



2023-2024

# ANNUAL REPORT

## EXECUTIVE SUMMARY

THE FOLLOWING IS AN OVERVIEW OF OUR 2023-2024 ANNUAL REPORT. IN THIS EXECUTIVE SUMMARY, YOU'LL FIND KEY TAKEAWAYS, INCLUDING METRICS AND CASE STUDIES ABOUT VETERANS AND FAMILIES OF THE FALLEN. FOR THE FULL REPORT, VISIT [TRAVISMANION.ORG/ANNUALREPORT](http://TRAVISMANION.ORG/ANNUALREPORT).

### TMF'S UNIQUE MODEL OF IMPACT

Veterans and families of the fallen often feel isolated post-service, with over 20 of our nation's heroes dying by suicide each day. TMF takes a proactive approach by addressing root causes including isolation and finding renewed purpose.

TMF focuses first on investing in veterans and families of the fallen to improve their mental health and well-being. We then provide veterans and survivors opportunities to lead—from mentoring local youth to uniting communities to honor the fallen.



“ AT ITS CORE, TRAVIS MANION FOUNDATION IS A COMMUNITY, LED BY VETERANS AND FAMILIES OF THE FALLEN BUT OPEN TO ALL, THAT SERVES TOGETHER AND SUPPORTS ONE ANOTHER.

We are activating our country's greatest civic asset—the military community—to bring people together and address pressing needs in cities across the country. Taking care of our nation's veterans and empowering them to leverage their strengths and see their value not only benefits them, it benefits citizens and communities everywhere.

— Ryan Manion, CEO, Travis Manion Foundation

# IMPROVING MENTAL HEALTH THROUGH COMMUNITY + PURPOSE



## ADDRESSING UNMET NEEDS + NAVIGATING CRISES

When our nation's service members take off the uniform, they often lose their sense of purpose and the community support they need to navigate mental health crises. Military families of fallen heroes experience the same in the years following their loss, left isolated and alone in a new reality. TMF changes that.

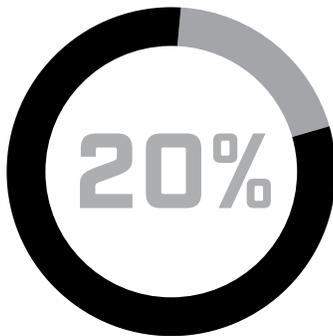
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**In addition to providing the community that our nation's veterans and their families need, TMF provides a path to thriving through personal development, connection, and a renewed sense of purpose through service.**

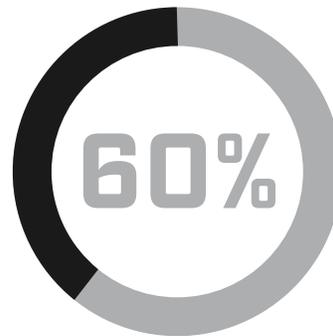
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TMF partners with Wounded Warrior Project (WWP) and Veterans Wellness Alliance to provide no-cost, high quality care for veterans and their families who may be experiencing unmet mental health conditions. In 2023, 95 veterans and families of the fallen with unmet mental health needs were referred to clinical care through TMF.

## MENTAL HEALTH IMPROVEMENTS WITH TMF INVOLVEMENT



Positive increase in mental health for TMF veterans and families of the fallen



Positive increase in connectedness for TMF veterans and families of the fallen



Learn more about TMF veterans and families of the fallen by scanning the code with your smartphone camera or clicking [here](#).

# EMPOWERING VETERANS AND FAMILIES OF THE FALLEN TO DEVELOP CHARACTER IN THE NEXT GENERATION

All TMF programs empower our nation's heroes and their families through personal development and training, opportunities to develop character in youth, and uniting communities to honor the fallen. Research has found that the greatest mental health and well-being benefits occur among members who participate in more than one TMF program.

