



BOB WOODRUFF FOUNDATION
Investing in the Next Chapter for Our Veterans

Now More Than Ever...

For almost 15 years, the Bob Woodruff Foundation has been finding, funding and shaping innovative programs to help veterans, their families and caregivers thrive. **Thanks to your generosity, vision, and enduring commitment, 2019 was our most successful year ever.**

As the COVID-19 crisis creates new and unexpected challenges around the world, your support in 2019 helped us enter 2020 in the position to maintain and even grow our support for veterans and their families - at a time when they need our help more than ever before.

Veterans and their families pride themselves on being ready for the unexpected, and we have endeavored to mirror that agility, preparation, and resilience in our approach as well. We remain steadfast in our commitment to our people and our mission, moving forward during these difficult times in a way that most effectively meets the needs of our veterans and their families both now and in the future.

As the COVID-19 situation unfolded, I worked closely with Bob, Lee, and Dave Woodruff, along with our Board of Directors, to implement a strategy for continued operations - safely, responsibly, and focused on our mission.

Our People: On March 5, BWF shifted entirely to a remote working structure, canceling travel and postponing events, while standing up our full remote capability.

Our Grantees and Local Partners: We reached out to all of our grantees and Local Partners to reinforce our commitment and reassure them of our support. We are adjusting timelines and reporting requirements to help our incredible network of partners as they grapple with many of the same challenges.

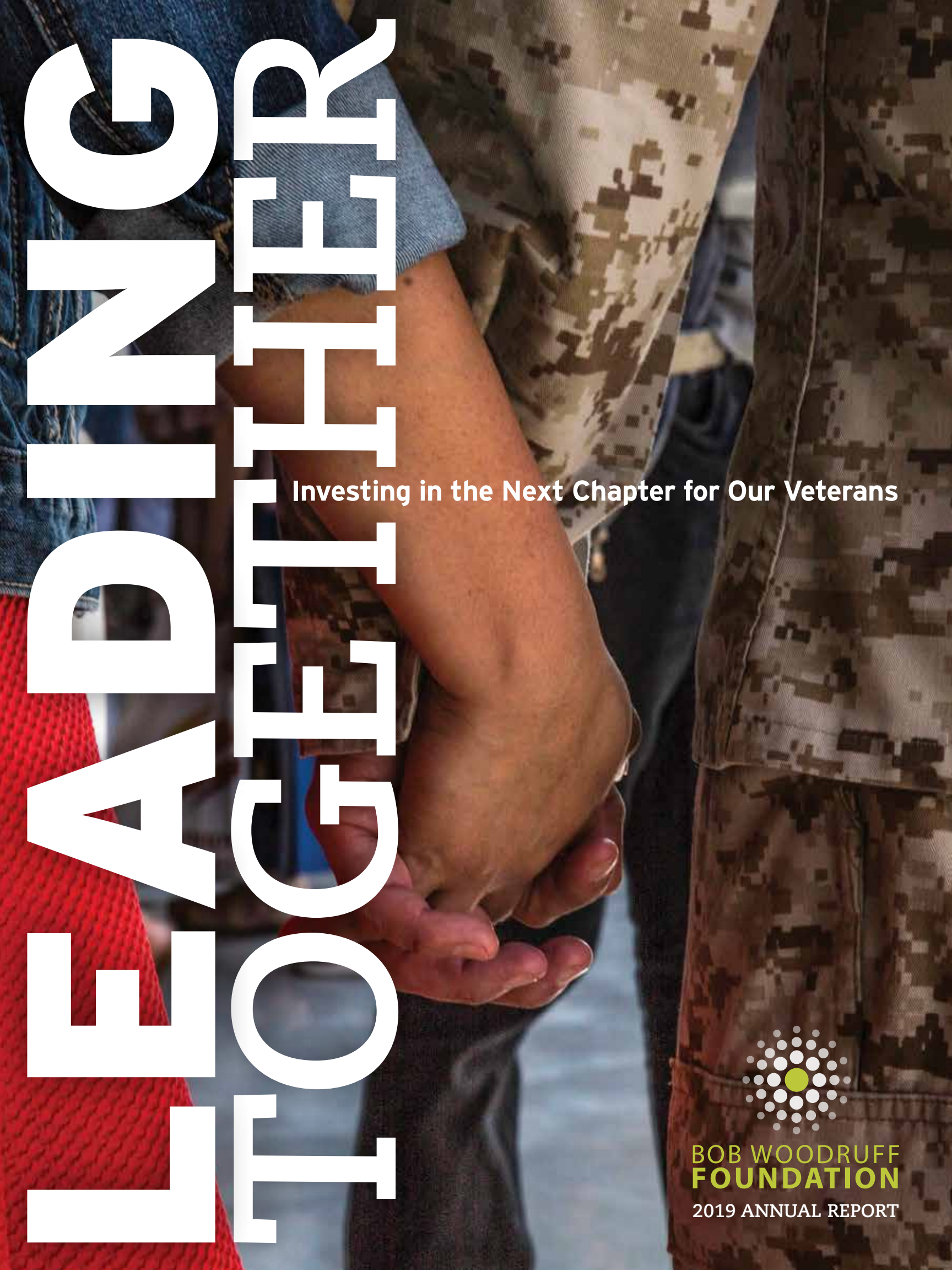
Our Veterans, their Families and Caregivers: With our team safe, and active engagement with our grantees underway, we stepped up our efforts to support the veteran population. As the coronavirus crisis expanded, the Bob Woodruff Foundation wrote and released a timely, data-driven assessment of how COVID-19 will impact the veteran community, both now and in the future.

Informed by this pivotal research, we are increasing our granting in 2020 to help where it is needed most.

There is no denying the tremendous physical and emotional toll caused by the COVID-19 outbreak. When I look at the efforts of our team, it is clear to me that they embrace the challenges ahead. Our veterans never give up, and I believe that our foundation can take all that we've learned over the years and do the same as we continue our mission to help veterans and their families during this time of even greater need.

