



TRAVIS MANION FOUNDATION

SPARTAN LEGACY FUND





INSPIRED BY FIVE WORDS:

“IF NOT ME,
THEN WHO...”

1STLT TRAVIS MANION, USMC

TMF was established to honor the life and legacy of 1stLt Travis Manion, USMC, who gave his life in Iraq in 2007. The five words he spoke before leaving for his final deployment, “If Not Me, Then Who...” have become the foundation for the organization’s focus on selfless service and character.



Scan to hear Ryan and Tom Manion share Travis’s story

SPARTAN LEGACY FUND
EXECUTIVE
SUMMARY





TRAVIS MANION FOUNDATION
is proud to announce the launch
of the

SPARTAN LEGACY FUND

An endowment that will empower generous supporters to fuel our mission to support veterans, families of the fallen, youth, and communities for generations to come.

TRAVIS MANION FOUNDATION

★ ★ FOUR PILLARS OF ENDOWMENT ★ ★

VETERANS

FAMILIES OF THE FALLEN

YOUTH

MISSION SUSTAINABILITY



Scan to hear two TMF board members, including former Chairman of the Joint Chiefs of Staff, share more about the Spartan Legacy Fund



TMF'S UNIQUE IMPACT MODEL



TRAVIS MANION FOUNDATION

VETERANS AND FAMILIES OF THE FALLEN

YOUTH

COMMUNITY

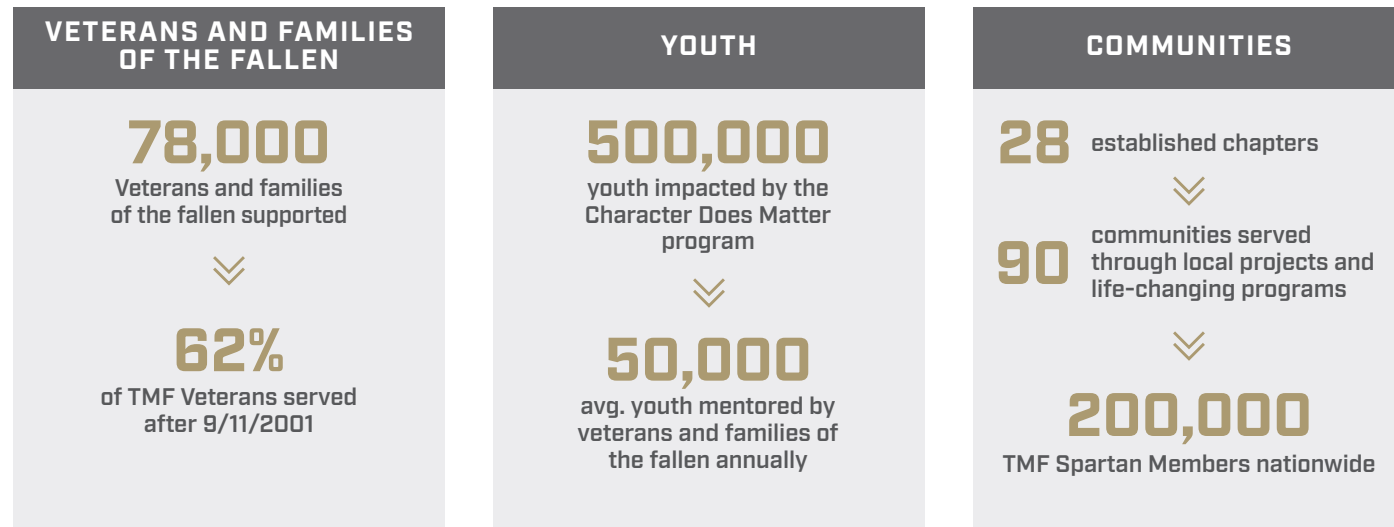
Travis Manion Foundation delivers measurable impact to a cross-section of the population, solving multiple national challenges with a single model for change. We address the needs of veterans, families of the fallen, and youth. TMF is changing communities nationwide.

One of the primary challenges our efforts address is the mental health and well-being of those we serve. According to the U.S. Department of Veterans Affairs' current National Strategy for the Prevention of Veteran Suicide, positive coping skills, a sense of purpose, and connectedness are among the top protective factors against veteran suicide.

Veterans and families of the fallen can often feel isolated in their experiences post-service. The programs and community that TMF provides foster a sense of connectedness, resiliency, and improved well-being that are critical to success after separating from the military. Our model, however, serves more than just the military community.

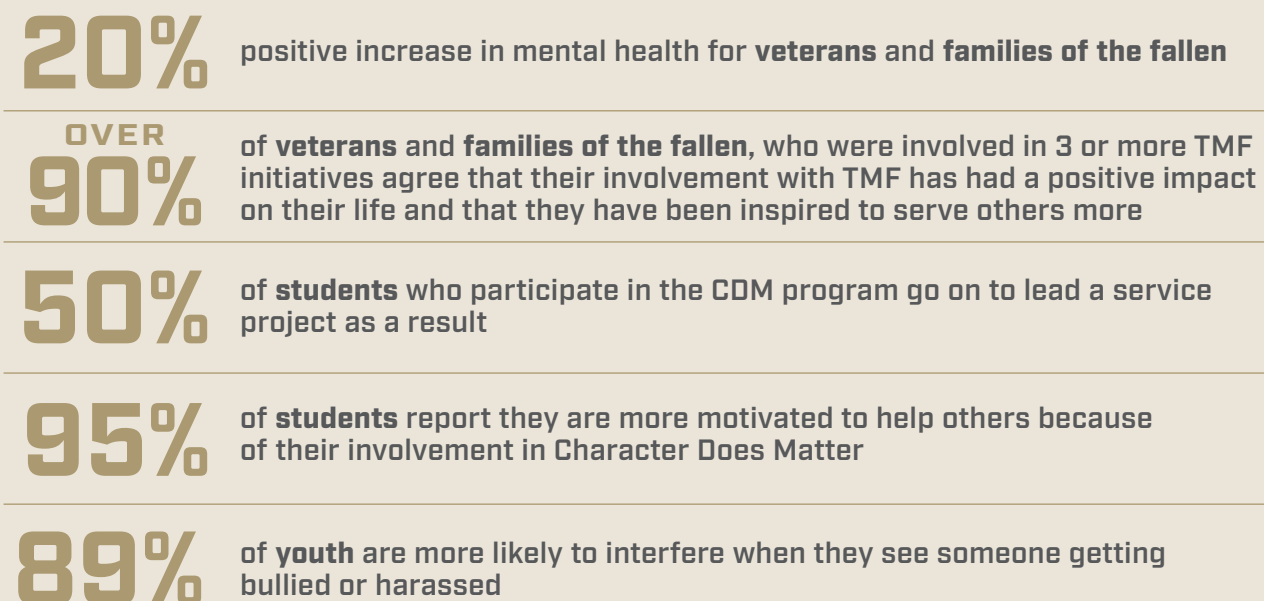
TMF's integrative approach focuses first on empowering veterans and families of the fallen, providing them with well-being and development resources. We then empower these veterans and families to find renewed purpose by leading communities in service. Whether mentoring local youth, organizing local rebuilding projects, bringing people together to honor the fallen, or providing services to vulnerable populations—our community of Spartans is working to strengthen and unite communities nationwide.

