

TRAVIS MANION FOUNDATION

### 2018-2019 ANNUAL REPORT\_



"IF NOT ME,
THEN WHO..."

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#### DEAR SPARTANS,

We close out the 2018-2019 Fiscal Year with a community of 113,000 of your fellow members, committed to working with TMF to unite communities and strengthen our country's national character. As our membership has grown, so has the mission. There are hundreds of events from this past year that I could point to, to demonstrate the success of our community, but I will call out only two to serve as an Executive Summary for this report:

First, this year we were able to see exactly how being a part of the TMF community is affecting our members. We partnered with the Institute for Veterans and Military Families (IVMF) out of Syracuse University for an 18-month study to learn about our large-scale impact. They found that

## SUSTAINED INVOLVEMENT WITH TMF IS HAVING TREMENDOUS EFFECT ON OUR SPARTANS—IMPROVING THEIR PHYSICAL. EMOTIONAL. AND MENTAL HEALTH

by providing them with a sense of meaning and the opportunity to continue to serve. You can read the full results of that report on pages 7–8.

Second, we saw great advancement this year for our hallmark initiative, Character Does Matter. Through this program, we trained 443 veterans and families of fallen heroes to serve as Mentors to local youth and provided continued support to our 1,300 existing Veteran Mentors. Those Mentors then went on to impact nearly 50,000 young men and women by delivering TMF's educational curriculum of assembly-style presentations and character and leadership courses. IVMF's report found that Veteran Mentors are having a critical impact on youth, including significant increases in students' caring, educational expectations, and pro-social attitudes. Learn more about Character Does Matter on pages 9–10.

With your support, we will continue these two major efforts and the hundreds more that are too vast and varied to capture in a brief summary. Thank you for being a part of the "If Not Me, Then Who..." movement. We have more work to do.

YOURS IN SERVICE,

Ryan Manion

Ryan Manion
President, TMF
"If Not Me, Then Who..."







#### OUR MISSION\_

TMF empowers veterans and families of fallen heroes to develop character in future generations.

#### OUR VISION\_

We're creating a nation of purpose-driven individuals and thriving communities that is built on **character**.

#### **DUR VALUES\_**

oo1\_ Build, Measure, Learn, Repeat

**002\_** Be Accountable

OO3\_ Purpose Begins with Passion

Out of Many, One

••• We are Fueled by Gratitude

••• Failure is a Bruise, Not a Tattoo









#### THE SPARTAN COMMUNITY

VETERANS, FAMILIES OF FALLEN HEROES & INSPIRED CIVILIANS

Members of the Spartan Community are both military and civilian, though military—affiliated volunteers lead most of our programs. They come from all backgrounds, races, religions, and walks of life. They are 113,000 individuals who have made a conscious decision to unite their communities and strengthen our collective character by living the "If Not Me, Then Who…" ethos.

#### TOP REASONS WHY OUR MEMBERS JOIN TMF



to serve the community and/or others



to develop personal growth



to honor a fallen hero or a loved one

#### **OUR MEMBERS**

113,000

Spartans across the country and throughout the world

19,000

Veterans and families of fallen heroes leading the mission



of veteran and families of fallen heroes feel a greater sense of purpose



2 out of every 3 members feel the more involved they are with TMF, the greater the impact on their lives



of veteran and families of fallen heroes have developed improved relationships **F** 

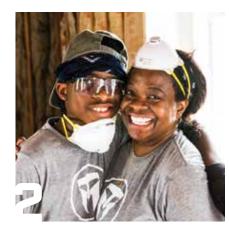
## EMPOWERMENT PROGRAMS FOR VETERANS AND FAMILIES OF FALLEN HEROES\_

TMF provides best-in-class personal development and leadership training to veterans and families of fallen heroes, empowering them to effectively transition and become leaders in their communities.



#### STRENGTHS-BUILDING SEMINARS FOR EFFECTIVE TRANSITION

Travis Manion Foundation is reaching thousands of veterans with our transition support services. We deliver "Leading with your Strengths" Seminars to current and former service members to equip them with the knowledge they need to be successful outside of uniform.