Anne Marie Dougherty

Anne Marie Dougherty
Chief Executive Officer
Bob Woodruff Foundation



LEADER FROM AFTER

Investing in the Next Chapter for Our Veterans



**BOB WOODRUFF
FOUNDATION**
2019 ANNUAL REPORT

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FRONT COVER A Marine holds his loved one's hand on Marine Corps Air Station Yuma, Ariz., on October 27, 2019 after returning from a 6-month deployment to the Middle East.

BACK COVER Merging Vets and Players (MVP) brings combat veterans and former pro athletes together, giving them a new team to bond with after the uniform comes off. MVP is a BWF-NFL grantee.



14 YEARS AGO, Bob Woodruff miraculously survived wounds from an IED explosion while reporting in Iraq. In the wake of his recovery, the Woodruff family established the Bob Woodruff Foundation to ensure that our service members continue to get the support and resources they have earned long after they return home.

We know that while great progress has been made, there is much work to be done. We will continue to have Americans in harm's way and serving with determination and resolve here at home. And our work at the Bob Woodruff Foundation will continue – helping our veterans, their families and caregivers thrive, with your help.

As of 2019, we have invested nearly \$70 million to Find, Fund, and Shape™ the most innovative programs serving those impacted by their service. This support of best-in-class programs empowers our veterans and their families to continue their recovery and realize their goals and aspirations while making a difference in the communities they call home – and when they succeed, our nation does as well.



“The Bob Woodruff Foundation was founded as a way of showing our thanks and our respect for the community of impacted veterans, service members, military families, and caregivers that we met during Bob’s recovery. We were extraordinarily lucky, where so many aren’t.”

– BOB AND LEE WOODRUFF

“When we started this journey, we decided we were going to hold the Foundation to the highest standards of accountability and effectiveness. I’m immensely proud of our impact, and the proof is evident in how others grade our work – we have received the highest possible rating of 4 stars on Charity Navigator every year possible, along with a Platinum Seal from GuideStar.”

– DAVE WOODRUFF

Friends,

I’m proud to share that 2019 was our most successful year to date, thanks to our world-class Board of Directors and Leadership Council, dedicated team, major partners, best-in-class grantees, and enthusiastic supporters like you.

We led together in our continued efforts to innovate and shape programs with the goal of helping our veterans thrive after their military service has concluded. This annual report highlights some of our collective achievements from the past year. Here is a peek at what we accomplished...

- We broke records – from the highest number of grants and the largest average grant size ever, to the highest annual revenue in our history, 2019 was a landmark year for the Bob Woodruff Foundation. As always, we maintained the highest standards of excellence, with 86 cents of every dollar donated going towards our programs.

- The National Football League teamed up with BWF and we were highlighted as a signature Salute to Service Partner during their 100th year. Through our partnership we shaped exciting grants to invest in veterans’ health and wellness, and connected NFL players with veterans for special one-on-one moments and meaningful community engagement opportunities.

- Thanks to our partners at the Qatar Harvey Fund, we supported the development and expansion of resources for veterans facing long-term challenges due to the destruction caused by Hurricane Harvey, the most extreme weather event to strike the United States in the last decade.

- Our team welcomed the inaugural Craig Newmark Fellow, epidemiologist Dr. Rajeev Ramchand. As we gather data from the groundbreaking Local Partner Self Assessment Tool, Dr. Ramchand will help analyze the information and identify unique insights into what communities across the country need to better serve veterans. We’re grateful to our newest board member Craig Newmark for his support of this initiative.

- We were one of Oprah’s Favorite Things! As the official charity of the Oprah’s Favorite Things announcement event, we brought female veterans, caregivers, and Gold Star spouses to enjoy a special evening honoring their sacrifices and celebrating powerful women.

- We laughed, we rocked, and we honored those who serve through the 13th Annual Stand Up for Heroes. Bruce Springsteen and Sheryl Crow took the stage together for the first time, and comedians including Ronny Chieng and Hasan Minhaj brought the jokes. Stories of our impact, including the success of our Veterans In-Vitro Initiative (seven babies born in 2019!) inspired the room. We raised an incredible \$5.7 million with the support of our committed sponsors and donors.

As we reflect on our successes of 2019 in this report, we also look forward to expanding that positive impact in 2020 and beyond. We will continue to grow strong partnerships and shape trailblazing initiatives that evolve with the needs of our veterans and their families. Thank you for your continued support.

Sincerely,
ANNE MARIE DOUGHERTY
CHIEF EXECUTIVE OFFICER



LEADING TOGETHER TO ...

OUR NATION'S MILITARY MEMBERS KNOW BETTER than most that the mission can't be accomplished alone. That's why the Bob Woodruff Foundation partners with influencers across industries and oceans to help ensure a brighter tomorrow for veterans, military families, and caregivers. We've built a collaborative network of expert partners in government, media, business, and nonprofit sectors to identify emerging trends in the veteran space and to close the gaps. To improve the quality of services across the entire military-veteran community, we're building connections and gathering data on a local and national level, and sharing what we've learned. We're leading together to ensure that our nation's heroes and their families have the support they need after their time in uniform.



LEADING TOGETHER TO...
BUILD
COMMUNITY

Our veterans and their families choose to serve, represent the most diverse workforce in the world, and return to communities around the country – enhanced but also impacted by their service. Successful integration is key for veterans and families to continue making positive contributions on the homefront. That’s why we work to understand their needs, build connections, and strengthen communities.

Connecting Communities Across the Nation

National Veterans Intermediary (NVI) spent 2019 growing and deepening engagement with its unique-in-the-nation network of 109 Local Partners in 45 states. Throughout the year, NVI delivered a highly-curated portfolio of expert-led learning programs designed to cultivate the skills our Local Partners need to collaborate effectively.

