

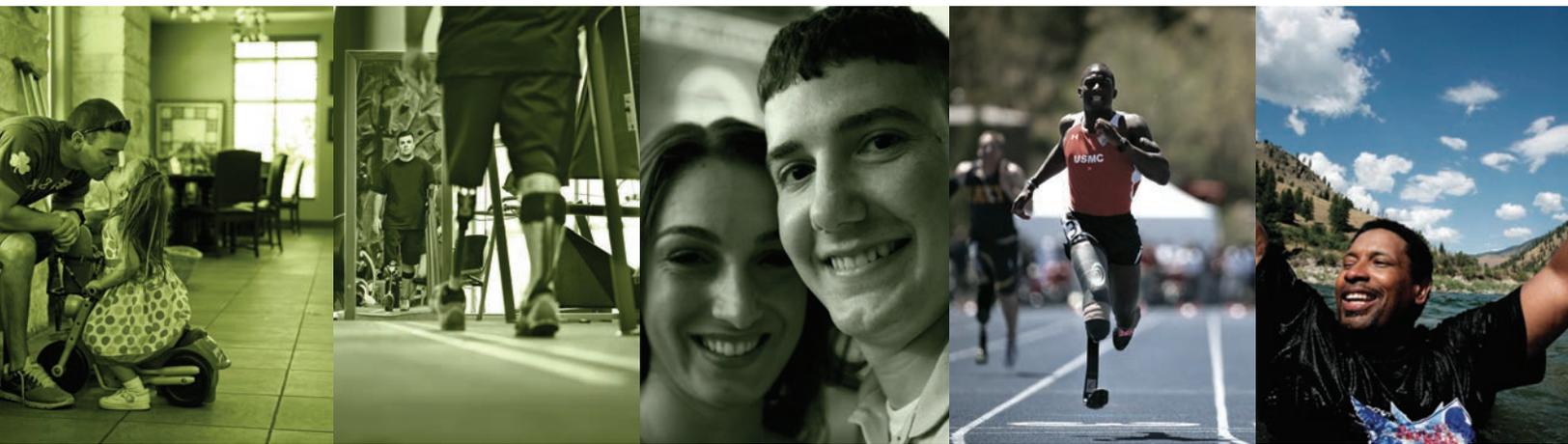


**BOB WOODRUFF FOUNDATION**  
Helping **heroes** on the homefront

# 2013 ANNUAL REPORT

## MEANINGFUL RELATIONSHIPS.

## MEANINGFUL IMPACT.





## A NOTE FROM OUR FOUNDERS

**Dear Friends,**

In 2006, we made a decision to stand up for the inspiring heroes and families who have sacrificed so much for our country. We began as a small family foundation, a “kitchen table” operation. Thanks to you, today we are a national nonprofit and a leading advocate for post-9/11 injured veterans, service members and their families.

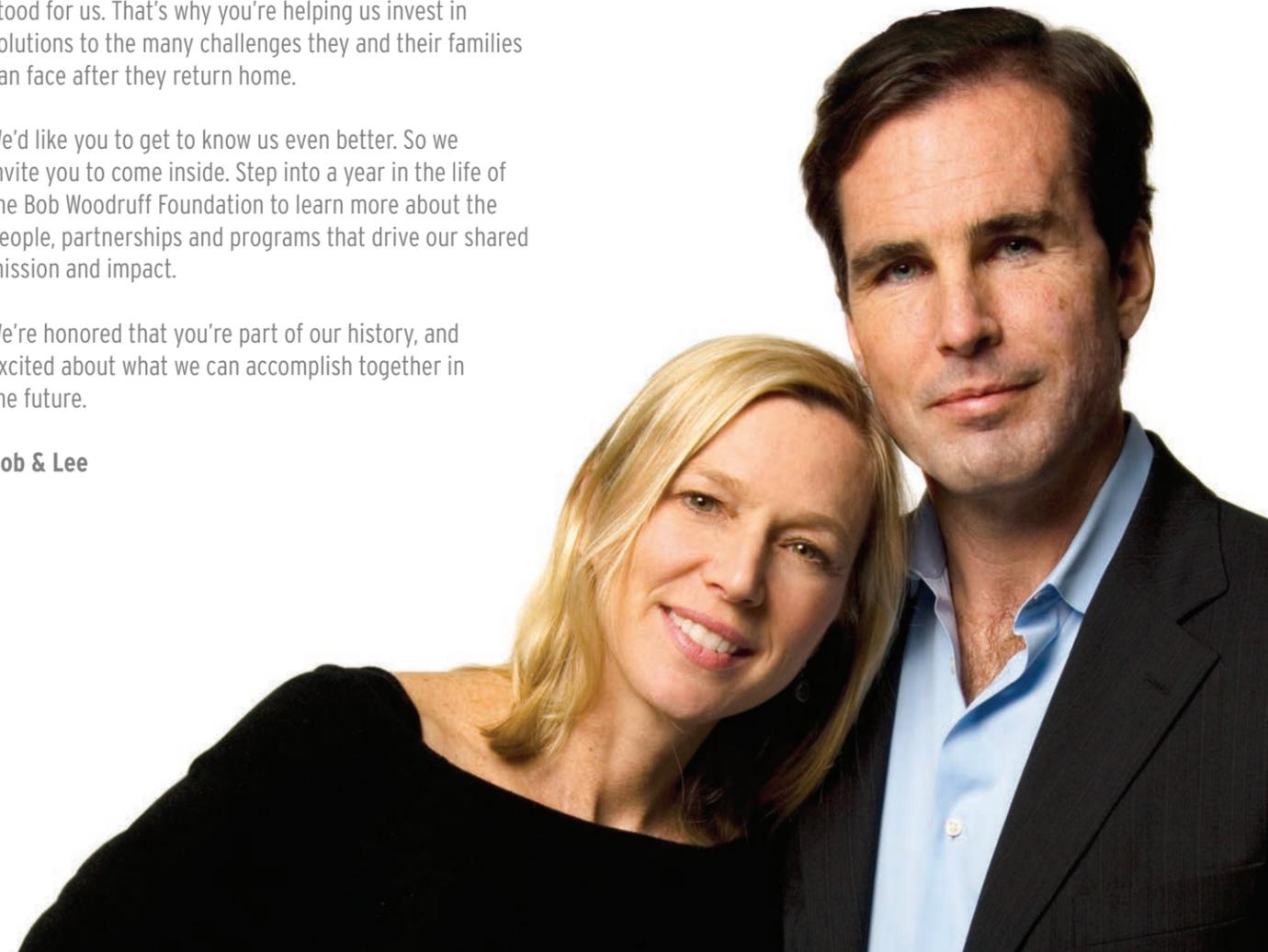
Along the way, we’ve made some extraordinary friends: the resilient families we are honored to support... strategic partners who make fulfilling our mission possible...entertainment icons who’ve given their time and talent to raise awareness and funds for the cause... and you, our loyal supporters – many of whom have championed our cause from the beginning.

