

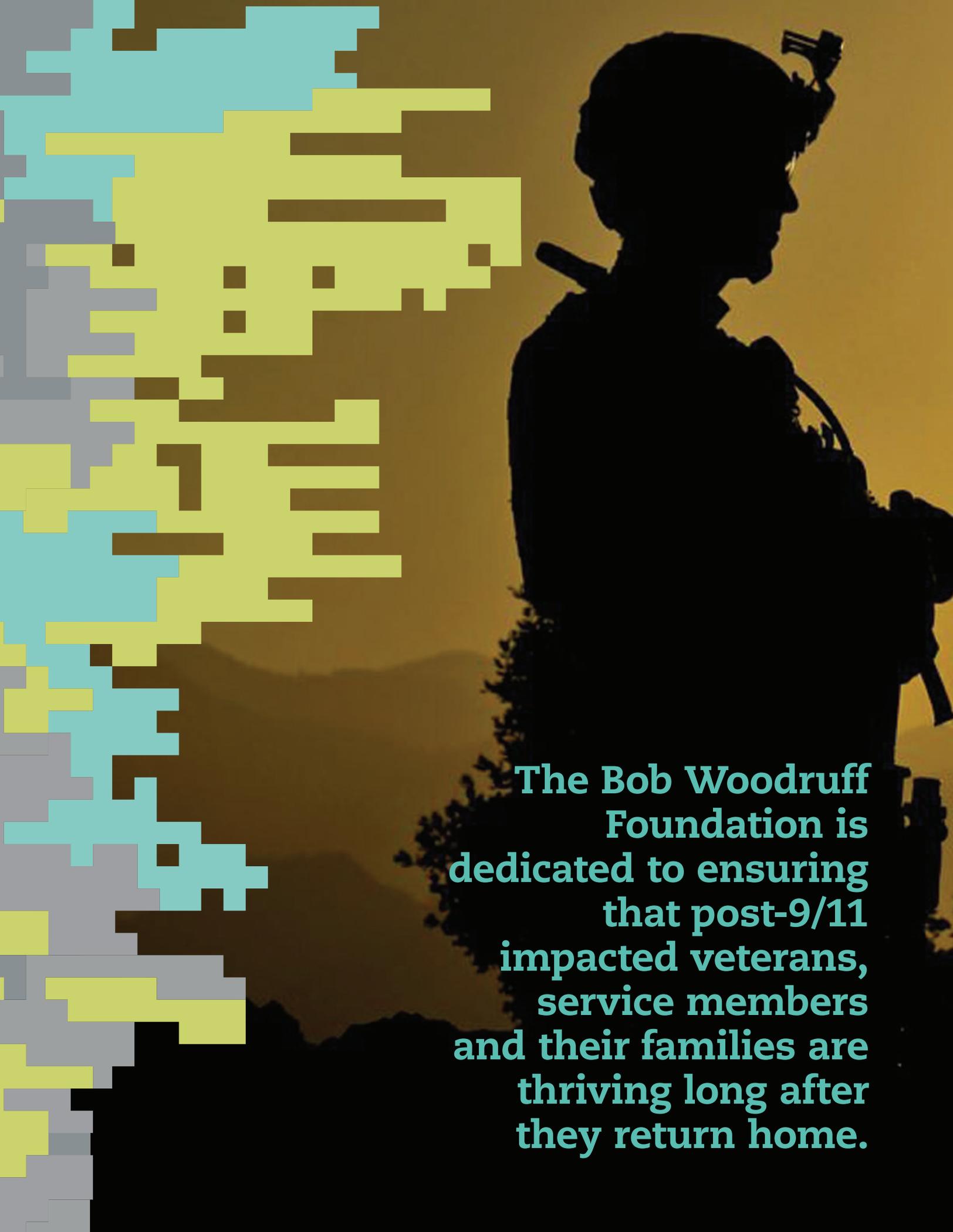


STILL SERVING +

2017 Annual Report



**BOB WOODRUFF
FOUNDATION**
Investing in the Next Chapter for Our Veterans



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

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A NOTE FROM

OUR FOUNDERS

DEAR FRIENDS,

It's hard to believe that it was more than 12 years ago when the lives of our family were instantly changed because of that improvised explosive device which was detonated by an insurgent in the sands of Iraq.

But what began a dozen years ago as a story of injury, recovery and resilience has now become an opportunity to illuminate the stories of the brave young men and women — and their families — who have experienced similar wounds as a result of our nation's longest wars.

Along the way, we have been energized by the fact that so many of our nation's veterans do not feel that their service is over when they take off the uniform. In 2017, we witnessed veterans stepping up as a force for good amid tragedies, like Hurricane Harvey. It's amazing to watch them find hope and healing, by joining with fellow veterans to better their communities.

Still others have continued to serve by developing innovative programs that empower veterans and their families to learn new skills and embark on new careers, prevent social isolation, and ease what can be a difficult transition.

Despite the challenges our veterans might face, they carry an enduring purpose within. They do not want our sympathy but they deserve our empathy and access to those resources earned through duty and sacrifice on our behalf. After all, it is less than one percent of our nation that has and continues to answer the call to serve.

Under the leadership of our board and executive team, the Bob Woodruff Foundation has implemented, refined and mastered a business-minded approach to change the way



philanthropy addresses the needs of those who have served.

We are proud to share this report with you because, together, we have made a profound impact on the lives of today's veterans, their families, and caregivers by investing in programs that deliver effective, measurable outcomes and can evolve with our heroes' needs — as they continue to recover, and continue to serve.

We are steadfast in our mission to support our veterans, their families and caregivers — a mission that we could not accomplish without your continued support and friendship.

With gratitude,

BOB & LEE WOODRUFF
CO-FOUNDERS



The boots Bob Woodruff was wearing when he was injured by a roadside bomb while covering the war in Iraq.

