



COMMUNITY IMPACT REPORT 2025



OUR COUNTRY IS DISCONNECTED.

We have a problem in our country. Over the last decade, as technology has enabled faster and more accessible sharing of information and opinions, **Americans have grown increasingly wary of each other.** Operating under the misconception that disagreement is the same as discord, division and disconnection have surged. This has manifested itself as neighbors who no longer speak, school board meetings that erupt into violence, families who refuse to gather for holidays, and tempers that flare in parking lots or grocery stores. The result is more Americans experiencing social isolation and loneliness.

FACT:

SOCIAL ISOLATION AND LONELINESS HAVE A NEGATIVE IMPACT ON ENTIRE COMMUNITIES AND SOCIETIES. RESEARCH SHOWS THAT THE SAFETY, PROSPERITY, AND EFFECTIVE GOVERNANCE OF COMMUNITIES DEPEND SIGNIFICANTLY ON THE QUALITY OF THE SOCIAL CONNECTIONS WITHIN ITS NEIGHBORHOODS, WORKPLACES, AND SCHOOLS.

— World Health Organization Commission on Social Connection



“The division in our country seems to preclude progress,” said General David Petraeus, Army veteran and former CIA Director in an interview with TMF CEO Ryan Manion. “Compromise is not in the vocabulary, and yet that’s what we need to do to move forward. We’ve seen the growing-apart of the center, and I think that’s very, very challenging.”

It doesn’t have to be this way.

Travis Manion Foundation (TMF) is bringing together veterans, families of the fallen and inspired civilians to unite citizens of all ages, locations and backgrounds through events and programs that encourage finding common ground and living by the ethos “If Not Me, Then Who...”.

“We have some incredible challenges facing our country,” says General Joseph Dunford, USMC (Ret.), Former Chairman of the Joint Chiefs of Staff and current Vice Chairman of the TMF Board of Directors. **“We also have an untapped reservoir of talent in our veteran population and Gold Star family population. By providing these men and women with a sense of purpose and community, TMF is able to offer solutions to our challenges.”**

This report highlights the ways TMF has supported, empowered and engaged more than 300,000 veterans, families of the fallen and inspired civilians through a journey of bettering themselves and their communities. By bringing these groups together as a step toward connection, and allowing them to realize they have more in common than they believe, **TMF is part of the solution to this national crisis.**

AS A RESULT OF INVOLVEMENT WITH TMF, VETERANS AND FAMILIES OF THE FALLEN EXPERIENCE A

60% INCREASE IN FEELINGS OF CONNECTEDNESS.

— TMF Member Impact Report, 2020-2021

IN 2018, ONLY

16% OF AMERICANS SAID THEY FELT VERY ATTACHED TO THEIR LOCAL COMMUNITY.

— *Our Epidemic of Loneliness and Isolation: The U.S. Surgeon General's Advisory on the Healing Effects of Social Connection and Community*



2,325

TMF EVENTS DURING FISCAL YEAR 2024 THAT DEEPENED CONNECTION AND CREATED IMPACT ACROSS THE COUNTRY.

300K+

CITIZENS WHO STRENGTHENED THEIR CONNECTION TO EACH OTHER BY PARTICIPATING IN TMF EVENTS IN FISCAL YEAR 2024.

THE TMF APPROACH IS UNIQUE

TMF's military-inspired approach to fostering unity is uniquely effective. The method is three-pronged:

- 1 Promoting a shared value of patriotism
- 2 Executing a common mission to serve others
- 3 Teaching the next generation about character

TMF's approach to its mission is distinct from other organizations in that it models the military's methodology of establishing unity between a population of unique individuals. By bringing together a diverse group of citizens in pursuit of a common goal, and providing a common language for those citizens to communicate with each other, TMF enables the formation of a cohesive team, improved relationships, and increased trust.

"IN THE MILITARY, THERE'S A COMMON GOAL: TO SERVE OUR COUNTRY. WE PUT ASIDE OUR DIFFERENCES FOR THE COMMON GOOD. I THINK THAT'S SOMETHING THAT'S MISSING IN OUR NATION RIGHT NOW. WE NEED TO COME TOGETHER FOR THE COMMON GOOD OF ALL OF US."

— Jimmy White IV, Navy Veteran + TMF Mentor



FOCUS ON:

GREATER PHILADELPHIA

While this report features Philadelphia as an example of the collective impact TMF is having on communities across the nation, it's critical to note that these outcomes are being replicated across the country, in TMF's more than 40 local chapters and beyond, week after week. The case studies below are just three examples of the way TMF's mission and initiatives are bringing people together.