You know this cause is bigger than politics; our injured heroes need someone to stand for them the way they stood for us. That’s why you’re helping us invest in solutions to the many challenges they and their families can face after they return home.

We’d like you to get to know us even better. So we invite you to come inside. Step into a year in the life of the Bob Woodruff Foundation to learn more about the people, partnerships and programs that drive our shared mission and impact.

We’re honored that you’re part of our history, and excited about what we can accomplish together in the future.

**Bob & Lee**



## A NOTE FROM THE EXECUTIVE DIRECTOR



### Dear Supporters:

What a year! 2013 was incredibly active... and wonderfully successful.

We invested more than \$2.4 million in 31 national and community-based nonprofits – shaping programs that help veterans heal, find a new sense of purpose, improve their family relationships and build successful futures.

We gathered leaders from the public and private sectors to share knowledge and identify barriers that can prevent injured veterans from thriving.

We deepened partnerships with vital groups like Veterans on Wall Street (VOWS™), a confederation of financial sector firms dedicated to improving the lives of veterans and their families here at home.

We celebrated success, and our nation's military families, at our seventh annual Stand Up for Heroes event, which raised a record \$5 million to help heroes on the homefront.

During a year of exciting developments, we stayed true to our founders' mission: to ensure that post-9/11 injured service members, veterans and their families have access to the support and resources they deserve for as long as they need it. Representing the highest standards of accountability and effectiveness – we're proud of the programs we support and to have received the Independent Charities Seal of Excellence.

We are honored to collaborate with distinguished leaders from the military, corporate and philanthropic spheres. Their passion, inspiration and support make all that we do possible.

Finally, we are grateful to our grantee partners – nonprofits in communities all across the country whose innovation and hard work are easing the transition to civilian life for our heroes, and helping them live out their dreams for the future. You will read more about their productive work in this report.

Thank you for your interest in our mission, and for your enthusiastic support of our nation's veterans and their families.

**Anne Marie Dougherty**

## INSIDE THE BOB WOODRUFF FOUNDATION

### WHO WE ARE

The Bob Woodruff Foundation is the national nonprofit dedicated to ensuring that post-9/11 injured service members, veterans and their families are thriving long after they return home.

A national organization with grassroots reach, the Bob Woodruff Foundation complements the work of the federal government – navigating a maze of more than 40,000 nonprofits providing services to veterans to find, fund and shape innovative solutions that help veterans have successful futures.

Through its charitable investment program, the Foundation tackles the tough issues veterans, families, caregivers and communities can face: from rehabilitation and recovery to education and employment to quality of life...deploying funds and effecting solutions where help is needed.



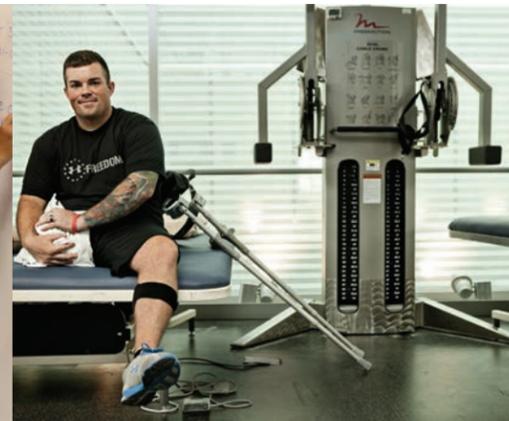


Since its founding in 2006, the Bob Woodruff Foundation has:

- Invested nearly \$20 million
- Shaped nearly 100 grassroots programs in communities our heroes call home
- Reached more than 1 million veterans, service members, families and caregivers
- Deployed 86 cents of every dollar, on average, to finding, funding and shaping innovative programs
- Received the Independent Charities Seal of Excellence, the highest standard of accountability and effectiveness among U.S. charities

*“To build on PepsiCo’s longstanding commitment to veterans, we looked to the Bob Woodruff Foundation – the most trusted and respected veterans’ organization in the country.”*

— Indra K. Nooyi,  
Chairman and Chief Executive Officer of PepsiCo, Inc.



## RELATIONSHIPS

The Bob Woodruff Foundation is a collaborative organization. Our mission unites leaders from business, government, media and entertainment, and philanthropy. As in the past, in 2013 we worked with veterans, caregivers, spouses and family members of the injured, other nonprofits and foundations, and national subject-matter experts. We appreciate the regular input and feedback we receive, not only from the important partners who join us in advancing our mission, but from the heroes, families and communities that ultimately benefit from our work. This is how, together, we are making a difference.

## SERVICE MEMBERS AND VETERANS

We exist to serve and support our nation's military families. One such family is Rachel and Larkin O'Hern.

Larkin was a rifle platoon leader with the 101st Airborne Army Division, who deployed to Afghanistan in 2010 shortly after he and Rachel were married. On New Year's Eve, he was clearing a Taliban compound when he was severely injured by an improvised explosive device (IED). Larkin survived, due to his exceptional medical care and his sheer determination, but he lost three limbs, and his rehabilitation and recovery were extraordinarily difficult. Today, Larkin is thriving as a national advocate for injured service members and an Army Congressional Fellow. The West Point graduate looks forward to continuing his service, whatever life brings.