A CROSS-SECTION OF IMPACT



ACCORDING TO THE CDC, ONE OF THE PRIMARY PROTECTIVE FACTORS OF SUICIDE IS FEELING CONNECTED TO OTHERS. TMF VETERANS AND FAMILIES OF THE FALLEN EXPERIENCE A **60% INCREASE IN CONNECTEDNESS**—MAKING THEM SIGNIFICANTLY LESS SUSCEPTIBLE TO SUICIDE.

TRANSFORMATIVE RESULTS FOR VETERANS, FAMILIES OF THE FALLEN, AND YOUTH*



UNMATCHED FISCAL RESPONSIBILITY

FINANCIAL TRANSPARENCY AND ACCOUNTABILITY

Despite the challenges of an unprecedented global pandemic that shut most of the world down in 2020, TMF's proved that its services were vital to the American people. Our doors remained open and our programs continued to operate. We exercised agility by shifting many of our in-person events to virtual opportunities, including our youth character development program. We instituted a system of well-being and mental health checks on our members that included personal calls and invitations to virtual discussions, webinars, and socials. And we continued to see our support grow as a result.

35% ⬆️
revenue growth last year*

*Fiscal Year 23 over Fiscal Year 22

13% ⬆️
increase in year-on-year operational revenue when other non-profits experienced a downturn of average overall revenue by

20% ⬇️



LEADING THROUGH LEGACY INSPIRED OUTREACH

Travis Manion Foundation (TMF) is one of the nation's leading military charities and one of the top nonprofits in the country. It has been honored with excellent ratings from the most rigorous national non-profit watchdog services, and has received:



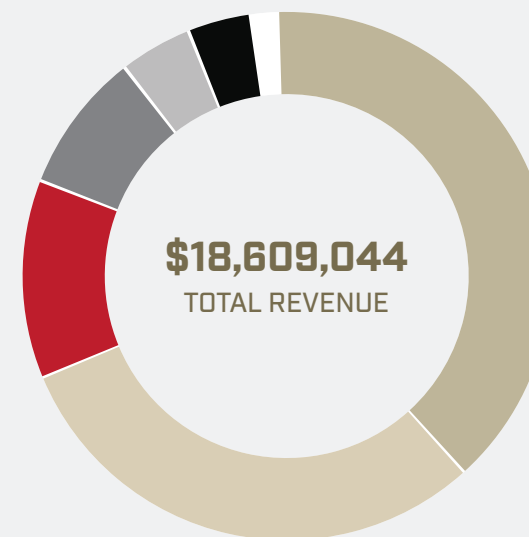
A Platinum Seal of Transparency from Candid (formerly Guide Star)—an honor reserved for only 15% of the tens of thousands of charities they evaluate every year.



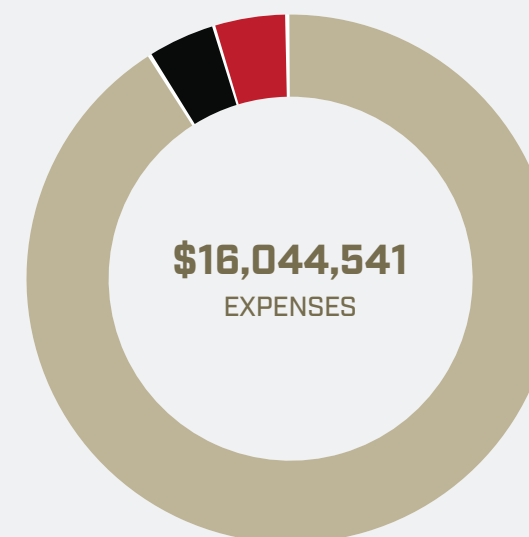
A Four Star Charity rating by Charity Navigator since 2015 with perfect scores of 100 in Culture & Community and Leadership & Adaptability.



2021 - 2022 FINANCIAL REPORT



In-Kind Contributions:	40.0%
Corporations:	30.0%
Individuals:	12.0%
Foundations:	9.0%
Government:	4.0%
Program Services:	4.0%
Other:	1.0%



Programs:	91.5%
General & Administrative:	4.3%
Fundraising:	4.2%

TMF IS CHANGING THE LIVES OF HUNDREDS OF THOUSANDS OF PEOPLE ACROSS THE NATION.