## 1 Investing in Veterans and Survivors

TMF has long believed in the power of bringing veterans and families of fallen heroes together to heal and grow alongside each other. Programs like TMF Expeditions provide unique opportunities for families of the fallen to honor their loved ones and navigate grief alongside others who truly understand. Workshops like our proprietary Leading With Your Strengths course focus on helping veterans and survivors identify their personal strengths and identify a path to thriving. And our immersive, 7-month Spartan Leadership Program helps guide veterans and families of the fallen to apply their personal passions and values through service.



## 2 Developing Character in Youth

Youth are an integral part of TMF's model of impact. Programs like Character Does Matter (CDM) powered by **Under Armour Freedom** and Operation Legacy service projects offer opportunities for veterans and survivors to mentor youth and serve as role models in their communities.



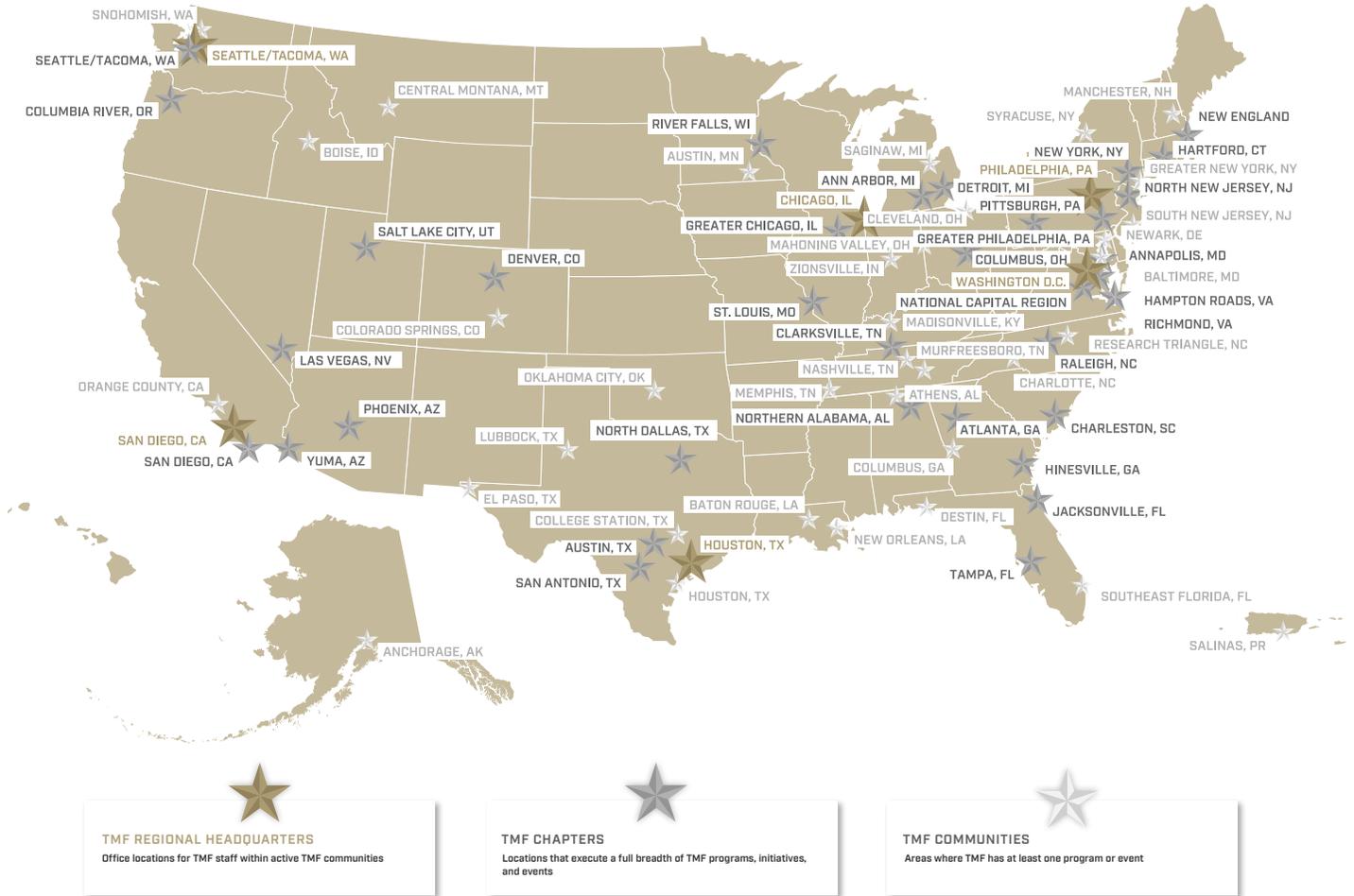
In addition to its lasting impact on youth, CDM also benefits veterans and families of the fallen who train and serve as Mentors nationwide. **CDM Mentors reported notable improvements in thriving scores as it relates to sense of purpose (+7%) and belonging to community (+7.5%) when compared to their peers not serving as CDM Mentors.**