AFTER THE U.S. AND ITS ALLIES LAUNCHED AIRSTRIKES AGAINST TALIBAN AND AL-QAEDA FORCES

WEEKS AFTER SEPTEMBER 11TH, 2001,

79% OF ADULTS SAID THEY HAD DISPLAYED AN AMERICAN FLAG. 62% SAID THEY HAD OFTEN FELT PATRIOTIC AS A RESULT OF THE 9/11 ATTACKS.

TWO DECADES LATER,

PATRIOTISM HAS FALLEN TO A RECORD LOW, ACROSS ALL POLITICAL PARTIES.²

— Pew Research Center,
"The Enduring Legacy of 9/11"





60,000+
AMERICANS COME
TOGETHER ANNUALLY IN
90+
HEROES RUNS ACROSS
THE COUNTRY

PART I: COMMON VALUE OF PATRIOTISM

Men and women who enlist in the armed forces often share a strong sense of patriotism. Similar to the way the military inspires allegiance to and respect for our country, TMF brings communities together for a cause that most Americans agree with: honoring those who made the ultimate sacrifice—an act of valor and selflessness that deserves respect and remembrance.

CASE STUDY:

9/11 HEROES RUN

The 9/11 Heroes Run is a nationwide event in more than 90 locations that brings more than 60,000 Americans together annually to honor the memory of those who lost their lives or loved ones during the September 11th attacks and subsequent wars. During this era, when common ground is hard to come by, the Heroes Run evokes a time when Americans were united in both spirit and mission, and stokes patriotism in communities across the country.



U.S. State Representative Brian Fitzpatrick (Pennsylvania) attends the Doylestown, PA, Heroes Run every year. “At the Heroes Run, we’re reminding ourselves of our patriotic roots,” he says. “We’re the world’s oldest democracy. The only way we’ve survived is because people like Travis put their country first. **At these events, nobody’s fighting, nobody’s tweeting at each other. Everybody’s here for a common cause.** We want more people—especially youth—to step up and follow Travis’s lead.”

Dedicated Spartan Mike Barikian has been involved with the Heroes Run for 15 years. “What keeps me coming back every September is the feeling that we’re in this together. It reminds me of 2001 and the unity and resiliency we showed after such a horrific tragedy. **The country feels really divided right now, but not during the Heroes Run. We put our differences aside and just run, for the memory of everyone we lost.**”

The Heroes Run happens annually across the country, with each location expressing patriotism in its own way, yet united in the mission to remember what America stands for.

**86% OF TMF
VOLUNTEERS
FEEL EMPOWERED
TO BE MORE OF A
LEADER IN THEIR
COMMUNITIES.**





280

OPERATION LEGACY
SERVICE PROJECTS
COMPLETED IN
FISCAL YEAR 2024.

MORE THAN
61,300

HOURS WERE INVESTED
BY TMF VOLUNTEERS
IN 2024 TO HELP IMPROVE
COMMUNITIES

PART II: COMMON CAUSE OF SERVICE

Each branch of the military is made up of men and women from different locations, backgrounds and beliefs, drawn to a common cause: service. That common cause not only brings troops together, it keeps them together. TMF applies the same philosophy in its nearly 40 chapters across the country, enabling people from all walks of life to pursue a similar purpose: service events that fill a particular need within a community. Volunteerism has been scientifically proven to have physical and mental health benefits, including strengthening an individual's social connections. For this reason, service initiatives like TMF's "Operation Legacy" are an essential component of TMF's mission.

CASE STUDY:

OPERATION LEGACY

Every year, TMF engages with communities across the country through four volunteer-led community service initiatives called Operation Legacy: **Martin Luther King, Jr. Day of Service in January; The Honor Project over Memorial Day Weekend; Back to School Character Days in August and September; and Veterans Day in November.**

Veteran's Day

Jimmy White, a Navy veteran and native of South Philadelphia, has been actively involved with TMF since 2018, impacting hundreds of citizens in the area. "Since I've started volunteering with Travis Manion Foundation," Jimmy shared, "I've become more engaged with my local community."

That engagement has had a very tangible impact. Each November, in honor of Veterans Day, Jimmy oversees a TMF Operation Legacy service project that distributes Thanksgiving turkeys to families in need. The turkeys are collected by high school students, and Jimmy delivers them to local residents who would otherwise not have a meal for Thanksgiving.

"It really bridges the gap," Jimmy says of Operation Legacy, "between kids who are still learning how they can have an impact on the world and people in the community who really appreciate being able to put food on the table on Thanksgiving. When the students realize how grateful these families are, it inspires them to want to help more. And when they help more, our community gets **stronger and more united.**"

The Honor Project

Every year on and around Memorial Day, TMF mobilizes volunteers to pay respect to fallen heroes. At 46 cemeteries across the country, volunteers of all ages and backgrounds come together to place hand-crafted commemorative tokens at the resting places of America's heroes and pause to reflect on their service and sacrifice.

