



TRAVIS MANION  
FOUNDATION

Annual Report  
2012

## Mission

The Foundation's Mission is to assist our nation's veterans and the families of Fallen Heroes. We will continue the service to community and country exemplified by these Fallen Heroes and veterans. In the spirit of the fallen, we will foster strength of mind and body to create a generation of future leaders.

## Vision

To inspire and activate everyone with the generous spirit of those who serve.

## Values

Passion | Servant Leadership | Integrity | Strive for Excellence | Share their Stories



1st Lt. Travis Manion

## “If Not Me, Then Who...”

Headquartered in Doylestown, Pennsylvania, the Travis Manion Foundation has built a national reputation for using innovative programs that transform communities through service and how we honor those who serve.

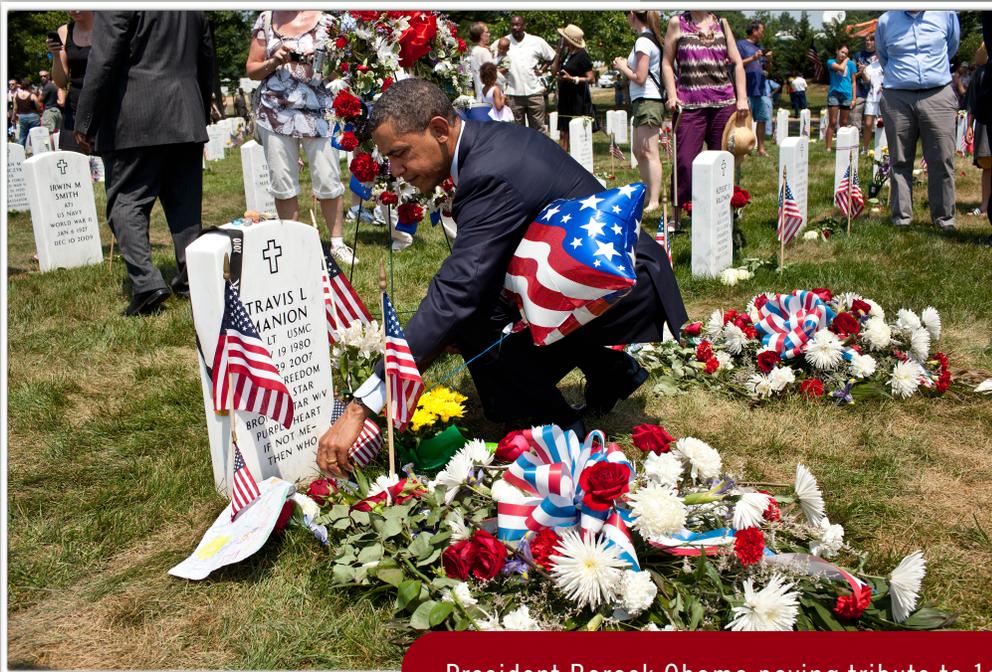
Our team is comprised of Gold Star family members, military veterans – many with combat experience in Iraq and Afghanistan – and spouses and family members of service members. The passion and dedication of our staff is evident in the impact we have empowering survivors, veterans, and citizens to take positive action and never forget the sacrifice of those who gave their all for our today.

We characterize our programs and impact as the “If Not Me, Then Who...” movement. The movement acts as a catalyst for activating service based on the example provided us by our Fallen Heroes.



## TRAVIS MANION FOUNDATION

Table of Contents.....	2
Letter from the Manions.....	3
Current Programs.....	4
Reach & Impact.....	5
2013 Goals.....	7
Governance.....	8
2012 Financials.....	9
Sponsors.....	10



President Barack Obama paying tribute to 1st. Lt. Travis Manion at his burial plot in Arlington National Cemetery

# LETTER FROM THE MANIONS

Dear Friends,

One month into my brother's second deployment to Iraq, he sent an e-mail to family and friends to update us on his mission. After explaining that conditions in Fallujah were difficult and dangerous, he wrote something that continues to inspire me:

"True success does not come from battles won easy."

Indeed, the six years since my brother's death have not been easy, nor has the year since my mother, Janet, joined Travis at Arlington National Cemetery. But just as my mom and brother would have wanted, the Travis Manion Foundation is more determined than ever to support the extraordinary men and women of our nation's military community.

Whether it was our largest-ever 9/11 Heroes Run in 2012, an unprecedented number of Challenge Grants awarded to veterans and survivors, or the national expansion of our Character Does Matter program, your support of the Travis Manion Foundation is making a difference in people's lives. Every day, I am amazed by what our staff, volunteers, and supporters are able to accomplish. Your hard work embodies the spirit of the "If Not Me, Then Who..." movement.