A SNAPSHOT OF THE YEAR IN NUMBERS INCLUDES:

- 21 “Regional Cohort” convenings bringing together Local Partner leaders from 7 geographic regions, in facilitated salons that surface critical insights about the emergent challenges and opportunities facing service to veterans at the local level
- 7,620 unique, individual touch-points between NVI’s Local Partner leaders and our full-time community partnerships staff, illustrating the importance of relationship-building and stakeholder engagement to the ongoing vitality and impact of our work
- 20+ super-engaged, best-in-class, expert-led, topical webinars, coaching sessions, and learning events curated specifically to build the capacity of community-based collaboratives to support veterans most successfully
- 18 additional communications and collective impact webinars, open to the public as “shared learning for all” programs that strengthen the veterans ecosystem at large
- Over 21,000 views of NVI’s groundbreaking “School for Communities Serving Veterans,” featuring 10 courses that inform effective collaboration, and were produced in partnership with PsychArmor Institute, developed with subject matter experts, and energized by the inspiring narration of leaders admired across all sectors
- \$202,000 issued in more than 100 small grants to NVI Local Partners to improve grassroots, community-based collaboration for impact in veterans’ lives
- 20 scholarships enabling NVI Local Partner leaders to attend the Aspen Institute’s world-class Collective Impact Forum annual conference, the nation’s premier venue for the learning and sharing of skills that build collaborative practice
- ...and 40 more sponsorships to NVI’s groundbreaking convenings in collaboration with the National League of Cities, pairing Local Partner leaders with the nation’s mayors and other elected officials in work sessions that inspire public leaders to commit to informed and strategic local advocacy in support of veterans



ROUGHLY 200,000 MEN AND WOMEN LEAVE U.S. MILITARY SERVICE EACH YEAR.¹
48% OF POST-9/11 VETERANS HAD DIFFICULT READJUSTMENTS TO CIVILIAN LIFE.²

Healthy Lifestyles & Creating Communities



In the second year of our partnership with the NFL, we continued to help expand their Salute to Service initiative in support of those who have served in the military and their families. This partnership established two methods for BWF apply the NFL’s generous funding toward outcome-focused grants and intentional shaping efforts. Organizations that submit proposals for funding through the NFL-BWF pipeline are eligible for focused shaping and a potential NFL-BWF grant. BWF also identifies some

programs from the broader BWF portfolio to receive the recognition of an NFL-funded Healthy Lifestyles and Creating Community (HLCC) grant. HLCC grants highlight programs that foster physical health and wellness, create healthy habits, and increase social connectedness for veterans, service members, and their families and caregivers. With the NFL’s support, BWF invested over \$1.8M supporting 9 programs serving veterans, service members, and their families in 2019.



AS MANY AS 43% OF WOUNDED, ILL, AND INJURED VETERANS ‘USUALLY’ OR ‘ALWAYS’ FEEL ISOLATED FROM OTHERS.³

FEWER THAN 1% OF THE AMERICAN POPULATION CURRENTLY SERVES IN THE MILITARY AND ONLY 7% ARE VETERANS.⁴

¹ U.S. Department of Veterans Affairs. The Military to Civilian Transition 2018: A review of historical, current, and future trends. Washington, DC: U.S. Department of Veterans Affairs.
² Pew Research Center. 2019. The American Veteran Experience and the Post-9/11 Generation. Pew Research Center.
³ Westat. 2019. Wounded Warrior Project 2019 Annual Warrior Survey: Report of Findings. Wounded Warrior Project.
⁴ Pew Research Center. 2019. The American Veteran Experience and the Post-9/11 Generation. Pew Research Center.



LEADING TOGETHER TO..
GET
SMARTER

When we see a problem, but we don't have the solution, we convene experts in the field and service providers on the frontlines of innovative veteran support to share their knowledge and best practices. Then we take action.

Medical Legal Partnerships

In May 2019, BWF hosted the latest in our ongoing series of High Impact Collaborations™, which convene subject matter experts and stakeholders to discuss emerging issues and trends in the military and veteran landscape. This convening, conducted in partnership with the National Center for Medical Legal Partnership (MLP) at The George Washington University and in collaboration with the Department of Veterans Affairs (VA), assembled 85 medical and legal professionals from the public and private sectors for panel discussions and working sessions as guests of Jones Day at their offices in Washington, D.C. Panelists and attendees discussed the biomedical and mental health benefits of integrating attorneys into patient care, the health implications of unresolved civil-legal issues, and the effectiveness of MLP within the VA healthcare system. The MLP convening coincided with BWF's publication of the third Stand SMART for Heroes issue, "Using Medical-Legal Partnership to Reduce Barriers to Veteran Health and Wellbeing," which BWF published in partnership with Dr. Jack Tsai, Research Director at the VA National Center of Homelessness Among Veterans, and one of the esteemed panelists.



125,000 POST-9/11 VETERANS (6.5%) ARE GIVEN PUNITIVE OR OTHER THAN HONORABLE (OTH) DISCHARGE, WHICH REDUCES THEIR ACCESS TO VA CARE AND OTHER VETERAN BENEFITS.¹ VETERANS WITH OTH DISCHARGES ARE AT INCREASED RISK OF SUICIDE,² AND LEGAL PROBLEMS WERE EVIDENT IN 14% OF VETERAN SUICIDES.³



(L to R) Lt Col Alan L. Peterson, PhD, USAF (Ret.), Dr. Margaret Harrell, Dr. Katy Dondanville

Educating Clinicians & Empowering Veterans

There is a national shortage of trained community mental healthcare providers qualified to provide quality, evidence-based care for Post-Traumatic Stress Disorder. Having already invested in increasing these resources for veterans across the country, BWF focused two 2019 grants to address this issue in the Texas Gulf Coast. Through our partnership with the Qatar Harvey Fund (QHF), BWF invested in STRONG STAR's best-in-class expertise and capability to 1) train and provide professional consultation to clinicians to establish a community of qualified mental healthcare providers throughout the Texas Gulf Coast, and 2) provide immediate clinical care for the Texas Gulf Coast veterans who are suffering most acutely from PTSD and cannot wait for the local clinical care to improve. BWF also implemented its first clinical stipend program to help defray clinicians' costs associated with the training, and to ensure they apply their expertise to treat veterans in the counties impacted by Hurricane Harvey. Through these grants and stipends, and in collaboration with STRONG STAR, BWF-QHF is changing the landscape of mental health care for veterans in the Texas Gulf Coast.



