





TRAVIS MANION FOUNDATION

2025-2026

ANNUAL REPORT



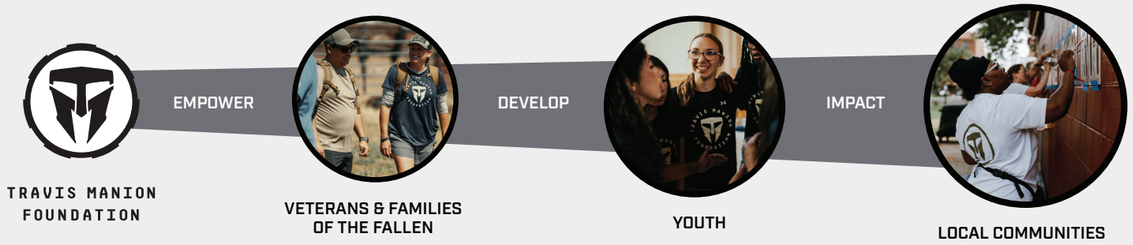
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TMF ANNUAL REPORT
TABLE OF CONTENTS

OUR MODEL OF IMPACT 1
MENTAL HEALTH AND COMMUNITY 2
INVESTING IN VETERANS AND FAMILIES 4
DEVELOPING CHARACTER IN YOUTH 5
STRENGTHENING COMMUNITIES 6
BROADENING OUR CAPACITY 7
NATIONWIDE IMPACT 8
DATA AND RESEARCH 9
FINANCIALS 11
LOOKING AHEAD 12
BOARD OF DIRECTORS 13

OUR MODEL

TMF'S MODEL OF IMPACT

Travis Manion Foundation (TMF) invests in veterans and families of the fallen to lead by mentoring youth and serving in their communities. Through that service, they build life-changing connections, rediscover purpose, and create lasting impact across the country.





WHEN OUR SERVICE MEMBERS LEAVE ACTIVE DUTY, THEY DON'T JUST TURN IN A UNIFORM. THEY LOSE A MISSION. THEY LOSE AN IDENTITY.

And when that void doesn't get filled—when that mission, camaraderie, and sense of meaning isn't replaced—the cost is devastating.

TMF exists so that no veteran, no family member, ever has to stand in darkness alone. At TMF, veterans and surviving families don't just find a volunteer shift. They find a lifeline. They find a team again.

One of the most powerful outcomes of building community and purpose was something we didn't initially anticipate: a need that was real and often unseen. TMF stepped into that space, and lives have been saved because of it.

Ryan Manion
CEO, Travis Manion Foundation



MENTAL HEALTH AND COMMUNITY

PROACTIVELY ADDRESSING THE VETERAN MENTAL HEALTH CRISIS

When veterans feel alone or hopeless, their risk of suicide increases. Connection and a sense of purpose can strengthen mental health and help veterans and surviving families thrive. That's where TMF makes an impact: building community and purpose before a crisis occurs.

Clinical mental health care is vital, but prevention matters, too. TMF addresses risk factors like isolation and lack of purpose by connecting veterans and surviving families with people who understand their experiences, encourage them, and give them opportunities to serve.

60% increase in feelings of connectedness among TMF veterans and surviving families

20% positive increase in overall mental health scores among TMF veterans and surviving families

86% of TMF veterans say they feel more empowered to lead in their communities



Chad Johnson
Marine Corps Veteran

Veteran Case Study

"I LOOK AT TMF AS A BADGE OF HONOR."

Service has always been at the core of Chad Johnson, from volunteering as a firefighter in his youth to deploying to Iraq as a Marine. After leaving active duty, he struggled to find the same sense of belonging and mission he had in uniform. That changed in 2018, when he connected with TMF through a 9/11 Heroes Run.

Through the Spartan Leadership Program (SLP), Chad received the support and development to turn his drive to serve into leadership. Since then, Chad has invested himself deeply in the TMF community—leading service projects, mentoring youth, and now serving as the TMF Raleigh Chapter Leader.