#### SERVICE EXPEDITIONS: DISCOVERING HEALING AFTER LOSS

Families of fallen heroes channeled their grief into community building and healing by serving 7 different communities in need, in honor of lost loved ones. This year, 135 families of fallen heroes attended an expedition.

"Through this Expedition, I learned how strong I am, physically and emotionally. I learned that I am not alone in my suffering. I also learned to be candid and open with my feelings and emotions and experiences that surround the loss of my brother. In doing so, I was able to relate to others who have had similar experiences and to learn from those who have unfortunately been on this journey longer than I have... Being able to build this house in Guatemala for such a deserving family was so personally satisfying, but doing it in honor of my

brother meant the world to me."
BECKY MORIARTY, GOLD STAR SISTER OF
SSG JAMES MORIARTY, U.S. ARMY



#### LEADERSHIP EXPEDITIONS: PERSONAL GROWTH AND SHARED CAMARADERIE

Select veterans and families of fallen heroes were chosen for a week-long immersion program in the mountains of Colorado to reconnect with each other, serve locally, and hone individual leadership skills. This year, 22 veterans attended our annual Leadership Expedition.

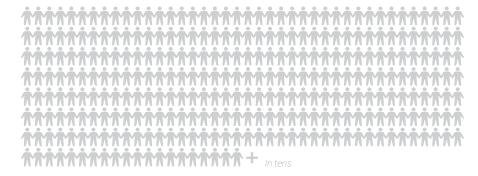


#### ANNUAL SPARTAN LEADERSHIP SUMMIT (SLS) FOR ADVANCED TRAINING & DEVELOPMENT

100 of TMF's top volunteers gathered in Washington, DC for a 3-day program of training, resources, networking, and strategic discussions.



TOTAL VETERANS & FAMILIES OF FALLEN HEROES
RECEIVED PERSONAL AND PROFESSIONAL
DEVELOPMENT THIS YEAR













## IMPACT ON OUR MEMBERS\_

Benefits to Emotional, Physical, and Mental Health and Well-Being For 12 years, TMF has been investing in veterans and families of fallen heroes, and empowering them to step up as civic assets to their communities and mentor youth to develop character. We believe this mission and our initiatives are successful because the principles that underpin them are grounded in Positive Psychology, a field that studies the characteristics that lead individuals and communities to improve their well-being, referred to as "thriving."



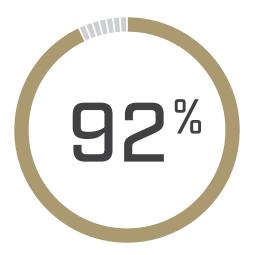
Measuring the degree of individual wellbeing and thriving can be difficult. Thus, in an effort to capture the efficacy of our programs on veterans, families of fallen heroes, youth, and civilians, TMF reached out to the Institute for

Veterans and Military Families (IVMF) at Syracuse University. Researchers there conducted TMF's first-ever member survey in October 2018 using the Brief Inventory of Thriving (BIT) scale and a series of supplementary questions regarding health, leadership, and community engagement.

IVMF found that greater engagement with TMF correlates to greater mental health and emotional well-being, with individuals who engage in three or more different initiatives reporting greater sense of community belonging, meaning in their lives, and energy toward activities than those who participate in just one TMF initiative.

**VETERANS & FAMILIES OF FALLEN HEROES:** 

#### **KEY FINDINGS**



Feel their participation with TMF has a positive impact on their community



Feel they have a satisfactory meaning in life



Experience higher levels of engagement



Feel a sense of belonging in their community







# VETERANS AND FAMILIES OF FALLEN HEROES DEVELOPING CHARACTER IN FUTURE GENERATIONS\_

Through the Character Does Matter initiative, veterans, family members of fallen heroes, first responders, and law enforcement officers mentor youth 12-18 years old to develop character, cultivate leadership, and instill selflessness through the "If Not Me, Then Who..." ethos. Drawing on their leadership experience, Mentors aggregate stories from their personal lives and current events to deliver a presentation that is dedicated to a fallen hero.

TMF also offers Mentors a curriculum to combine character education with experiential learning. The curriculum for Character & Leadership Courses (CLCs) dives deeper into various character strengths to ensure students grasp key learning objectives while providing tangible takeaways that youth can implement to make a positive impact.