A NOTE FROM THE **EXECUTIVE DIRECTOR**

DEAR SUPPORTERS,

When I was first appointed executive director of the Bob Woodruff Foundation, I felt joy and excitement about the work to come. Every year since then, I have welcomed the opportunity to highlight our work in this annual report — to share my perspective, to engage with issues facing philanthropy and the world, and to illuminate my sources of hope.

This year marked the beginning of a new decade of service for the Bob Woodruff Foundation. As we look back at 2017, it is incredible and humbling to reflect back on the work that we have accomplished and our progress going into the future.

Like so many of you, I enjoy a big picture view of our work. Throughout this report of our work, you will read the voices of veterans, military spouses, donors, and partners who, alongside our foundation, dig into issues and help us to raise funds to support our mission.

In 2017 we worked to be more rigorous, objective and transparent in grant making; continued to attract and retain top talent; and to stay mission focused while being forward thinking, innovative and effective.

We invested a record \$4.8 million in grants this year. Additionally, when natural disasters ravaged communities across the country, we reacted with support to empower veterans to serve again at home by assisting their neighbors. As we continue to cultivate a balanced portfolio of investments, our team is holding our grantees to the highest standards while enabling them to measure their outcomes more effectively.



With a more entrepreneurial approach, we increased our investment in solving the tough problems — ranging from our continued commitment to incubate the National Veterans Intermediary to supporting a fund that helps couples with wounds affecting their fertility fulfill their dreams of having a family.

Last year, 86 percent of spending was applied to programs. Charity Navigator recognized our work — awarding us 4 out of 4 stars for exceeding industry standards. We also earned the Platinum Seal of Transparency, the highest, from GuideStar, and have been recertified as a Charity Seal Holder with the Better Business Bureau.

As our nation's military continues to serve in conflicts across the globe, we are mindful that the needs of post-9/11 veterans, service members, their families and caregivers will require our continued attention and commitment.

We simply could not do this without your support. Thank you for your enduring trust and confidence.

ANNE MARIE DOUGHERTY
EXECUTIVE DIRECTOR

WHO

WE

FOLLOWING 9/11, OUR NATION WENT TO WAR AND THE CALL TO SERVE WAS ANSWERED BY 3 MILLION YOUNG MEN AND WOMEN – ALL VOLUNTEERS. MANY OF THEM HAVE DEPLOYED MULTIPLE TIMES, SEEING COMBAT IN BOTH AFGHANISTAN AND IRAQ.

ARE

While our nation has welcomed these service members back into our communities, tens of thousands of veterans have sustained physical or hidden injuries. The transition out of uniform can be difficult to navigate for some.

Challenges faced by today's veterans, their families and caregivers are often as varied as the resources available to them. With more than 40,000 organizations supporting veterans across the country, the veteran landscape is fragmented and the outcomes

are inconsistent. It can be equally difficult for companies to determine where to focus their philanthropic efforts.

Our mission began following Bob Woodruff's brush with death, and miraculous recovery, following a roadside bomb blast while reporting from Iraq in 2006. Since then, the Bob Woodruff Foundation has built and reinforced an expert team and a collaborative network of partners that allow us to assess emerging areas of need in the lives of those we serve and to pinpoint gaps in services.

Our ability to identify evidence-based



WHAT'S AT STAKE

Approximately **3 million** U.S. service members have been deployed since Sept. 11, 2001

90 percent of those wounded in combat are surviving their injuries

370,000+ have sustained a Traumatic Brain Injury

One in five suffers from 'invisible wounds' like Post Traumatic Stress or depression

1.1 million individual caregivers are caring for impacted service members and veterans

resources, absorb capital, and leverage relationships across sectors has disrupted the traditional philanthropic approach.

To date, we have invested \$53 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.

CORE COMMITMENTS

- We will help service members and their families thrive beyond their time in uniform.
- We will pursue ways to provide service members and their families access to the same quality of support through their recovery that Bob Woodruff and his family received.
- We will devote as much diligence for how we allocate funds as we do for how we raise them.



“

We all have our own challenges when we return home, our own mountains to climb. Recovery and transition is not always easy. But we are not alone, thanks to organizations like the Bob Woodruff Foundation. Together, we can accomplish anything we set our minds to.

KIONTE STOREY
CORPORAL,
U.S. MARINE CORPS (RET.)

Marine infantryman Kionte Storey lost his lower-right leg to an improvised explosive device while on patrol in Afghanistan in 2010. Recovery was not easy. He initially felt lost and confused, until he healed and found a renewed sense of purpose through adaptive sports. He now selects and confronts challenges to inspire others. Last year, Kionte summited Mount Kilimanjaro to raise awareness and support for the Bob Woodruff Foundation. While personally rewarding, Kionte also views obstacles — like scaling the world’s fourth largest peak on a prosthetic leg — as opportunities to serve others.

WHAT

WE

WE ASK PEOPLE TO STAND UP FOR HEROES SO THAT WE CAN FIND, FUND, AND SHAPE™ INNOVATIVE PROGRAMS THAT HELP OUR IMPACTED VETERANS, SERVICE MEMBERS AND THEIR FAMILIES THRIVE.

DO

Our expertise and collaboration with other experts allow us to assess emerging areas of need in the lives of the people we serve and identify gaps in services.

Today, we are a leading nonprofit dedicated to ensuring wounded, ill, and injured veterans, service members, and their families receive the care and support they not only need, but deserve.

FIND

Through our Charitable Investments Program, we diligently navigate a diverse range of nonprofits to find the best-in-class, evidence-based programs meeting the needs of today's veterans. We view and treat our grantees as a portfolio, carefully cultivated for impact and sustainability. We look for diversity in program focus, organization type, and geographic location and scope.