Research has found that overall wellness and thriving increase with involvement in TMF—and benefits grow as participants become more deeply involved. **Over 83% of veterans and families of the fallen who participate in three or more TMF programs report they have a clear sense of purpose in their lives, demonstrating greater mental health and well-being improvements compared to those involved in one TMF program.**

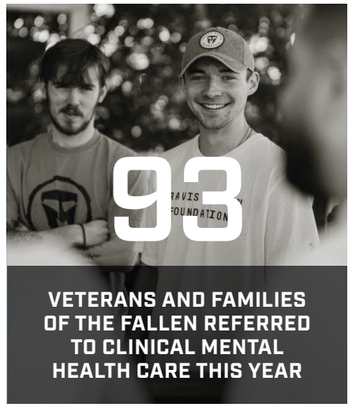
See more of Chad's story here



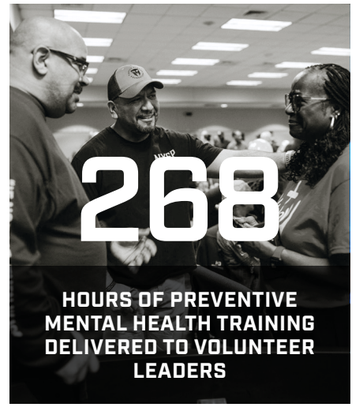
CONNECTING VETERANS AND SURVIVORS TO HIGH-QUALITY MENTAL HEALTH RESOURCES

While TMF focuses on preventing veterans and survivors from reaching a point of crisis, access to quality mental health care is critical. TMF builds relationships with veterans and survivors, helping identify unmet mental health needs and connecting them with resources through our partners at **Wounded Warrior Project (WWP)** when necessary.

TMF also trains veterans and survivors to recognize signs of unmet mental health needs in their peers. Volunteer leaders trained through our online THRIVE course serve as boots on the ground in their communities, helping identify veterans and survivors who may need additional support and connecting them with the resources they need.





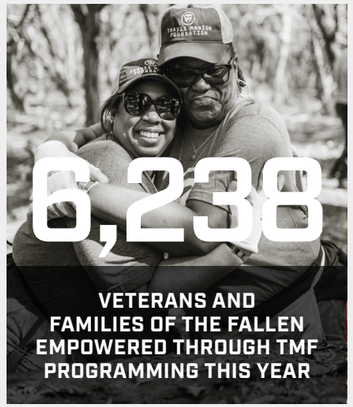


INVESTING IN VETERANS AND FAMILIES

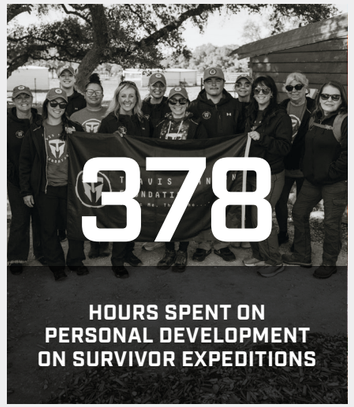
EQUIPPING STRONG COMMUNITY LEADERS

Veterans and surviving families are our nation's most valuable civic assets. Their experiences have developed the teamwork, resilience, and leadership needed to inspire others through service to their communities. TMF invests in volunteers through leadership development, training, and experiences that equip them to thrive while also bringing the "If Not Me, Then Who…" ethos to communities across the country.

Through programs including the Spartan Leadership Program, Survivor Expeditions, and other leadership opportunities, veterans and survivors build resilience, strengthen connections, and grow as leaders. The Spartan Leadership Program takes 30+ participants annually through a 7-month journey of personal development and leadership, while Survivor Expeditions empowered 54 participants this year to find connection and purpose honoring their loved ones through service.









Gayle Mosko
Gold Star Mother

Survivor Case Study

"TMF HAS HELPED US GRIEVE MORE TOGETHER"

John and Gayle Mosko were introduced to TMF after their son, Lt. Christopher Mosko, Navy, made the ultimate sacrifice in Afghanistan on April 26, 2012.

John found healing through service with TMF, but Gayle wasn't quite ready when he began engaging. Watching the connection and purpose John found eventually inspired her to get involved, too. Today, they serve side by side through Survivor Expeditions, youth mentorship, and in their local communities.

Research shows surviving family members like John and Gayle who have participated in TMF Expeditions experience a 6% increase in thriving scores, with the most noticeable improvements in purpose (11%), optimism (9%), and community belonging (12%).

See more of John and Gayle's story here

DEVELOPING CHARACTER IN YOUTH

MENTORING THE NEXT GENERATION

Veterans and families of the fallen know what it means to lead, serve, and put others before themselves. Their experiences make them uniquely equipped to model character for the next generation. Through Character Does Matter (CDM) powered by Under Armour, TMF connects veterans and survivors with youth, creating a powerful exchange where young people gain role models and mentors, while veterans and families of the fallen find renewed purpose through serving the next generation.

New research from TMF's Youth Impact Report shows that CDM is positively influencing students' attitudes and behaviors and inspiring them to become leaders and positive influences in their communities. **Among 2,100 CDM participants surveyed, 95% agreed they offer assistance when there is a need. In 2025, 8,663 youth volunteered in their communities through TMF.**

238 NEW CDM MENTORS TRAINED

668 CDM MENTORS ACTIVATED

40 TMF YOUTH CLUBS

64,341 YOUTH IMPACTED BY CDM MENTORS



Kira Sonnee
Youth Leader

Youth Case Study

"BECAUSE OF TMF, I'VE GROWN SO MUCH AS A PERSON."

