“IF NOT ME, THEN WHO...”
We met the 2017-2018 fiscal year with optimism, hope, and a staunch commitment to our cause. We were immediately greeted with a unique set of challenges and opportunities that would test that commitment and force us to reflect on TMF’s role in forming our collective character: school shootings, natural disasters, political and cultural division, and a host of threats and tragedies that challenge our national identity. With each new challenge, we remembered the five words that launched the TMF movement after my brother’s death in 2007: “If Not Me, Then Who…”

This past year, we brought communities together with nearly 100 community projects that addressed the greatest needs of our members. We now have more than 13,000 veterans and families of the fallen leading TMF’s 100,000 Spartan members and inspiring more than 40,000 youth to join our movement of character -- in this year alone.

We are proud to unite our communities to strengthen America’s national character. And we’re honored to do it alongside a nation of Spartans who demonstrate resilience, integrity, and courage at every turn. But while we are honored to join with you as a part of the solution to these challenges that afflict us, we also acknowledge that many challenges lay ahead.

In the coming year, we will continue to unify communities throughout this country and to empower the veterans and families of the fallen who lead our charge. We will place our trust in them as the leaders who have and will continue to motivate, fortify, and unite us. With your continued support, we will not simply endure. We will thrive.

YOURS IN GRATITUDE,

Ryan Manion
President, TMF

“If Not Me, Then Who…”
We are a nation of strong, character-driven individuals who want to see our families, communities, and country thrive. When we falter, it is because we have lost sight of what unites us as Americans. TMF helps us remember.

According to a 2016 study†, 77% of Americans—a record high—believe that the nation is divided on the most important values and issues. We know too well that this kind of disunity leads to a host of new problems—like violence and inequity—and exacerbates existing ones—like war and natural disasters.

TMF BELIEVES THAT BY FOSTERING OUR INDIVIDUAL AND COLLECTIVE STRENGTHS WE CAN COMBAT THIS DIVISION.

By focusing on the character that has long defined us as a nation of courage, resilience, generosity, and service, we can recover what we have lost, fortify what we have built, and pave the way for a new generation to lead.

AND WE BELIEVE AMERICA’S VETERANS AND FAMILIES OF THE FALLEN ARE THE AGENTS OF THIS CHANGE.

That’s why we trained 842 members of our military community to serve as character mentors to the next generation. Together, with the 100,000 total members of our Spartan community, we’ve built programs that lead to a stronger nation.

“AMERICA WILL NEVER BE DESTROYED FROM THE OUTSIDE. IF WE FALTER AND LOSE OUR FREEDOMS, IT WILL BE BECAUSE WE DESTROYED OURSELVES.”

- ABRAHAM LINCOLN

†Gallup Study
Nov 9-13 2016
OUR MISSION

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

OUR VALUES

001. Build, Measure, Learn, Repeat
002. Be Accountable
003. Purpose Begins with Passion
004. Out of Many, One
005. We are Fueled by Gratitude
006. Failure is a Bruise, Not a Tattoo
EMPOWERING
OUR MEMBERS_

Educating, Supporting, and Resourcing Veterans & Survivors to be Leaders in their Communities

We believe that when we invest in veterans and families of the fallen, it pays dividends to our communities. TMF has designed national programs that empower our military community by providing them with the renewed meaning, strong relationships, and personal engagement that will make them successful leaders.

“LEADING WITH YOUR STRENGTHS” SEMINAR_

Seminars help veterans identify their personal strengths, uncover their purpose, and tell their stories. Following seminars, veterans then have access to digital resources and networking events.

“TMF really helped me in my transition off active duty, especially with tips on some of the hard lessons learned. Even though I am still in the National Guard, the transition from active duty was a tough one and no other organization had a program that seemed to be the exact level of information that I needed to thrive in the civilian world.”

Sgt. Austin Miles, US Army
West Deptford, NJ

979 veterans completed “Leading with Your Strengths” seminars

SURVIVOR EXPEDITIONS_

Survivor Expeditions provide families of the fallen with the opportunity to channel their grief into community building and personal healing. Survivors travel on multi-day trips that honor their loved one through local service, and build a network of support that will last a lifetime.

