



TRAVIS MANION
FOUNDATION

2021-2022

ANNUAL REPORT



WHO WE SERVE

As a leading Veteran Service Organization (VSO), TMF's mission is, above all else, to support and empower our nation's veterans so they can utilize their strengths to impact others. We've also made it our mission to do the same for family members of the fallen, as we recognize their sacrifices have positioned them to serve as leaders and strengthen communities nationwide. In this year alone, TMF empowered nearly 7,000 veterans and families of the fallen through mental health and personal development resources, community support, and opportunities to serve.



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OUR NATION'S VETERANS AND FAMILIES OF THE FALLEN INHERENTLY POSSESS A RESILIENCE, STRENGTH OF CHARACTER, AND DUTY TO COUNTRY FROM WHICH WE CAN ALL LEARN.

They are already poised to serve as leaders. Empowering them to do this more effectively has allowed them to thrive. It's also provided communities nationwide with difference makers they need to bring people together and respond to our most critical challenges. More so than anyone else, they are the examples our future generations need right now.

- RYAN MANION, TMF PRESIDENT

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2 PROGRAMS + INITIATIVES



PERSONAL DEVELOPMENT FOR VETERANS + FAMILIES OF THE FALLEN

This year, TMF focused on creating leadership development and mental health resources for our members. Thousands of veterans, families of the fallen and inspired civilians completed the Leading With Your Strengths course, which is available both in person and online through our Spartan Development Center sponsored by Johnson & Johnson. Additionally, our immersive 7-month Spartan Leadership Program continued its incredible impact by helping to develop a selected group of leaders dedicated to creating actionable change in their communities.



EMPOWERING VETERANS + FAMILIES OF THE FALLEN TO SERVE

This year, through the Character Does Matter program powered by Under Armour, Mentors connected with nearly 43,000 youth to provide character education programming. More than 350 new veterans and families of the fallen joined our network of Mentors, which has allowed TMF to expand the program into even more communities. Also this year, veterans and families of the fallen served on Expeditions, group service trips that create shared experiences and camaraderie while addressing community needs. In total, 105 families of the fallen honored their fallen loved ones on these service Expeditions.