28 Established Chapters

70+ Team Members

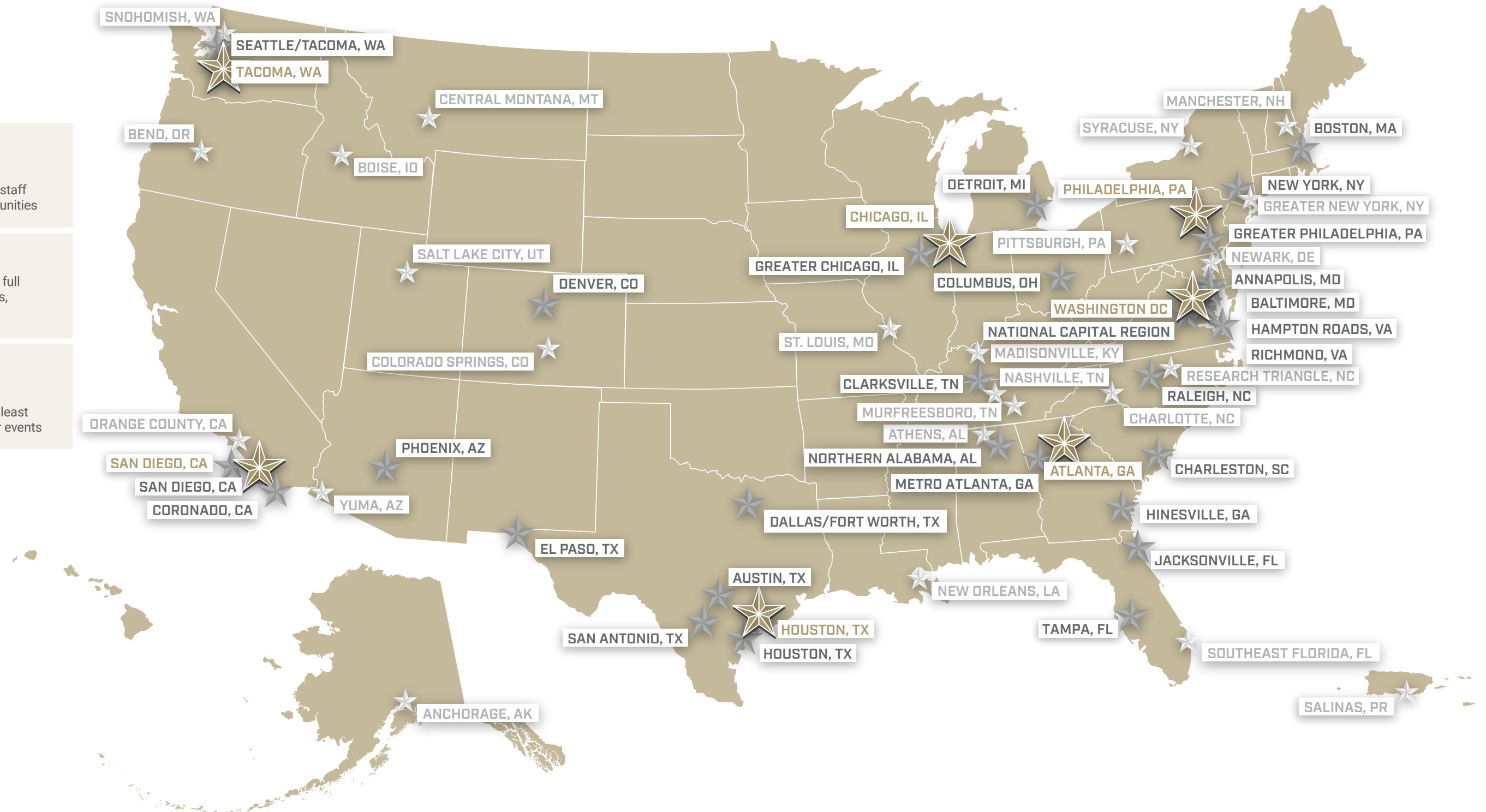
TENS OF THOUSANDS of volunteers

MAP KEY:

 **TMF Regional Headquarters**
Office locations for TMF staff within active TMF communities

 **TMF Chapters**
Locations that execute a full breadth of TMF programs, initiatives, and events

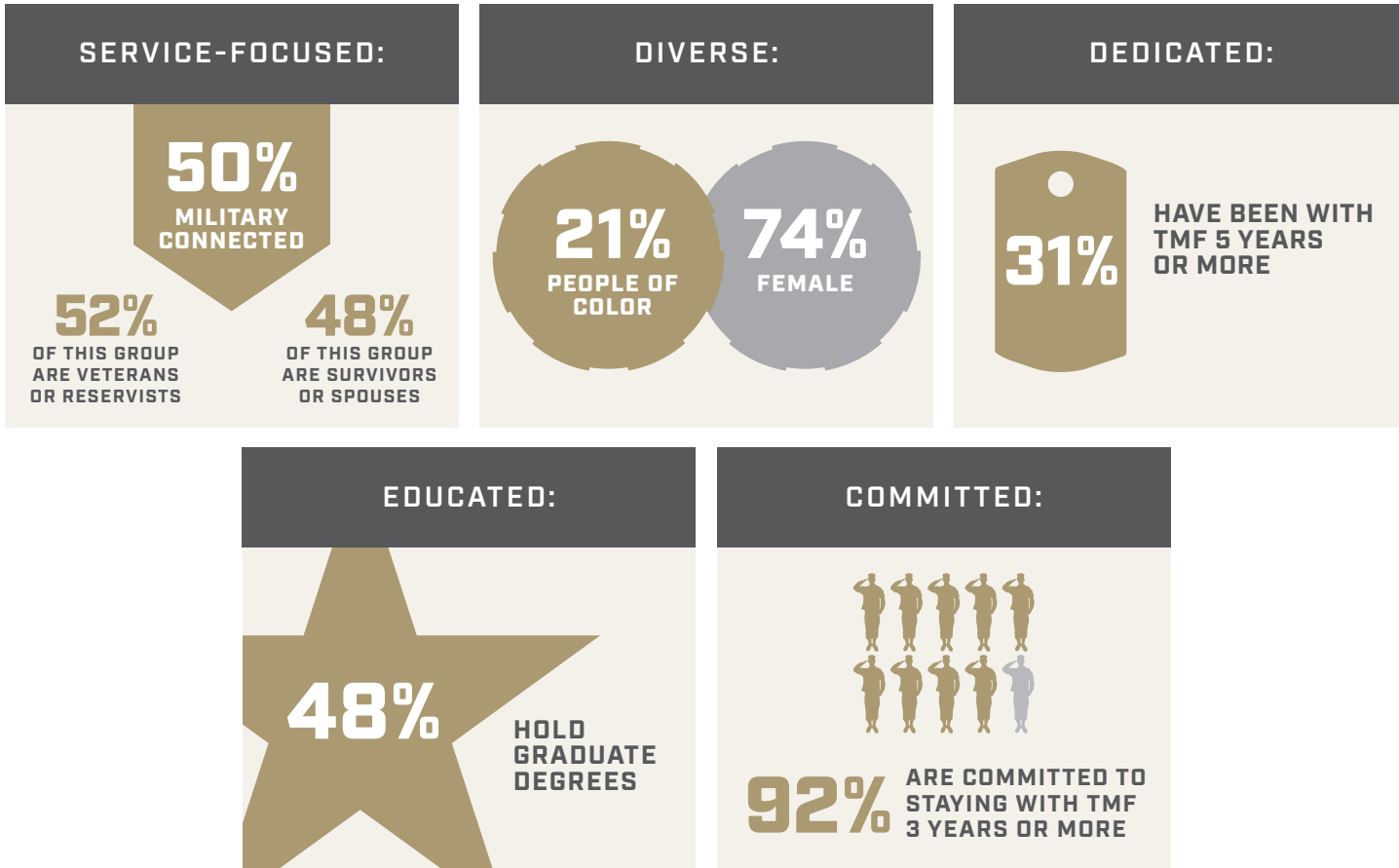
 **Growing TMF Communities**
Areas where TMF has at least one or more programs or events





OUR TEAM

Travis Manion Foundation is proud of the expertise, diversity, commitment, and talent of our 70-plus staff members that serve throughout the country. And while most of TMF's impact is driven by tens of thousands of volunteers, our staff is always on-hand to support their year-round efforts.



A Message from Travis Manion Foundation President, RYAN MANION

At the time that my brother was killed by a sniper in Iraq at the age of 26, my family was not thinking about a national organization that would carry on his name. It was 2007 and we were grieving the loss of a brother and son. But we were also keenly aware of the thousands of families who were left to do the same in those early years of the Global War on Terror. And we felt a profound call to preserve the legacy of Travis and so many of the men and women who had sacrificed as he had.

When my mother Janet founded TMF a year after Travis's death, we never could have dreamed of how life-changing the organization would become—not just for us, but for the hundreds of thousands of veterans, surviving family members, and supportive civilians who would join our Spartan community. In 2012 cancer claimed the life of my mother and our founder, and I'm now proud to play a role in fulfilling the vision she clearly set forth several years ago.

Today, TMF stands alone as a veteran service organization focused on character: building it in ourselves and those we serve, and passing it on to the next generation. Veterans and families of the fallen are both the primary beneficiaries of

our programs, as well as the leaders of our movement built on service. It is our mission to empower them to develop character in future generations and to unite communities across the country.

We hope you will join us in supporting the Spartan Legacy Fund. This critical effort will sustain the efforts of TMF and ensure we continue to meet the needs of veterans, families of the fallen, and the youth we serve for many years to come.