“We all grieve differently and at some point during the process, it can consume us to a point of believing we just don’t know how we are going to make it. TMF Expeditions help us meet and bond with others who are going through similar emotions. We find strength we never thought we had and redefine that special purpose we have in life.”

Erica Johnson, Surviving Spouse of Cpt Ricky Johnson, US Army
Killeen, TX

86 family members of fallen heroes participated in an Expedition

LEADERSHIP EXPEDITIONS_

Leadership Expeditions invite TMF’s top leaders throughout the country to an intensive training week to receive education and resources for professional development and personal growth. Participants gain an understanding of their personal character strengths and improve their leadership skills to prepare them to take on increased volunteer roles within TMF.

“TMF has provided new meaning in forming valuable relationships through a series of shared experiences like the Leadership Expedition. All of these relationships have been built around the basic principle of service in the name of our fallen heroes. Being a part of this process has been valuable for myself in terms of my self-efficacy and my relationship to the immediate community.”

Vincent Ruiz, Army Veteran
Manahawkin, NJ

15 veterans attended our inaugural Leadership Expedition in October

MENTORSHIP TRAINING_

Character Does Matter trains veterans and families of the fallen to serve as mentors to youth, teaching them about character and how to live the “If Not Me, Then Who...” ethos to lead and serve others.

“Before TMF, I felt a little lost and empty. I knew I was missing something, but I didn’t know what. During my transition, I felt as if I was less than I was before. After joining TMF I was able to provide my military training and knowledge to those in need, and I felt fulfilled. I became proud of my situation and honored my past military service through youth mentoring and community service.”

Cameron Markowitz, Navy Veteran
San Diego, CA

842 veterans and families of the fallen were trained and supported as Character Does Matter Mentors
VETERANS & FAMILIES OF THE FALLEN:
SURVEY RESULTS

90%

Have a better understanding of their personal character strengths and how to leverage them to make an impact

93%
feel a greater sense of purpose

92%
feel like they belong to a community

86%
feel empowered to be more of a leader in their communities

88%
have developed improved relationships
ALISON CLEVELAND, PRINCIPAL OF
WAKEFIELD MIDDLE SCHOOL
RALEIGH, NC

“The partnership that we started with Travis Manion Foundation this school year is the
beginning of a culture shift in character development for the students at Wakefield
Middle School. We started with a small group of students, and TMF empowered
them to become leaders through education and action. Their club met with veterans to
learn about the various pillars of character and develop a student-organized
community service project. Through this work, the students grew as individuals,
students, and friends.”

REBECCA DELAROSA, HIGH SCHOOL
TEACHER, ENERGY INSTITUTE HIGH,
HOUSTON, TX

“The Energy Institute High School has always had a mission and vision to instill
color and service in our students. Travis Manion Foundation solidified that plan
for us. They provided the vehicle through which we could provide service and inspired
students to serve in the CDM program and the Character and Leadership Course. They
helped us develop what was previously just a wish. Our students have been involved
at the grass roots level of all the planning and learned how to lead through actual projects. A full 10% of our campus has
participated in Character and Leadership courses. We have a common language
and vocabulary with the “If Not Me, Then Who...” mission.”

SUSIE COOK, HIGH SCHOOL TEACHER,
ST. JOSEPH’S PREPARETORY
HIGH SCHOOL, PHILADELPHIA, PA

“...For the last four years, the CDM programming at St. Joe’s Prep has supported, animated and inspired our
school’s mission to ‘build men for and with others.’ The Mentors bring a zeal and self-
lessness to the classroom that motivates my students to want to do more, be more, serve more. The Mentors model
and embody the “If Not Me, Then Who...” mantra and engage students in activities
that develop this sense of responsibility in their own lives. The result is a ripple effect
of dynamic service. Our two mantras, the school’s and TMF’s, work to build young
leaders, fortify the veterans’ leadership, and also build up the city. Simply put, when veterans pair with youth in the common
mission to serve, the entire community benefits. This movement engages us all in
the call to build character, and knock down walls that divide.”