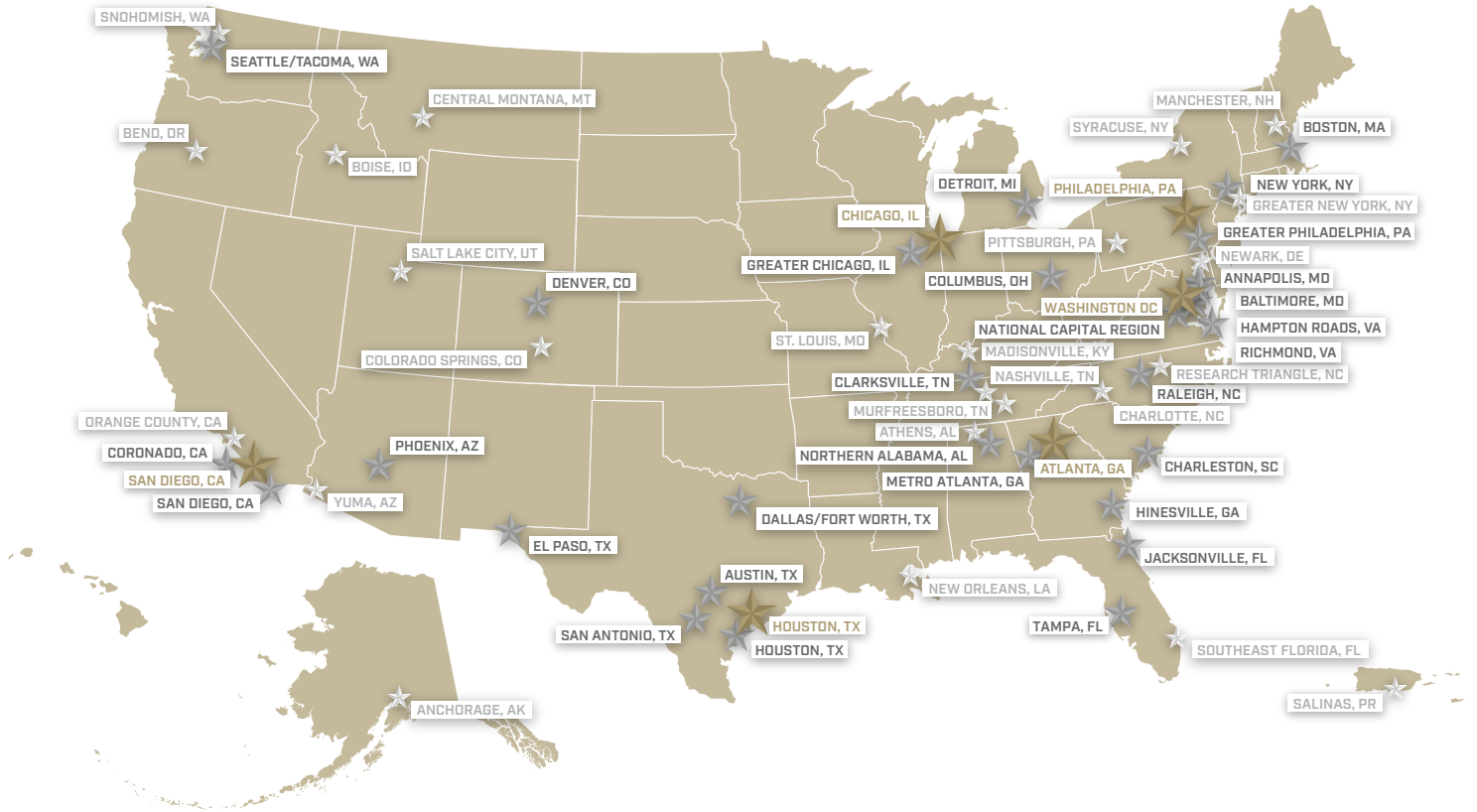
MEETING COMMUNITY NEEDS

Through TMF chapters, volunteers nationwide were mobilized to respond when pressing needs arose throughout the year. For Veterans Day and Dr. Martin Luther King Jr. Day, volunteers activated for service projects that addressed meal insecurities and community beautification, and by renovating and rebuilding homes across the country. And in August and September, as students prepared to go back to school, volunteers once again stepped up to serve in the inaugural Back to School Character Days initiative. Veteran Mentors provided a day of mentorship and backpacks full of school supplies to over 2,500 youth across the country.



HONORING THE FALLEN THROUGH SERVICE + ACTIVATION

Two major initiatives this year paid tribute to those who served and sacrificed for our country: #TheHonorProject and the 9/11 Heroes Run race series, which is present in 90 communities worldwide. For #TheHonorProject, hundreds of volunteers paid tribute to more than 4,000 fallen service members on Memorial Day at Arlington National Cemetery, standing in for family members who could not visit their loved ones on that day. Then, to recognize the 20th anniversary of Sept. 11, 2001, our annual 9/11 Heroes Runs brought together more than 60,000 participants in community events aimed at honoring the sacrifices of that day and the wars since.



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.

CITIES FEATURED ABOVE

GREATER CALIFORNIA
Orange County
San Diego County:
• Carlsbad
• Imperial Beach
• San Diego
• San Marcos

GEORGIA
Metro Atlanta:
• Decatur
• Fulton County
• Marietta
• Sharpsburg

NEW YORK
Greater New York:
• Huntington
• Hudson Valley
• Connecticut

GREATER TEXAS
Austin:
• Austin
• Georgetown
Dallas/Ft. Worth:
• Arlington
• Dallas
• Ft. Worth

GREATER FLORIDA
Southeast:
• Boca Raton
• West Palm Beach

ILLINOIS
Greater Chicago:
• Chicago
• Naperville
• Wheaton

NORTH CAROLINA
Research Triangle:
• Chapel Hill
• Durham
• Raleigh

GREATER MONTANA
Central:
• Great Falls
• Bozeman

PENNSYLVANIA
Greater Philadelphia:
• Delaware Valley
• Doylestown
• Philadelphia
• New Jersey

NATIONAL CAPITAL REGION
Northern Virginia:
• Fairfax County
• Alexandria
• Springfield
Southern Maryland:
• Prince George's County

4 BY THE NUMBERS



TMF has continued to engage Spartans nationwide, bringing purpose and meaning to thousands of lives through service. Our attitude of resilience and perseverance has positioned us to find new ways to create impact, empower more leaders, and develop character in future generations. The below data is demonstrative of our impact during the 2021-2022 fiscal year only.