The five words that my brother spoke before his second and final deployment have guided our mission since the outset and will continue to carry us forward:


“IF NOT ME, THEN WHO...”

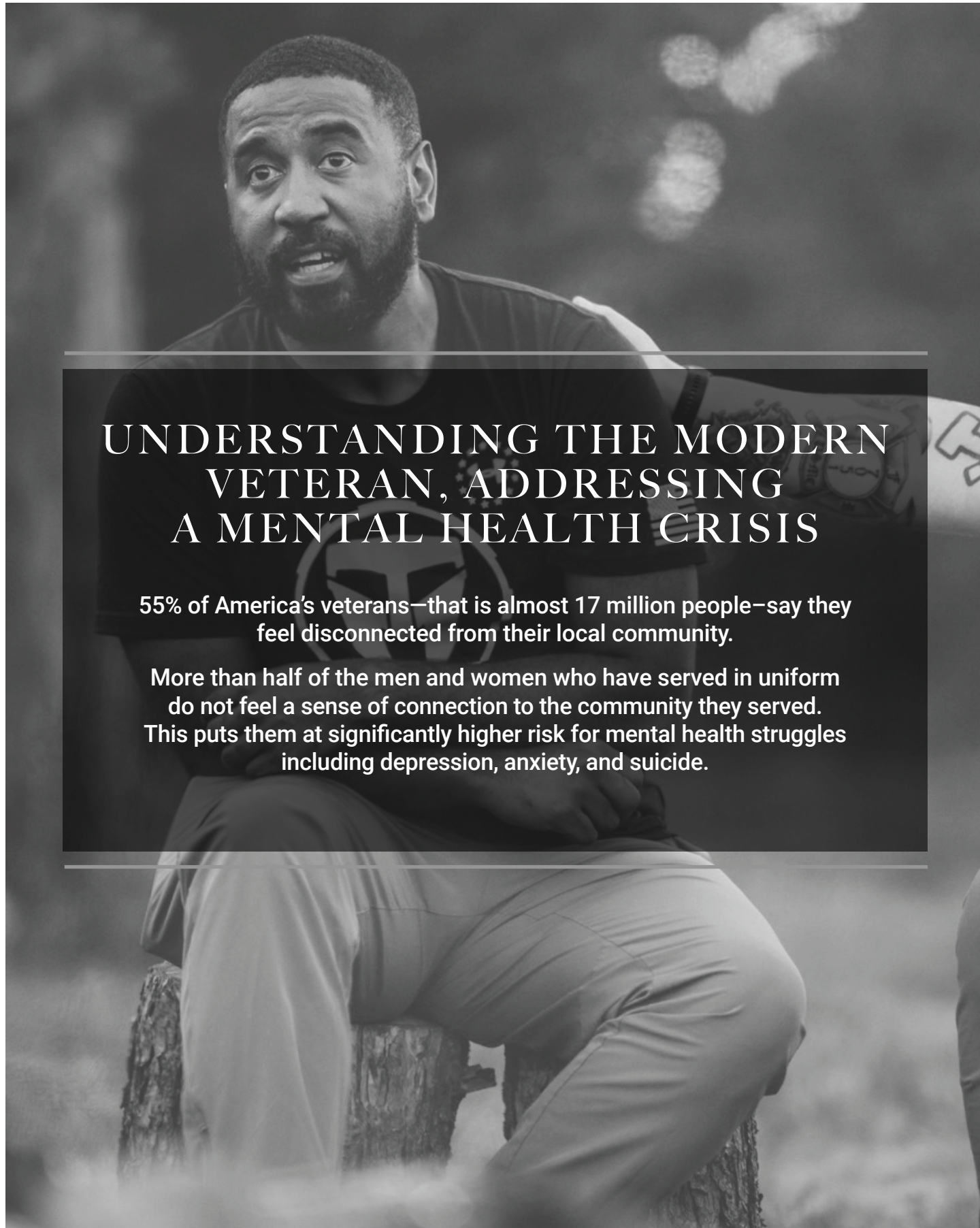
Yours in service,

Ryan Manion
President, TMF



SPARTAN LEGACY FUND
**COMPREHENSIVE
REPORT**



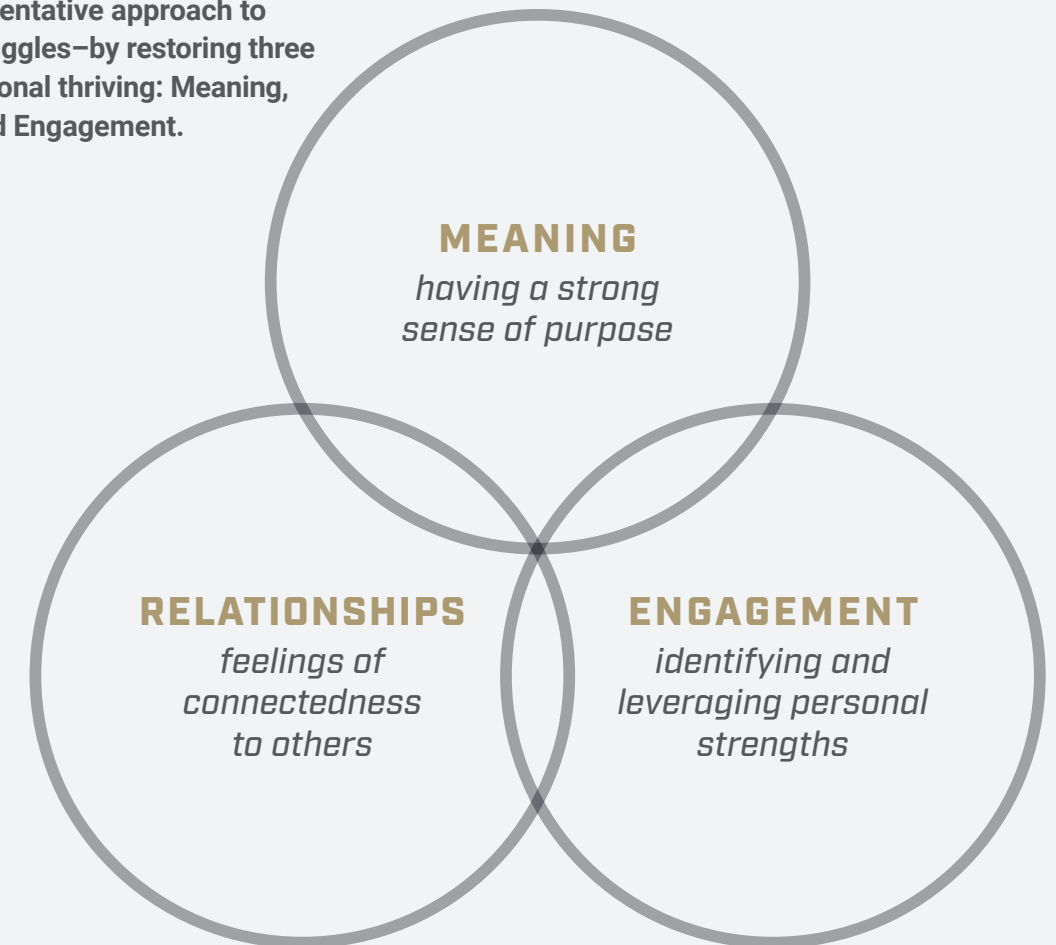


UNDERSTANDING THE MODERN VETERAN, ADDRESSING A MENTAL HEALTH CRISIS

55% of America's veterans—that is almost 17 million people—say they feel disconnected from their local community.