FUND

Through due diligence and a commitment to meeting the highest of standards, the Bob Woodruff Foundation invests in high impact programs and resources that ensure "Success that Sustains." This creates a connection between community and veteran, perpetuating a cycle of positive returns for service members and their families, and contributors alike.

SHAPE

By collaborating with government, private and public organizations, we're able to influence the best programs and resources and improve upon them. Leveraging our subject matter expertise, we shape them with innovative solutions and stay actively involved in their progress, allowing them to be even more efficient and effective at providing the greatest good where it's needed the most.

WHAT

SETS

US

AS A NONPARTISAN LEADER IN THE MILITARY-VETERAN COMMUNITY, THE BOB WOODRUFF FOUNDATION BRINGS TRANSPARENCY AND CREDIBILITY TO ITS PARTNERS AND COMPLEMENTS THEIR EFFORTS.

APART

Our mission was born out of an authentic experience that is directly relatable to the population we serve. We have spent more than a decade cultivating balanced and consistent relationships and can assemble other highly regarded individuals in the military, government, public policy, media, business, philanthropy and nonprofit sectors to identify emerging trends in the veteran space and collaborate to expend resources and close the gaps. We focus on solutions in three areas:

OUR MERIT

We are committed to maintaining the highest standards of accountability and effectiveness. We are an **Accredited Charity Seal Holder** with the **Better Business Bureau**, a **GuideStar Platinum Seal Recipient**, and earned the highest possible rating of **4 stars on Charity Navigator**.

EDUCATION AND EMPLOYMENT →

Our 2017 Education and Employment grants recognized the career interests in the population we serve range from skilled manufacturing professions to corporate and entrepreneurial goals. With nearly a quarter million military members transitioning from service annually, we work tirelessly to make sure education and employment enables and enriches the next chapter of their lives. In 2017, our Education and Employment grants reflected the need to support meaningful transition after military service.



← REHABILITATION AND RECOVERY

Today's service members return with wounds that would have been fatal in earlier conflicts. We are funding programs that heal both the visible and hidden wounds of war. We are focusing in particular on the development of programs that focus on the long-term effects of living with injury. Our 2017 Rehabilitation and Recovery grants targeted organizations that provide evidence-based treatments, ensuring that veterans, service members, their families, and caregivers receive quality interventions and care.

QUALITY OF LIFE →

Ensuring that wounded, ill, and injured veterans and their families have access to meaningful opportunities and experiences that enhance their quality of life, is the heart of our mission. We shape programs to provide service members with a sense of purpose, a place to live, healthy family relationships, and outlets for socialization. In 2017, we granted to programs that seek better legal outcomes for veterans, provide healthy activities to engage veterans in their communities, and help ensure that veterans' children thrive physically, socially, academically, and emotionally.



CRITICAL AREAS

OF

WE VIEW AND TREAT OUR GRANTEES AS A PORTFOLIO, CAREFULLY CULTIVATED FOR IMPACT AND SUSTAINABILITY. WE LOOK FOR DIVERSITY IN PROGRAM FOCUS, ORGANIZATION TYPE, AND GEOGRAPHIC LOCATION AND SCOPE.

NEED

Organizations don't just hear a 'yes' or 'no' — we are committed to working with leaders to shape their programs and create something more beneficial for the people they support.

Veterans and caregivers depend upon the Bob Woodruff Foundation to identify the best resources available in local communities. We have earned their trust through our comprehensive vetting process, and our commitment to transparency. We are proud that

our community of experts, peers, and programmatic and strategic partners identify the Bob Woodruff Foundation as a thought leader.

This year, we focused our investments on specific issue areas that are emerging or insufficiently supported: family and caregiver support; access to evidence-based, high-quality mental health care; breaking down legal barriers to healthy outcomes; and empowering veterans to make a successful transition from service to our nation's communities.



IT'S A GIRL!

Welcome Baby Charlotte

The birth of a child is a joyous occasion for any family, yet for those who have been wounded as a result of their military service, it can be a dream that is seemingly out of reach. According to the Department of Defense Trauma Registry, nearly 1,500 post-9/11 service members sustained genitourinary injuries that may affect fertility. And while Congress approved fertility coverage through the Department of Veterans Affairs in 2016, not all services are covered and the financial costs absorbed by those seeking private care can be burdensome. The Bob Woodruff Foundation established a financial assistance fund to help cover unreimbursed costs. July 2017 welcomed Charlotte, a healthy 9-pound, 10-ounce girl — the first, of hopefully many, babies born through our efforts.

Our 2017 portfolio emphasized partnership and collaboration to strengthen the workforce of clinicians trained in evidence-based approaches to mental health care and services, reducing redundancies between government and private organizations, and collaboration among Bob Woodruff Foundation grantees. With these grants, we recognized the unique opportunity of the Bob Woodruff Foundation to address the civilian/military divide by supporting the development and dissemination

of accurate and compelling portrayals of veteran strengths and challenges. We also used our platform to engage community leaders to promote responsible philanthropy, both by modeling sound investments and also by participating in a scientific investigation of veteran outcomes with our philanthropic peer organizations.



I didn't think twice when the storms hit," said Jen Oh, an Air Force veteran and Team Rubicon volunteer. "After seven years of serving around the world, the opportunity to serve Americans, in America, was awesome. I've never been so dirty, and so satisfied.

JEN OH

U.S. AIR FORCE (RET.)



ANSWERING THE CALL TO SERVE AGAIN

Hurricane Harvey barreled into Texas like a freight train. Winds gusted in excess of 130 miles per hour. Trees were twisted, uprooted or snapped in half. Roofs were ripped from homes.

Torrential rains followed – close to 52 inches in Cedar Bayou. The tropical deluge lasted for days and created a “1,000-year flood,” according to meteorologists. Relief seemed out of reach for tens of thousands, who were trapped within their homes without access to safe drinking water or food.