At this hour, many U.S. troops and their loved ones are separated by thousands of miles. Families of the fallen are mourning, wounded warriors are recuperating, and veterans are readjusting. As these patriots embark on their noble missions, the Travis Manion Foundation stands with them by challenging Americans to live up to their ideals.

From the bottom of my heart, thank you for all that you do to support our country's true heroes.

Sincerely,

Ryan Manion Borek

*Ryan Manion Borek*



## Janet Manion: In Memoriam

Janet Manion's life ended on April 24, 2012. Her legacy will live forever.

Whether it was bravely battling cancer or responding to the death of her only son with awe inspiring selflessness, Janet lived up to one of her favorite quotes: "A life is not important except in the impact it has on other lives." As a devoted wife, mother, grandmother, and founder of the Travis Manion Foundation, she inspired countless Americans to heed Jackie Robinson's words.

In her will, Janet left only one request for her husband and daughter – that the Travis Manion Foundation continues to help others. Today and every day, her courage leads us forward.

## IF NOT ME, THEN WHO...

The Travis Manion Foundation honors Travis and other Fallen Heroes by:

- Empowering returning veterans to pursue their dreams
- Inspiring youth to service
- Enabling families and friends to memorialize Fallen Heroes
- Collaborating with organizations investing in veterans and their families



## IN THE SPIRIT OF THE FALLEN, WE WILL FOSTER STRENGTH OF MIND AND BODY TO CREATE A GENERATION OF FUTURE LEADERS

The Travis Manion Foundation (TMF) was formed in 2008 to honor 1st Lt. Travis Manion's life and his commitment to country. TMF has touched the lives of over 18,000 veterans and survivors and has inspired thousands of people to serve their communities in honor of a Fallen Hero.



### Focus Areas Challenge Grants

Challenge Grants For veterans and survivors of Fallen Heroes are one way that TMF empowers returning veterans and families of fallen service members. The grants serve as a catalyst for these men and women to take the next step in their lives. TMF provides transition assistance, education funding, and healing and grief support through team building and social events. To date, TMF has provided \$1,016,992 in Challenge Grants.



### 9/11 Heroes Run

The 9/11 Heroes Run is a national race series that takes place around September 11th each year. This event enables families and friends to honor Fallen Heroes. TMF now organizes 45+ races around the world. Each year, TMF gives a large portion of race proceeds back to local groups working with veterans and first responders.



### Character Does Matter Leadership Program

Character Does Matter (CDM) empowers veterans and families of the fallen to deliver dynamic and inspiring presentations to emerging leaders across the United States. The program engages the next generation of leaders to serve, to directly impact their local communities, and to carry on the legacies of our nation's Fallen Heroes.

# REACH & IMPACT



## Seattle, Washington

All 9/11 Heroes Run Proceeds supported scholarships and bereavement camps for families of fallen service members



## Aurora, Colorado

9/11 Heroes Run proceeds supported 50 veterans through job placement programs



## San Diego, California

Six wounded veterans and widows of Navy SEALs embarked on an ambitious July 14, 2012 swim in the English Channel to honor their Fallen Heroes as part of the Athena Passage Project



San Diego, California  
West Coast Headquarters



## Albuquerque, New Mexico

9/11 Heroes Run proceeds supported 13 veterans dealing with PTSD through placement's in a service dog program



## Houston, Texas

9/11 Heroes Run proceeds provided assistance for physical and emotional transition support for 100 veterans



50,000+

Individuals participated as runners, spectators, and volunteers



\$1,016,992

Awarded to support veterans or survivors



34,000

Youth inspired to serve



Doylestown, Pennsylvania  
TMF Headquarters



Exeter, New Hampshire

Cooperative Middle School held a ceremony to honor their six Fallen Heroes on May 25. Sixty three students completed the "If Not Me, Then Who..." Service Challenge, logging over 2,000 hours of community service



Philadelphia, Pennsylvania

Character Does Matter provided leadership development to 20 schools which accounted for 1,500 students and 3,000 hours of community service



Severna Park, Maryland

Severna Park High School completed over 80 hours of service in honor of Fallen Hero alumni



Atlanta, Georgia

9/11 Heroes Run proceeds provided 500 transitioning veterans with workbooks and supplies for educational and employment self-sufficiency



Palm City, Florida

9/11 Heroes Run proceeds provided financial assistance to service members' families to visit their loved one before or after deployment



47

Community Partners  
in 41 race locations in  
20 States across America



157

Challenge Grants  
awarded supporting over  
18,000 individuals



12,464

Volunteer hours completed by  
future leaders in  
honor of Fallen Heroes

# 2013 GOALS

In 2013, the Travis Manion Foundation will expand all four of its core areas of focus - Character Does Matter, 9/11 Heroes Run, Veteran and Survivor Services, and collaboration and local impact.