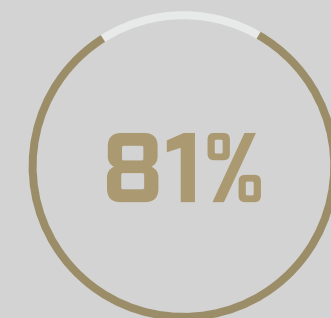
More than half of the men and women who have served in uniform do not feel a sense of connection to the community they served. This puts them at significantly higher risk for mental health struggles including depression, anxiety, and suicide.

TMF's data-driven approach to improving the mental health and well-being of veterans focuses on a preventative approach to mental health struggles—by restoring three key facets of personal thriving: Meaning, Relationships, and Engagement.



When many veterans take off the uniform, they feel lost without the meaning, relationships, and opportunities for engagement that the military provided them. This is equally true of families of the fallen whose struggle is compounded by the loss of a loved one. It is critical to identify and address these deficits early on—before they lead to significant mental health issues.

TMF provides an alternative to the status quo: a strong, **tightly-knit community** of military-connected individuals serving together and supporting one another to restore the 3 critical features of well-being. Additionally, our research shows that the more a member is involved with TMF, the greater the mental health benefits they experience.



of TMF veterans and families of the fallen feel a strong sense of community belonging



INNOVATIVE PROGRAMS THAT IMPROVE WELL-BEING AND SERVE THE COMMUNITY

There are three types of programs that TMF offers our members: those that empower veterans and families of the fallen through personal development and training; those that provide continued opportunities to serve; and those that unite communities to honor the fallen.

Each program is designed to enhance our members' overall well-being by improving sense of purpose, cultivating strong relationships, and leveraging personal strengths.

EMPOWERMENT INITIATIVES: LEVERAGING PERSONAL STRENGTHS

MENTAL HEALTH & WELL-BEING

- Workshops and seminars offered online and in-person to improve personal thriving
- Free Partner Referral system for those requiring clinical care

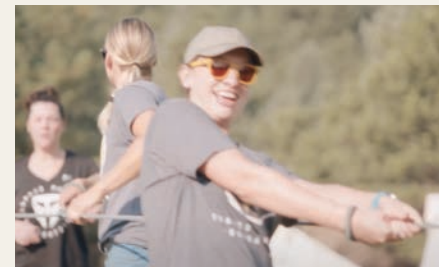


LEADERSHIP DEVELOPMENT

- Spartan Leadership Program - an immersive 7-month leadership program for veterans and families of the fallen
- Includes 1:1 support and instruction, live engagements with prestigious business and civic leaders, group community service activities, and a one-week wilderness expedition to Colorado



“ ”



Gabby Ryan, Army veteran



SCAN TO SEE GABBY'S STORY

TMF gave me that sense of purpose again... I tell people it saved my life. Outside of the uniform, I felt my life didn't have a purpose. Now with TMF, that has been restored and I hope that I'm now helping other people see that they have a purpose, too.

- Army veteran, Gabby Ryan

Veterans and families of the fallen experience a

20%

increase in mental health and a

60%

increase in connection to their communities due to deepened engagement with TMF

SERVICE INITIATIVES: REDISCOVERING PURPOSE

CHARACTER DOES MATTER

Powered by Under Armour Freedom

- Veterans and families of the fallen serve as Mentors to youth throughout the country and deliver our best-in-class character development curriculum
- Character-based discussions, experiential learning activities and courses, and community service aimed at middle and high school students
- Reconnects veterans to their communities by connecting them with local youth



EXPEDITIONS

- Multi-day trips for veterans and families of the fallen to connect with other survivors and serve a community in need in honor of their lost loved ones
- Provide personal healing through service
- Past expeditions have included Puerto Rico earthquake recovery, New Orleans home rehabilitation, and an outdoor expedition to Montana for children of the fallen



IMPACTING AMERICA'S YOUTH WITH THE CHARACTER DOES MATTER PROGRAM

1 in 3

YOUNG PEOPLE (16M YOUTH) REPORT NEVER HAVING A POSITIVE ROLE MODEL OR MENTOR

50%

OF YOUTH WHO PARTICIPATE IN OUR CHARACTER PROGRAM GO ON TO COMPLETE COMMUNITY SERVICE IN THEIR NEIGHBORHOOD

89%

OF STUDENTS WHO COMPLETE CDM REPORT THEY ARE MORE LIKELY TO INTERFERE WHEN SOMEONE IS BEING BULLIED, THREATENED OR HARASSED

500,000+

YOUTH HAVE COMPLETED THE CDM PROGRAM NATIONWIDE

COMMUNITY ACTIVATION: BUILDING STRONG RELATIONSHIPS

LARGE-SCALE EFFORTS THAT BRING PEOPLE TOGETHER TO HONOR THE FALLEN:

- National 9/11 Heroes Run 5k
- Memorial Day visitations to the gravesites of the fallen



HOMETOWN EFFORTS THAT FOCUS ON CREATING DEEP COMMUNITY TIES:

- Annual leadership summits
- Workouts and athletic challenges
- Chapter events & socials



OPERATION LEGACY SERVICE PROJECTS:

- Service projects dedicated to a local fallen hero that serve pressing needs in the local community
- Organized year-round, often led by veterans and families of the fallen to honor a loved one or battle buddy



CREATING REAL DIFFERENCE IN CITIES ACROSS THE U.S..