Yet as the rains continued to fall, swift water rescue teams arrived, and they weren't all from local authorities. Veterans, from organizations like Team Rubicon, answered the call to serve again. Their military backgrounds provided them the skills needed to thrive in chaotic environments, and their efforts saved hundreds of lives.

When the waters receded, these same veterans helped clear debris to afford safe passage for relief items and returning residents. With classes cancelled, Student Veterans of America members at the University of Houston volunteered at shelters or collected donations. Knowing the emotional toll of disasters, Worklife Institute provided free mental health support to veterans and their families affected by the storms.

Still today, in the aftermath of this and other major disasters, veterans are helping residents rebuild and reclaim their lives. They have demonstrated to the larger public that military veterans are a force for good amid tragedy.

The Bob Woodruff Foundation has long understood the value transitioning service members bring to their communities. Studies have shown that veterans are more likely to vote, volunteer and help lead efforts to strengthen their neighborhoods. Our grants have launched or bolstered programs that support these endeavors – helping veterans find a renewed sense of purpose, while embarking on a new mission at home.

For example, the Bob Woodruff Foundation helped The Mission Continues pilot its “Service Platoon” model, in which platoons collaborate with local nonprofits, civic organizations and businesses to ensure community support and engagement. The concept has expanded to 70 platoons, and more than one million volunteer hours have bettered neighborhoods across the nation.

And while these efforts help our communities, they also provide veterans with the camaraderie and purpose they've missed since taking off their uniforms – helping them heal, while allowing them to continue to serve.

2017 GRANTEE PROGRAMS

EDUCATION AND EMPLOYMENT

Team Rubicon

Clay Hunt Fellowship Program

National Association to Protect Children

H.E.R.O. Child-Rescue Corps

NPower Inc.

TEHCareer Fundamentals Workforce Development Training for Military Veterans

Jonas Center

Jonas Veterans Healthcare Program

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

PROVE

Services for the Underserved, Inc.

Veterans Education to Employment

Pat Tillman Foundation

Tillman Scholars Program

Hire Heroes USA

Free Career Coaching for Transitioning Military Members, Veterans, and Military Spouses

Warrior-Scholar Project

Warrior-Scholar Project (Program)

The Warrior Alliance, Inc.

Operation Double Eagle

Bunker Labs

Launch Lab Online and Bunker Labs National Leadership Development

National Military Family Association

MilSpouse Mental Health Workforce Expansion: Phase Two

Fourblock

Career Readiness Program; Walter Reed National Military Medical Center

Worklife Institute

Veterans Worklife Transition Program

Workshops for Warriors

Workshops for Warriors (Program)

QUALITY OF LIFE

Urban Justice Center

Veteran Advocacy Project

The Mission Continues

The Mission Continues Fellowship Program

Swords to Plowshares

Veterans Discharge Upgrade Advocacy Project

Warrior Wellness Solutions

Warrior Wellness Solutions (Program)

Public Counsel

Center for Veterans Advancement

Quality of Life Foundation

Wounded Veteran Family Care Program

Building Better Days

Building Better Days (Program)

Rosalynn Carter Institute for Caregiving

Operation Family Caregiver

PsychArmor Institute

School for Volunteers, Year 2

Team Red, White & Blue

Eagle Leader Development Program

Our Military Kids, Inc.

Stand Up for Military Children

Sesame Workshop

Sesame Street for Military Families: Caregivers

Rutgers University Foundation

Vets4Warriors

Project Healing Waters Fly Fishing

Capacity Building and Programmatic Activities

Catch a Lift Fund

Boots in the Gym

Growing Veterans

Peer Support Program and
Independent Evaluation

Warrior Canine Connection

WCC Veterans Court Program

Disabled Sports USA

Warfighter Sports

Greater Washington Educational

Telecommunications Association

BrainLine: Treating TBI and PTSD

Arts in the Armed Forces

Arts in the Armed Forces 9th Annual
Broadway Performance

Camp Corral

Camp Corral (Program)

REHABILITATION AND RECOVERY

Emory Veterans Program

National Prolonged Exposure Consultant
Training Pilot

REBOOT Combat Recovery

Combat Trauma Healing Course Expansion

Omega Institute for Holistic Studies, Inc.

Healing from Military Sexual Trauma

**Home Base, A Red Sox Foundation and
Massachusetts General Hospital Program**

Home Base (Program)

A Sanctuary for Military Families, Inc

The A.R.T. of Project Sanctuary

Soldiers And Families Embraced (SAFE)

Lazarus Project

Recovery Resource Council

Enduring Families

University of Texas Health Science Center at

San Antonio, Department of Psychiatry,

Division of Behavioral Medicine

STRONG STAR Texas Training Initiative

University of Texas Health Science Center at

San Antonio, Department of Psychiatry,

Division of Behavioral Medicine

STRONG STAR National Training Initiative

Trustees of Boston University

Strength at Home National Implementation

Research Foundation of Mental Hygiene, Inc.