#### IMPACT ON YOUTH

In addition to surveying Spartan members, IVMF also studied the efficacy and impact of Character & Leadership Courses on high-school youth. Survey data demonstrates that the program has a positive effect on young adults, including significant increases in caring, educational expectations, and pro-social attitudes. Additionally, a data trend indicates increased negative attitudes toward risky behaviors, such as drinking and drug use.

3,026

youth participated in Character & Leadership Courses led by teams of veteran, survivor, and first responder Mentors. 91%

of young adults say they feel empowered to be leaders in their communities.

46,095
YOUTH INSPIRED BY

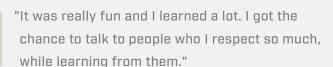












CDM STUDENT PARTICIPANT

"The 'If Not Me, Then Who...' message that Veteran Mentors share can relate to every student. Whether you are an athlete, an artist, a natural scholar, or someone who tries their hardest in every class, all of us can make a conscious effort to make this world a better place by leading in our own individual and positive way. We do not have to be war heroes to be considered heroes. The next time we are faced with challenges in our lives that we are capable of handling and we are not sure if we should act or not we should remind ourselves, 'If Not Me, Then Who...'"

JASON LIPPART, SCHOOL COUNSELOR, RUMSON, NJ

"My Mentor work has reminded me how critical it is to be available to the next generation.

When I'm with the students, I remember that there are children who are not taught character and many of them need someone to be an example of what a leader looks like."

ROMAINE BARNETT, NAVY VETERAN MENTOR

"This course has shown me a lot values I might have not paid too much attention to. It connected me to a lot of values and friends."

CDM STUDENT PARTICIPANT

## UNIFIED COMMUNITY IMPACT\_

#### Coming together to Honor the Fallen

The impact of TMF's programs are felt across every corner of the US, wherever Americans are uniting to strengthen their communities and honor the legacies of fallen heroes.

#### GORUCK**▶**

This year, TMF partnered with American sporting equipment company GORUCK to activate a community of thousands of "ruckers" to join both 9/11 Heroes Runs and Operation Legacy service projects. Participants were encouraged to wear a weighted rucksack as they completed their race or service project as an extra challenge to honor the fallen.

#### 9/11 HEROES RUN RACE SERIES

Volunteers organized nearly 70 large-scale 5k races this year for community members to join together to honor the heroes of September 11th and all those who who have worn the uniform since.

#### **OPERATION LEGACY SERVICE PROJECTS**

Thousands of volunteers designed local service projects to meet the most critical needs of their community. Each project was dedicated to the memory of a fallen hero.

## NOTES AND IMPACT STATS

70

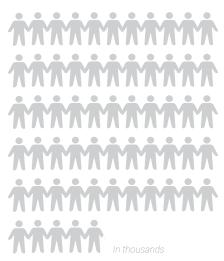
Heroes Runs globally to honor fallen heroes

200

Community service projects dedicated to the fallen

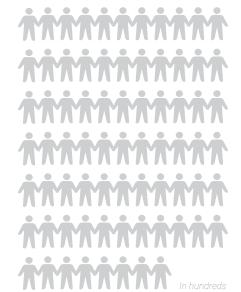
60,000

9/11 HEROES RUN PARTICIPANTS



7,500

**OPERATION LEGACY VOLUNTEERS** 













I RAN A 9/11 RACE.
I AM A SURVIVOR OF THE
WORLD TRADE CENTER
ATTACKS AND THAT WAS A
VERY POSITIVE STEP IN MY
TRAUMA RECOVERY.

HEATHER B.



PARTNERSHIPS
THAT FURTHER
THE MISSION\_









With special thanks to:



#### **SCHULTZ FAMILY FOUNDATION**

The Schultz Family Foundation, established in 1996 by Sheri and Howard Schultz, aims to unlock America's potential, one individual and one community at a time. The foundation focuses on the 4.5 million young people between the ages of 16 to 24 who are not in school nor working, and the over 250,000 post 9/11 veterans transitioning to civilian life each year. To support their efforts, the Schultz Family Foundation partnered with Travis Manion Foundation's Character Does Matter program to provide veterans with a platform to mentor young people. By providing opportunities to serve as role models, this program empowers veterans to share their skills, passions, and experiences with young people to foster growth and community.