*"I believe that recovery is the triumph of slim hope over crushing despair...that hope does not just happen; it is created, nurtured, guarded and shared."*

— Larkin O'Hern

Rachel – a graduate of Texas A&M, with a master's degree in clinical social work from the University of Southern California, and the person Larkin largely credits with his recovery – symbolizes the sentiment and commitment of caregivers like the ones the Bob Woodruff Foundation supports.

*"In war, and in all trauma, there is always loss. Whether it's physical, emotional or just a sense of safety and security, much is taken away. But almost always, you can still choose joy. For me, that means appreciation for everyone who helped us, gratitude for each moment with my husband — waking, sleeping, pain-filled and pain-free — and the joy in our still-shared journey."*

— Rachel O'Hern



## GOVERNMENT & MILITARY LEADERS

We partner with military leaders who represent the strength and resilience of our nation. For the second year, in 2013 we hosted a reception at the Hay-Adams in Washington, D.C., with special remarks from General Martin E. Dempsey, the Chairman of the Joint Chiefs of Staff. The evening was sponsored and supported by the Greater Washington Board of Trade and a number of its Washington-based corporate members, including SunTrust Bank, VSE Corporation, Accenture, Booz Allen Hamilton, Facchina Group of Companies, Lockheed Martin Corporation, M&T Bank, PepsiCo Holdings, Inc., Capital One and Deloitte LLP.

Jim Dinegar, president of the Greater Washington Board of Trade, partnered with us to bring together corporate leaders to discuss issues facing our veterans and how we can more effectively work across the military-civilian divide to support our military families.



*“Our families are the bedrock of our nation’s defense...their commitment, support and endurance is a source of great pride and inspiration for us all.”*

— General Martin E. Dempsey,  
Chairman of the Joint Chiefs of Staff

The Bob Woodruff Foundation was at the center of many other gatherings in 2013 – including numerous roundtables, showcases and summits hosted by the Department of Veterans Affairs, Congress and other nonprofits, each focused on easing veterans’ transition to civilian life.

## CORPORATE STRATEGIC PARTNERS AND INDIVIDUAL SUPPORTERS

Corporations that stand up for heroes have made our mission possible from the beginning, and 2013 was a year of growing corporate activism on behalf of our nation’s injured heroes, families and the communities and caregivers who support them. We are grateful for the leadership of our major corporate sponsors and partners who share our goals.

Our mission is also strengthened by the individual supporters whose advocacy, activism and financial assistance contribute so much to our success. BWF’s relationship with its network of grantees and partners makes our organization a connecting point for individuals who want to take a stand.