## 3 Honoring the Fallen in Community

TMF unites communities in two unique but equally important ways: large-scale efforts that bring Americans together and hometown events that deepen community ties. Throughout each year, TMF hosts four national service events around MLK Day of Service, Memorial Day, Back to School Character Days, and Veterans Day—all of which allow veterans, families of the fallen, youth, and inspired civilians to give back in honor of fallen heroes. Athletic events including the 9/11 Heroes Run sponsored by **USAA Small Business Insurance** are another example of how TMF unites communities. All events are led by volunteers, many of whom serve through one of our 38 local TMF chapters.

# NATIONWIDE IMPACT

TMF initiatives—from our Character Does Matter program to our 9/11 Heroes Run events—take place in communities nationwide. The map below highlights locations of our regional offices, communities where TMF Chapters are active, and other areas with TMF programming and events.



## CITIES FEATURED ABOVE

<p><b>CALIFORNIA</b></p> <p><b>Orange County</b></p> <p><b>San Diego County:</b></p> <ul style="list-style-type: none"> <li>• Carlsbad</li> <li>• Imperial Beach</li> <li>• San Diego</li> <li>• San Marcos</li> </ul>	<p><b>FLORIDA</b></p> <p><b>Southeast:</b></p> <ul style="list-style-type: none"> <li>• Boca Raton</li> <li>• West Palm Beach</li> </ul>	<p><b>GEORGIA</b></p> <p><b>Metro Atlanta:</b></p> <ul style="list-style-type: none"> <li>• Decatur</li> <li>• Fulton County</li> <li>• Marietta</li> <li>• Sharpsburg</li> </ul>	<p><b>ILLINOIS</b></p> <p><b>Greater Chicago:</b></p> <ul style="list-style-type: none"> <li>• Chicago</li> <li>• Naperville</li> <li>• Wheaton</li> </ul>	<p><b>MASSACHUSETTS</b></p> <p><b>New England:</b></p> <ul style="list-style-type: none"> <li>• Boston</li> <li>• Buzzards Bay</li> <li>• Bourne</li> </ul>	<p><b>MONTANA</b></p> <p><b>Central:</b></p> <ul style="list-style-type: none"> <li>• Great Falls</li> <li>• Bozeman</li> </ul>	<p><b>NEW JERSEY</b></p> <p><b>North New Jersey:</b></p> <ul style="list-style-type: none"> <li>• Bridgewater</li> <li>• New Brunswick</li> </ul> <p><b>South New Jersey:</b></p> <ul style="list-style-type: none"> <li>• Atlantic City</li> <li>• Pennsauken</li> </ul>
<p><b>NEW YORK</b></p> <p><b>Greater New York:</b></p> <ul style="list-style-type: none"> <li>• Huntington</li> <li>• Hudson Valley</li> </ul>	<p><b>NORTH CAROLINA</b></p> <p><b>Research Triangle:</b></p> <ul style="list-style-type: none"> <li>• Chapel Hill</li> <li>• Durham</li> <li>• Raleigh</li> </ul>	<p><b>OREGON</b></p> <p><b>Colombia River:</b></p> <ul style="list-style-type: none"> <li>• Portland</li> <li>• White Salmon</li> </ul>	<p><b>PENNSYLVANIA</b></p> <p><b>Greater Philadelphia:</b></p> <ul style="list-style-type: none"> <li>• Delaware Valley</li> <li>• Doylestown</li> <li>• Philadelphia</li> </ul>	<p><b>TEXAS</b></p> <p><b>Austin:</b></p> <ul style="list-style-type: none"> <li>• Austin</li> <li>• Georgetown</li> </ul> <p><b>North Dallas:</b></p> <ul style="list-style-type: none"> <li>• Arlington</li> <li>• Dallas</li> <li>• Ft. Worth</li> <li>• McKinney</li> </ul>	<p><b>NATIONAL CAPITAL REGION</b></p> <p><b>Northern Virginia:</b></p> <ul style="list-style-type: none"> <li>• Fairfax County</li> <li>• Alexandria</li> <li>• Springfield</li> </ul> <p><b>Southern Maryland:</b></p> <ul style="list-style-type: none"> <li>• Prince George's County</li> </ul>	