200+

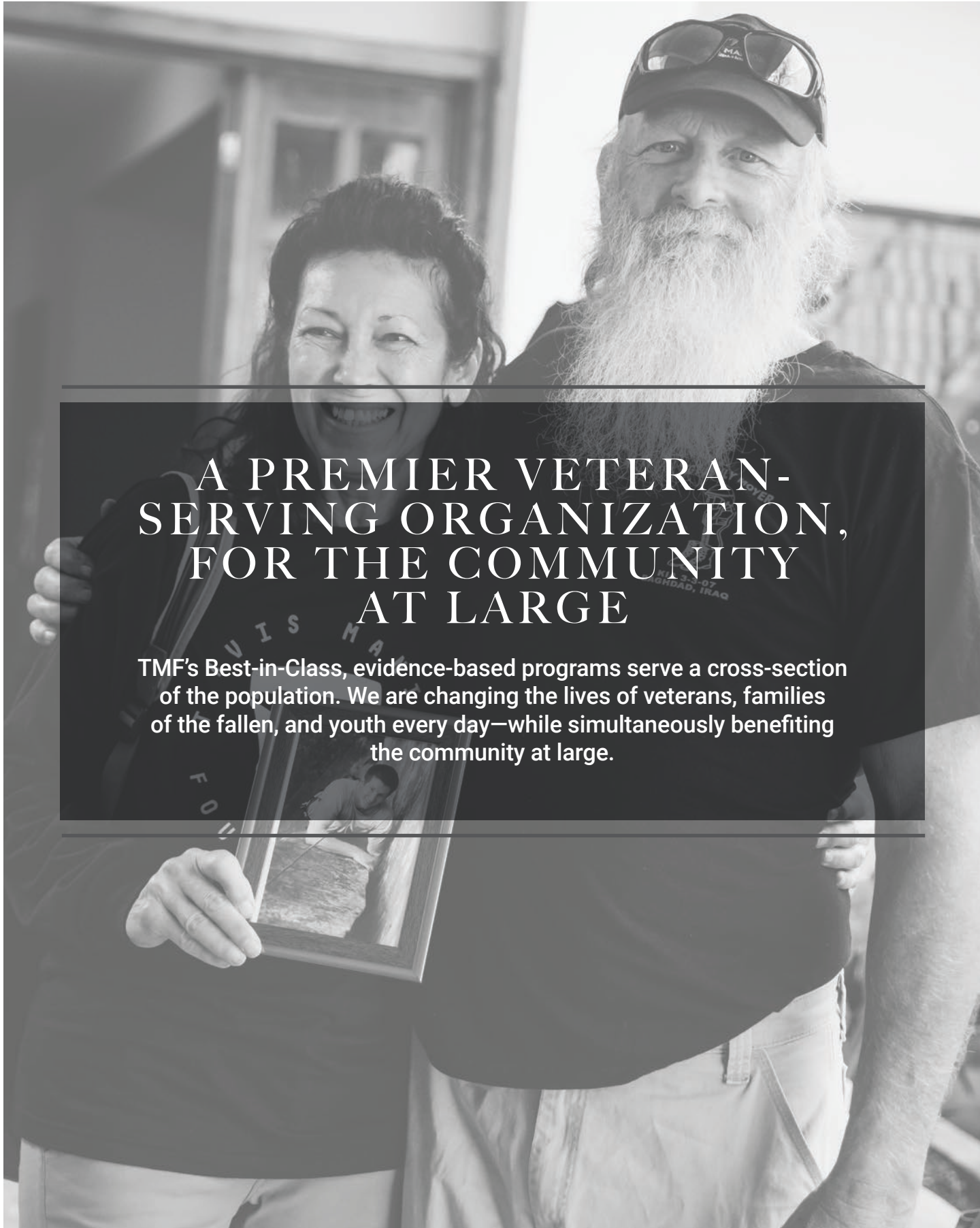
COMMUNITY SERVICE EVENTS ORGANIZED EACH YEAR

65,000+

HOURS OF COMMUNITY SERVICE COMMITTED BY VOLUNTEERS ANNUALLY

\$2M

OF LABOR, REINVESTED INTO LOCAL COMMUNITIES TO FILL PRESSING NEEDS



A PREMIER VETERAN-SERVING ORGANIZATION, FOR THE COMMUNITY AT LARGE

TMF's Best-in-Class, evidence-based programs serve a cross-section of the population. We are changing the lives of veterans, families of the fallen, and youth every day—while simultaneously benefiting the community at large.

★ VETERANS ★

Veterans involved in TMF programs experience significant improvements to their overall mental health and well-being. The greater their involvement with TMF, the greater the benefits to their well-being.



CASE STUDY I: MARINE VETERAN, CHUCK SEGEL

Marine Veteran Chuck Segel left the military in 2008 and, for years afterward, struggled with PTSD, depression and a lack of purpose. After connecting with TMF in 2019, Chuck joined a TMF Expedition to Puerto Rico shortly after. There, rebuilding homes damaged by Hurricane Maria, he found that giving himself to service once again was the missing piece in his transition from the military. Chuck is now a Veteran Mentor and a passionate leader of service projects in his community of Atlanta.



SCAN TO SEE CHUCK'S STORY

★ FAMILIES OF THE FALLEN ★

TMF has one of the most unique strategies to serving families of the fallen. By providing them opportunities to connect with other survivors and serve in honor of their loved one, they find hope and healing in their grief.



CASE STUDY 2: SURVIVING SISTER MONICA VELEZ

After losing two brothers serving in the Army, Monica Velez felt alone and without hope. She had completely lost her identity as an older sister. After being introduced to Travis Manion Foundation, she found her new calling. She became a community resource for those who were bullied and those seeking guidance. Seeing her brothers in all of those she worked with as a Mentor, she felt like a sister again. Since then, she has put her grief into action to ensure her brothers, and others like them, are never forgotten.



SCAN TO SEE MONICA'S STORY

★ YOUTH ★

TMF's Character Does Matter program has significant impact on thousands of youth, particularly those in under-served communities. In fact, 44% of youth who serve with TMF after completing the program, are from Title I schools.



CASE STUDY 3: YOUTH OF HOUSTON, TX

Houston Veteran Mentors held a 4-month character course at 8 Million Stories, a local nonprofit high school that guides disconnected and vulnerable youth. TMF Veteran Mentors engaged with youth, ages 14-18, through character development lessons and activities designed to foster stronger relationships and develop purpose through serving others.



SCAN TO LEARN MORE ABOUT THIS YOUTH GROUP



LEVERAGING THE POWER OF PARTNERSHIP TO EXPAND OUR IMPACT



Through its programs, Travis Manion Foundation enables families of fallen service members to recover from their loss and to find hope. We're thankful we can support these families by working with this character-driven organization

– Wayne Peacock, President & CEO, USAA

STRONG CORPORATE AND COMMUNITY PARTNERS ARE A FORCE MULTIPLIER IN TMF'S NATIONAL EFFORTS. SOME OF OUR COMMITTED PARTNERS INCLUDE:



- TMF's official healthcare partner
- Sponsor of TMF's free, online health and well-being resources
- Veterans employed by J&J serve with TMF nationwide—as chapter leaders, youth mentors, and community event directors



- Official sponsor of the Character Does Matter program
- Provide apparel and equipment to veterans and youth in the program
- Connects TMF to a network of local and national community and youth partners where our veterans deliver programming



- Non-profit partner providing a continuum of care for wounded warriors looking to engage with their local community through TMF
- Built custom referral system for TMF veterans requiring clinical care



YEARS OF RIGOROUS TESTING TO MEASURE POSITIVE MENTAL HEALTH OUTCOMES

TMF's research-backed programs are grounded in the field of Positive Psychology. We use thorough and consistent testing measures to fully understand the impact we're having on veterans, families of the fallen, and youth.

POSITIVE PSYCHOLOGY: THE SCIENCE OF HUMAN THRIVING

Positive Psychology is a decades-old scientific discipline devoted to the study of human flourishing, or thriving. It examines things like optimal physical and mental performance, "what makes life worth living," and how these affect an individual's overall mental health and well-being. The Positive Psychology model establishes 5 essential features of thriving and TMF programs focus specifically on 3 of these: Meaning, Relationships, and Engagement.

THRIVING AS A SCALE

TMF utilizes the Brief Inventory of Thriving (BIT) to measure the well-being of our members. The BIT measures 10 facets of positive functioning and 6 core dimensions of psychological well-being, in order to predict important health outcomes for individuals.