**Andor Capital Management Foundation**

**Booz Allen Hamilton**

**Open Hearts Foundation**

**Pepsi Beverages Company**

**Helen Persson**

**Nick Brown**

**John McEnroe**

**The Deborah Elkins Foundation**

**The Brightwater Fund, Gloria Jarecki, President**

**Roger Waters and Laurie Durning**

**The Harold C. Schott Foundation – Francie and Tom Hiltz**

**Jan Warner, In Memory of Arthur Warner**

**Michael Rankowitz**

**Brian and Amy France**

**Daniel Cahill**

**Morgan Stanley**

**Tom and Delores Gahan**

**Andy Berndt**

**Jon and Tracey Stewart**

**Henry M. Rowan Family Foundation, Inc.**

**Henry and Lee Rowan**

**Manning and Virginia Rowan Smith**

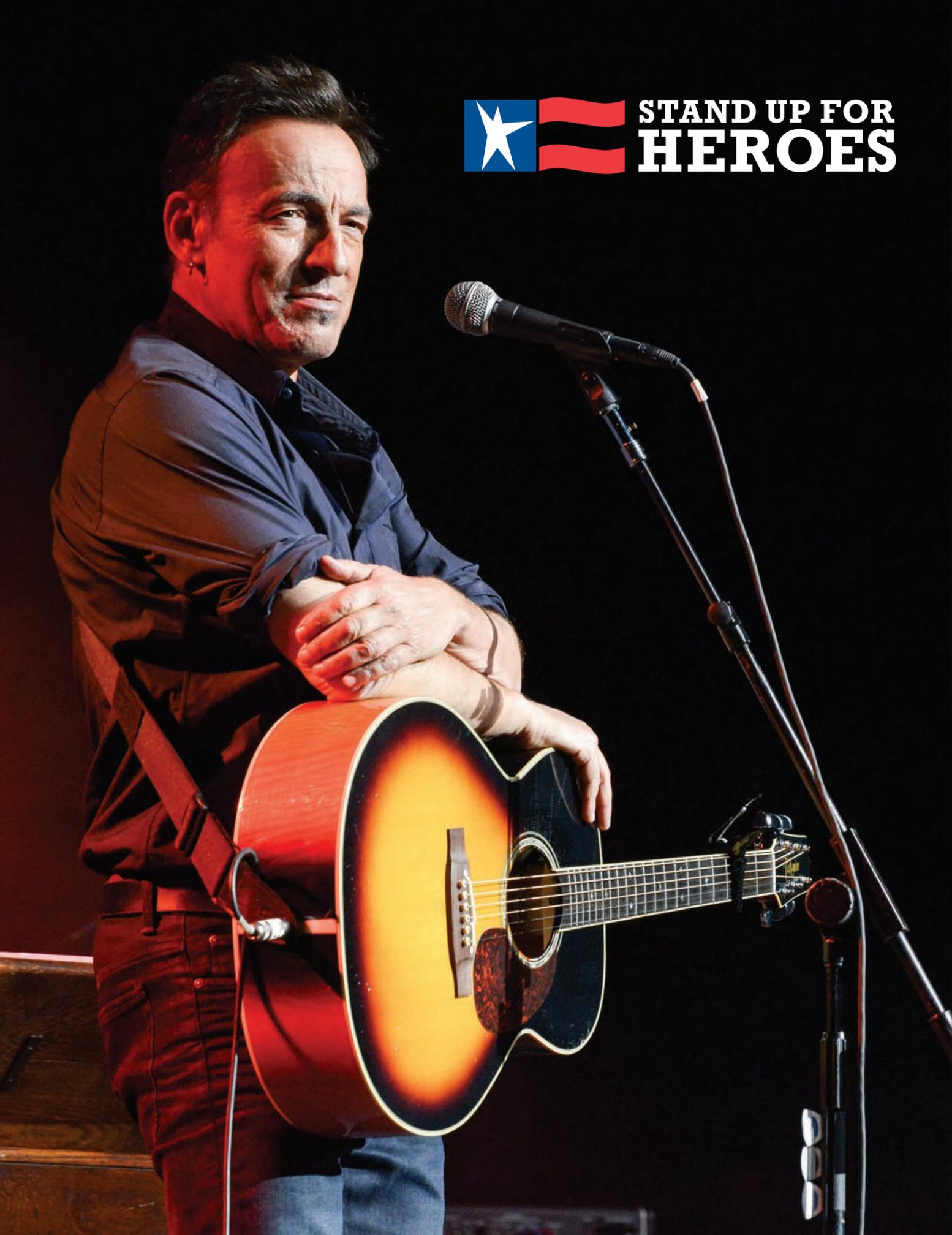
**Timothy Davidson & Jana Hesser**

In 2013, thanks to a generous donation from Roger Waters and Laurie Durning, we were able to launch a new website to help our growing group of supporters explore our work and get involved, no matter where they live. Our new website and social networking communities are the hub of the Stand4Heroes movement, giving advocates from across the country a way to connect and learn about the most effective programs helping injured service members, veterans and their families thrive.

Tens of thousands of people joined our movement in 2013 to show their support, make a contribution or learn how to take action in their communities. Find out how you can get involved by visiting [www.bobwoodrufffoundation.org](http://www.bobwoodrufffoundation.org).

*“Do what you can, with what you have, where you are.”*

— Theodore Roosevelt



 **STAND UP FOR  
HEROES**

Our seventh annual Stand Up for Heroes event, which took place Nov. 6th, 2013, at The Theater at Madison Square Garden, gathered celebrities, military, business and government leaders, and service members and their families for a night of laughter and healing.

The sold-out event, with more than 5,500 in attendance, was presented by the Bob Woodruff Foundation and the New York Comedy Festival, and sponsored by Veterans on Wall Street (VOWS), GFI Group Inc., the Paul E. Singer Foundation and other generous sponsors.

The evening, designed to bring attention to programs that assist injured service members and veterans, began with a surprise video from First Lady Michelle Obama and Dr. Jill Biden, offering words of praise and support for the work of the Foundation. Performances by Bill Cosby, Jim Gaffigan, Jerry Seinfeld, Bruce Springsteen, Jon Stewart and Roger Waters helped to raise more than \$5 million toward this goal.

The event included another sensational musical performance by Bruce Springsteen. Springsteen has performed at all seven Stand Up for Heroes events. He, along with Jamie Niven and Brian Williams, helped raise \$750,000 by selling his guitar in a live auction. Another highlight of the evening was the performance by Roger Waters with the MusiCorps Wounded Warrior Band and a group of service members and veterans representing all branches of the armed forces.

Additional thanks to Caroline Hirsch and Andrew Fox, for being there from the beginning and standing up to make this dream a reality.





**STAND UP FOR  
HEROES**



Notable attendees included General and Mrs. Martin Dempsey; CEO of Citigroup Michael Corbat; CNN chief international correspondent Christiane Amanpour; ABC special correspondent Juju Chang; CNN anchor Chris Cuomo; actress America Ferrera; President and COO of Universal Studios Ron Meyer; wife of Kuwaiti Ambassador to the United States Rima Al-Sabah; CEO of NYSE Euronext Duncan Niederauer and his wife, Alison Niederauer; CEO of NBC Universal Steve Burke and his wife, Gretchen Burke; CEO of NASCAR Brian France and his wife, Amy France; and business leader Ron Perelman, in addition to NBC anchor Brian Williams.

Off the red carpet, supporters from world-renowned stylist and beauty expert Mary Alice Stephenson to Dior to Kérastase to Truman's Gentlemen's Groomers teamed with BWF to help female veterans, caregivers and spouses get ready for the big night, and to thank them for their sacrifices and unconditional support.

The event was covered by major media outlets, from ABC News and *Variety* to *The Wall Street Journal* and *Rolling Stone*. With support from Havas PR, the New York Comedy Festival and Frank PR, Stand Up had the most media impressions to date, at over 335 million! The venue came alive with breakthrough signage and marketing materials donated by JWT. A Google+ Hangout On Air live-streamed an interactive discussion, allowing more than 100,000 people to tune in.

*"When we conceived this event seven years ago, we had high hopes for raising awareness and funds for the Bob Woodruff Foundation. The outpouring of support has far exceeded our greatest expectations."*

— Caroline Hirsch, BWF Board Member  
and founder of the New York Comedy Festival



# THANK YOU TO OUR STAND UP FOR HEROES SPONSORS

## PRESENTING SPONSOR

Veterans on Wall Street (VOWS™)

## FOUNDING SPONSOR

GFI Group Inc.

## TITLE SPONSOR

The Paul E. Singer Foundation

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# SAVE THE DATE FOR THE 8TH ANNUAL STAND UP FOR HEROES ON NOVEMBER 5, 2014





*“Their foundation is the gold standard in our country right now...A foundation which will continue to make a difference. A foundation that we know when we give a dollar, we know it’s going to be well spent. A foundation that doesn’t have much overhead. And led by Bob and Lee Woodruff – in America there is no more dedicated couple to our men and women who served than the Woodruffs.”*

— Admiral Mullen, USN (Ret.),  
17th Chairman of the Joint Chiefs of Staff

## HELEN PERSSON

The Bob Woodruff Foundation salutes Helen Persson and her legacy of giving. Helen, a lieutenant commander in the Navy Nurse Corps in World War II, understood the wounds of war. It was Helen’s initial gift that helped us start the Bob Woodruff Foundation. Her generosity will have a lasting impact for our foundation and those we serve.