## NEW THIS YEAR: FOCUS ON BUILDING VOLUNTEER LEADERS THROUGH TMF CHAPTERS + TMF YOUTH CLUBS

With help from dedicated supporters and donors, TMF has continued to move forward with our strategic vision of empowering 100,000 veterans and families of the fallen nationwide; impacting 1,000,000 youth; and serving 100 local communities. To achieve those goals and continue spreading the “If Not Me, Then Who...” ethos, our efforts this year have been focused on developing volunteer leaders through the growth of TMF Chapters and youth-led TMF Clubs at schools nationwide.

Investments by dedicated donors including **Under Armour** and **A. James & Alice B. Clark Foundation** continue to make this growth possible, ensuring that more volunteers nationwide are moving the TMF mission forward.



### Inspiring Youth to Serve Through Student-Led Clubs

TMF Youth Clubs have taken root at several middle and high schools around the country. Led by students and overseen by school faculty and a TMF Mentor, clubs conduct service projects in their communities, come together for athletic events, and inspire others through their commitment to leadership. To date, youth connected to TMF have invested over 10,000 hours in character development activities and community service. Veteran Mentor Mel Hoffman, who oversees a TMF Youth Club in River Falls, WI, says, “They’re doing all kinds of great work. ... It restores my faith in humanity. If kids like these are the ones taking over, we’ll be doing ok.”



Survivor Mentor Jackie June—a leader in the TMF Chapter in Tampa, FL—has developed an ongoing relationship with several schools in her community since activating with TMF. Learn more about Jackie’s story by scanning the code with your smartphone camera or clicking [here](#).

# DATA & RESEARCH

*As TMF Involvement Grows, Thriving Increases Among All Members*

TMF is a data-driven organization that relies on research and results to remain effective. Each year, TMF prioritizes an in-depth survey of our members to gather feedback and ensure programs are successful in improving their mental health and well-being.

Across the board, veterans and families of the fallen who connect with TMF experience improvements in thriving scores as it relates to finding meaning, developing relationships, and engaging with a supportive community. In addition, new research has found those improvements are not exclusive to veterans and families of the fallen. All Spartans—including inspired civilians serving in volunteer leadership roles—experience similar benefits. As participation increases, mental health and well-being improves.

## KEY FINDING #1

TMF programming significantly improves mental health and well-being.

## KEY FINDING #2

Veterans participating in Character Does Matter and the Spartan Leadership Program report experiencing the highest thriving scores.



### *Family of the Fallen Case Study*

## Surviving Spouse Finds Community + Purpose In Grief

Spouses of fallen heroes like Stephany Richards often feel alone in their grief journey before participating in TMF Expeditions, which provide a community of fellow survivors and an opportunity to carry on the service of their loved ones. Year over year, Expeditions—like other TMF programs—have been shown to positively impact the thriving scores of survivors.

