



2024-2025

ANNUAL REPORT

EXECUTIVE SUMMARY

THE FOLLOWING IS AN OVERVIEW OF OUR 2024-2025 ANNUAL REPORT. IN THIS EXECUTIVE SUMMARY, YOU'LL FIND KEY TAKEAWAYS, INCLUDING METRICS AND CASE STUDIES ABOUT VETERANS AND FAMILIES OF THE FALLEN. FOR THE FULL REPORT, VISIT [TRAVISMANION.ORG/ANNUALREPORT](https://travismanion.org/annualreport).

TMF'S UNIQUE MODEL OF IMPACT

TMF programs continue to prove that investing in veterans and families of the fallen has a far-reaching impact. TMF empowerment and self-development programs provide benefits not only to the veterans and survivors themselves, but also to the youth they mentor and the communities they serve. Our model of impact has a ripple effect nationwide, strengthening our country's character in multiple ways.



EMPOWER

TRAVIS MANION
FOUNDATION



VETERANS & FAMILIES
OF THE FALLEN

DEVELOP



YOUTH

IMPACT



LOCAL
COMMUNITIES



“ I OFTEN HEAR VETERANS AND SURVIVORS SAY THAT TMF SAVED THEIR LIFE.

While it saddens me that brave Americans experience hardships after serving and sacrificing for our country, I am so proud that many of these heroes turn to TMF to help them through difficult times. Despite their different backgrounds, these veterans and survivors, our country's greatest civic assets, come together and serve as leaders in their communities and mentors to the next generation. The result is a powerful movement that is uniting communities nationwide.

— Ryan Manion, CEO, Travis Manion Foundation

PROACTIVELY ADDRESSING THE VETERAN MENTAL HEALTH CRISIS



CONNECTING VETERANS WITH COMMUNITY + PURPOSE

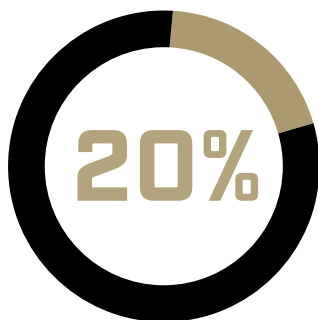
When veterans feel alone or hopeless, they are at a much greater risk for suicide. Feeling connected to others and serving a higher purpose improves their mental health and helps them thrive.

That's TMF's impact—helping veterans move away from crisis and toward thriving.

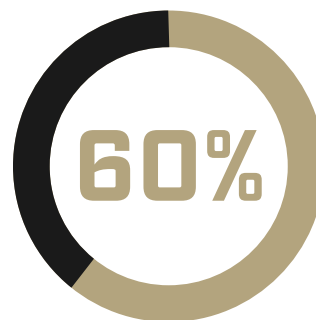
TMF focuses on proactively preventing our nation's heroes and surviving families from ever reaching a point of crisis by addressing these risk factors through programs that connect them with a community of people who understand them and encourage them.

MENTAL HEALTH IMPROVEMENTS WITH TMF INVOLVEMENT

Research has shown that thriving scores related to meaning, relationships, and engagement increase significantly among veterans and families of the fallen who take part in TMF programming.



Positive increase in
mental health for TMF
veterans and families
of the fallen



Positive increase in
connectedness for TMF
veterans and families
of the fallen

While TMF focuses primarily on preventing veterans and survivors from reaching a point of crisis, it is critical to ensure that our community has access to mental health care if they need immediate intervention. Interactive and personalized programs help ensure that TMF staff members get to know veterans and survivors well, helping identify unmet mental health needs and connecting them with life-saving resources through our partners at Wounded Warrior Project (WWP) and the George W. Bush Institute's Veteran Wellness Alliance.

LEVERAGING CIVIC ASSETS TO UNITE COMMUNITIES THROUGH SERVICE

TMF programs strengthen communities by empowering veterans and families of the fallen to develop character in youth, inspiring young people to lead with character.

1 Empowering Veterans and Families of the Fallen

Veterans and surviving families are our nation's most valuable civic assets. With backgrounds that demand teamwork, resilience, and leadership, they are uniquely positioned to inspire others and serve their communities. TMF programs equip them to do so by providing them with the tools and resources they need to unite their communities. **As a result, 86% of TMF volunteers report feeling empowered to be leaders in their communities.**