## 2013 GRASSROOTS FUNDRAISING:

Many of our corporate and individual supporters joined together this year to raise money for the cause. In addition to our cornerstone event, Stand Up For Heroes, our supporters held dozens of events throughout the year to help support our nation’s military families.

- Pop a Pepsi: BWF was one of five charities that participated in this event that raised funds to help injured veterans.
- Jim Gaffigan continued his generous giving by donating \$1 from every download of his stand-up special, *Mr. Universe*.
- NouvelleView, a high-end moving company, sponsored a Memorial Day fundraiser in the Hamptons, N.Y.
- Open Hearts Foundation honored Bob and Lee Woodruff with a donation to BWF following their event.
- Theta Chi Fraternity spearheaded fundraisers to direct money in Bob’s name toward the cause he co-founded.
- The Insurance Industry Charitable Foundation generously presented Bob Woodruff with a check to support BWF’s efforts at their annual dinner, where Bob was a featured speaker.



## PROGRAM SOLUTIONS

Injured veterans and their families face unique challenges that require innovative solutions, whether the challenge is finding counseling, a job or just new meaning and purpose as they build a future for themselves and their families.

After more than a decade at war, troops today are coming home. Yet even after they return to the love and support of their families and communities, many will struggle. Physical and hidden injuries are challenging on their own. But sometimes, these injuries can lead to a cascade of other trouble – unemployment, depression, substance abuse, even suicide.

Our mission is to ensure that injured veterans and their families can thrive, long after they return home. That's why we find and fund innovative programs in communities where veterans, their families and caregivers live and work. That's how we tackle the problems that can prevent our veterans from fulfilling their dreams for the next chapter of their lives.

*“A million heroes are on their way home. We’re working to make sure their education and employment transition, and the next chapter of their lives, is worthy of the sacrifices they have made.”*

— Anne Marie Dougherty, Executive Director

## A LOT IS AT STAKE:

- More than 2.5 million U.S. service members have been deployed to Afghanistan and Iraq since September 11, 2001.
- About 1.5 million have returned home; a million more are coming home.
- 90 percent of today's service members are surviving injuries that would have been fatal in earlier wars.
- One of every 50 has sustained a physical combat injury.
- One in five suffers from post-traumatic stress (PTS), traumatic brain injury (TBI) or depression.
- For years, the number of veterans and service members who commit suicide at home has rivaled the number of those killed on the battlefield.

## THE GOOD NEWS IS

There's vital work being done to help our injured heroes and their families. We're putting our money behind it. In 2013, we invested more than \$2.4 million in programs to help injured heroes, families and caregivers, awarding 31 new grants overall. To date, BWF has invested more than \$20 million in public education and solutions, reaching over 1 million service members, veterans and their families, helping injured heroes thrive again.

# WE FOCUS ON SOLUTIONS IN THREE KEY AREAS:

Rehabilitation & Recovery, Education & Employment and Quality of Life. Here's a sampling of programs that received investment dollars from the Bob Woodruff Foundation in 2013:



## REHABILITATION & RECOVERY

Free, confidential mental-health care for service members, veterans and their family members in the New York City region is the mission of the **Military Family Clinic at NYU Langone Medical Center**. In partnership with the VA New York Harbor Healthcare System, the Military Family Clinic has engaged more than 140 service members, veterans and their family members in counseling and treatment since 2012. BWF provided a grant to help the clinic expand its reach by funding additional staff members – making it possible to treat an additional 150 clients.

Empowering and healing families dealing with Traumatic Brain Injury (TBI), **SemperMax Support Fund** adapted its successful Meeting of the Minds (MoM) conference model. BWF helped SemperMax host two TBI Couples Retreats that focused on communication and intimacy – helping couples strengthen their connection after traumatic experiences.

**There and Back Again** offers a resiliency-and-reintegration program for combat veterans suffering from post-traumatic stress (PTS). Dedicated wellness programs and alternative treatment modalities can have a positive effect on injured veterans trying to restart their lives after the trauma of combat. This program integrates yoga and meditation into the daily lives of injured veterans to help them manage stress and ease re-entry into civilian society.

## EDUCATION & EMPLOYMENT

Because business education is a path to sustainable civilian occupations, **100 Entrepreneurs** starts focusing on some of the most severely injured post-9/11 service members during their recovery. While still in the hospital, they can take advantage of entrepreneurial classes, including topics such as “How to Readapt Military Skills into Business Skills” and more. 100 Entrepreneurs has helped more than 50 post-9/11 injured service members start their own businesses, and has assisted 30 others in securing jobs in the construction industry. Last year, BWF funded continuing efforts at the Walter Reed National Military Medical Center, which in turn led to the launch of the 100 Entrepreneurs education program in Ft. Belvoir, Va.

Helping veterans readjust to civilian life and connect with community through service is the hallmark of **The Mission Continues**. BWF is funding a new pilot program, The Mission Continues Service Platoons, in 10 cities around the country. Each Service Platoon is dedicated to solving a specific community challenge, such as child hunger or homelessness among veterans. Teams of veterans find a new mission and personal satisfaction by working together on local service projects to benefit their communities.

**The Worklife Institute** has been successful in moving large numbers of veterans into sustainable, upwardly mobile employment. The program's elements include career assistance, training, supportive counseling services, legal and financial advice, and professional and personal development workshops, often in partnership with other veteran service providers. BWF continued funding for a second year to expand the OEF/OIF Re-entry and Worklife Transition Program, serving Houston and 10 surrounding counties for post-9/11 injured service members and their families.