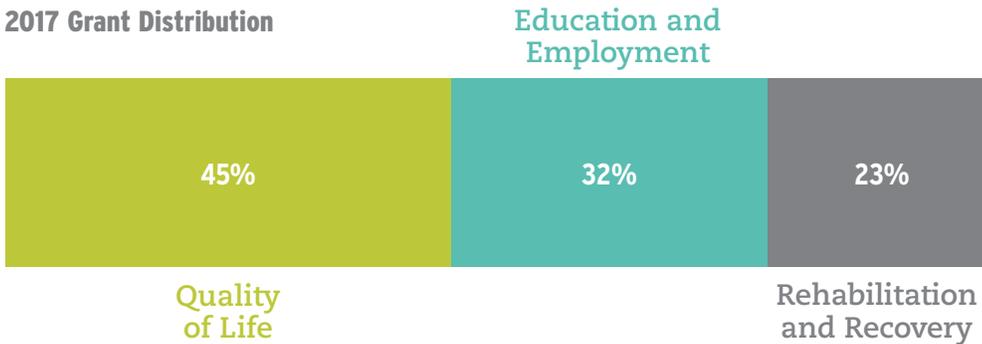
Interpersonal Psychotherapy for
Veterans with PTSD

GRANT SUMMARY

GRANT DISTRIBUTION

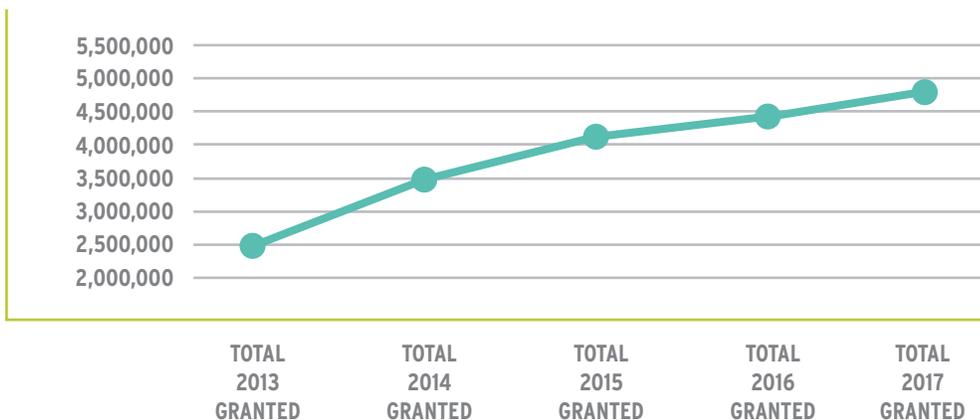
As the needs of our country's returning veterans evolve, so too do the needs of initiatives funded by the Bob Woodruff Foundation's grants.

2017 Grant Distribution



5 YEAR SNAPSHOT

The amount the Bob Woodruff Foundation has been able to grant to various organizations has almost doubled over the past five years, including 47 grants totaling almost \$4.8 million in 2017.



TURNING THE PAGE

INVESTING IN THE NEXT CHAPTER FOR OUR VETERANS REQUIRES INNOVATION, COLLABORATION AND AN ADEPT ABILITY TO SCALE EFFORTS FOR SUSTAINABILITY. IN OUR ELEVENTH YEAR, THE BOB WOODRUFF FOUNDATION ENGAGED NEW SUPPORTERS, STRENGTHENED PARTNERSHIPS AND LED THE WAY IN MEETING THE EMERGING NEEDS OF THOSE WHO HAVE SERVED — EMPOWERING THEM TO WRITE THEIR OWN FUTURES.

NATIONSWELL SUMMIT ON SOLUTIONS



The Bob Woodruff Foundation has embarked on a partnership with NationSwell, a leading social impact media company, to generate greater awareness of the issues facing our veteran community and activate new audiences. In November, Anne Marie Dougherty presented a “Solution Spotlight” at the NationSwell Summit on Solutions. NationSwell, a leading social impact media company, hosts the annual conference to highlight innovative service-minded leaders.

Anne Marie shared the Bob Woodruff Foundation’s journey of discovery, and highlighted the groundbreaking accomplishments of the newly-launched National Veterans Intermediary (NVI).

Through our growing partnership with NationSwell, we look to generate greater awareness for our efforts and activate key audiences



Our goal is to reach more socially engaged people who can contribute to this important network, and that means you. Together we can create a tipping point. The more people in our network, the better our ideas will become, and the more communities supporting veterans will thrive.

ANNE MARIE DOUGHERTY

EXECUTIVE DIRECTOR
BOB WOODRUFF FOUNDATION

WARRIOR GAMES



The Bob Woodruff Foundation recognizes the role adaptive sports can play in the recovery and rehabilitation of wounded, ill and injured service members. Since 2010, we have supported the Department of Defense Warrior Games to not only promote opportunities for growth and athletic achievement, but also inspire the public.

Nearly 300 athletes, representing their respective services, competed at this past year's game, hosted by the U.S. Navy at venues across Chicago. This event received significant national media attention and was featured on ESPN. More importantly, it provided a valuable opportunity to demonstrate that wounds do not define the veteran and when provided the right resources, veterans can overcome adversity.



INCREASING LEARNING AND IMPACT THROUGH CONVENING

In August, the Bob Woodruff Foundation partnered with the Professional Association for Therapeutic Horsemanship International (PATH Intl.) to host "Taking the Reins: Exploring Equine-Assisted Activities & Therapies for Today's Veterans". The High Impact Collaboration™ event convened equine-assisted activities and therapies (EAAT) service providers, researchers, VA representatives, veterans, and other subject matter experts from the veteran-serving landscape to explore the efficacy and effectiveness of these programs in treating veterans and service members and to articulate the characteristics of the best-in-class programs.

VOWS SYMPOSIUM

The Bob Woodruff Foundation partnered with Veterans on Wall Street™ for the seventh annual Veterans on Wall Street™ Symposium at NYU Kimmel Center, bringing together leading thinkers and stakeholders to discuss and explore the key issues related to veterans transitioning into the civilian workforce, with a targeted focus on veteran retention.

Partnerships like this are setting an example nationally to demonstrate how coalitions and partnerships are necessary to move the needle on complex, systemic problems. Anne Marie Dougherty welcomed then-Secretary of Veteran Affairs David Shulkin, who delivered the keynote speech. In total, over 600 people attended, making this the most successful VOWS Symposium to date.