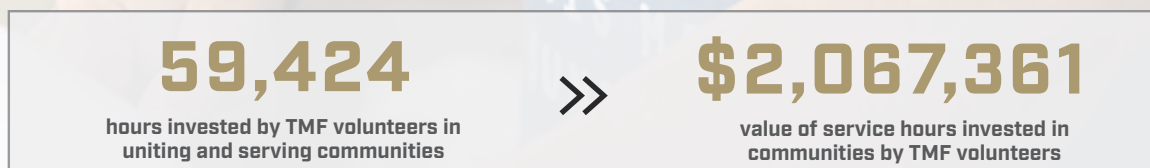
2 Embracing Mentorship

The impact of Character Does Matter (CDM), powered by **Under Armour Freedom**, is threefold, impacting Mentors, youth, and their communities. Spartans who serve as CDM Mentors report feeling a clear sense of purpose and feeling appreciated, and youth who participate are more likely to serve as agents of change and positive influences among their peers. Veteran Mentors are inspiring youth to serve: **96.4% of students report being more motivated to help others because of their participation in the Character Does Matter program.**



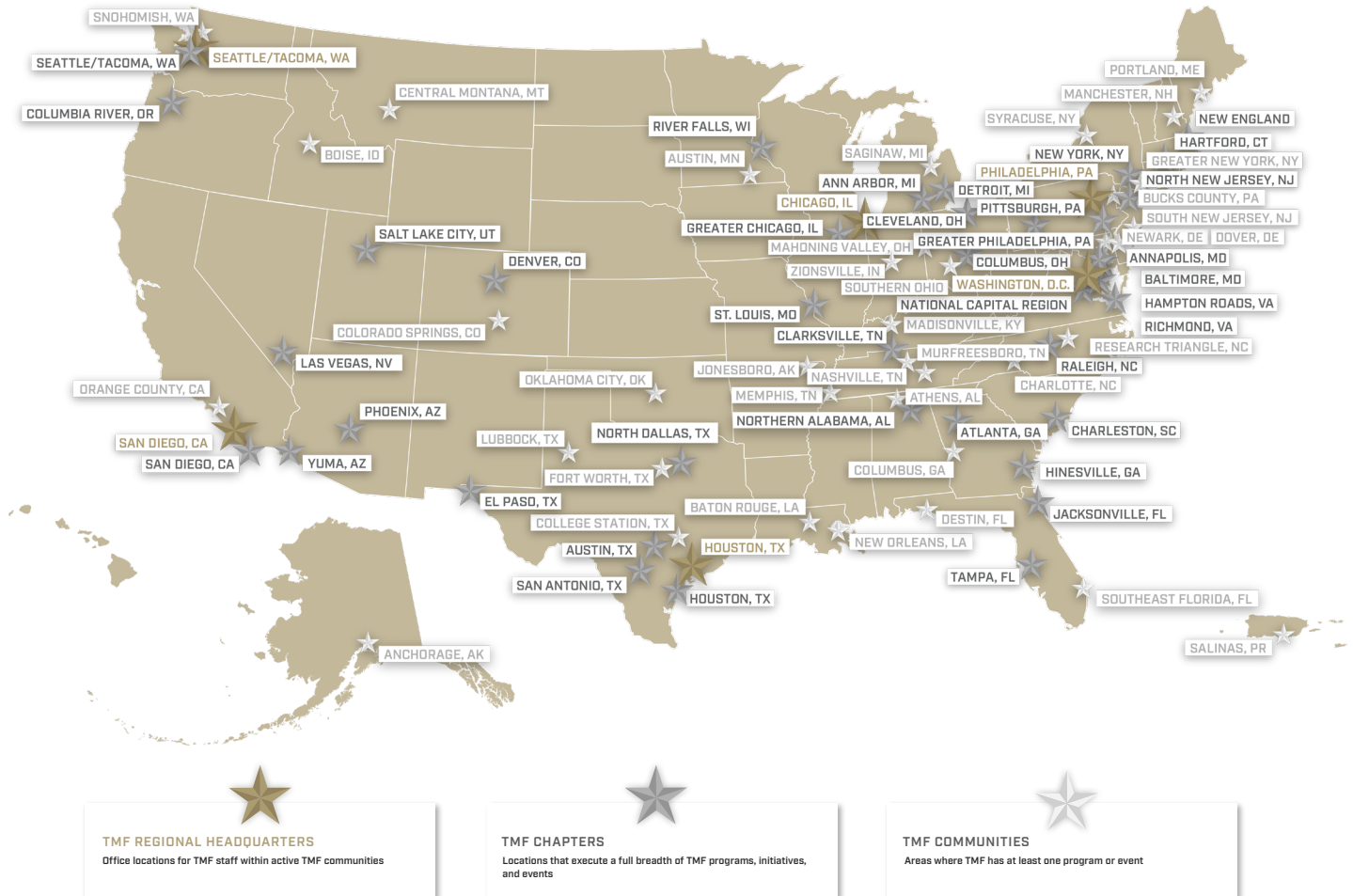
3 Uniting Communities through Service

Led by veterans and families of the fallen across the country, TMF events unite communities by bringing Americans from all walks of life together to honor the fallen. From the 9/11 Heroes Run, sponsored by **USAA Small Business Insurance**, to national service initiatives around Memorial Day and Veterans Day, these events foster a sense of belonging and help address pressing needs in communities. Ultimately, leading these events enhances volunteer leaders' well-being and inspires character in the next generation of leaders.