IMPACTING STUDENTS IN SCHOOLS THROUGHOUT THE U.S.

ENERGY INSTITUTE HIGH
Students participated in
Character Curriculum: 850
Veterans + survivors involved: 8
Op Legacy projects that
resulted: 11
Student volunteer hrs: 1,590

ST. JOSEPH’S PREPARETORY HIGH SCHOOL
Students participated in
Character Curriculum: 500+
Veterans + survivors involved: 12
Op Legacy projects that
resulted: 6
Student volunteer hrs: 4,000

WAKEFIELD MIDDLE SCHOOL
Students participated in
Character Curriculum: 85
Veterans + survivors involved: 15
Op Legacy projects that
resulted: 2
Student volunteer hrs: 360
ROBERT SALDUTTI, 
ST. JOSEPH'S PREPARATORY HIGH SCHOOL PHILADELPHIA, PA. 
CLASS OF 2018 
“My involvement with TMF began the first week of my freshman year when a CDM mentor spoke to the entire student body about “If Not Me, Then Who...” and Character Does Matter. Since that memorable day, I have participated in an eight week Character and Leadership Course, and I have led and completed six service projects that involved over 900 prep students. These experiences have molded me into a better leader of good character.”

BEN ALEXANDER, USMC VETERAN 
CHANDLER, ARIZONA 
“Just over a year ago, I was diagnosed with PTSD and lost all confidence in myself. After joining the TMF family and adding the CDM program into my existing work with youth, I have been able to reach students on a much more personal, meaningful level. Because of this, I am confident in myself and the lasting impact we are making through a collaboration of my law enforcement organization and TMF.”

WHAT STUDENTS ARE SAYING

About Character Does Matter

WHAT VETERANS ARE SAYING

About Character Does Matter

2018 NOTES & IMPACT STATS

THIS YEAR, VETERANS & SURVIVORS HAVE:

Delivered our character program to

40,627 YOUNG ADULTS

Shared the “If Not Me, Then Who...” message at

245 SCHOOL ASSEMBLIES & YOUTH GROUPS

Delivered

49 CHARACTER AND LEADERSHIP COURSES TO YOUNG ADULTS

Teamed up with

2,000 STUDENTS TO COMPLETE SERVICE PROJECTS IN THEIR LOCAL COMMUNITIES
IMPACTING THE COMMUNITY

It’s a simple formula

001. Empower veterans and survivors as leaders
002. Connect them with the next generation to teach character
003. Watch communities prosper and thrive

When our military community is empowered, and the next generation is fostered and cared for, amazing things happen. Tens of thousands of inspired civilians have seen TMF transform communities and have enlisted to galvanize and support these efforts.

Through Operation Legacy service projects that treat the greatest needs of a neighborhood, to 9/11 Heroes Runs that unite communities to honor our heroes from September 11th and the wars since, anyone can join the “If Not Me, Then Who...” movement.

OPERATION LEGACY
CLAY GROGAN, RICHMOND, VA
OPERATION LEGACY PROJECT LEADER

“Our project brought people together to work towards one common goal, which doesn’t happen often in our country these days. On two separate occasions, people from all walks of life rolled up their sleeves and helped bring a fallen hero’s memorial to life. Families showed up with kids in tow. Local Rotary clubs joined in and brought high school kids from Interact Clubs. Local businesses came to help and brought employees to share in the fun. Random volunteers showed up simply because they heard of the Operation Legacy project through social media. The work was hard, and at times frustrating. But, at the end of the day, we all left filthy and tired, and with a huge feeling of accomplishment and with a lot more friends than we had when the day started.”

HEROES RUN
KELLY FORBES, MADISONVILLE, KY
RACE DIRECTOR OF 9/11 HEROES RUN

“The 9/11 Heroes Run has united Madisonville and Hopkins County, no matter a participant’s age, income, race or religion. We have individuals who’ve made the Heroes Run their yearly goal: one woman lost more than 50 pounds so she could participate. A man quit smoking so he could run and placed second in his age group.

