

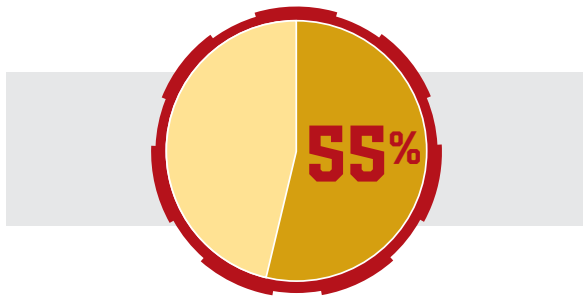


**TRAVIS MANION  
FOUNDATION**

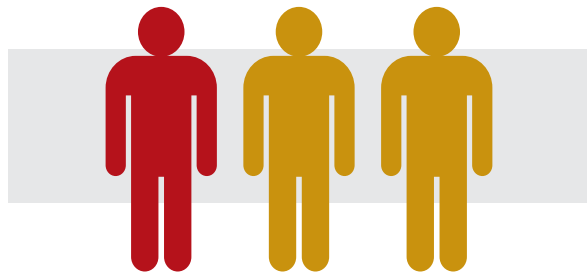
# EMPOWERING VETERANS & FAMILIES OF FALLEN HEROES TO DEVELOP **CHARACTER** IN FUTURE GENERATIONS

Travis Manion Foundation is re-defining America's national character. We empower veterans and families of fallen heroes to develop character in future generations. Our programs enable veterans and survivors to thrive in their post-military lives: by providing a renewed sense of purpose, connecting them with their communities, and leveraging their strengths and passions to make an impact. By channeling the profound value that our military community brings to young adults, TMF establishes a national identity built on character, leadership, and service.

## The Challenge



**55% OF VETERANS FEEL  
DISCONNECTED FROM CIVILIAN LIFE**



**1 IN 3 YOUNG PEOPLE IN AMERICA NEVER  
HAD A POSITIVE ADULT MENTOR**

## TMF's Solution

# CHARACTER DOES MATTER *Presented by Johnson & Johnson*

TMF **CONNECTS** veterans and survivors with the community by empowering them to serve as role models and mentors to youth



**Delivering  
Character  
Education  
Presentations**



**Facilitating  
Youth  
Mentorship  
Programs**

TMF trains and supports veterans, families of the fallen, and first responders to bring our strengths-based character program to students. The curriculum is modifiable to fit the needs of the students, schools, and the TMF Ambassadors.

**Presentations** are given to school assemblies, sports teams or youth groups about the elements of good character, using stories from the veteran's own military service and about fallen heroes like LT Travis Manion as examples.

**Veteran-Youth Mentorship Programs** bring our character education curriculum to kids in a more interactive, experiential-learning format. The mentorship program can range from one day to weeks-long courses.

TMF provides the curriculum, training, and funding for presentations and mentorship programs so you or your team can connect you with schools in your area. The program is provided at **no cost** to the student, school, or TMF Ambassador.

Inspired by 5 simple words

# IF NOT ME, THEN WHO...

VETERANS & FAMILIES OF FALLEN HEROES ARE  
REDEFINING AMERICA'S NATIONAL CHARACTER

## Program Overview

Character Does Matter (CDM) is our cornerstone program in which TMF trains and supports veterans to bring a strengths-based character curriculum into schools and youth groups. The curriculum is highly modifiable to fit the needs of the students, but primarily consists of two formats. The first are presentations given to students about the elements of good character, using stories from the veteran's own life and military service and about fallen heroes like LT Travis Manion. The second element is our Veteran-Youth Mentorship Programs, which bring our character education curriculum to students in a longer-form, interactive, experiential-learning format.

**Character Does Matter Presentations** are 40-45 minute interactive discussions about character, focusing on four "pillars of character" that we have identified as vital: moral courage, integrity, leadership, and service. Veterans lead a discussion with students about character in the students' every day lives, and provide real-world examples of people displaying the character strengths being discussed. A recurring theme throughout the presentation is Travis Manion's mantra of "If Not Me, Then Who..." as a call to action to students to conduct their daily lives with character.

**Veteran-Youth Mentorship Courses** bring our character curriculum to students in a more in-depth, experiential learning format. The mentorship program can range from one day events to weeks-long courses and is highly modifiable to fit the needs of the students and school. TMF Veteran Ambassadors work in small groups with students to explore what it means to live a life of character and introduce an expanded array of character strengths.

## Program Objectives

- Understand the meaning of "If Not Me, Then Who..." and to challenge participants to live by that ethos
- Discuss components of character and understand their application in every-day life
  - Presentation Focus: Moral Courage, Integrity, Leadership and Service
  - Mentorship Course Focus: Modifiable based on students' needs. Typically includes the four character components above plus: Perseverance, Empathy, Curiosity, Teamwork, and Humility.
- To relate character to the example of a fallen hero.

**GET INVOLVED**  
**WWW.TRAVISMANION.ORG**



The Travis Manion Foundation is a 501(c)(3) organization. CFC No. 15968.