THE 10 FACETS OF POSITIVE FUNCTIONING

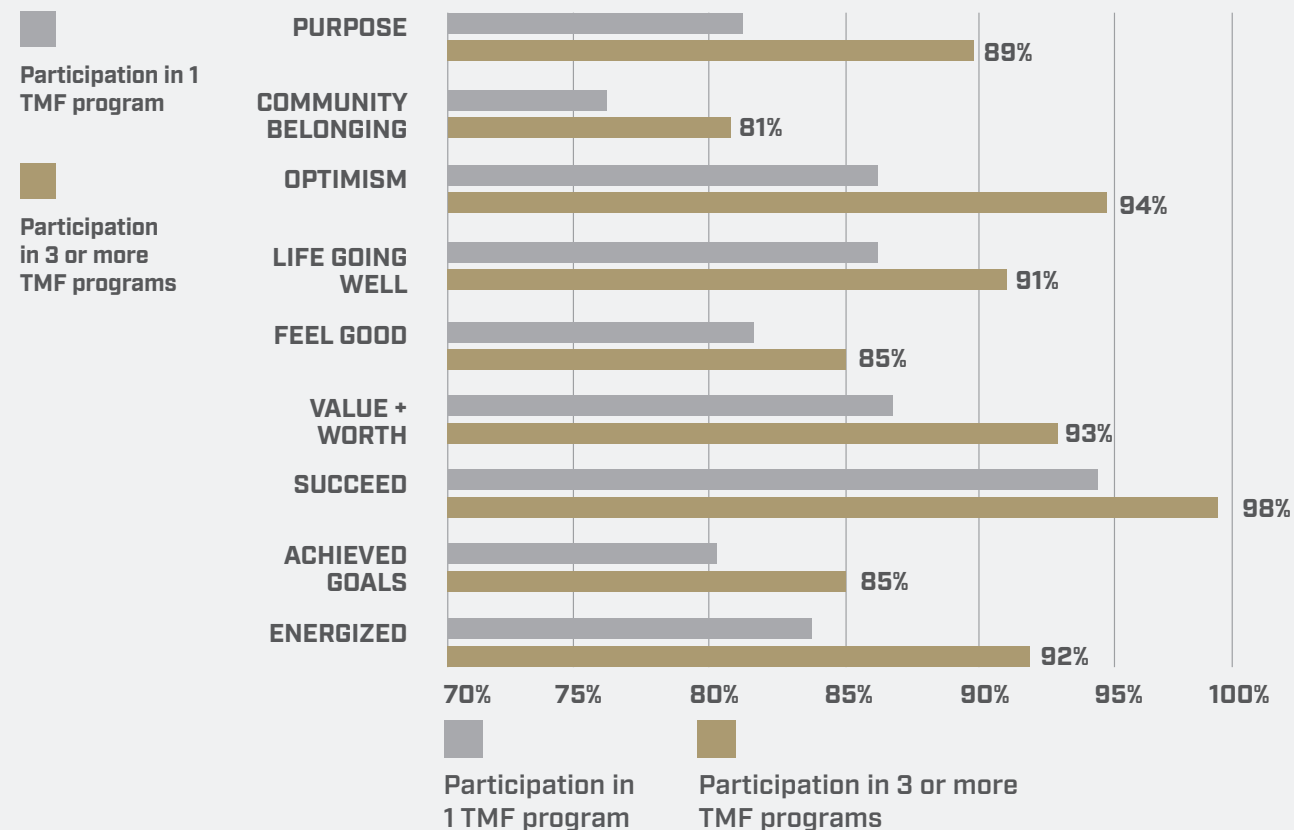
 PURPOSE	 COMMUNITY BELONGING	 OPTIMISM	 POSITIVE EMOTION	 SUCCESS
 LIFE PERSPECTIVE	 GOAL ACHIEVEMENT	 SENSE OF APPRECIATION	 VALUE & WORTH	 ENERGY

MEASURING POSITIVE OUTCOMES FOR VETERANS AND FAMILIES OF THE FALLEN

Research has continuously found that overall wellness and thriving increase with TMF involvement, and those scores also improve as involvement with TMF grows. Veterans and families of the fallen who train and activate as Mentors to youth through our proprietary Character Does Matter program report the greatest mental health improvements.

★ KEY FINDING ★

As a result of participation in TMF programs, veterans and survivors feel connected to one another and their communities, leading to improvements in mental and physical health, and ultimately greater well-being and thriving. The greater the involvement with TMF, the stronger the health benefit.

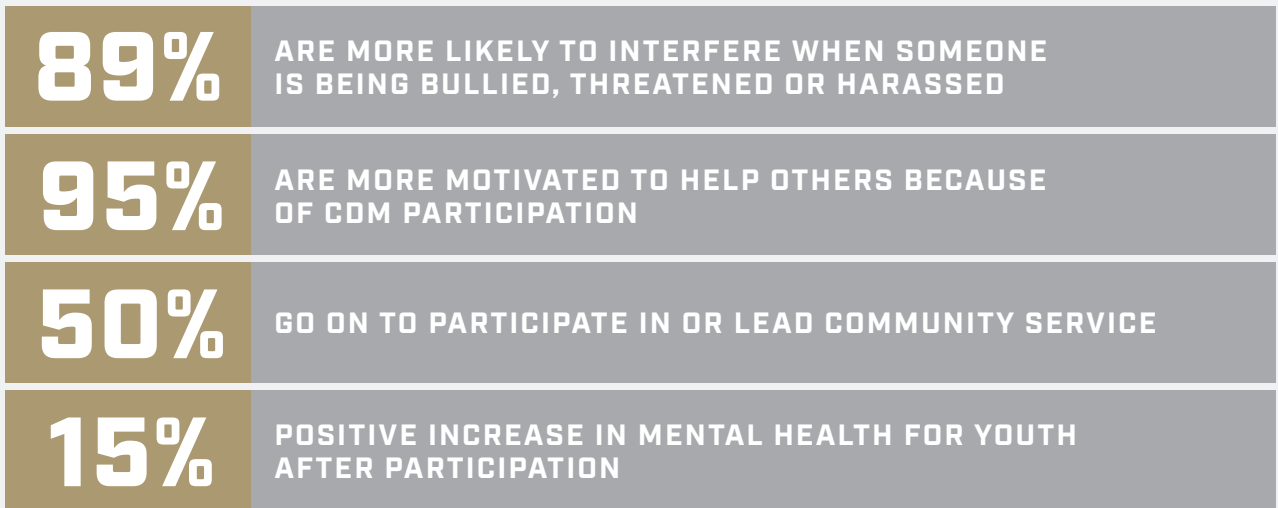


MEASURING POSITIVE OUTCOMES FOR YOUTH

Research demonstrates that young adults who complete TMF's Character Does Matter mentorship program also experience significant personal growth and mental health benefits.

★ KEY FINDING ★

Veteran mentors positively impact behaviors and attitudes among youth in areas like self-reflection, confidence and goal-setting, while reducing negative behaviors like truancy and substance use. Longterm, research shows that these youth go on to become agents of change as a result of their participation.



