to support continued expansion.

Highlights included:

- Expansion from 7 Sectors toward 20+ worldwide to improve proximity and leadership support.
- Launch and enhancement of Nation-wide tech tools including the Unified Database, Region Pages, Dashboard, and Codex.
- Continued momentum of the HIM Society.
- \$370,000 three-year investment in attraction campaigns, leadership development, technology, and new region starter kits.
- Strengthened F3 Partnerships model empowering local fundraising with national administrative support.

The throughline of 2025: **Structure fuels scale. Leadership fuels impact. Culture protects the mission.**

GENEROSITY



Seventeen regions across the country have said “AYE” to spending less time on administrative burdens and more time doing what matters: raising funds, putting on great events, and changing lives.

The Mt. Afton Challenge is a perfect example of that in action.

Created and run by the PAX of F3 MECA, it was born out of loss, built to honor the memory of a local high impact man who lost the mental battle. Every year, F3 brothers and community members show up together to raise awareness around mental health and suicide prevention, **with proceeds going to the National Alliance for Mental Illness (NAMI).**

In just four years, registrations grew from 145 to 626 and revenue from \$3,250 to \$39,421. That kind of growth happens when men stop carrying the burden alone and channel everything into the mission.

And beyond the numbers, **events like the Mt. Afton Challenge pull Sad Clowns in off the sidelines**, men who need their hearts and minds unlocked to become the leaders they were created to be.

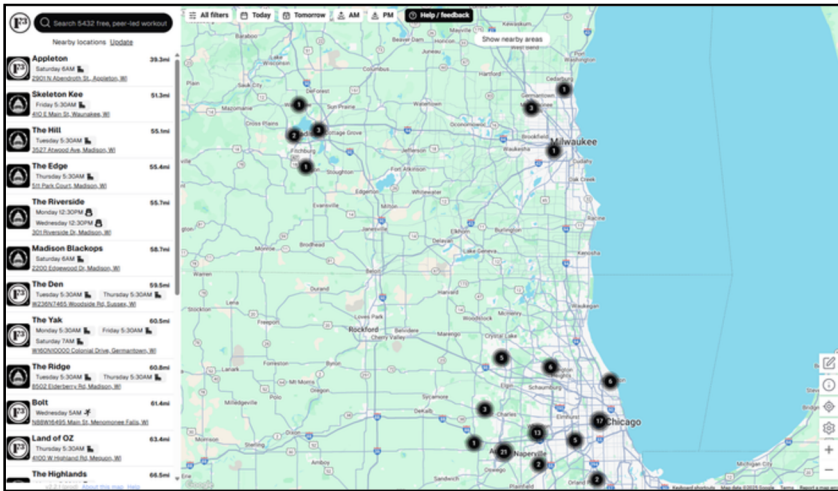


In 2025, F3 Nation continued annual giving efforts through **Accelerate**, **HIM Society** events, and **Giving Tuesday**. Accelerate ran October 1–31, providing the men of F3 an opportunity to give and pay it forward to the next man. The four-week campaign featured regional competitions designed to spark engagement and friendly rivalry across the Nation. In total, 66 Regions and 594 donors participated, **raising \$112,557** to support planting new shovel flags and strengthening leadership development.

Throughout the year, four HIM Society events: **Puget Sound**, **Omaha**, **Greensboro**, and **The Alamo**, brought together 152 High Impact Men committed to sustaining F3's long-term future. These events generated **\$288,000** in commitments, reinforcing continued investment in the strength and stability of the Nation.

F3 also joined the global day of generosity on Giving Tuesday, asking guys to give “\$67” while raising an additional \$3,072 in support of the mission. Together, these efforts reflect steady engagement across Regions and a shared commitment to **paying it forward for the next generation of leaders.**

INVESTMENT AREAS



Thanks to F3 Spuds (Boone, NC) for donating nearly \$70,000 worth of in-kind time + talent to build F3 Maps from the ground up.

The Map Got Better. No Excuses Now.

In 2025, F3 Nation launched a brand new and improved map, and finding your nearest AO has never been easier. No more hunting around. No more "I didn't know there was one near me." **The upgraded map at map.f3nation.com** is faster, cleaner, and built so that any Sad Clown within driving distance of a shovel flag can find it in seconds. We even launched a **full user guide at mapinstructions.f3nation.com** so new PAX get up to speed quickly on using and managing the map. The only thing left to do is show up.

F3 ATTRACTION CAMPAIGN

In 2025, F3 Nation launched its **first national attraction campaign**, taking the mission beyond the parking lot and into the digital world. Targeting Sad Clowns who need F3 but don't know it yet, and the Ms and wives who can see it in them, the results were undeniable. And thanks to **\$75,000 of in-kind support secured from Google**, we were able to make it happen.