Our focus is to build a network of locally based community partners through the 9/11 Heroes Run, ensure veterans and their families are being served in the communities where they live, and establish Character Does Matter as the national leader in youth development. We will engage and educate the community, continue to share the stories of our Fallen Heroes and veterans, empower veterans to serve as leaders in their community, and reinforce the idea that veterans and their families are civic assets both in and out of uniform.



## Character Does Matter

Educate and activate 25,000 young people by connecting the military community with the leaders of tomorrow and then, challenge them to serve through our “If Not Me, Then Who...” Service Challenge.



## 9/11 Heroes Run

Activate 50 communities: 20,000 runners, spectators, and volunteers to spread grassroots awareness of the “If Not Me, Then Who...” movement.



## Veteran and Survivor Services

Empower 100 veterans and families of the fallen to help them realize their potential, provide emotional recovery, and assist them to successfully transition to the next phase of their life.



## Collaboration and Local Impact

Collaborate with and fund 35 community organizations that support 25,000 veterans and survivors to extend the impact on the local level

Dear Friends,

During my tenure at the Foundation I have continually been inspired and humbled at the extraordinary generosity of our community. Our purpose is to empower veterans and survivors and share their stories while also honoring the Fallen Heroes. Our vision is to continue to educate and activate our community through our programs and work towards closing the gap between the military and civilian communities.

Each one of us can make a difference in our own way – some have the resources to provide financial support, others have talents which they can share as a committed volunteer, and all of us can shift the perception of veterans in our society. We must always continue to ask the question – “How can I make a difference?” And never forget Travis’s motto “If not me, then who...”

We are all in this together.

Thank you  
James Brobyn  
Executive Director



## How you can help...

1. Champion  
Join the movement, spread the word
2. Invite  
Encourage friends and family to get involved and engaged
3. Invest  
In the military community and our nation’s future

## BOARD OF DIRECTORS

BARBARA ORR, CHAIRMAN  
Owner/Executive Vice President, Poretta & Orr, Inc.

ALEX GORSKY, VICE CHAIRMAN  
Chairman & CEO, Johnson & Johnson

CROFT YOUNG, TREASURER  
Investment Banking Division, Morgan Stanley

STEPHEN K. CHADWICK, DIRECTOR  
President and CEO, Prodesco Inc.,  
President and CEO, Secant Medical, LLC

CARLO PECORI, DIRECTOR  
Program Manager, Institute for the study of violent  
groups

ALOYSIUS BOYLE, DIRECTOR  
Senior Sales Manager, ADS Tactical

WARD SAVAGE, DIRECTOR  
Research Analyst, Credit Suisse

TOM MANION, CHAIRMAN EMERITUS  
Business Executive, Johnson & Johnson

MARY KATHARINE HAM, SECRETARY  
Contributor, Fox News

RYAN MANION BOREK, DIRECTOR  
President, Travis Manion Foundation

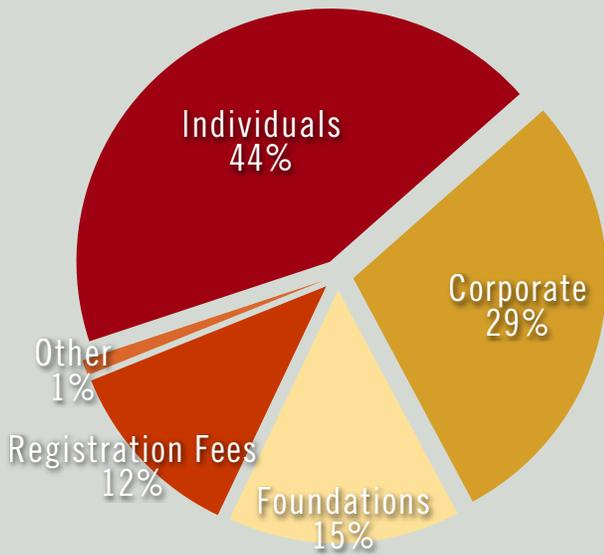
JOHN DINOME, DIRECTOR  
Partner, Reed Smith, LLP