I've followed the organization and its character program closely over the years, and one profound outcome I've observed is the way in which students who enter the program are prepared to take on some of our community's greatest challenges, by bringing people of different backgrounds together. Through empowering youth, TMF is creating the next generation of leaders that will ensure long-term, sustainable positive change.

– Patrick Murphy Former Congressman and 33rd Under Secretary of the Army



STRONG LEADERSHIP TO PROPEL A BOLD MISSION

TMF's staff of more than 70 national team members is led by a dedicated leadership team that brings a wealth of diverse experience and commitment to our mission.



TMF STAFF



RYAN MANION, PRESIDENT

Ryan is the surviving sister of Marine 1stLt Travis Manion. She is also the co-author of *The Knock at the Door*, host of The Resilient Life Podcast, wife and mom to three, and fierce military advocate. Now the president of one of the nation's leading veteran service organizations – the Travis Manion Foundation – Ryan works to empower veterans and families of fallen heroes to inspire future generations to change.

In addition to dedicating much of her time to service projects across the globe, Ryan also serves as an elected Township Supervisor in her hometown of Doylestown, PA.

She has garnered a number of awards and honors for her work, including being named a member of the 2018 Bush Institute Inaugural 'Stand To' Class; a 2017 Honorary Graduate of the United States Naval Academy; and winner of the 2015 President's Lifetime Achievement Award for Volunteer Service. She has also been honored with the 2014 Joseph D. Helton, Jr. Award for Leadership; the 2013 Hillier (Ignite) Warrior for Warriors Award; and the 2011 Commodore John Barry Distinguished Citizen Award.





AMY LOONEY-HEFFERNAN, VICE PRESIDENT

Ever since her late husband, LT (SEAL) Brendan Looney was killed in Afghanistan on September 21, 2010 and awarded the Bronze Star with Valor, Amy Looney has served as an inspirational champion for families of fallen service members, military families, veterans, and American troops.

Amy serves as Vice President of Travis Manion Foundation and is dedicated to carrying on the legacy of her late husband and his friend, Travis Manion, who are buried side by side in Arlington National Cemetery. Her personal tragedy has fueled her to inspire, motivate, and empower individuals, communities, and the nation, to honor the fallen by challenging the living.

Amy is a consistent voice advocating for veterans & families of the fallen. She has addressed national audiences on Fox News, CNN, CBS, TED-X, in written publications such as the *Washington Post*, and in personal appearances nationwide. She is the co-author of *The Knock at the Door* with TMF President Ryan Manion.

Amy received her Bachelor's degree in Business Management from Johns Hopkins University and her Master's in Public Administration from George Washington University. She resides in the Chicago area with her husband, Joel, and their two daughters, Grace and Alana.



JOSH JABIN, CHIEF OPERATING OFFICER

Joshua Jabin serves as Travis Manion Foundation's Chief Operating Officer responsible for leading staff and developing and implementing strategy. He graduated from the U.S. Naval Academy in 2001 and served 12 years active duty in the U.S. Marine Corps from 2001 to 2013 in various leadership and operations management roles. He earned his M.S. in Operations Research from the Naval Postgraduate School in 2009 and taught Mathematics at the U.S. Naval Academy from 2009-2013. Following his transition from active duty, Josh spent two years as a management consultant working with healthcare leaders to improve performance. Josh served 8 years in the U.S. Marine Corps Reserve and retired on June 1, 2021 following 20 years of service. Josh resides in Yardley, PA with his wife Katie and daughters Alaina, Juliet, and Liberty.



TMF BOARD OF DIRECTORS



COL TOM MANION
USMC (RET.) - CHAIRMAN
EMERITUS



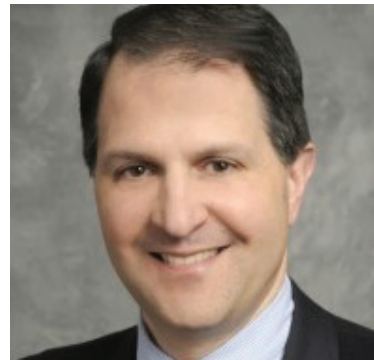
DON MOREL
CHAIRMAN OF THE BOARD



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VICE CHAIRMAN



JOHN DINOME
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MARY KATHARINE HAM
SECRETARY



CROFT YOUNG
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RYAN MANION
PRESIDENT



ALAN SHERIFF
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BARB ORR
DIRECTOR



SEAN DALY
DIRECTOR



SCOTT BELVEAL
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KEITH PALMER
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PHILIP KRIM
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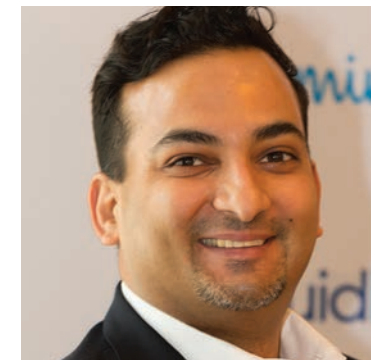
ELYCIA MORRIS
DIRECTOR



TIMOTHY J. RICHMOND
DIRECTOR



NICK TRAINER
DIRECTOR



JONATHAN BRASSINGTON
DIRECTOR



A MULTI-YEAR ORGANIZATIONAL STRATEGY TO ENSURE LONG TERM SUSTAINABILITY

Beginning in 2021, TMF teamed up with Deloitte Consulting Services to deliver a 10-year strategy for continued growth and organizational sustainability. What resulted was a comprehensive vision for 2031, complete with achievable and bold goals for exponential impact on veterans, families of the fallen, youth, and the communities we serve.

BY 2031

100,000 VETERANS EMPOWERED	1,000,000 YOUTH IMPACTED	100 LOCAL COMMUNITIES SERVED
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 INNOVATIVE DIGITAL STRATEGIES Offering a wider breadth of online and hybrid services, including online training, additional mental health resources, and digital recruitment strategies for veterans seeking our services	 ENHANCED CHAPTER MODEL Growth to 100 communities with fully onboarded and operational chapters that are executing all TMF programs and serving the local area	 EXPANDED RESEARCH & REPORTING Development of a sophisticated system for measuring TMF's impact on a large scale: within an entire community or region, in addition to continued research on individual impact on members
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 DEEPER IMPACT ON YOUTH Creation of additional, high-touch, practical application components of the Character Does Matter program that connect veterans and youth in meaningful ways	 SOPHISTICATED INFORMATION TECHNOLOGY Technological infrastructure building to support the continued growth of the organization and the 100,000 veterans we will support
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WE INVITE YOU TO EMPOWER VETERANS AND FAMILIES OF THE FALLEN TO FIND RENEWED PURPOSE, IMPACT THE NEXT GENERATION OF LEADERS, AND UNITE COMMUNITIES NATIONWIDE.

For more information on TMF's impact, we would like to provide access for you to view our data room with additional materials, video content, and data and financial reports.

TRAVIS MANION FOUNDATION

SPARTAN
LEGACY
FUND