Learn more about Stephany's story by scanning the code below with your smartphone camera or clicking [here](#).



### *Veteran Case Study*

## Navy Veteran: "TMF Saved My Life"

In 2018, Navy veteran Zach Boguslawski had separated from the military, lost his father, gotten divorced, and lost his job—all within a short time. The overwhelming lack of purpose caused him to consider ending his life. Like many other veterans and families of the fallen, when he began serving with TMF, Zach felt a sense of meaning return. Volunteer leaders like Zach exhibit significant increases in thriving scores as their TMF involvement grows. Notably, their sense of belonging to community increases by 18% and sense of purpose increases by 14% compared to those who don't take a leadership role.

Learn more about Zach's story by scanning the code below with your smartphone camera or clicking [here](#).



# FINANCIALS

## Responsible Stewardship of Donor Investments

Over 83% of every dollar donated to TMF goes directly to programs that empower veterans and families of the fallen to develop character in future generations. TMF holds a Platinum Seal of Transparency from Candid (formerly GuideStar) and has been identified as a Four Star Charity by Charity Navigator since 2015.



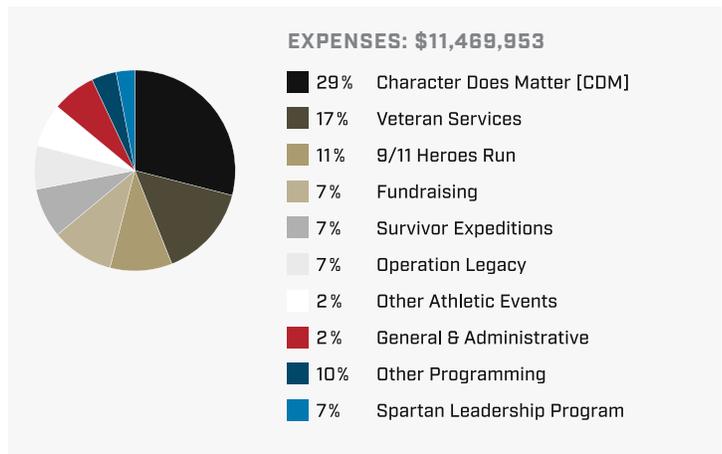
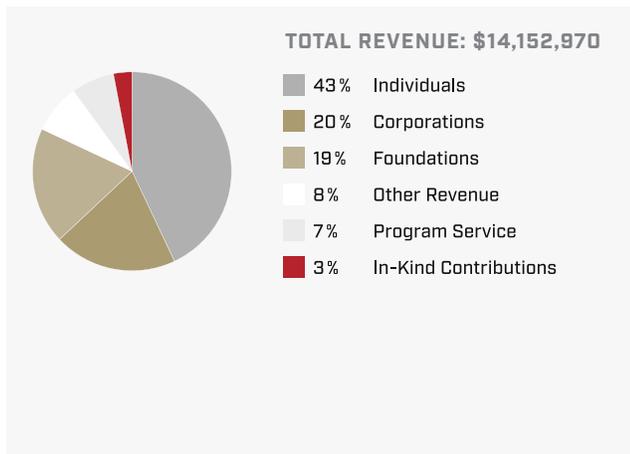
A Platinum Seal of Transparency from Candid (formerly GuideStar)—an honor reserved for only 15% of the tens of thousands of charities they evaluate every year.



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

**83¢**

Of every donated dollar, 83 cents goes directly back to veterans and families of the fallen. Together, we create long-lasting impact in the lives of our nation's heroes and the communities where they serve.



## A MULTI-YEAR ORGANIZATIONAL STRATEGY TO ENSURE LONG-TERM SUSTAINABILITY

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

- 100,000 Veterans Leading the TMF Community
- 1,000,000 Youth Impacted by Our Hallmark Character Development Program
- 100 Local Communities Served

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