#### **COMCAST NBCUNIVERSAL**

Comcast NBCUniversal has a commitment to hiring veterans and giving them the opportunity to demonstrate their value to an organization and to a community. To complement their commitment, Comcast has partnered with Travis Manion Foundation and generously donated their employees' time as well as radio and television advertising space to air TMF's public service advertisements. Additionally, Comcast NBCUniversal has invested in TMF's Leading with Your Strengths seminars that teach veterans key factors in living purpose-filled, thriving lives outside of uniform.























#### THANK YOU FOR YOUR GENEROSITY:

#### "IF NOT ME, THEN WHO..." \$1,000,000+

#### Corporate

Comcast Corporation Morel Family Foundation

#### **CHARACTER CHAMPION** \$250 000-\$999 999

#### Corporate

Schultz Family Foundation Johnson & Johnson Wounded Warrior Project

#### DIAMOND \$100,000-\$249,999

#### Corporate

AbbVie Inc. AT&T Texas Boeing Company RTI International The Harry and Jeanette Weinberg Foundation The Prudential Insurance Company of America The USAA Foundation Under Armour Inc.

#### \$50,000-\$99,999

#### Corporate

TITANIUM

Becton, Dickinson and Company BL BB Charitable Carry The Load **Challenger Foundation Entercom Communications** Milbank Foundation for Rehabilitation The Sheriff Foundation USS Midway Museum Wal-Mart Foundation

#### **PLATINUM** \$20,000-\$49,999

#### Individual

Alex & Patricia Gorsky Cindy and Terry Savage Janice Garlock

#### Corporate Ashton Fund

Bank of America Corp BarclayCard Blue Earth Foundation Goldman, Sachs & Co Humana Movers Specialty Service, Inc. Penn Mutual Life Insurance Company

The Mitchell Foundation University of Pennsylvania Health System

#### **EMERALD** \$10,000-\$19,999

#### Individual

Dick and Betsy DeVos E. Wayne Holden John and Jessie DiNome Keri Shull Rex McIntosh Ron & Joy Feigles Tim and Heather Richmond

#### Corporate

American Legion Auxiliary Unit 270, Inc. (Angels of Mercy) Apple Inc. Aramark Bear Mattress LLC Blue Cross Blue Shield of Georgia Crown Auto Logistics Inc. Drexel Hamilton, LLC Flint Group Franklin Square Capital Partners Foundation

Genuine Parts Company Hirsch Family Trust Hoxie Harrison

Smith Foundation IPT Associates JP Morgan Chase & Co Lockheed Martin MacDermid Printing Solutions Operation Hat Trick PNC Bank

Polen Capital Managment LLC Red One Medical Devices. LLC Ruth Family Charitable Fund

Shell Oil Company Silver Eagle Distributors Stephen J Beers Revocable Trust SunTrust Banks, Inc.

T. Nash and Gloria M. Broaddus Foundation

The Brennan Family Foundation The Carlyle Group The Fann Family Foundation The McCausland Foundation The Philadelphia Chapter of the

The Starbucks Foundation United PF Management, LLC Virginians for Veterans

Society of Industrial &

Office Realtors

#### \$5,000-\$9,999

#### Individual

Alan and Karen Sheriff August and Maria Fix Barbara Kesselring Bill Little David Black David Turner Dr. Lawrence R. Stender Glenn Youngkin Howard Meyers Jennifer Murphy John Mahony Leif and Jenna Babin Mary Catherine Weber Mary Katharine Ham Matthew Tormenti Michael Costanzo II Michael McDonald Richard and Barb Orr Sandi Hassett

Suzanne and Richard Keiser

#### Corporate

Timothy McDonald

Amazon Atlapac Beneficial Bank Bobst Bostik Inc. BP Environmental Services. Inc. Branchburg Twp Local 397 Crosby Foundation c/o The Community Foundation of Anne Arundel County Cyclic Logistics, LC Enterprise Holdings Evans General Contractors