The 9/11 Heroes Run has also impacted our school system by motivating each school to participate in ‘Heroes Walks’ the Friday before race day as a way of kicking off the event in schools. To me, the fact that these children are learning about the attacks of 9/11 is what is most important. We always recognize our heroes in our own community and make sure we give them the ‘thank you’ they deserve through the 9/11 Heroes Run.”

NOTES & IMPACT STATS

56
9/11 Heroes Runs to unite communities to honor our heroes from September 11th and the wars since

89
Operation Legacy Service Projects completed, in dedication of fallen heroes

50,000+
3,500+

HEROES RUN PARTICIPANTS

OPERATION LEGACY VOLUNTEERS
The wounded, ill, and injured veterans of this country have a unique perspective to share that demonstrates strength, resilience, and courage. We can all benefit from learning what they have discovered in their personal journeys. That’s why TMF has teamed up with Wounded Warrior Project to empower these veterans and position them as leaders in their communities. Together we have created a pipeline of veterans that guides them through a holistic continuum of care: veterans first receive critical and immediate support from WWP, and are then funneled into the Spartan community where they connect with programming that empowers them to find renewed purpose, strong relationships, and the ability to leverage their strengths to make an impact.

Johnson & Johnson

At large companies and corporations, it’s especially critical to keep veteran employees engaged with their communities and connected with one another. Johnson & Johnson has stepped out as a leader in this arena by creating Veteran Leadership Councils, or VLCs, in their offices and subsidiaries throughout the country. TMF has partnered with J&J on both the national and regional levels. As a result, 250 veterans and their families have engaged with TMF programming, service projects, and community events.

Johnson & Johnson is the national sponsor of Character Does Matter, and their veteran VLC members are offered automatic access to training as CDM Mentors. More than 27 VLC chapters are engaged with this program and, together, have reached more than 10,000 young adults with the “If Not Me, Then Who…” message.
2017-2018
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 2017-2018 fiscal year, we directed 91% of funds to programs and impact.

REVENUE

$12,095,276

EXPENSES

$11,387,263

CORPORATIONS: 12%
INDIVIDUALS: 12%
IN-KIND CONTRIBUTIONS: 46%
FOUNDATIONS: 20%
PROGRAM SERVICE REVENUE: 5%
OTHER: 5%

PROGRAM EXPENSES

- Community Activation: $6,505,842
- Character and Leadership Development: $1,456,155
- Veteran and Survivor Support: $2,392,435
- Total: $11,387,263

END-OF-YEAR NET ASSETS: $1,498,854
Between April 2018 and March 2019, TMF will focus on enhancing the breadth and depth of our programs, impact evaluation, and community relationships in the regions where we have already established our mission. This shift in focus will permit our members to establish deeper roots in their home communities, making their efforts more authentic, universal, and impactful. Primarily, our goal is to unify: joining with communities to strengthen our collective character.

For the last two years (2016-2018), we dedicated ourselves to organizational growth and expansion. Now, having the opportunity to absorb the efforts of the 100,000 members that comprise these communities, we will re-dedicate ourselves to authentic impact and consistent and rigorous evaluation. Our plan to accomplish this, is threefold.

First, the 2018-2019 year will see the intentional establishment of TMF Chapters. Currently, we have 10 operational Chapters and will double this number by the end of the year. Chapters are led by our most engaged volunteers who work to unite their local communities through TMF events and programming.

Second, to resource these Chapters, TMF will design and implement a new technological infrastructure to more effectively connect community members to one another, and add cohesion and structure to their dedicated efforts.

Finally, to best measure the impact of our work on the ground, TMF has partnered with a nationally acclaimed academic institution to evaluate and qualify our impact—both to individuals in our organization and to communities as a whole. As always, it will be the veterans, families of the fallen, and inspired community of civilians they lead, that will remain at the driver’s wheel throughout the year. We hope you will join us on this journey.
“IF NOT ME, THEN WHO...”