DINE OUT FOR HEROES 2017

Following the success of Dine Out for Heroes 2016, the Bob Woodruff Foundation built upon the footprint of this unique fundraiser. Through the leadership and commitment of hospitality industry visionaries Peter and Penny Glazier, and entertainment's Caroline Hirsch and Andrew Fox, we rallied the metropolitan New York restaurant community around the foundation's mission.

On Veterans Day 2017, participating restaurants donated \$1 per diner in support of our programs. Celebrity chef Alex Guarnaschelli served as our spokesperson for the event. The Food Network personality and executive chef of Butter Restaurant was drawn to the simplicity of this fundraiser for wounded veterans. Guarnaschelli chaired the Culinary Council and rallied her fellow celebrity chefs, including Rocco DiSpirito, Chris Santos, Tony Fortuna, and Geoffrey Zakarian, around this important cause. Dine Out for Heroes was made possible by sponsors OpenTable, Jack Daniel's, and Performance Food Service Metro NY.

#GIVE2VETERANS

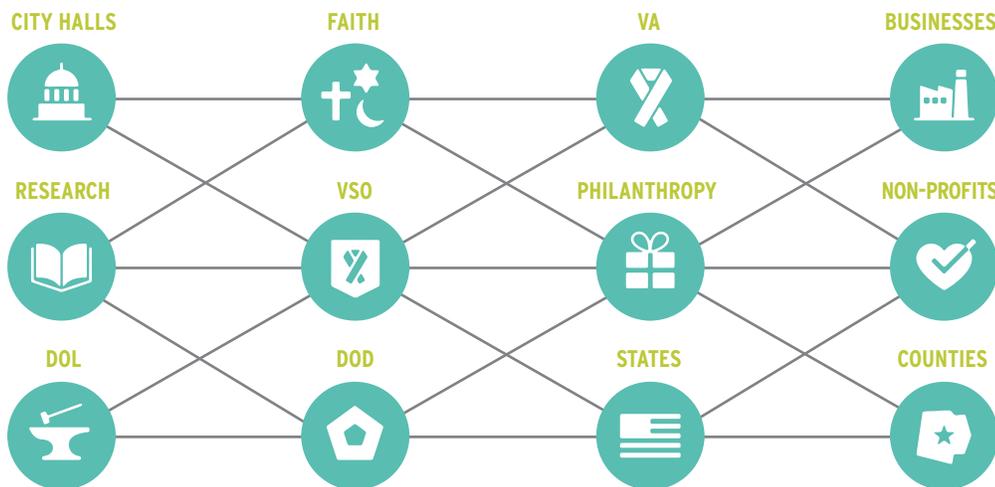
The Bob Woodruff Foundation leveraged the power of social media to showcase the spirit of wounded veterans through a unique fundraising opportunity. Inspired by Marine amputee Kionte Storey who climbed Mount Kilimanjaro, we challenged social media users to promote the hashtag #Give2Veterans across platforms. Celebrity influencers like Ansel Elgort, Ellen DeGeneres, Craig Newmark, Bruce Springsteen and Jake Tapper elevated our mission to a broader audience, and the campaign engaged 440 million people and successfully raised \$500,000 thanks to the Steven & Alexandra Cohen Foundation's \$1 match for every post, like or share.



CONNECTING COMMUNITIES

The swell of support surrounding veterans and military service members has been described as a “sea of goodwill.” It’s an apt metaphor for the vastness and power of communities’ desire to see veterans succeed in transition. But a sea can also churn, overwhelm, and defy even the best navigators.

To best support our veterans, communities need a proven model for cross-sector collaboration, one that helps reduce the variability in the outcomes for our veterans. In 2017, the Bob Woodruff Foundation launched the National Veterans Intermediary (NVI), the network of networks. NVI is built on principles of collective impact to help organize, support, and accelerate the great work being done by organizations at the national and community level across the country.



We shaped NVI by collecting and analyzing information, insights, best practices, and needs from the spectrum of stakeholders. NVI is essential to reduce the variability of access and outcomes for veterans regardless of where they reside. A fully operational NVI will deliver services to communities and service providers.

At year’s end, 39 communities in 23 states had committed to collaborate and participate in data sharing. Our mission is to build bridges across all veterans’ services — our ambition is to ensure every veteran receives heartfelt support from those they defend and protect.

NEXT GENERATION ACTION COUNCIL: SOUL CYCLE CHARITY RIDE

The BWF Next Generation Action Council hosted a December charity ride spinning class with SoulCycle in New York. Council members encouraged friends, family, and colleagues to participate and raise funds in support of the Bob Woodruff Foundation mission. A private reception followed the class to discuss the work of the Bob Woodruff Foundation and highlight the evening’s sponsors.

BRINGING LEADERS TOGETHER

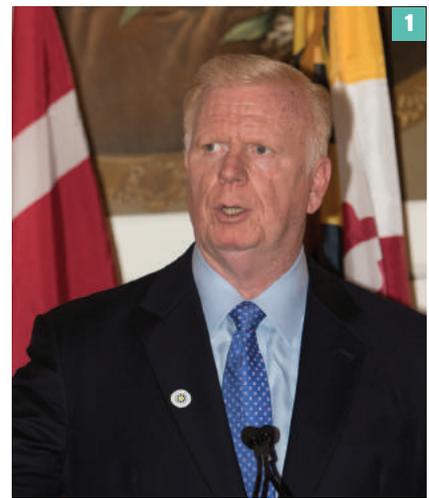
Providing the best possible support for the population we serve requires strong, high-level relationships and engagement with senior leadership in government and the military. With many new faces and influences in Washington, D.C., we recognized the timely opportunity to strengthen existing bonds and establish new ones via our Spring Reception at the St. Regis Hotel, April 27. Hosted by the Bob Woodruff Foundation, in partnership with the Greater Washington Board of Trade, the event brought leaders together from both sides of the aisle to focus on the needs of our military and its veterans.