## QUALITY OF LIFE

Injury and prolonged rehabilitation can threaten the financial stability of an injured service member's family. **Hope for the Warriors** addresses the acute financial needs that can arise. A Critical Care Coordination (CCC) team works closely with each referred family to address immediate needs, review family budgets, set financial goals and provide follow-up support and referrals as needed. The team provides integrated case management, engaging individual injured service members and families, the Department of Veterans Affairs (VA) and the warrior's military unit. BWF has invested in Hope for the Warriors since 2008.

Responding to the disconnect between veterans and civilians during wartime, **The Telling Project** showcases service members in open discussions about the realities of service and the struggles and successes of returning home. Performing in 14 cities and nine states since 2008, The Telling Project has had lasting and profound effects on audiences around the country. The Guthrie Theater in Minneapolis brought creator Jonathan Wei to the Twin Cities to create "Telling: Twin Cities" in October 2013, and provided 200 complimentary tickets to active duty service members, veterans and their families. An additional grant from the Bob Woodruff Foundation will bring dynamic productions of The Telling Project to nine more cities around the country, eventually making it possible to present the show to any community in the U.S.

**The Urban Justice Center's Veteran Advocacy Project (VAP)** provides free legal services and preventative outreach to post-9/11 student veterans at the City College of New York who are struggling with post-traumatic stress (PTS), traumatic brain injury (TBI) and substance abuse. The VAP team works to clear the backlog of hundreds of cases tangled up in service members' misconduct and less-than-honorable discharges related to PTS and TBI. The need for specially trained attorneys is paramount, as research shows the number of misconduct charges reflects the number of service members injured in combat. By investing in programs like these, BWF is focusing on prevention and tackling the cascade of related issues that can undermine a service member's future after military service is complete.



## 2013 GRANTEES

100 Entrepreneurs Foundation, Inc.: Walter Reed Continuation Program and Fort Belvoir Program Expansion

Arena Stage: 2013 Military Thanksgiving

Atlantic Council: Veterans Nonprofit Startup Challenge

Bastion Community of Resilience

Hope for the Warriors: Critical Care Coordination Program

Hunter College Research Foundation: Project for Return and Opportunity in Veterans Education (PROVE)

Institute for Veterans and Military Families at Syracuse University: VA Small Business Conference Scholarships and Business Plan Competition Startup Grants

NYU Langone Medical Center: Military Family Clinic

National Association to Protect Children H.E.R.O. Child-Rescue Corps

Northeast Passage: Certification and Training in Adaptive Sports Project

Omega Institute for Holistic Studies: Healing from Military Trauma: A Retreat for Military Women and Women Veterans

Quality of Life Foundation: Wounded Veteran Family Care Program

Red Sox Foundation/Massachusetts General Hospital Home Base Program: Home Base Training Institute, Needs Assessment

Returning Heroes Home: Wounded Warrior Rehab and Recovery Programs at Fort Sam Houston

Ride 2 Recovery

SemperMax Support Fund

Service Source: Warrior Bridge Program

SongwritingWith: Soldiers

Student Veterans of America: SVA Ambassador Program

Team Red, White and Blue: Run as One and VA E-Benefits Sign-Ups

The Telling Project: Marching Forward, Phase One

The Fuller Center for Housing of Northwest Louisiana

The Guthrie Theater: Telling: Twin Cities

The Mission Continues: Service Platoons Pilot Project

There and Back Again: Fort Belvoir Resiliency & Reintegration Program and Communities of Caring Outreach Program

Urban Justice Center: Veteran Advocacy Project Campus Outreach and Discharge Upgrade Clinic

Veterans Airlift Command

Veterans Inc.: New Veteran Peer Project

Worklife Institute: OEF/OIF Re-entry and Worklife Transition Program

## THE BWF MULTIPLIER EFFECT

Over the course of the past seven years, we have evolved from individual giving to investing in and advising innovative nonprofits across the country.

Today, many of our investments have an impact far beyond that of our initial investment. For instance, the medical professionals we fund to train in leading-edge TBI insights and protocols share their knowledge with the broader medical community, reaching colleagues, injured service members and their families across the country. The seed money we provided to help launch Student Veterans of America helped kickstart a movement that now reaches 1,000+ chapters across the country, influencing a culture change on campus communities where student veterans are building the foundations of a new life. We call this ripple effect the BWF Multiplier.

*“Coming together is a beginning; keeping together is progress; working together is success.”*

— Henry Ford

## HIGH-IMPACT COLLABORATION SERIES

In 2013, we continued our efforts to collaborate with subject matter experts and other nonprofits across the country to shift and focus our lens on the emerging issues, trends and solutions that impact injured veterans in their transition to life on the homefront. Key collaborations included:

### BARRIERS AND BREAKTHROUGHS: EMPLOYING VETERANS WITH DISABILITIES

The Bob Woodruff Foundation and its collaborators believe there is proof that even for veterans with life-altering injuries, employment is not only possible, but probable. That's why, in April 2013, BWF joined with the Institute for Veterans and Military Families at Syracuse University to convene a group of national leaders to discuss the underlying barriers to employment for post-9/11 injured veterans, and to share leading practices. The two-day forum featured public and private sector experts who gathered to discuss current assumptions and obstacles, and to highlight programs currently having a positive impact on employment among disabled veterans. Attendees included the National Organization on Disability, the U.S. Chamber of Commerce, Departments of Defense, Labor and Veterans Affairs, and nonprofit and corporate leaders to include GE, JP Morgan Chase & Co, and Accenture. Ensuring that post-9/11 veterans, particularly those with disabilities, have access to the kind of employment opportunities where they can meaningfully contribute to society is a BWF priority. Attendees walked away from the convening better informed and empowered to employ veterans with disabilities.

