



CHARACTER DOES MATTER

Character Does Matter (CDM), powered by Under Armour Freedom, is Travis Manion Foundation's hallmark mentorship program for youth led by volunteer veterans and families of the fallen.

Grounded in the evidence-based field of Positive Psychology, Character Does Matter (CDM) inspires youth to lead with character in the classroom, on the field, among friends and family, and in their communities.

CDM ADDRESSES TWO MAJOR PROBLEMS:

1. More than 55% of veterans feel disconnected from civilian life.
2. More than 1 in 3 young people—16 million young adults—have never had a positive role model or mentor.

To date, **CDM has empowered thousands of veterans and families of the fallen** to serve as Mentors nationwide, giving them renewed purpose and connection while **inspiring over 750,000 youth** to recognize and apply their character strengths in service to others. Mentors also serve alongside youth in communities to meet pressing needs through neighborhood clean-ups, food drives, and caring for our nation's most vulnerable populations.

96.4% OF STUDENTS

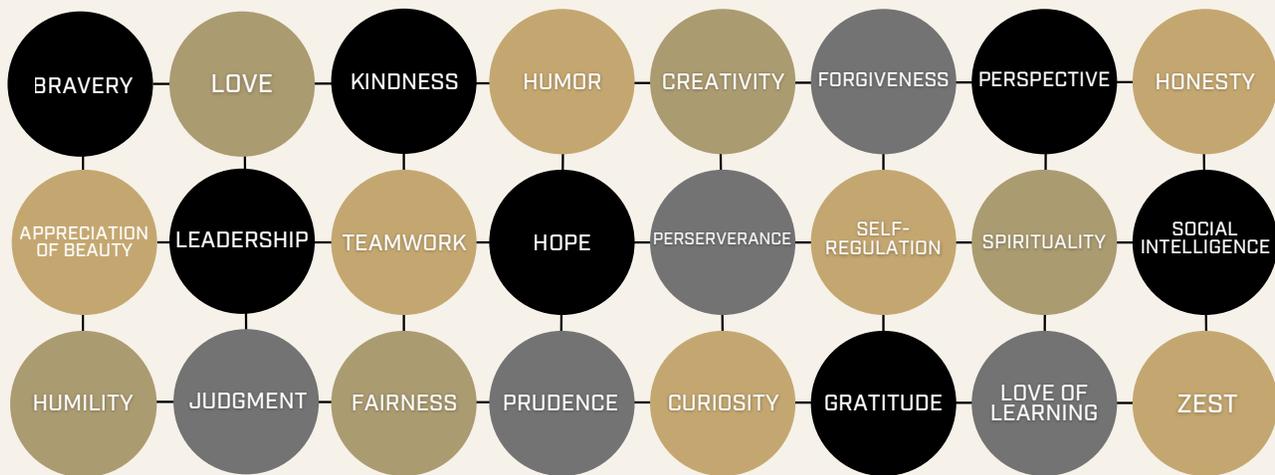
REPORT BEING MORE MOTIVATED TO HELP OTHERS BECAUSE OF CHARACTER DOES MATTER.

CDM CAN BE DELIVERED IN VARIOUS WAYS:

1. **Presentations:** 45–60 minute sessions that introduce CDM to students. Ideal as a first touchpoint with TMF and a great fit for both new and experienced Mentors.
2. **Courses:** A deeper dive into character strengths through experiential learning. Can be structured as a half-day, full-day, or multi-week workshop.
3. **CDM Briefs:** Informal conversations with youth about character strengths during TMF service and athletic events—before activities begin or while serving.



CHARACTER STRENGTHS IDENTIFIED THROUGH CDM CURRICULUM:



NEW: TEAMS OF CHARACTER:

Teams of Character brings TMF's signature CDM programming to student-athletes and their coaches to put their character in action on and off the field, helping athletes identify and apply their unique character strengths among their teammates and communities.



TMF YOUTH CLUBS:

TMF Youth Clubs are student-led clubs dedicated to the mission and ethos of TMF. They provide high-school-aged youth with opportunities to lead through service and strengthen their own character. To date, over 30 youth clubs serve in communities throughout the country—from California to Pennsylvania.