Then-Secretary of Veterans Affairs David J. Shulkin was the featured speaker, outlining the administration's vision for improving services at the nation's largest health care provider, the importance of public-private partnerships, and veteran mental health issues.

Anne Marie Dougherty echoed his emphasis and announced plans to help address our country's shortage of mental health providers by funding programs that train community mental health providers in evidence-based therapies for post-traumatic stress disorder.

Attendees included White House senior staff, members of Congress, corporate leaders, and senior military officials.

Martha Raddatz, BWF board member and chief global affairs correspondent for ABC News, closed out the evening, sharing a trailer for the National Geographic mini-series "The Long Road Home," based upon the true story of heroism and survival amongst the U.S. Army's First Cavalry Division, after being ambushed in Sadr City, Iraq, in 2004. By telling these stories of service, we remind the public of our shared obligation to meet the needs of our veterans after they return home.



1. Jim Dinegar, CEO of the Greater Washington Board of Trade 2. Former U.S. Air Force Capt. AnnMarie O'Malley and her service dog, Leigh Ann 3. Anne Marie Dougherty, Lt. Gen. Nadja West, U.S. Army Surgeon General and Commanding General of U.S. Army Medical Command, and Lee Woodruff

A LEGACY OF GENEROSITY

The enduring generosity of so many of our supporters is what makes our work possible. For the past three years, we have taken a moment to reflect on some of our most prolific and committed benefactors through the annual Generous Persson Awards. This year's event was held at the 620 Loft & Garden in New York, Sept. 19,

honoring Suni Harford, Dan Benton, Adam Driver and Joanne Tucker.

Named after philanthropist Helen Persson, who served in the Navy Nurse Corps during World War II, the award and ceremony recognizes and celebrates the quiet generosity of the recipients — all of whom have demonstrated excellence in their dedication to assisting veterans,

service members, and their families.

Harford, currently the group managing director and global head of investments for UBS Asset Management, was a pioneer in the development of Veterans on Wall Street™ (VOWS), a consortium of financial services firms that facilitates career and business opportunities for transitioning service members.

Benton founded the Andor Capital Management Foundation in the wake of the 9/11 terror attacks. Its original mission was to provide aid to the survivors of the tragedy but was expanded to help service members and their families.

Adam Driver, a U.S. Marine veteran, and Joanne Tucker created the nonprofit Arts in the Armed Forces (AITAF) to provide high-quality theater programming for service members, veterans and their families.

An intimate event, attendees included leaders in entertainment, business and philanthropy. Presenters included past honorees Bob Jeffrey, Duncan Niederauer and Sam Springsteen.



“

This year's Generous Persson recipients come from very different backgrounds but are all connected by a common thread — a sincere, humble and authentic commitment to making a difference in the lives of today's veterans and their families. Each would say they don't deserve this — and it's that quiet generosity that we are honoring.

ANNE MARIE DOUGHERTY

EXECUTIVE DIRECTOR, BOB WOODRUFF FOUNDATION



EXPANDING OUR REACH

PLUGGING IN TO THE WEST COAST

The Bob Woodruff Foundation has been tireless in studying the needs of this generation’s veterans, identifying emerging needs, and developing innovative programs — all with a focus on how and where we can do more good. The San Francisco Bay Area, home to an incredible collection of leading global technology companies, represents a viable new market for our proven capability as a convener and leader.

Our team recognized a host of similarities to the work being done with large financial service firms in New York and identified an opportunity to help the already active and committed Bay Area tech sector do even more to advance support efforts for veterans and their families.

We initiated our outreach to San Francisco with a focus on learning — the journey started with a series of speaking, networking and cultivation events across the Bay Area.

Anne Marie Dougherty, and Bob and Lee Woodruff, visited Facebook’s headquarters in Menlo Park, participating in a question and answer session with employees, moderated by Maxine Williams, Facebook’s global head of diversity.

Lee also sat down with Sheryl Sandberg, chief operating officer of Facebook, for a “Facebook Live” conversation centered on resiliency and the life-changing event that led the Woodruff family to create the Bob Woodruff Foundation.

“The Bay Area is on the leading edge of the tech industry, always forward-looking. We see incredible potential to establish a community of powerful, motivated change-makers who can help lead the way in veteran-focused philanthropy.”

LEE WOODRUFF
CO-FOUNDER OF THE BOB WOODRUFF FOUNDATION

The Bob Woodruff Foundation has a proven track record of success, galvanizing leaders in varied industries to rally around our mission. Ultimately, the aim of these and other Bay Area engagements was to tap into the philanthropic spirit of the tech sector, modeled after our accomplishments with the financial services industry.

The visits laid the foundation for the first-ever Stand Up for Heroes: Bay Area, taking place in 2018.



COLLABORATION, ON A GLOBAL SCALE

Among those who serve, on both sides of the Atlantic, the impact of that service manifests itself in very different ways, creating unique challenges. No one organization, public or private, can fully meet the needs of military veterans and their families.

In May, the Bob Woodruff Foundation co-launched the **Veterans TransAtlantic Partnership** (VTAP), an alliance with our UK-based charity partner Walking With The Wounded, to develop and broaden the care provided to the most at risk cohort of veterans in the United Kingdom and United States.

“We fought together, now we heal together” — VTAP builds upon the success of past joint-initiatives to promote recovery on both sides of the Atlantic.

Together, Walking With The Wounded and Bob Woodruff Foundation showed the effectiveness of partnering during the Walk Of Britain, which teamed British and American

injured veterans for a 10-week walk, and captured a great deal of media attention. Similarly, we’ve seen the success of initiatives like the Invictus Games and the Heads Together campaign capture international attention for the issues facing veterans — especially the hidden wounds of war.

VTAP will bring nonprofit partners together again in 2018 for the Walk of America. The expedition will once again unite wounded, ill and injured veterans from both nations to build awareness about our veterans and their families and the resources and opportunities for them to thrive after service.