EMPOWERING LEADERS

6,769

Veterans and Families of the Fallen Activated by TMF



84

Active Communities Throughout the Country

DEVELOPING YOUTH

42,591

Youth Impacted by Veteran Mentors



781

Veteran-Youth Events

STRENGTHENING COMMUNITIES

65,231

Community Service Hours



\$1,953,688

Invested Back Into Communities Nationwide

1,500,000

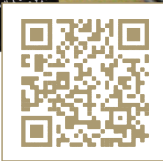
Hours Spent Helping Spartans Identify Individual Strengths

6,600

Service Project Participants



LEARN MORE ABOUT CHUCK'S STORY HERE >



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[AFTER LEAVING THE MILITARY], I WAS STRUGGLING WITH A LOT. I WAS STRUGGLING WITH DEPRESSION, I WAS STRUGGLING WITH PTSD, I WAS STRUGGLING WITH SUBSTANCES. I WAS STRUGGLING WITH BEING LOST, NOT HAVING A SENSE OF PURPOSE, NOT HAVING A GOAL, NOT HAVING A CLEAR IDEA OF HOW I WANTED TO MOVE FORWARD WITH MY LIFE AFTER SERVICE. I NEEDED TO REDEFINE WHO I WAS. ... I FOUND [WITH TMF] THAT GIVING MYSELF TO SERVICE AGAIN LIKE I DID WHEN I JOINED THE MARINE CORPS, IF I MADE THAT SELF-SERVICE CALL AGAIN, IT WAS REWARDING. IT CHANGED MY WHOLE OUTLOOK.

- CHUCK SEGEL, MARINE VETERAN
2021 "IF NOT ME, THEN WHO..." LEADERSHIP AWARD RECIPIENT

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Our 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 were involved in 3 or more TMF programs experience greater improvements than those involved with only 1 TMF program. Veterans and families of the fallen who train and activate as Mentors to youth through our proprietary Character Does Matter program report the greatest improvements.