NATIONWIDE IMPACT

TMF initiatives—from our Character Does Matter program to our 9/11 Heroes Run events—take place in communities nationwide. The map below highlights locations of our regional offices, communities where TMF Chapters are active, and other areas with TMF programming and events.



Volunteer Case Study

Teaching the Next Generation to Honor the Fallen

Since 2021, The Honor Project has continued to expand. What started as a way to honor the fallen at Arlington National Cemetery on Memorial Day has grown into an annual tradition at cemeteries nationwide where dedicated volunteers come together to remember service members who made the ultimate sacrifice. **In 2024, nearly 2,000 volunteers at 47 cemeteries honored 10,000 fallen heroes.** Veteran Mentors who participate in The Honor Project deliver character briefs to youth volunteers, ensuring the next generation understands the true meaning of our heroes' service and sacrifices.

Learn how TMF volunteers honor the lives and legacies of fallen heroes each Memorial Day through The Honor Project by scanning the QR code or clicking [here](#).



NEW THIS YEAR: ONBOARDING NEW CHAPTERS NATIONWIDE

Building Veteran-led Volunteer Networks

TMF has expanded its nationwide reach, offering more opportunities to unite communities and honor the fallen. Through training opportunities for volunteer leaders and events that bring them together to share best practices with one another, TMF is fostering a robust network of passionate veterans, survivors, and inspired civilians who bring the mission to life in their communities. Because of the continued growth of TMF Chapters, more veterans and families of the fallen have access to a supportive community and opportunities to develop character in the next generation.

Investments by dedicated donors including Under Armour and A. James & Alice B. Clark Foundation continue to make this growth possible, ensuring that more volunteers nationwide are moving the TMF mission forward.



Expanding Access to Character Development for Youth

In order to meet youth nationwide in communities that have not yet been introduced to TMF programming, TMF developed a collection of Veterans Day resources for educators, including a video and activities tailored to different age groups, to support teachers in talking about the holiday's meaning in the classroom. The resources infused character education into easy-to-use curriculum that helped educators and spread awareness about TMF.

TMF reached new audiences with these resources, helping to connect school communities with Veteran Mentors.



Through Character Does Matter, Army and National Guard Veteran Terri Bell gives back in a way that helps her feel fulfilled and makes a real difference in her Chicago community. Learn more about how Veteran Mentors find purpose through mentorship by scanning the QR code or clicking [here](#).

DATA & RESEARCH

Increased Participation Continues to Yield Improvements in Well-being

TMF is a data-driven organization that relies on research and results to remain effective. Each year, TMF prioritizes an in-depth survey of our members to gather feedback and ensure programs are successful in improving their mental health and well-being. This survey has continued to demonstrate that veterans and families of the fallen report improvements in mental health and well-being as their involvement with TMF increases.

KEY FINDING #1

Participation in TMF programs leads to improved mental health and well-being scores among veterans and families of the fallen.

KEY FINDING #2

Participants who are both veterans and survivors gain the most from increased participation in TMF programs.



Surviving Family Case Study

Channeling Grief Through Service

Grief impacts families in different ways—and TMF Survivor Expeditions offer families an opportunity to connect with others who understand them. Father and son Aaron and Josh Hudgins attended separate Expeditions in honor of SSG Jari Hudgins, Army. Inspired by their experiences, Aaron and Josh have shown up together as volunteer leaders and mentors to youth in their Oklahoma community.

Learn more about Aaron and Josh's story by scanning the QR code or clicking [here](#).



Veteran Case Study

"I Felt Safe Enough to Open Up."

Before he participated in the 7-month Spartan Leadership Program [SLP], Army veteran Jeremiah Pauley felt isolated and lost, even in the presence of his own family. TMF gave him the opportunity to connect with others who understood him in an environment where he felt safe enough to finally open up. Empowered by this new sense of camaraderie and an understanding of his own strengths as a leader, Jeremiah found a new purpose in serving his community.

After completing SLP, **participants like Jeremiah report a 27% increase in feeling that their life has a clear sense of purpose and a 27% improvement in their mental and emotional health.**

Learn more about Jeremiah's story by scanning the QR code or clicking [here](#).



FINANCIALS

Responsible Stewardship of Donor Investments

For each dollar donated, 86 cents fund programs that empower veterans and families of the fallen to develop character in future generations. TMF is committed to responsible stewardship of 100% of donor gifts, with continued investments in enhancing programs for veterans and families of the fallen and expanding our reach.