At Washington Crossing National Cemetery, a historic landmark outside Philadelphia, hundreds of TMF volunteers gather each Memorial Day. In 2024, Army Veteran and Character Does Matter mentor Rebecca Tutela attended her first Honor Project there with her children. Her grandfather—also an Army veteran—is buried there.

"Memorial Day can be emotionally tough," Rebecca says, "but The Honor Project provides meaning and comfort by honoring our nation's men and women. It brings together entire communities for the common purpose of remembering the sacrifice they made."

Like many other volunteers, Rebecca intends to make The Honor Project an annual tradition. "I am a firm believer in giving back to the local community in meaningful ways," she says, "and I can not think of a more meaningful way than honoring those who have served our country on Memorial Day."

IN 2024, MORE THAN
10,000
FALLEN HEROES WERE
HONORED BY 2,000
VOLUNTEERS AT 46
CEMETERIES THROUGH
THE HONOR PROJECT.





CASE STUDY:

CHARACTER DOES MATTER

In 2017, Conwell-Egan Catholic High School in Fairless Hills, PA, held a school-wide presentation of Character Does Matter, TMF's hallmark veteran-led mentoring program that develops character and leadership skills in young adults. That hour-long session, led by veteran and Gold Star father Bob Craven, was developed into a yearlong course and sparked a legacy of service, leadership and compassion.

To date, more than 350 Conwell-Egan students have experienced CDM, and that number grows every year. **"TMF is the single most impactful organization associated with our school,"** says Jordan Schiavo, Assistant Principal of Student Affairs. "All of the students who go through CDM want to be continuously involved. At our open houses, we talk about TMF and our Veteran Mentors are there, so when new students are coming in, they want to be a part of it."

Schiavo has noticed a change in students who experience CDM. "It gives them a sense of belonging, and reminds them that our school is a family, and that doing the right thing—whether it's picking up a piece of trash in the hallway or speaking up when they see bullying—is important."

Conwell-Egan students have created a TMF Youth Club at their school, which gives them the opportunity to take on leadership roles and inspire even more classmates to serve and strengthen their character traits.

"Young people are the future of our country," says Connie Whalen, a Veteran Mentor with CDM who works with Conwell-Egan students. **"If we can focus on giving them the tools to understand other people's points of view, to be tolerant, that's everything. We're planting seeds in our youth that will blossom someday."**

96.4% OF STUDENTS REPORT BEING MORE MOTIVATED TO HELP OTHERS BECAUSE OF THEIR PARTICIPATION IN THE CHARACTER DOES MATTER PROGRAM.

— TMF Youth Impact Report, 2021

PART III: COMMON GOAL OF GUIDING THE NEXT GENERATION

In the military, even while service members are being trained, they are also training the ones behind them. Everyone is always learning, and everyone is always teaching. In a similar way, TMF trains veterans and family members of fallen heroes to become mentors to young people who carry on the culture of unity established by the military. Veteran Mentors share with their students what it means to have character and how to use their personal strengths to improve the world around them. These young adults go on to become leaders within their school and community, inspiring others to join the "If Not Me, Then Who..." movement.

TO DATE

3,000 TRAINED VETERANS AND FAMILIES OF THE FALLEN HAVE MENTORED MORE THAN 600,000 YOUNG ADULTS ACROSS THE COUNTRY.



CONCLUSION

As America continues to grapple with its issues of disconnection, TMF is continually and intentionally bringing citizens together and reminding the country that there is more that connects us than divides us. By adopting a military-inspired approach to its mission, TMF has proven it can provide a common ground for veterans, families of the fallen, youth and civilians alike, on which new connections can be made and communities can be strengthened.

“What’s unique about serving in uniform is that you experience everyone coming together to complete a mission to which all are committed, which is larger than self, and is a privilege to perform,” says General Petraeus, speaking with Ryan Manion. “I hope Americans can come together animated by that idea, even while having individual differences that can and should exist but shouldn’t prevent us from getting on with what we need to do as a country.”

Every day, Travis Manion Foundation continues to expand its reach. Through promoting patriotism, inspiring service to others, and ensuring the next generation is equipped to lead with character, TMF remains a leader in the pursuit of unity.



“VETERANS HAVE A UNIQUE PERSPECTIVE. WE WERE TAUGHT TO FOCUS ON MISSION, NOT OUR SPECIFIC DIFFERENCES. WE HAD TO AGREE TO DISAGREE ON ANYTHING ELSE BUT OUR MISSION. OUR MISSION NOW SHOULD BE EDUCATING PEOPLE ON TOLERANCE: WHAT DOES IT LOOK LIKE, HOW CAN WE BE PATIENT WITH EACH OTHER, HOW CAN WE BE ACTIVE LISTENERS?”

— Connie Whelan, Veteran Mentor