Strategic Advice

As the Bob Woodruff Foundation has evolved its capability and mission there was an opportunity in 2019 for the Foundation to reevaluate its value proposition, operating model, and prospect for greater impact at scale. With the generous help of McKinsey & Company, we had the opportunity to build the framework of a three-year strategy that will establish and guide how the Foundation grows, operates, and drives impact in line with our mission as one of the pre-eminent transformational leaders of veteran philanthropy in the world.

Insights for Impact

In 2019, National Veterans Intermediary (NVI) launched a groundbreaking innovation: the Local Partner Self Assessment Tool (LPSAT). Designed in partnership with data scientists at RAND and our partners at the Aspen Institute's Collective Impact Forum, the LPSAT will help NVI form the first-ever data-driven understanding of what communities need in order to better collaborate in service to veterans. The LPSAT is supported by a visionary gift from Craig Newmark Philanthropies, which also hosted a panel about the role of data in serving veterans and in the future of philanthropy. In October, BWF welcomed our inaugural Craig Newmark Fellow, epidemiologist Dr. Rajeev Ramchand, to help NVI analyze the data and yield unique insights from among the survey's abundant responses.



(L to R) Duncan Niederauer, Nancy Berglass, Craig Newmark, Anne Marie Dougherty.

ONLY 13% OF COMMUNITY-BASED MENTAL HEALTH CARE PROVIDERS IN THE U.S. ARE EQUIPPED TO TREAT VETERANS WITH CULTURALLY-COMPETENT AND EVIDENCE-BASED CARE.⁴

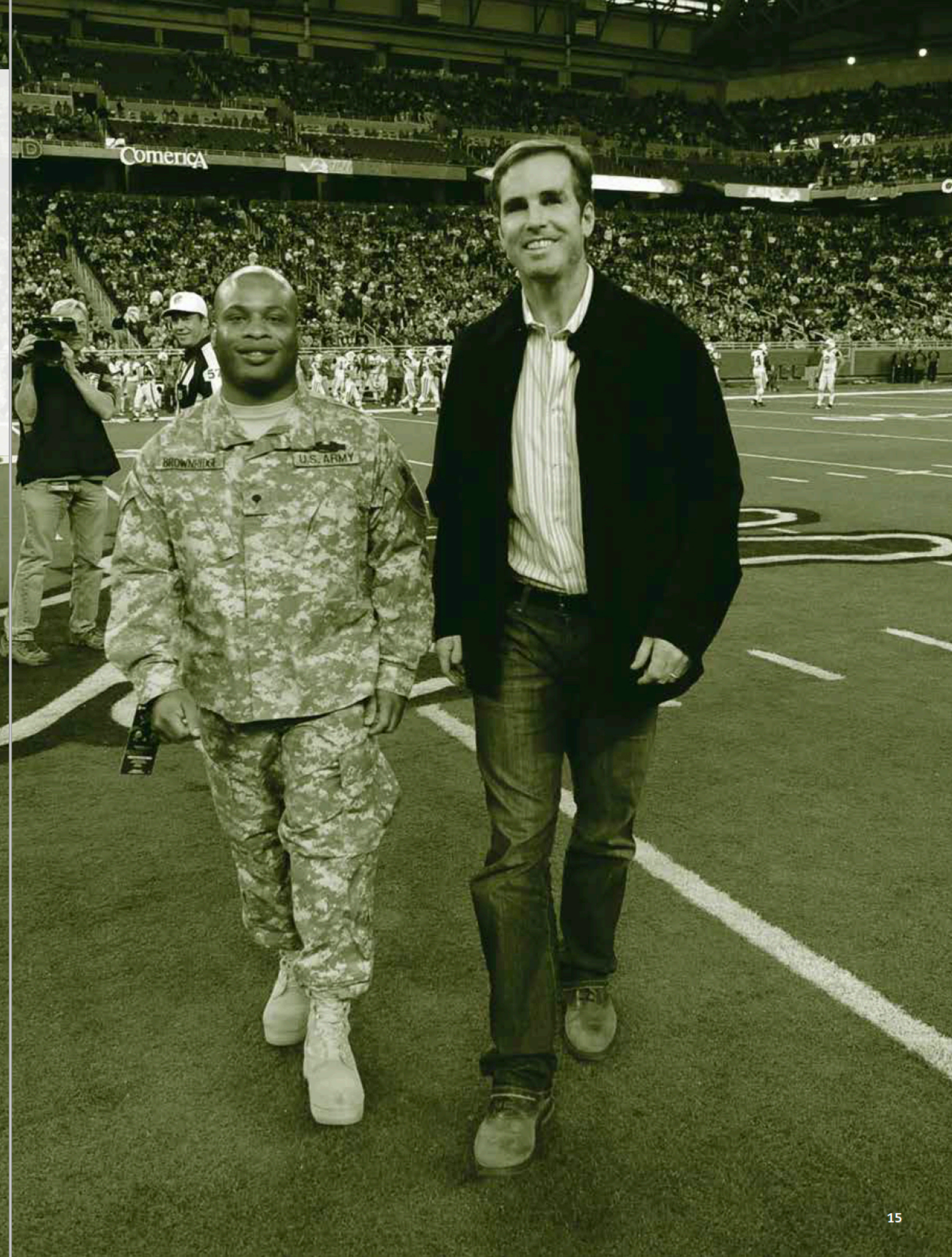
"We're positioning the veterans who are trying to navigate the system to navigate it more strategically... that's the force multiplier."