TMF holds a Platinum Seal of Transparency from Candid (formerly Guidestar), has been identified as a Four Star Charity by Charity Navigator since 2015, and is a BBB Accredited Charity.



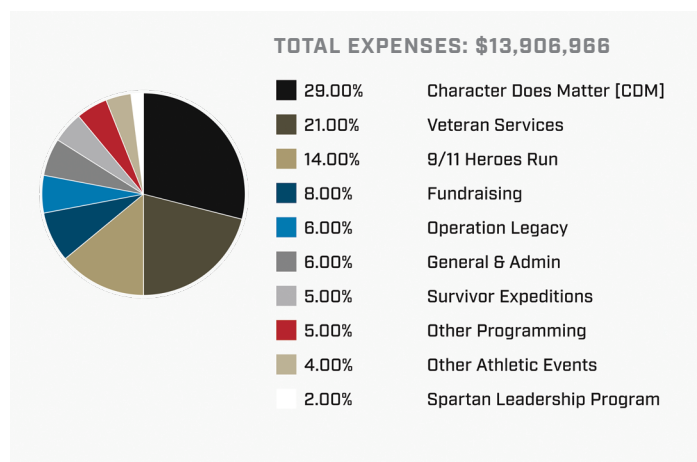
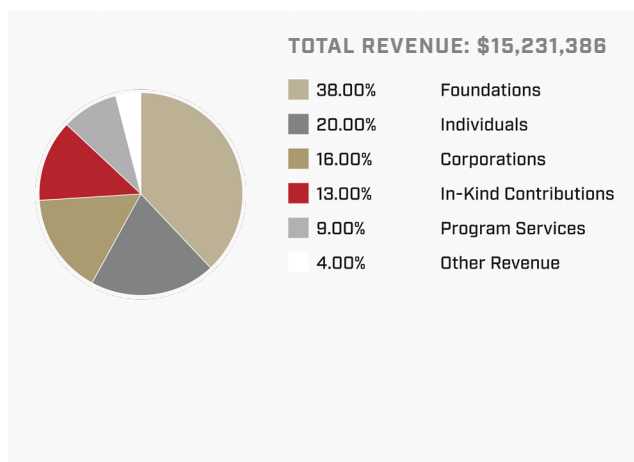
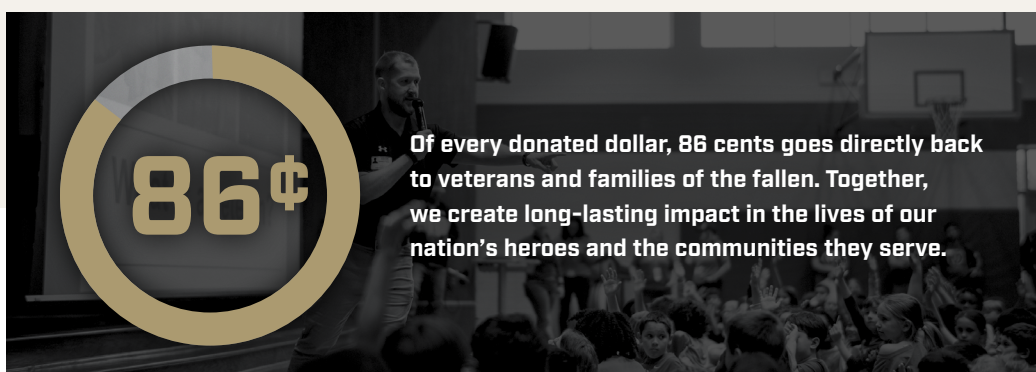
A Platinum Seal of Transparency from Candid (formerly GuideStar)—an honor reserved for only 15% of the tens of thousands of charities they evaluate every year.



A Four Star Charity rating by Charity Navigator since 2015.



Meets BBB's standards for charity accountability.



A MULTIYEAR ORGANIZATIONAL STRATEGY TO ENSURE LONG-TERM SUSTAINABILITY

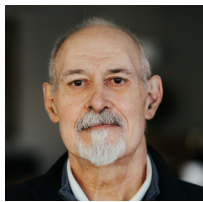
Since partnering in 2021 with Deloitte Consulting Services on the development of a multiyear strategy for growth and organizational sustainability, TMF has been working toward achievable and bold goals to expand impact on veterans, families of the fallen, youth, and the communities we serve.

- 100,000 Veterans Leading the TMF Community
- 1,000,000 Youth Impacted by Our Hallmark Character Development Program
- 100 Local Communities Served

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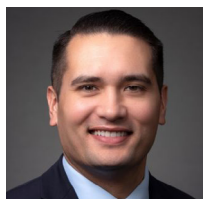
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