Kira Sonnee's introduction to TMF came as a middle schooler when she was struggling with mental health and suicidal ideation. When she met Veteran Mentor Mel Hoffman and joined the TMF Pathfinders Youth Club in River Falls, WI, Kira found a lifeline. Now a youth leader, Kira delivers CDM programming to students in her community and mentors others who are navigating the same uncertainty she once felt.

Research shows that CDM positively influences youth attitudes and behaviors, including self-reflection, confidence, and goal setting, while inspiring young people to become agents of change over time. **In 2025, more than 8,663 youth put character into action by participating in service projects in their communities.**

See more of Kira's story here

STRENGTHENING COMMUNITIES

FINDING CONNECTION THROUGH SERVICE

TMF has continued to build a community where veterans, families of the fallen, and inspired civilians find meaningful ways to connect, serve, and lead. National athletic events including the 9/11 Heroes Run and the Manion WOD (Workout of the Day), along with 55 local TMF Chapters, offer a pathway into the mission.

In the past year, strategic investment in volunteer leaders has created the foundation for deeper engagement, stronger local connections, and more opportunities to serve. In 2025, nearly 20,000 volunteers carried out 859 service projects across the country, and more than 72,570 Americans participated in community-building athletic events to honor fallen heroes.

83,883

HOURS INVESTED BY TMF VOLUNTEERS IN UNITING AND SERVING COMMUNITIES

»

$2,919,612

VALUE OF SERVICE HOURS INVESTED IN COMMUNITIES BY TMF VOLUNTEERS





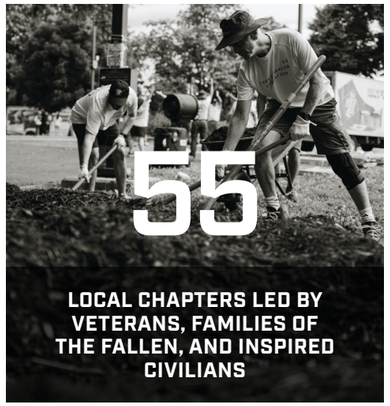
BROADENING OUR CAPACITY

BUILDING THE LARGEST VETERAN-LED VOLUNTEER NETWORK IN THE COUNTRY

In September 2025, TMF acquired The Mission Continues (TMC), bringing together two organizations with a shared belief in the power of community, connection, and service. **The integration—which increased TMF's volunteer network to 600,000 members and doubled our unique volunteers from 7,000 to 14,000—has expanded TMF's ability to reach more veterans and communities nationwide.**

Over the past year, Service Platoons were integrated into TMF Chapters across the country, bringing TMC's community service model into a broader local network that connects service with youth mentorship, athletic events, and other opportunities to engage. The integration also expanded TMF's national service campaigns to six each year, creating more opportunities for volunteers to serve around key days of observance.

TMF has invested in the systems and infrastructure needed to better connect our growing network and strengthen the volunteer experience. That work has laid the foundation for a unified digital hub connecting volunteer leaders through one shared platform.







NATIONWIDE IMPACT

Across the country, TMF is creating opportunities for people to turn connection into service and service into lasting impact. From local Chapters to national events and programs, this growing network brings the mission to communities nationwide.



DATA AND RESEARCH

UNDERSTANDING THE IMPACT OF YOUTH MENTORSHIP

In addition to demonstrating positive outcomes for veterans and families of the fallen who engage with TMF, new research released this year shows the impact of Character Does Matter (CDM) Veteran Mentors on youth. Drawing on two full school years of data from 2023–2025, the report shows that interactions with Veteran Mentors can positively influence youth attitudes and behaviors, including self-reflection, confidence, goal-setting, and compassion, while inspiring young people to become leaders and agents of change in their communities.

KEY FINDING #1:

Veteran Mentors have a positive impact on student behaviors, attitudes, and personal well-being.



KEY FINDING #2:

After taking part in the Character Does Matter program, youth serve as a positive influence among their peers and act as agents of change in their communities.



86.9% of CDM students report they are more likely to interfere when someone is being bullied, threatened, or harassed

95% of CDM students offer assistance where there is a need

90.3% of all CDM students agreed they can succeed if they put their minds to it



MORE THAN 850,000 YOUTH HAVE CONNECTED WITH TMF MENTORS THROUGH CHARACTER DOES MATTER.