### HEALING THERAPY: A NEW ROLE FOR MAN'S BEST FRIEND

Pet therapy isn't just fun and games. It holds real promise for therapeutic benefits for injured veterans. The Bob Woodruff Foundation sought to more deeply explore those benefits when it convened a group of experts and nonprofit leaders in December 2013. BWF partnered with the National Intrepid Center of Excellence (NICoE) to host a discussion on the science, practical application and controversy regarding the use of canines in treatment for traumatic brain injury and PTS survivors; 50 academics, research scientists, medical doctors and clinicians participated.

## COLLABORATING ON SOLUTIONS

In January, the Bob Woodruff Foundation attended the Student Veterans of America (SVA) 6th Annual National Conference, which helps propel SVA's mission to create a network of resources, ideas and support for student veterans across the U.S. BWF Executive Director Anne Marie Dougherty served as a panel judge in SVA's business plan competition.

In May, for the third consecutive year, BWF waved the flag at the Warrior Games, which took place at the U.S. Olympic training center and U.S. Air Force Academy in Colorado Springs. Recognizing that family support is key to healing, BWF again joined forces with the Fisher House Foundation, the Semper Fi Fund and like-minded nonprofits to support the Warrior Games Family Program by funding travel logistics, lodging and transportation.

In June, BWF participated in the Clinton Global Initiative. CGI acts to facilitate conversations between public and private entities by encouraging stakeholders to develop actionable solutions to some of our most deeply entrenched social problems, with a particular focus on reducing unemployment. Our CGI commitment builds on the employment convening BWF held with the Institute for Veterans and Military Families at Syracuse University (IVMF). Together, based on the convening's events, we developed a transcript and video/audio resource for employers, government agencies and nonprofits looking to better serve veterans with disabilities through meaningful employment.

In October, BWF co-founder Bob Woodruff spoke at TEDx Wall Street, sharing his personal story and helping attendees understand how they can "fill the void" and make a difference for our injured heroes and their families.

In November, the Bob Woodruff Foundation participated in the annual Citi Skills Marathon, spending the day with generous Citi employees for a day of pro bono business consultation expertise.

In April, BWF attended the Veteran Leadership Roundtable of the 113th Congress hosted by the House Committee on Veterans Affairs. The Roundtable brought Congressional Leaders together with veterans service organizations for a frank discussion on the challenges facing America's veterans, and on the VA backlog, and how to overcome those challenges.

Additionally in May, BWF attended the Philanthropy Roundtable – co-hosted by the Council on Foundations, Aspen Institute and George W. Bush Institute – where attendees learned about ripe opportunities for the next stage of military-related philanthropy. BWF was featured in the Philanthropy Roundtable's *Serving Those Who Serve*, part of their series of guidebooks on topics of interest within the philanthropic community.

In August, the Bob Woodruff Foundation partnered with the Institute for Veterans and Military Families at Syracuse University (IVMF) for the second year to send service-disabled veterans to the Department of Veterans Affairs' National Small Business Conference. The three-day event is the VA's largest nationwide annual conference, it provides a myriad of opportunities for "vetrepreneurs" who are launching businesses. Service-disabled veterans attend classes, networking sessions and panels to learn more about government contracts, branding, budgeting and management.

In November, Bob Woodruff was a keynote speaker at the third annual Veterans on Wall Street Employment Conference, which continues to serve as an opportunity for veterans to gain access to jobs on Wall Street and for employers to unlock their talent.

*"The noblest question in the world is:  
What good may I do in it?"*

— Benjamin Franklin

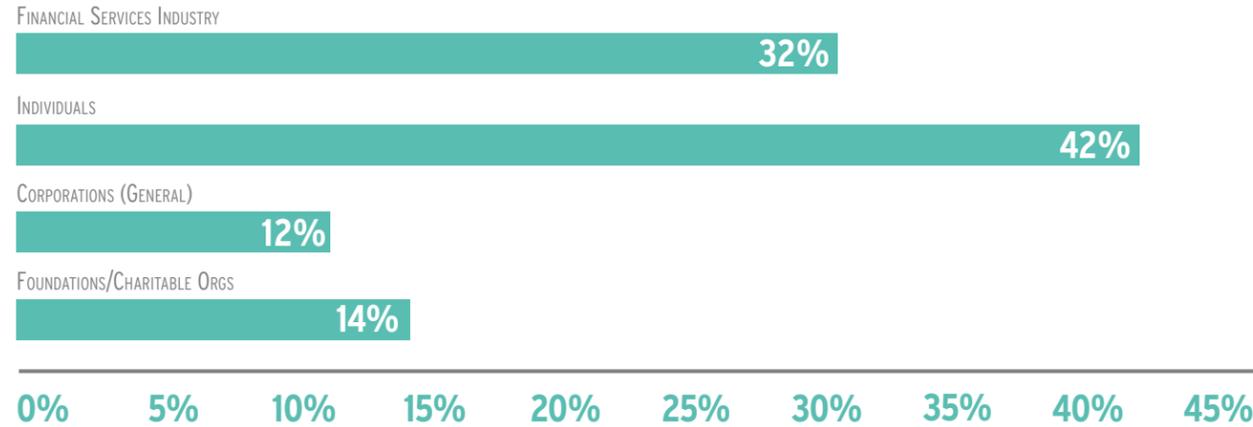
# REVENUE

OVER \$8 MILLION RAISED IN 2013

APPROX 85% OF 2013 REVENUE CAME FROM GIFTS OF OVER \$10,000

APPROX 62% OF 2013 REVENUE CAME FROM GIFTS OF OVER \$100,000

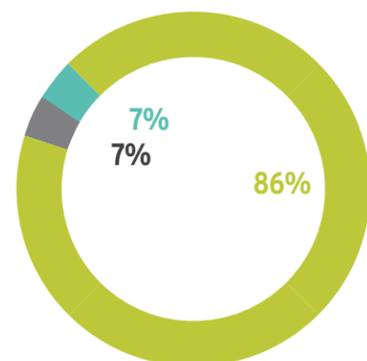
## 2013 REVENUE SOURCE



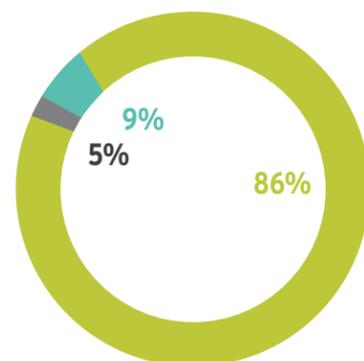
# PROGRAMS

Over \$20 million spent on Finding, Funding and Shaping innovative programs since inception.