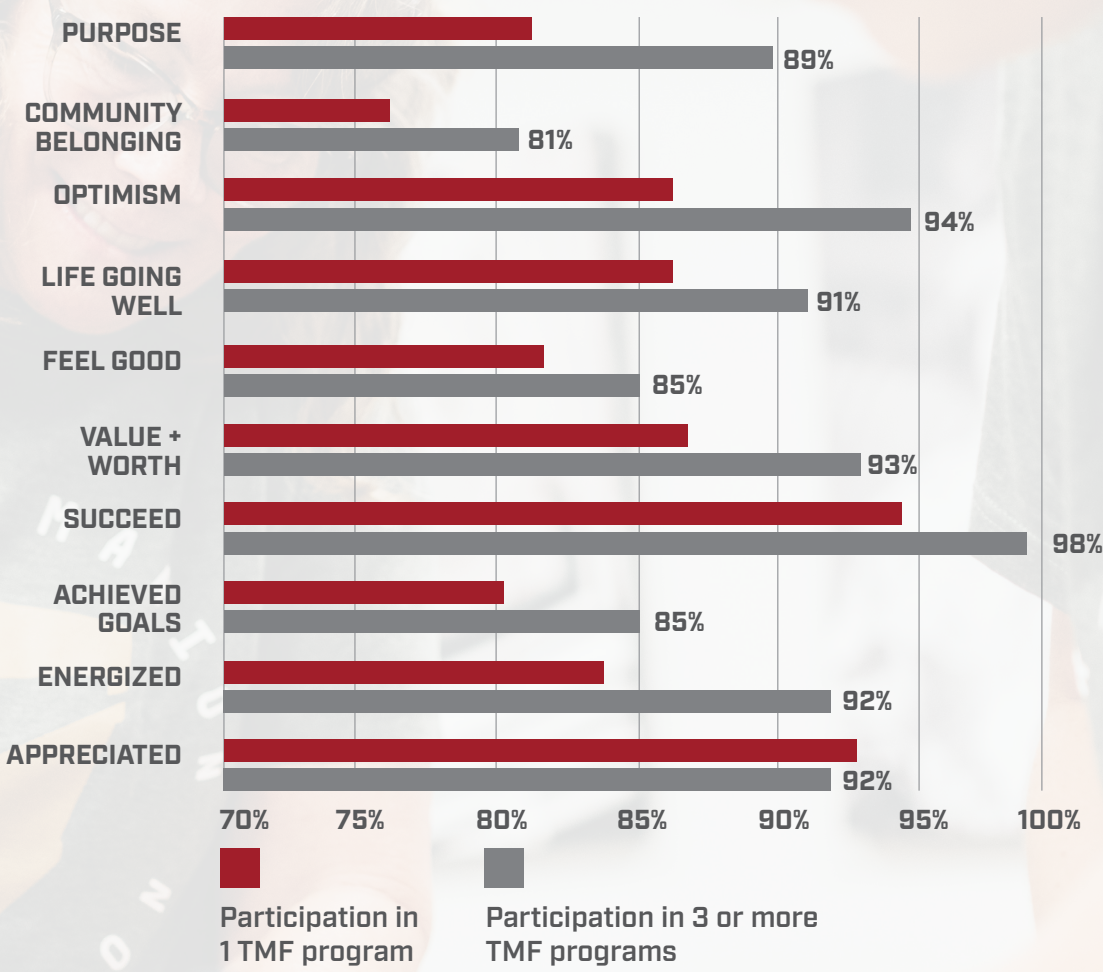
Key Finding 1

As a result of participation in TMF programs, veterans and families of the fallen feel connected to one another and their communities, leading to improvements in mental and physical health, and ultimately greater well-being and thriving.

Key Finding 2

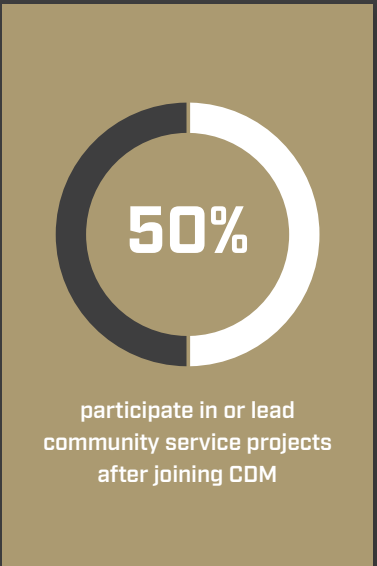
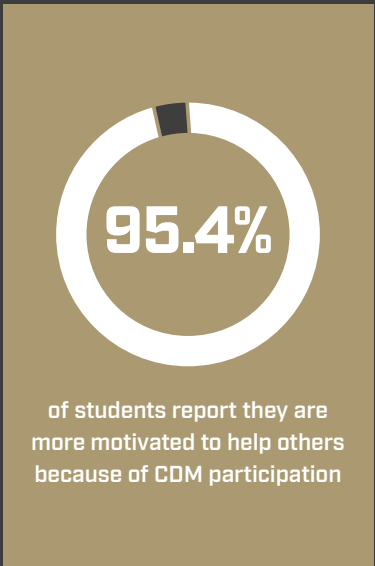
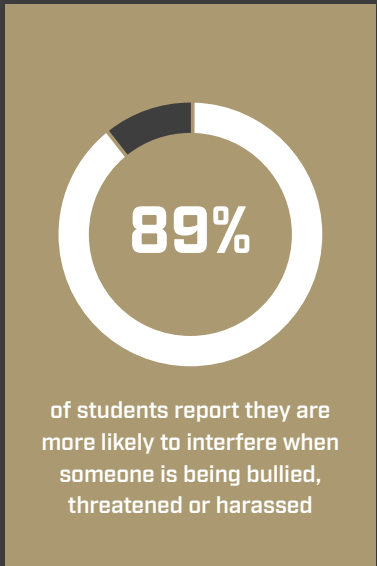
As involvement with TMF increases, well-being and thriving improves.