- 2,887,938 unique impressions
- 68,092 clicked to learn more
- 6,144 submitted their information to connect with a local workout
- \$4.07 per conversion, a third of the national average

The best EH has always been one man looking another in the eye and saying "you need this." The national attraction campaign is that moment, scaled across the entire country.

Sad Clowns are out there. We are finding them.

Ads Targeting Sad Clowns



Ads Targeting Ms/Wives



FINANCIALS

**F3 NATION, INC. AND F3 FOUNDATION, INC.
FINANCIAL STATEMENTS FOR THE YEAR ENDING
DECEMBER 31, 2025**

F3 Nation Inc
Balance Sheet
As of December 31, 2025

	Dec 31, 25
ASSETS	
Current Assets	
Checking/Savings	
Total Checking/Savings	7,804.74
Total Current Assets	7,804.74
TOTAL ASSETS	7,804.74
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Total Credit Cards	2,241.86
Other Current Liabilities	
Total Other Current Liabilities	516.51
Total Current Liabilities	2,758.37
Total Liabilities	2,758.37
Equity	
3300 · Retained Earnings	46,557.32
Net Income	-41,510.95
Total Equity	5,046.37
TOTAL LIABILITIES & EQUITY	7,804.74

F3 Nation Inc
Profit & Loss
 January through December 2025

	<u>Jan - Dec 25</u>
Ordinary Income/Expense	
Income	
Revenue	
Podcast Inc	
Podcast Income	3,017.01
Total Podcast Inc	<u>3,017.01</u>
Total Revenue	3,017.01
Royalty income	111,171.26
Grant Inc. - F3N Draw	45,761.07
Book Sales	<u>10,454.26</u>
Total Income	<u>170,403.60</u>
Gross Profit	170,403.60
Expense	
L.E.A.D.	3,000.00
Leadership Stipends	66,360.13
Professional Fees	
Total XProfessional Fees	53,195.00
Technology	
Total Technology	21,295.95
Travel	
Total Travel	20,105.59
Operations	
Total Operations	47,205.88
Other	
Miscellaneous	752.00
Total XOther	<u>752.00</u>
Total Expense	<u>211,914.55</u>
Net Ordinary Income	<u>-41,510.95</u>
Net Income	<u><u>-41,510.95</u></u>

F3 Foundation, Inc
Balance Sheet
As of December 31, 2025

Dec 31, 25

ASSETS

Current Assets

Checking/Savings

Checking

Total Checking 155,758.35

Restricted Cash

Total Restricted Cash 59,411.62

1450 · Investments

Total 1450 · Investments 524,828.70

Total Checking/Savings 739,998.67

Other Current Assets

1500 · Due from F3 Nation 516.51

Total Other Current Assets 516.51

Total Current Assets 740,515.18

Fixed Assets

Total Fixed Assets 688.39

TOTAL ASSETS 741,203.57

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Credit Cards

Total Credit Cards 2,159.28

Other Current Liabilities

Total 2400 · Agency funds held for others 59,411.62

Total Other Current Liabilities 59,411.62

Total Current Liabilities 61,570.90

Total Liabilities 61,570.90

Equity

3000 · Perm. Restricted Net Assets 355,451.17

3100 · Temp. Restricted Net Assets -72,954.26

3200 · Unrestricted Net Assets 226,692.57

Net Income 170,443.19

Total Equity 679,632.67

TOTAL LIABILITIES & EQUITY 741,203.57

F3 Foundation, Inc
Profit & Loss
 January through December 2025

Jan - Dec 25

Ordinary Income/Expense	
Income	
Investment Inc	
Total Investment Inc	19,851.06
Accelerate	89,008.78
HIM Society Gifts	69,463.99
Individual Gifts	110,310.16
Corporate Matching Gifts	57,771.04
Online Monthly Pledges	52,899.17
Multi-Year Pledges	51,500.00
Agency Funds, Net	10,666.72
Corporate/Foundation Gifts	838.00
Total Income	462,308.92
Expense	
Travel and Meetings	
Total Travel and Meetings	15,424.29
Compensation	161,212.47
Employee benefits and taxes	
Total Employee benefits and taxes	36,131.55
Total Compensation	197,344.02
Contract Services	
Total Contract Services	16,166.83
Facilities and Equipment	
Total Facilities and Equipment	153.00
Operations	
Total Operations	7,475.25
Other Expenses	
Total Other Expenses	18,793.27
Awards and Grants	
Total Awards and Grants	50,109.07
Total Expense	305,465.73
Net Ordinary Income	156,843.19
Other Income	
Total Other Income	13,600.00
Net Income	170,443.19



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CONTACT

For questions or more information about F3 Nation, contact:
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