Evoke Research & Consulting First Resource Bank Houston Police Officer's Union Houston Professional Fire Fighters Association Charitable

Foundation Jindal Films L3 Technologies, Special Program Sector

Lumbermans Merchandising Corporation Luzzi Family Charitable Fund

LvondellBasell Mitsubishi Polyester Film, Inc. Mulhern & Kulp Structural Engineering, Inc. NetApp Fund

PECO Energy Company Power Home Remodeling Group Printpack INC Pronio's Market Rahohank

St Luke's University Health Network Sun Chemical Corporation Taghleef Industries The Taylor Family Foundation Toray Plastics America Inc. Volvo Cars Annapolis Wells Fargo West Pharmaceutical Services, Inc.

#### SILVER \$2,500-\$4,999

Individual Andrew Turner Bradley and Elizabeth Quin Carlo Pecori Christine Loncar

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David Alverson Fred Greco Jeff Mueller Joe and Vicki Poretta John and Gayle Mosko

Joseph Bondi Katie Burke Keith Palmer Ken Riis

Kevin and Diane Hoffmann Lynn Silan and Robert Torcolini Michael Amons Michael and Linda Clement

Mike Malandra Neil Metzheiser Patrick Magri Paul Marguard Paul Walsh

Robert Croft Young Rvan Metz Sammy Naman Scott Belveal

Sean and Suzanne Manion Sergio and Rosemary Pecori Stanley Wood Steve and Karen Brady Tim Peppe Todd Morehouse

#### Todd Morris Corporate

Accurate Acoustical, Inc. Alston & Bird LLP American Freedom Fund Ampacet Argo Systems Atlantic Capital Bank Catholic War Veteran NA **BRONZE** 

Delaware Valley University Doli Construction Corporation Dominion Energy Domtar Paper Company LLC Enecon Corporation Evergreen Waste Services, LLC

Excellis Health Solutions LLC Factory Mutual Insurance Company - FM Global Firstrust Bank

Frerichs Family Fund Havlen Group HvdroChem Innovia Films Joe Myers Ford Lincoln

Cost of Freedom, Inc.

County Builders, Inc.

Crossfit Foundation

Kataman Metals, LLC Kathleen Herb Brower, D.M.D. M.D., L.L.C Kelleytown Transportation, Inc

KPMG II P L-3 Technologies, ComCept Division

Lehigh Valley Pubs Inc. Lincoln Property Company Marshall Ford Lincoln Mcfarlane Labels Ltd. Montour Hockey Association. Inc

Nova Chemicals Paramount Plumbing Penn Wealth Planning

Pinnacle Solutions PJAM Fitness. LLC dba Crossfit Mad Hatter

Poretta & Orr. Inc. S & G packaging, Inc.

Sieawerk Sierra Nevada Corporation Starr Indemnity & Liability Company

The Baird Group The Bob Gretz Charity Fund The Cadd Microsystems

Foundation The Capgemini Invent Charitable Fund

The Exchange Club of Charleston The MacDougall Family Charitable Fund The Sheridan Family Charitable Fund

The Steel Network. Inc. The Team Jesse Foundation The Ursaner Family Fund Tito's Vodka US Bank

Uteco North America. Inc

#### \$1,000-\$2,499

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Sean Daly

Sondra Jones

Steve Flores

Stephen and Judith Hoffman

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Terrence Fenningham

Thomas Marano

Tim & Jill Coogar

Timothy McMahon

William Rookstool

Zachary Fardon

361 Capital LLC

AFP Advanced Food Products

American Traffic Solutions, Inc.

Anderson Fire Protection, Inc.

**Battalion Chief Larry Stack** 

Approved Mortgage Group, LLC

Baum Precision Machining Inc.

Binswanger Management Corp

Begley, Carlin & Mandio, LLP

**CBPC** Charitable Foundation

Clavman Raiman Foundation, Inc.

Amazon Smile Foundation

Corporate

Artic Air. Inc.

Banton Media

Foundation

Foundation

Boksa Marine Design

City of Madisonville

College of the Ozarks

Crossfit Discovery

**DEACRO Industries** 

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Eastburn and Gray, P.C.