Increase in Thriving Scores for Veterans + Families of the Fallen Based on TMF Participation





Once we invest in veterans and families of the fallen, they go on to positively impact the lives of our nation’s youth. This year, Mentors impacted 42,591 youth through the Character Does Matter program powered by Under Armour, which also incorporated a service element where students could live out the “If Not Me, Then Who...” ethos in their communities. Our studies have shown that TMF Mentors improve student behaviors and attitudes in areas like self-reflection, confidence, goal-setting, leadership and service. They’ve also been inspired to improve positive behaviors, reduce negative behaviors, and become agents of change who go on to positively influence school cultures and local communities far beyond contact with TMF.



YOUTH CASE STUDY

MARINE VETERAN BRINGS LESSONS IN CHARACTER TO ST. LOUIS STEP TEAM

After years serving as a Character Does Matter Mentor, Marine Veteran Chris Randall has realized the value of the “If Not Me, Then Who...” ethos with youth in his hometown of St. Louis. A longtime advocate and co-founder of a local boys’ step team, Chris began incorporating Character Does Matter lessons into his weekly rehearsals. Now, Chris’ passion has not only helped to develop their character; he and the CDM curriculum have inspired them to begin serving in their communities.

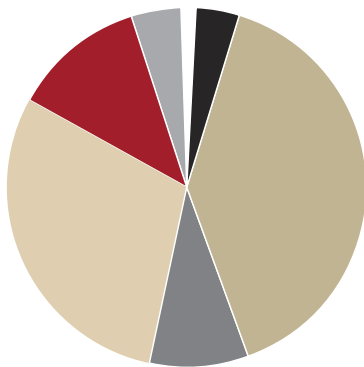
LEARN MORE ABOUT CHRIS’ STORY HERE >



7 FINANCIALS

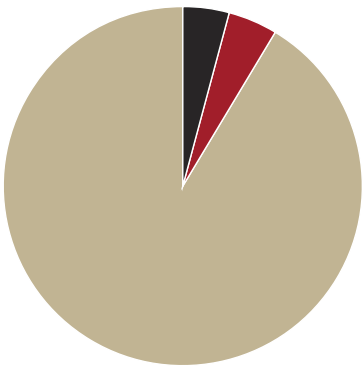


On average, 91% of every dollar donated to TMF goes directly to programs that empower veterans and families of the fallen to develop character in future generations. TMF holds a Platinum Seal of Transparency from Guidestar and has been identified as a Four Star Charity by Charity Navigator since 2015, with a perfect score of 100 on accountability and transparency. Thus far, TMF has empowered 75,000 veterans and families of the fallen and we've developed character in 425,000 youth nationwide.



TOTAL REVENUE: \$18,609,044

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



EXPENSES: \$16,044,541

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

PROGRAM EXPENSES

\$9,129,815

Community engagement for veterans and families of the fallen

\$3,229,518

Character development and veteran-youth mentorship

\$2,315,186

Personal development and training for veterans and families of the fallen

\$8,671,876

End of year net assets

LOOKING AHEAD

The next 2-3 years will be critical for TMF as we build capacity for future growth during phase 1 of our 10-year strategy. We will devote additional resources to improving the well-being of Spartans by launching a mental health e-course and by providing training for volunteer leaders to identify and support the mental health needs of their members. In an effort to improve member experience and increase engagement, we will likewise add technology that better connects our Spartan community with staff support and one another. We will also commission a "community impact study" to measure and report on the impact of TMF in aggregate at the community level. Finally, we will expand our Character Does Matter program to include deeper engagement between veterans and youth as well as a practical application component that challenges students to leverage what they have learned to address real-world issues.

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