Across those relationships, young people are putting character into action—serving their communities, supporting their peers, and finding opportunities to lead. The new research helps demonstrate how those experiences can shape both the choices youth make today and the leaders they become tomorrow.



PUTTING CHARACTER INTO ACTION

SHAPING THE NEXT GENERATION OF LEADERS

Character Does Matter (CDM), powered by Under Armour Freedom, is a nationally recognized, evidence-backed curriculum focused on developing character and leadership skills in youth.

Led by veterans and families of the fallen, the program uses positive psychology as a foundation for meaningful conversations and hands-on activities. From building self-esteem and resilience to helping students discover how they fit into something bigger than themselves, CDM gives young adults the tools to become empowered citizens and strong members of their communities. At its core, the program instills TMF's "If Not Me Then Who..." ethos—challenging students to step up, take ownership, and make an impact right where they are.

See more of how CDM is impacting the next generation here

FINANCIALS



81%

OF EVERY DONATED DOLLAR GOES DIRECTLY TO PROGRAMS THAT INVEST IN VETERANS AND FAMILIES OF THE FALLEN TO LEAD BY MENTORING YOUTH AND SERVING IN THEIR COMMUNITIES. TOGETHER, WE CREATE LONG-LASTING IMPACT IN THE LIVES OF OUR NATION'S HEROES AND THE COMMUNITIES THEY SERVE.

Charity Navigator ✦ FOUR-STAR ✦

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

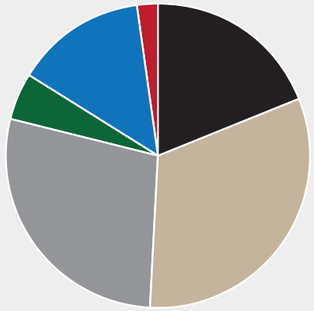
Platinum Transparency 2026 Candid.

A Four Star Charity rating by Charity Navigator since 2015.

BBB ACCREDITED CHARITY

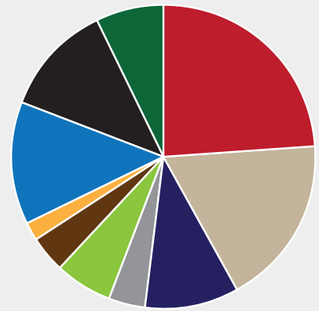
Meets BBB's standards for charity accountability.

TOTAL REVENUE: $19,499,710



Corporations	32%
Foundations	28%
Individuals	19%
Program Services	14%
Other Revenue	5%
In-Kind Contributions	2%

EXPENSES: $15,784,654



Character Does Matter	24%
Veteran Services	18%
Other Programming	13%
Fundraising	12%
9/11 Heroes Run	10%
General & Admin	7%
Service Projects	6%
Survivor Expeditions	4%
Other Athletic Events	4%
Spartan Leadership Program	2%

LOOKING AHEAD

BUILDING ON FIVE YEARS OF PROGRESS

In 2021, TMF launched a 10-year strategy built around an ambitious vision: to become a defining organization for this generation of veterans and inspire a nationwide movement rooted in the "If Not Me, Then Who…" ethos.

Now halfway through that strategy, TMF has built a strong foundation for the years ahead. Chapters have more than doubled, Character Does Matter has reached hundreds of thousands of youth, and a growing network of veterans, families of the fallen, and volunteers is choosing to lead and serve.

We've expanded Character Does Matter to 850,000 young people and grown our community of Veteran Mentors and volunteer leaders significantly. Most impressively, our membership has grown from 130,000 to 600,000.

The next five years will build on this foundation, creating more opportunities for veterans, families of the fallen, youth, and communities to lead, serve, and carry the mission forward as we approach our long-term goals.



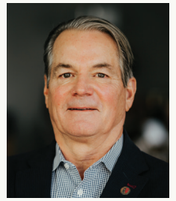




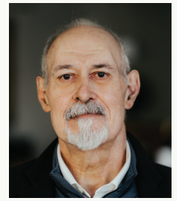
The strategy's three phases—**Build, Grow, and Thrive**—remain the framework for the years ahead. However, rather than advancing one at a time, TMF will pursue all three together: strengthening volunteer leaders and Chapters, creating more opportunities to serve, and bringing more people into the TMF community.

Four priorities will guide that work: expanding Chapters through community service, strengthening Character Does Matter, connecting TMF programs and events within communities, and using the 20th anniversary of TMF in 2027 to grow membership and build momentum toward the future.

TMF BOARD OF DIRECTORS



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Chairman of the Board



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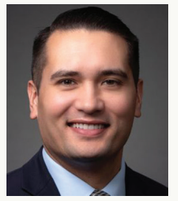
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