Entrepreneurs' Org. of

Dun & Bradstreet

E J Essentials Inc.

Philadelphia

Fired Up to Help

**Exelon Corporation** 

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Solutions, LLC

Fitzgerald & Company

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Fred Beans Charitable Fund

Freeh Group International

DBS Bank ITD

DeLuca Homes

Dex Media

Columbia Restaurant Group

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Paul Jones Quinn and Donna Asplundh Full Spectrum Conditioning LLC G6 Hospitality LLC GAMUT Farly Intervention Services

George Shea, LLC GGN Technical Resources, LLC Greater Valley Forge Human Resource Association Inc. **GTE Financial** Gulf Stream Construction Co. Inc.

High Point University Hockessin Athletic Club Hosokawa Alpine American Inc. Houston Police Federal Credit Union

Huntingdon Valley Churchville Rotary IBM

Independence Blue Cross Independent Medical Expert Consulting Services, Inc. Inteplast Group Corporation Jersev Mike's Joan Monahan

John & Diane Prewitt Family Foundation John Owen Mann Foundation, Inc

.JWT Kampus Klothes Langan Engineering & **Environmental Services** 

Life Fitness Division 501 Life Support International Lightening The Load Lone Pine Foundation. Inc.

Lovell Minnick Partners LLC Macquarie Group Manufacturer's Golf & Country Club

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Company, Inc. Penn Color Inc. Penn Engineering Penske Truck Leasing Co ProStar Services Inc. DBA Parks Coffee Pulte Group

Rita Grace, LLC

Rockwell Collins

Roper St. Francis Healthcare Rotary Club of San Jose Foundation RRHS MJROTC Devil Dog

> Booster Club Southern Farm Bureau Casualty Insurance Company Star Mine Services Inc. Steele Family Foundation

Steven A and Gloria E Ellers Fund STS Foundation Tague Lumber TE Connectivity Team Toyota Scion

The Bob Lucido Team of Keller Williams Integrity The CarMax Foundation The Discover Brighter

Futures Fund The EFM Foundation The Estee Lauder Companies Inc. The Evangelical Lutheran Church of the Resurrection

The Gift of Hope Foundation The Haverford Trust Company The Lynde and Harry Bradley Foundation

The Marshall Family Charitable Fund The Michelle Matteuzzi

Giving Fund The Provident Bank The Veatch Family Charitable Fund The Wawa Foundation Inc.

The Webster Family Charity Fund The William and Susan Federici Charitable Fund

Thomas J. Paul Inc Tim Kerr Charities. Inc. **Tippins Foundation** Troopers Assisting Troops **Turner Construction Company** 

United Way of Metropolitan Chicago **Urban Realty Partners** Virginia Law Veterans We Music. LLC

WhartonHill Investment Advisors William E Karlson Charitable Fund Williams Family Law, P.C. Wreaths Across America

#### In-Kind: Comcast NBCUniversal

American Airlines Cox Media Group City of Houston, Texas KSBJ Vizi Poretta & Orr. Inc.

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## 2018-2019 FINANCIAL REPORT

TMF maintains its Best in Class status as a non-profit committed to fiscal responsibility and transparency. In an independent audit for the 2018-2019 fiscal year, we directed 88% of funds to our programs.

#### **PROGRAM EXPENSES**

Community Activation - \$5,130,188

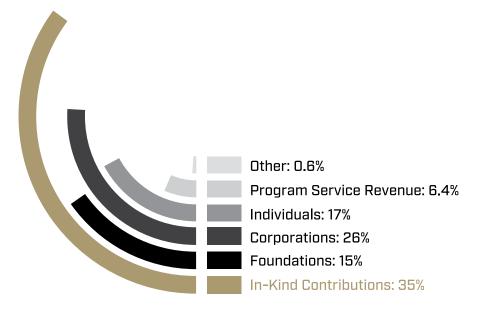
Character and Leadership Development - \$1,503,394