KATE PAPAK, DIRECTOR  
Military Advocate

NICK TRAINER, DIRECTOR  
Chairman of the Board, Widener University

MARSHALL LAUCK, DIRECTOR  
Chief Operating Officer, JWT Atlanta

# 2012 FINANCIALS



## Revenue

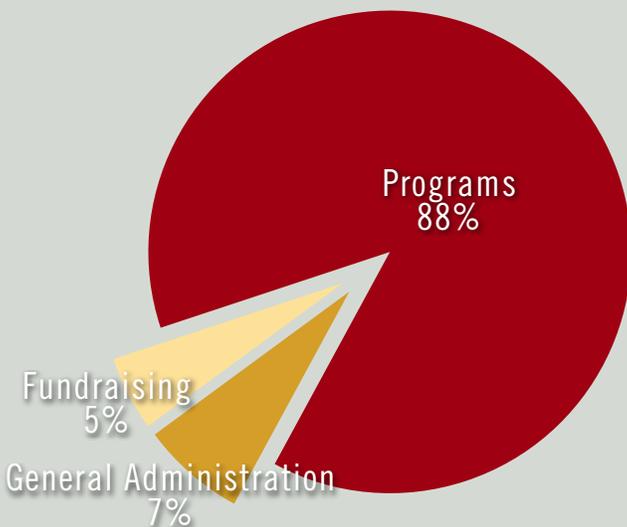
Corporate - \$657,594  
 Individuals - \$1,004,582  
 Foundations - \$343,174  
 Registration Fees - \$272,379  
 Other - \$26,920

-----  
 Total : \$2,304,649

## Expenses

Fundraising - \$96,015  
 General Administration - \$142,508  
 Programs - \$1,808,559

-----  
 Total : \$2,047,082



*According to an independent auditor, after accounting for all in-kind support from our dedicated corporate sponsors in 2012, the Travis Manion Foundation's programmatic efficiency ratio is 95.8%. These in-kind donations allow TMF to maintain low overhead costs and maximize impact through our programs.*

## \$100,000+

### General Motors Foundation

The General Motors Foundation invested in and partnered with the Travis Manion Foundation to help empower our military community and link them to our next generation of future leaders.

### 31 Heroes Project

The 31 Heroes Project has partnered with the Travis Manion Foundation to support our mission of empowering survivors and ensuring their loved ones legacy of selfless service is never forgotten.

Donald Morel

Daniel and Karen Akerson

### Chevrolet

Chevrolet invested in the “If Not Me, Then Who...” movement through our 9/11 Heroes Run. Together, we have been able to activate and inspire more than 50,000 people to never forget the sacrifice and heroism of the people who protect us daily.

### Team Jesse Foundation

The mission of The Team Jesse Foundation is helping families of fallen soldiers in honor of SSG Jesse Williams. We are also committed to supporting the efforts of other charitable organizations helping military families more broadly.

West Pharmaceutical Services

## \$50,000+

- Ron Craft Chevrolet
- Lone Star Chevrolet
- Central Bucks Rotary
- David D. Brennan
- The Jon & Abby Winkelried Foundation
- Johnson & Johnson
- Padres Foundation
- Frank & Cynthia Savage
- Veterans On Wall Street (VOWS)
- Anonymous

### GENEROUS IN-KIND SPONSORS

- Comcast Corporation
- JWT
- Under Armour
- TRX Force
- CBS Philly
- CBS Radio Houston
- CBS Washington
- Poretta & Orr
- Astro-Dynamic

## \$25,000+

- Streamlight, Inc.
- Operation Amerithon
- CBS Radio Philly
- CrossFit T1
- Deborah Silvers & Nick Adams
- Bullets2Bandages
- Lenfest Foundation
- Ultimate Fighting Championship (UFC)
- Lockheed Martin
- Raytheon Company
- LifeLogic Health Center
- General Motors Company
- Gretz Beverage Montco.

## \$10,000+

- FedEx Corporation
- Burke, Lawton, Brewer & Burke, LLC
- Ron & Joy Feigles
- Joseph & Barbara Kesselring
- Samuel Reeves
- The Eric Gleacher Foundation
- Wachtel, Lipton, Rosen, and Katz
- Pepper Hamilton, LLP
- CBS Radio Houston
- CBS Radio DC
- Jim and Annette Arcuri
- Alex & Pat Gorsky
- Firstrust Bank
- Penn Treaty Services District
- RHY Charitable Trust
- First Niagara Bank
- Gregg Hine
- Rumsfeld Foundation
- The Lawrence & Megan Foley Family Foundation
- University of PA Health System
- August and Maria Fix
- Movers Specialty Service, Inc.
- Silver Eagle Distributors
- LiquidHub, Inc.
- La Salle College High School
- Shire Pharmaceuticals
- Thomas J. Paul, Inc.



TRAVIS MANION  
FOUNDATION