2013 SPENDING BREAKDOWN  
Unaudited 2013 financials



SPENDING BREAKDOWN SINCE INCEPTION  
Including unaudited 2013 financials



- PROGRAM SPENDING
- FUNDRAISING
- MANAGEMENT

# ACROSS THE BOARD

The strength of an organization like ours relies on having a board committed to our mission. Our board members have expertise in fundraising, marketing, advertising and public relations, financial management, law and accounting, with significant representation from the world of media and entertainment. We would like to thank our board members for their hard work, dedication and partnership over the past year. New board members joining us in 2013 are listed below (\*), along with our full board.

## EXECUTIVE COMMITTEE

Lee Woodruff, BWF Co-Founder; Author and Contributor, *CBS This Morning*

Colin Heffron, BWF Co-Chairman; CEO, GFI Group, Inc.

Dave Woodruff, BWF Co-Chairman; Group Advertising Director, Hearst Integrated Media

Edward Toptani, BWF Secretary; Esq., Toptani Law Offices

Anthony Viceroy, BWF Treasurer; CFO, WESTMED Practice Partners

Cynthia Blumenthal

Gerry Byrne, Vice Chairman, PMC (Penske Media Corporation)

Laurie Durning Waters

Caroline Hirsch, Founder & Owner, Carolines on Broadway\*

Bob Jeffrey, Chairman & CEO, JWT Worldwide

Eileen Lynch, Global Head of Brand Strategy, Advertising and Marketing, Thomson Reuters

Martha Raddatz, Chief Global Affairs Correspondent, ABC News

Marian Salzman, CEO, Havas PR North America

Dick Wilde, Senior Vice President & Counsel, PixelCorps

## STAFF NOTES

Joining us in 2013 were:

### **Kevin Dougherty, Director of Operations and Finance**

Dougherty served on active duty for six years as a communications officer in the Marine Corps, deployed to Afghanistan in support of Operation Enduring Freedom, and participated in Operation Moshtarak. He most recently served as the cyber security division head for the Reserve Marine Corps, stationed at Marine Forces Reserve Headquarters in New Orleans. During his time in the Marine Corps, Dougherty developed his skills as an experienced project and personnel manager, and earned his Project Management Professional Certification (PMP) in April 2013. Dougherty completed his required tour of duty and chose to resign his active duty commission. He will retain a reserve commission and will serve in the inactive ready reserve until 2015.

### **Sara Lafe, Director of Charitable Investments**

Sara spent more than three years at Walter Reed Military Medical Center in Bethesda, Md., where she developed TBI and psychological health programs for combat-injured service members, families and health care providers, and was a recipient of two Patient- and Family-Centered Care Awards for innovative programs. She has a Master of Public Health (MPH) from Tulane University School of Public Health and Tropical Medicine, and has served in grant-making capacities for both domestic and international public health programs.

### **Megan Bunce, Charitable Investments Program Manager**

Inspired by her generation and her personal experiences as a caregiver, Megan spent four years with the Wounded Warrior Project. For three years, as an alumni teammate, she worked with acutely injured patients and their families at Walter Reed National Military Medical Center, helping them navigate the maze of resources available to them and re-engaging those who integrated into the D.C. metro area. She then transitioned into a new role as Community Integration Grants Specialist, where she spearheaded WWP's Community Integration Initiative, building community networks of support in five cities across the country.

### **Meredith Beck, Charitable Investments Outreach Coordinator**

Meredith Beck has been advocating for positive policy and legislative changes on behalf of veterans for years. She most recently served as a consultant for the Wounded Warrior Project, working directly with severely injured service members, veterans and their families to determine the underlying policy problems challenging their recovery, rehabilitation and reintegration. Prior to this, Meredith served as the Special Assistant to the Secretary of Veterans Affairs, focusing on Community Reintegration. She previously served on the staffs of senators John Warner and Lindsey Graham, working on both military and veterans' issues.

### **Jasmin Guerra, Development Coordinator**

With more than 10 years of nonprofit experience, Jasmin has been involved with BWF for over six years as an Auction Manager for Charityfolks.com, a Stand Up for Heroes partner. Jasmin has managed relationships with more than 1,500 nonprofit and corporate partners, and 60,000 philanthropic individuals.

## ON THE MOVE

In July 2013, we moved from our GFI Group Inc.-donated space on Wall Street to a new office on Broadway in Midtown Manhattan. A full suite of furniture was donated by Haworth, a privately held office interiors company with a penchant for good works and environmental sustainability. We're excited about our new location, and we are grateful for the continuing generosity of our friends.

*"Sometimes give your services for nothing."*

— Hippocrates

## PRO BONO SUPPORT

Like many foundations and nonprofits, we appreciate the ongoing support we receive in the form of pro bono and in-kind goods and services donated by valued supporters. Their support has enabled us to grow from a family foundation to a national leader for military families. In addition to our new office suite, over the past year we have received substantial support from a host of the world's most successful companies. We are grateful to the following organizations that donated time and talent to stand up for heroes everywhere:

- JWT (marketing, branding and event support)
- Havas PR (public relations services)
- Booz Allen Hamilton (metrics and impact consulting)
- NCM Media Networks (public education support)
- JetBlue (Official Airline Sponsor)

If you or your company would like to support us, or wish to speak with us about becoming a strategic partner, please contact Jasmin Guerra: [jasmin.guerra@bobwoodrufffoundation.org](mailto:jasmin.guerra@bobwoodrufffoundation.org).



**BOB WOODRUFF FOUNDATION**  
Helping heroes on the homefront