— DUNCAN NIEDERAUER, CO-FOUNDING PARTNER, TRANSCEND WEALTH COLLECTIVE

¹ Veterans Legal Clinic, Legal Services Center of Harvard Law School. 2016. Underserved: How the VA Wrongfully Excludes Veterans with Bad Paper. San Francisco, CA: Swords to Plowshares.
² Reger MA, Smolenski DJ, Skopp NA, Metzger-Abamukang MJ, Kang HK, Bullman TA, Perdue S, Gahn GA. 2015. Risk of suicide among US military service members following Operation Enduring Freedom or Operation Iraqi Freedom Deployment and separation from the US military. *JAMA Psychiatry*, 72(6):561-9.
³ Kaplan MS, McFarland BH, Huguet N, Valenstein M. 2012. Suicide risk and precipitating circumstances among young, middle-age, and older veterans. *American Journal of Public Health*, 102(S1): S131-S137.
⁴ Tanielian T, Farris C, Batka C, Farmer CM, Robinson E, Engel CC, Robbins M, Jaycox LH. 2014. Ready to serve: Community-based provider capacity to deliver culturally competent, quality mental health care to veterans and their families. Santa Monica, CA: RAND.

LEADING TOGETHER TO... **PARTNER** **FOR GOOD**

Our major partners provide us with unique opportunities to move the needle in veteran support, and we provide them with a unique and best-in-class investment model to help accomplish their goals. From private companies to international entities to individual philanthropists, our portfolio approach allows us to answer their needs from an expert perspective. Deeply impactful support comes in different packages.



DC Spring Reception

In May, Bob and Lee Woodruff welcomed guests to an evening with the Bob Woodruff Foundation at the historic Hay-Adams Hotel. On the hotel's rooftop, which overlooks the White House, guests enjoyed hors d'oeuvres and remarks by Bob Woodruff, Anne Marie Dougherty, CEO of the Bob Woodruff Foundation, General Martin Dempsey, USA (Ret.), 18th Chairmen of the Joint Chiefs of Staff and BWF Board Member, and our guest of honor, General Joseph F. Dunford, Jr., USMC (Ret.), 19th Chairman of the Joint Chiefs of Staff. General Dunford shared how the impact of the Bob Woodruff Foundation is best illustrated by the stories of individual veterans and families whose lives have been touched by the Foundation's work. The event was made possible thanks in part to our committed partners TriWest Healthcare Alliance, Lockheed Martin and Wells Fargo.

Prior to the evening's remarks, Bob Woodruff joined His Excellency Sheikh Meshal bin Hamad Al-Thani, Ambassador of the State of Qatar to the US, to co-host a Facebook livestream event. The event featured a conversation about the immediate and long-term needs of veterans in storm-impacted Texas, and included expert insights from leaders of organizations who received funding thanks to the Bob Woodruff Foundation's partnership with the Qatar Harvey Fund.



(L to R) L. Thomas Hiltz, Dave Woodruff, Edward Toptani, Anne Marie Dougherty, Bob Woodruff, General Joseph Dunford, USMC (Ret.), Martha Raddatz, James Hnat, Dick Wilde.



Live Auction of the Toyota Supra

The first production 2020 Toyota GR Supra to roll off the assembly line was auctioned for charity on January 19, 2019 for \$2.1 million at the 48th Annual Barrett-Jackson Auction. All proceeds from the auction were generously donated by Toyota to the American Heart Association and the Bob Woodruff Foundation. We're immensely grateful to our partners at Toyota for their support of our mission.



"The Qatar Harvey Fund is supporting long-term recovery for Harvey-impacted veterans, not only replacing what was damaged, but rebuilding more resilient communities. We needed partners that could navigate this challenging and complicated process, and ones who shared our goal in assisting those that need it most."

— HIS EXCELLENCY SHEIKH MESHAL BIN HAMAD AL-THANI, AMBASSADOR OF THE STATE OF QATAR TO THE US

Qatar Harvey Fund

2019 marked the Bob Woodruff Foundation's first steps in executing our \$6 million partnership with the State of Qatar. The Bob Woodruff Foundation-Qatar Harvey Fund partnership (BWF-QHF) addresses the urgent and emerging needs of veterans in Hurricane Harvey-impacted Texas counties. Through BWF's relationships with local officials and nonprofits in the area, we have made informed and impactful grants to best-in-class organizations serving Harvey-impacted veterans. BWF has fostered collaboration and synergy on the ground by working with the State of Qatar and our grantees to develop and disseminate information, ensuring that the veterans each grantee serves are aware of the full network of BWF-QHF resources and services available to them. During 2019, BWF granted over \$2.5 million from the QHF to nine programs serving the Texas Gulf Coast region. From construction and clean-up, to legal and mental health support for veterans and their families, the BWF-QHF grants both resolve immediate issues and also establish a network of supportive services addressing long-term recovery needs.

Teaming Up with Our NFL Partners

The Bob Woodruff Foundation teamed up with the NFL to be a signature Salute To Service partner during their 100th year. In addition to our BWF-NFL grants, we engaged in several high-profile campaigns and activations, including two major community clean-ups that included NFL representatives and both former and current players. We were also the engine behind their Veterans Day televised #HuddleForHeroes campaign, proving ourselves to be an invaluable partner in achieving their marketing goals. To make this happen, BWF tapped into our national grantee network to identify individuals who were not only huge football fans but who would sincerely appreciate this gesture of gratitude and support from the NFL. Together, we connected those veterans to their football heroes. Bob Woodruff also appeared on Good Morning America with Michael Strahan and Justin Tuck to give an even bigger gift to letter recipients Michael and Star Cathcart – tickets to Super Bowl LIV.



“The NFL has a long and incredibly proud history of supporting our nation’s military and veterans – we have teamed up with the Bob Woodruff Foundation as one of our Salute to Service partners to ensure that our veterans and their families receive the most effective and high-impact services possible.”