Veteran and Families of Fallen Heroes Support - \$2,087,427

End of Year Net Assets - \$757,682

#### REVENUE

## \$9,194,395



#### **EXPENSES**

\$9,935,567











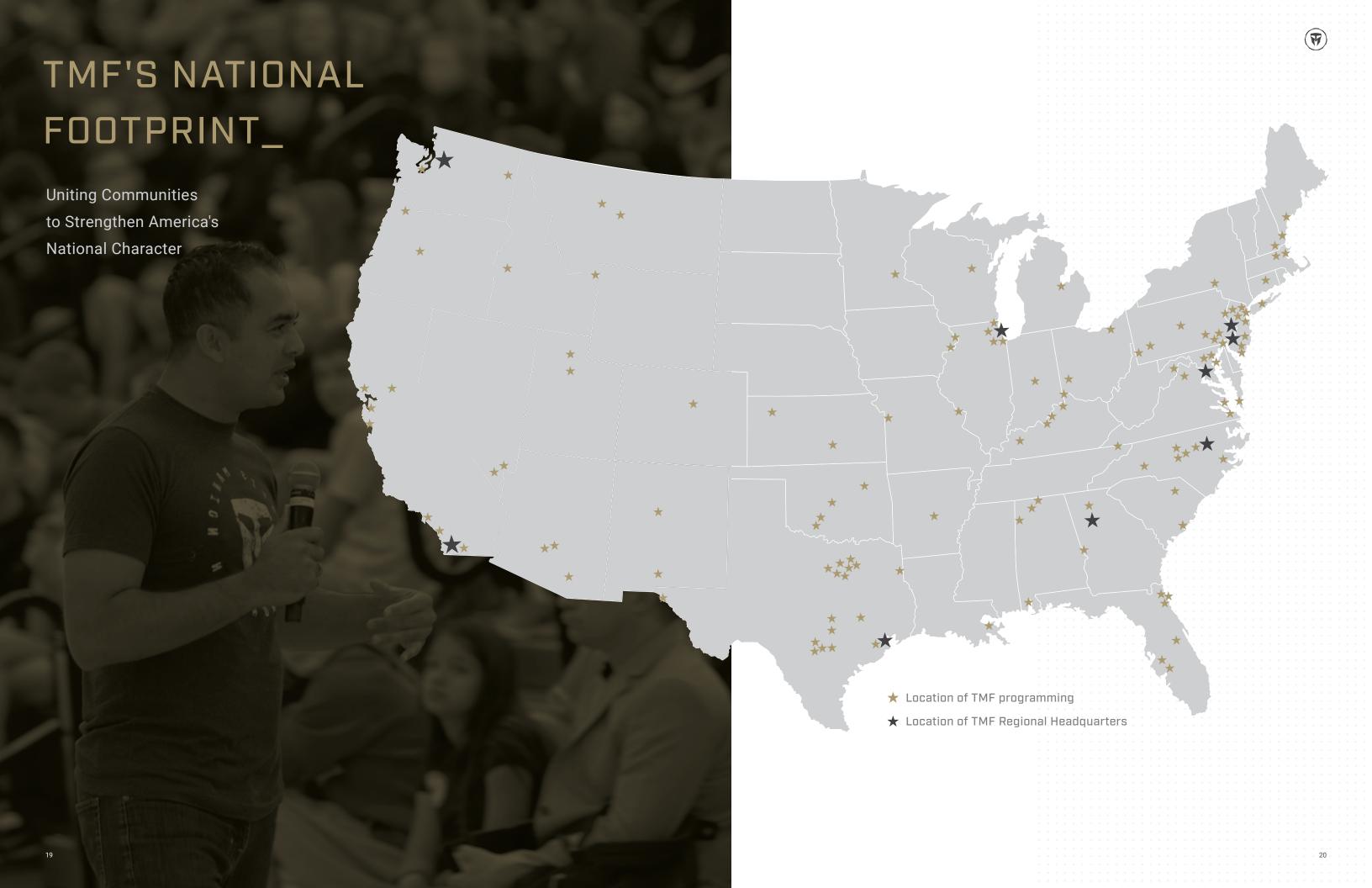










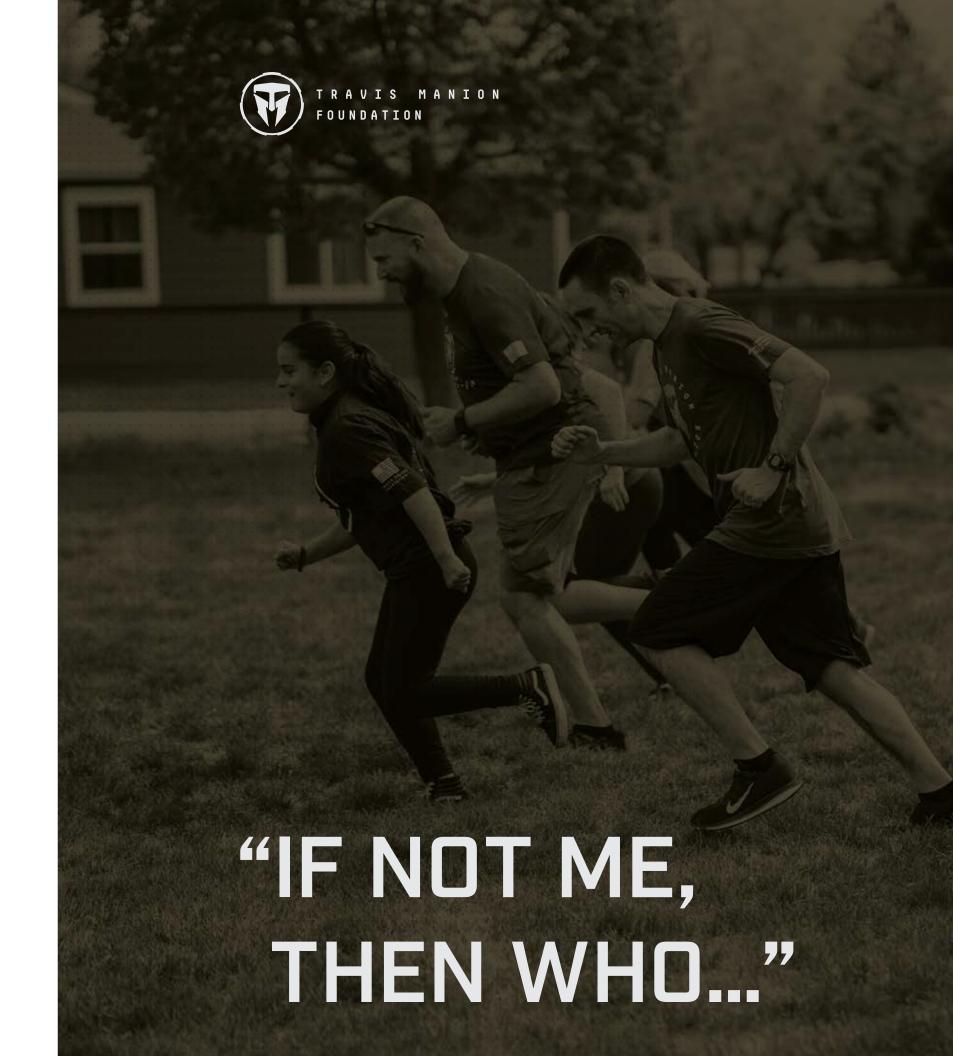


#### LOOKING FORWARD\_

In the next five years, Travis Manion Foundation will continue to grow its nationwide programming and membership, with specific focus on empowering thousands more veterans and families of fallen heroes to lead and unite communities. Most importantly, we will improve our training and professional development programs for veterans and survivors to equip them with the tools they need to thrive. Specifically we will:

- Strengthen training and education curriculum for veterans and families of fallen heroes
- Build an online learning management system and resource support center for our members
- Increase opportunities for personal development by offering more Leadership Expeditions and Annual Regional Summits for top volunteers
- Grow the number of chapters throughout the country to support and organize TMF initiatives in key locations

We believe that the best way to ensure the long term success of Travis Manion Foundation is to invest in the veterans and families of fallen heroes who lead our programs and unite our communities. Their continued service will pay dividends—both to the future generations of this country, as well as to the fallen heroes of the past whose character and legacy inform our mission.



"IF NOT ME, THEN WHO..."



T R A V I S M A N I O N F O U N D A T I O N