– ROGER GOODELL, COMMISSIONER OF THE NATIONAL FOOTBALL LEAGUE



Veterans On Wall Street

The Bob Woodruff Foundation and Veterans On Wall Street continued our groundbreaking partnership in 2019, supporting veterans and military families through a wide range of events, employment resources, and funding for critical support to meet veteran needs in the tristate area and nationally. With the direct engagement of team members at over 100 of the world’s leading financial services firms, VOWS and BWF shared insights and best practices to help veterans and military spouses and families find the best opportunities available. This support included best practices for hiring and retention across partner firms of all sizes, networking events, insights from veteran leaders, and our most successful VOWS Symposium to date. We also send our congratulations and heartfelt thanks to our VOWS partners who helped raise over \$1 million dollars to fund best-in-class programs to meet the current and emerging needs of our veterans and their families. The newly updated VOWS website has more information on the partnership, including a calendar of all upcoming events.

EMPLOYERS SEE GREAT VALUE IN HIRING VETERANS, NOTING THEIR LEADERSHIP SKILLS AND TEAMWORK, AS WELL AS: FLEXIBILITY AND ABILITY TO WORK IN A FAST-PACED ENVIRONMENT, DEPENDABILITY AND WORK ETHIC INTEGRITY AND LOYALTY, AND EXPERIENCE WORKING IN DIVERSE ENVIRONMENTS.^{1 2}

Oprah’s Favorite Things

We were one of Oprah’s favorite things! The Bob Woodruff Foundation was proud to be selected by “O, The Oprah Magazine” as the official charity of the Oprah’s Favorite Things announcement event. Lee Woodruff, Anne Marie Dougherty, and Dr. Meg Harrell brought a group of amazing women – veterans, military family members, and Gold Star spouses – to enjoy the festivities and take home their own goodie bags. We were also featured in the December issue of “O, The Oprah Magazine”.



THERE ARE 1.1 MILLION CAREGIVERS ASSISTING VETERANS WHO SERVED POST-9/11. 38% PERCENT OF THESE MEN AND WOMEN MEET CRITERIA FOR DEPRESSION, COMPARED TO 10% OF NON-CAREGIVERS.³

¹ Hall KC, Harrell MC, Blichsler BA, Stewart R, Fisher MP. 2014. Veteran Employment: Lessons from the 100,000 Jobs Mission. Santa Monica, CA: RAND.
² Harrell MC, Berglass N. 2012. Employing America’s Veterans: Perspectives from Business. Washington, DC: CNAS.
³ Ramchand R, Tanielian T, Fisher MP, Vaughan, CA, Trali TE, Epley C, Voorhies P, Robbins M, Robinson E, Ghosh-Dastidar B. 2014. Hidden Heroes: America’s Military Caregivers (RR-499-TEDF). Santa Monica, CA: RAND.



Arts In The Armed Forces

The Bob Woodruff Foundation is a proud partner of Arts In The Armed Forces, supporting their annual Broadway event which brings the creative and immersive experience of the theater to an audience of veterans and their supporters. Led by BWF Generous Person Award Recipients Adam Driver and Joanne Tucker, AITAF continues to reach service members and veterans around the world through a shared experience in the arts. BWF is excited to see AITAF grow and we look forward to more opportunities for partnership in the future.

2019 GRANTEE PROGRAMS

Spring

Building Better Days

Building Better Days for Dependents

Combined Arms

2019 Post-Harvey Data Visualization Program

Emory University School of Medicine

Prolonged Exposure Consultant Training Program

Lone Star Legal Aid

Disaster Legal Services for Veterans

SBP

Serving Harvey-Impacted Veterans in Rural Communities

Team Red, White & Blue

Eagle Leadership Development Program

The Mission Continues

Puerto Rico Service Platoon and Operation Charm City Charge

Warrior-Scholar Project

Academic Boot Camps and Community College Outreach Initiative

Workshops for Warriors

Advanced Manufacturing Training for Young Veterans

Fall

Armed Services Arts Partnership

Community Hubs

Boston University School of Medicine

Strength at Home: Continued National Expansion and Sustainability Activities

Bunker Labs

Launch Lab Online

Combined Arms

Community Leader Program

Disabled Sports USA

Expanding Community Adaptive Sports to Improve the Quality of Life of Wounded, Injured & Ill Veterans

Easter Seals of Greater Houston, Inc.

Support Services for Post 9/11 Veteran Families Impacted by Hurricane Harvey

HVAF of Indiana

Employment Program

Research Foundation for Mental Hygiene, Inc.

Military Family Wellness Center at Columbia University and New York State Psychiatric Institute

Research Foundation of the City University of New York on behalf of Hunter College

PROVE (Project for Return and Opportunity in Veterans Education)

Rosalynn Carter Institute for Caregiving

Operation Family Caregiver-Gulf Coast Region

Rutgers University Foundation

Vets4Warriors

Services for the Underserved, Inc.

Veterans Education to Employment Program

The George Washington University National Center for Medical-Legal Partnership

Bridging Connections Between Health Care and Legal Services to Improve Veterans' Lives

The Mission Continues

Operation Bayou City Blitz

The University of Texas Health Science Center at San Antonio

STRONG STAR's Project Remission: Intensive Outpatient PTSD Treatment for Texas Gulf Coast Region Veterans

The University of Texas Health Science Center at San Antonio

STRONG STAR Training Initiative: Gulf Coast

Tuesday's Children

Youth Mentoring for Post-9/11 Military Families of the Fallen

Veterans Yoga Project

Yoga Teacher Training

VIVA FUND ANNUAL REPORT



The Bob Woodruff Foundation not only recognizes the needs of our impacted veterans, but their families as well. We are continuing our work with the Department of Veterans Affairs to raise awareness amongst veterans with service-connected fertility challenges about the resources accessible to them. When some veterans need additional or alternative support, our Veterans In Vitro Initiative (VIVA) is able to help. In 2019, we issued over \$55,000 in grants for 12 veterans struggling with fertility issues as a result of their service. We are thrilled to share that seven babies were born through the VIVA Fund in 2019, with an additional two pregnancies on the way!

13TH ANNUAL STAND UP FOR HEROES



Stand Up for Heroes (SUFH), New York's most anticipated night of hope, healing and laughter, returned for its 13th annual celebration to honor our nation's impacted veterans and their families on Monday, November 4, 2019 at the Hulu Theater at Madison Square Garden. Stand Up for Heroes was presented by the Bob Woodruff Foundation (BWF) and the New York Comedy Festival (NYCF) and was brought to you by Veterans on Wall Street, supported by founding sponsor GFI Group Inc., Craig Newmark Philanthropies, and the Steven & Alexandra Cohen Foundation. **Stand Up for Heroes is made possible thanks to the vision of Caroline Hirsch and Andrew Fox of the New York Comedy Festival.**

Kicking off the New York Comedy Festival, **Ronny Chieng, Sheryl Crow, Chloe Flower, Hasan Minhaj, John Oliver, Bruce Springsteen, Jon Stewart, and Frédéric Yonnet** took to the stage for a once-in-a-lifetime evening of comedy and music to raise funds and awareness for the Bob Woodruff Foundation's mission. Thanks to our generous supporters and talented performers, we raised an incredible \$5.7 million in support of veterans and their families.

Our guests of honor – a group of over 60 veterans, service members, and their caregivers – joined us in New York City for a weekend of events and activities ahead of the big show. They enjoyed a private tour of the Saturday Night Live set and the 9/11 Memorial Museum with the help of our friends at NBC and Bloomberg. A special dinner that evening included a video message of appreciation from the Ambassador of the State of Qatar to the US, H.E. Sheikh Meshal bin Hamad Al-Thani, and a presentation by John Boerstler, CEO of BWF grantee Combined Arms. On the day of the show, the group were given a complimentary yoga class, massages and makeovers generously provided by Chico's, Blind Barber, Dior, Blo Blow Dry Bar, and others. Before heading to the theater, they attended a VIP reception featuring remarks by Colin Heffron, CEO of GFI Group and co-chairman of BWF's Board of Directors, and John Shrewsbury, Senior Executive Vice President and Chief Financial Officer of Wells Fargo.

The weekend festivities culminated in the 13th Annual Stand Up for Heroes, where our invited veterans and their loved ones sat in the front rows to enjoy the star-studded show.

Between the laughs and tunes, inspiring moments captivated the crowd, including remarks from retired US Army Major Pete Way. Way, who lost his leg after being wounded while on deployment in Afghanistan, shared his story of resilience and gratitude. An avid mountain biker and proud father of two, Way thanked the Bob Woodruff Foundation for supporting the programs that allowed him to heal and thrive after injury. "At the end of the day, I think the message is pretty simple", said Way. "No one can accomplish the mission alone." In another highlight of the evening, Sheryl Crow invited Bruce Springsteen to join her for a duet of "Redemption Day." Beyond the comedy and music, a live auction generated over \$1 million in donations to support the Bob Woodruff Foundation's mission.

"It's been 18 years since the attacks of September 11, which means men and women who weren't even born yet can now sign up to serve in our military. It's our duty to take care of this generation, and the next, when they return home from the fight," said Bob Woodruff, ABC News correspondent and co-founder of the Bob Woodruff Foundation. "It's an honor and a privilege to support our veterans through this special event and every day."

"We are proud of our steadfast commitment to honoring our nation's veterans with the 13th consecutive year of Stand Up for Heroes," said Caroline Hirsch, founder of the New York Comedy Festival and Carolines on Broadway, and co-creator of Stand Up for Heroes. "With raising over 5.7 million dollars last night, we are continually impressed and ever grateful for the generosity of our performers and audience members who exceed our expectations and support our nation's heroes."





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“Americans owe a lot to the folks who risk their lives to protect those of us at home, and their families make sacrifices right alongside them.”
 — CRAIG NEWMARK, FOUNDER, CRAIG NEWMARK PHILANTHROPIES

The BWF leadership team reflects decades of experience at the highest levels of leadership in business, philanthropy, academia, and the military/Department of Defense.

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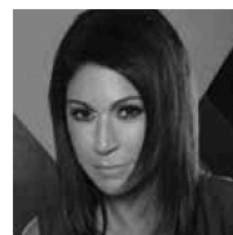
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“My expectations for an internship with the Bob Woodruff Foundation were met above and beyond. In only 6 weeks, I acquired an entirely new conception of veteran nonprofit organizations and their various working parts. Thank you for supporting my work and professional development this summer.”

— ALEXANDER LOLI, U.S. ARMY VETERAN AND BWF 2019 STUDENT-VETERAN SUMMER INTERN



Alex joined BWF co-founder Lee Woodruff for a behind-the-scenes visit to BWF grantee Sesame Workshop as they developed their newest resource set, Sesame Street for Military Families: Caregiving.

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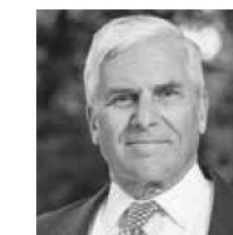
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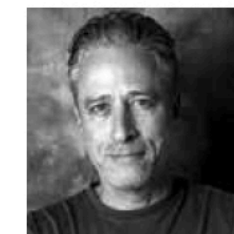
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IN REMEMBRANCE

2019 **FINANCIAL SUMMARY**

OUR BEST YEAR EVER

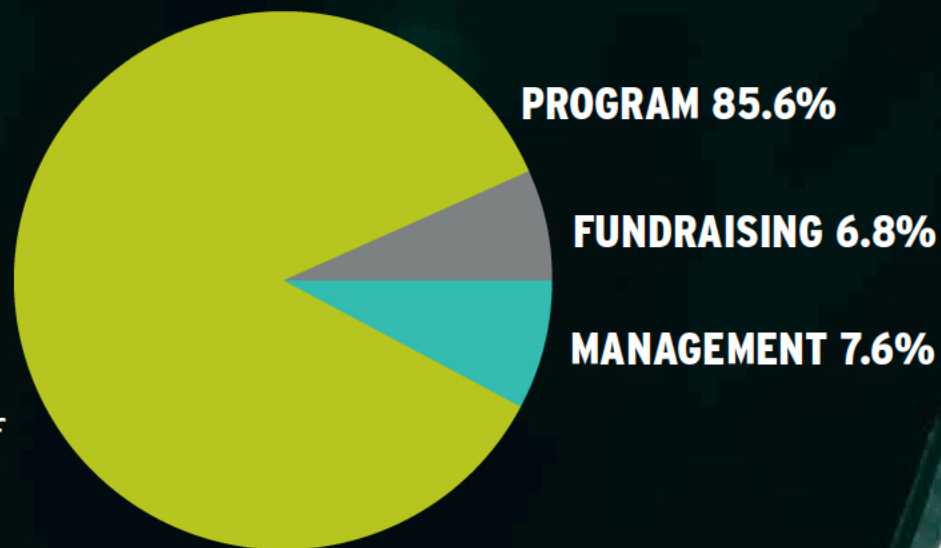
2019 TOTAL PROGRAM SPEND \$11.8 MILLION

2019 REVENUE: \$21.5 MILLION

INCREASED 20% OVER 2018
*record year

“There is no more compelling need than supporting our veterans and no one does it better than the Bob Woodruff Foundation.”

– STEPHEN CRAWFORD,
BWF TREASURER;
SENIOR ADVISOR TO THE CEO,
CAPITAL ONE



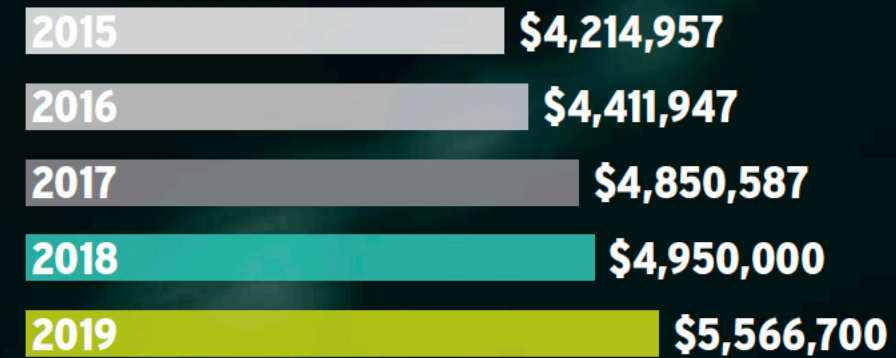
STAND UP FOR HEROES RAISED OVER \$5.7M
UP OVER \$300,000 FROM 2018

2019 NET ASSETS: \$22 MILLION

INCREASED 55% OVER 2018
*record year

SINCE INCEPTION, \$70M HAS BEEN SPENT TO FIND, FUND AND SHAPE PROGRAMS TO HELP VETERANS

The amount that the Bob Woodruff Foundation has granted to high impact programs has steadily increased over the last five years. In 2019, BWF awarded 27 Charitable Investment grants totaling over \$5.5 MILLION.



The world’s leading and most discerning brands trust BWF to manage and invest their veteran philanthropic contributions. Together, we have developed **MULTI-YEAR PARTNERSHIPS** that deliver **MEASURABLE OUTCOMES**:



Craig Newmark
Philanthropies



HIGHEST LEVELS OF TRANSPARENCY AND ACCOUNTABILITY

BWF has earned **CHARITY NAVIGATOR’S** Four-Star rating (the highest possible) every year that we have been evaluated.

BWF received the **PLATINUM SEAL OF TRANSPARENCY** from GuideStar (the highest possible).

BWF meets all **BETTER BUSINESS BUREAU** standards for charity accountability.

“We work hard every day to maximize the amount of dollars we spend to help our veterans, service members, and families thrive while maintaining overhead costs under 8%. This attention to detail, and guidance from our world class board of directors, leadership council, and executive committee, has earned us the outstanding results we had in 2019 – meaningful impact, highest possible ratings from charity watchdogs, and a trusted reputation.”

– ANNE MARIE DOUGHERTY
CHIEF EXECUTIVE OFFICER

GET INVOLVED

Donate

Your tax-deductible donation to the Bob Woodruff Foundation, a registered 501(c)3 organization, will change the lives of these heroes, their families, and the communities that support them. An average of 86 cents of every dollar goes directly to programs helping impacted veterans, service members and their families.

- One-time Donation
- Monthly Donation
- Honorary & Memorial Tribute
- Donate via Mail
- Wire Transfer
- Stock Transfer
- Employer Matching Gifts
- Donor Advised Fund
- Combined Federal Campaign
- Planned Giving
- Major Gifts
- Celebration Gifts

SCAN ME TO DONATE



Become a Sponsor or Strategic Partner

Corporations and individuals who stand up for heroes have made our mission possible since the beginning. By partnering with the Bob Woodruff Foundation, you are helping military families get the most out of life postinjury. If you or your company would like to support us, or wish to speak with us about becoming a strategic partner, please visit our website.

Save the Date



Stand Up for Heroes returns to the Hulu Theater at Madison Square Garden on

NOVEMBER 9, 2020!

For ticket or sponsorship information, email: sufh@BobWoodruffFoundation.org

Designed by Jessica Weber Design, Inc., www.jwdnyc.com | Photography provided by Patrick Dunford, Andrew Federman, Stefan Radtke, and Jami Witek. Additional photos from DVIDS – Defense Visual Information Distribution Service: Sgt. Mark Fayloga, Sgt. Jake McClung, Lance Cpl. Jaime Reyes (Cover).



“To meet someone from the Bob Woodruff Foundation is to make a friend for life. It’s that kind of organization. They have been, and will continue to be, an important part of our military’s non-governmental support structure. I for one, am thankful they have made supporting our military part of their life’s work.”

– GENERAL MARTIN DEMPSEY, 18TH CHAIRMAN OF THE JOINT CHIEFS OF STAFF



BOB WOODRUFF FOUNDATION

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