Ultimately, our vision is that our combined efforts will not only bridge the great work being done in both of our countries to improve the lives of those who’ve served, but build a platform of best practices that can be shared on a global scale with our coalition partners.



11TH ANNUAL STAND UP FOR HEROES

Stand Up For Heroes in 2016 had been a watershed moment for many of us as we celebrated a 10th anniversary reflecting both organizational achievement and sweeping impact in the veteran space. The beginning of the next decade for BWF proved something incredibly important — new energy, new partners, and new talent amplified our momentum and truly reflected the “Still Serving” mantra that characterizes our future.

Military veterans, families and caregivers surrounded us as a dynamic cast of distinguished musicians, comedians, and celebrities helped raise more than \$5.4 million dollars. There were a host of new faces for our 11th year, but the laughter, music, and healing were familiar to all who shared the experience at The Theater of Madison Square Garden.

In collaboration with the New York Comedy Festival and supported by Veterans on Wall Street™, founding sponsor GFI Group Inc., the Steven & Alexandra Cohen Foundation, and Craig Newmark Philanthropies, this year’s event featured music by The Red Hot Chili Peppers and comedic performances by Hasan Minhaj, John Mulaney, Trevor Noah, Conan O’Brien, John Oliver and Jon Stewart. JetBlue sponsored the Green Room, providing a backstage experience for guests, talent and sponsors before and during the comedy show and concert.

Stand Up For Heroes brings together a remarkably diverse mix of people, from gifted musicians like Hamilton’s Leslie Odom Jr. who delivered a poignant rendition of “The Star Spangled Banner,” to retired Marine Cpl. Kionte Storey, who shared one of the evening’s most inspiring moments as





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he recounted his recent summit of Mount Kilimanjaro, Africa’s highest peak, as a combat-wounded amputee.

Each year, we plan for the future, recognizing that as our young service men and women, and their families, are “Still Serving,” there will continue to be those who are impacted by that service. Former Air Force Capt. Jen Oh was able to share her experience providing natural disaster relief through Team Rubicon with leaders in the public sector and mainstream media, including then

Veterans Affairs Secretary David Shulkin, CNN New Day’s Chris Cuomo, and several cast members from National Geographic Channel’s “The Long Road Home.” The Bob Woodruff Foundation is proud to create a forum where veterans can share their unique perspective and many of our nation’s leaders, influencers and entertainers can share in their personal stories and the positive impact of their recovery process.

Another hallmark of our Stand Up For Heroes event week is that with the incredible



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generosity of so many partners and sponsors, we can create a series of powerful, positive and healing events for our veterans, their families and caregivers. Thanks to our Vanguard Sponsor Craig Newmark, the week started with a Service Member Welcome Reception at the Sheraton Times Square Hotel.

We were also fortunate to bring together those who serve, with those who endeavor to tell their story, at our Appreciation Dinner at Redeye Grill. We had the unique opportunity for veterans and family members to meet the cast of National Geographic Channel's "The Long Road Home" along with its author, Martha Raddatz, a BWF board member and chief global affairs correspondent for ABC News.

Additionally, the VIP Reception at Gotham Hall provided an opportunity for client entertainment, networking and celebration. Our

honored wounded veterans, as well as more than 700 leaders representing a broad range of industries, attended the cocktail reception. This year's program was hosted by Anne Marie Dougherty and included remarks from then Secretary David Shulkin, Martha Raddatz, Colin Heffron, co-chairman of BWF's board of directors, and Mike Smith, senior vice president, U.S. chief privacy officer and the national chair for HSBC's veterans employee resource group, representing VOWS. The West Point Glee Club opened the evening with a moving a cappella performance of "Who Are the Brave."

As always, attending veterans and their families enjoyed unique New York City experiences while in town. This included visits to ABC's "The View," interactive bus tour of the city or a private tour of the National 9/11 Museum and Memorial, thanks to the generosity of Bloomberg LP. Our guests, who often



focus their daily lives on recovery, rehabilitation and just being a family again, had the opportunity for a well-deserved change of pace — from pre-event pampering courtesy of Dior, Truman’s Gentlemen Groomers, and Pureology Serious Colour Care, to yoga classes with Gwen Lawrence and Nancy McLoughlin, and massages by Michelle Capellano, our heroes were able to put their full attention into enjoying the experience. Chico’s provided clothing, styling and accessories.

Each year, our annual Stand Up For Heroes is not only a culmination of that year’s efforts on behalf of our veterans, but also a clear signal that there is more work to be done. We can laugh and celebrate together, but we never lose sight of the call to action that we can continue to innovate, collaborate and expand our work on behalf of the population we serve.

1. Hasan Minhaj, Caroline Hirsch, and Ansel Elgort
2. John Mulaney
3. The Red Hot Chili Peppers rock the stage
4. Marine Veteran Kionte Storey, U.S. Army Veteran Ivan Castro, John Oliver, Lee Woodruff, Bob Woodruff, Marine Veteran Jen Oh, and Air Force Sgt. Deondra Parks
5. John Oliver, Jon Stewart and Trevor Noah
6. Dave Woodruff joins our invited service members and their guests, as well as volunteers from Bloomberg L.P., to tour the September 11 Memorial & Museum.
7. The cast and team behind National Geographic’s Long Road Home
8. Leslie Odom Jr. sings the National Anthem
9. Jon Stewart
10. Hasan Minhaj
11. Conan O’Brian
12. Kate Bosworth laughs with U.S. Air Force Master Sgt. Israel “DT” Del Toro



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PENSKE
Truck Rental

“

We've found that the most consequential veterans programs and initiatives are those that unite and engage the public, private and philanthropic sectors. We must find ways to build bridges between these sectors. The resources for veterans are there. But to do the most good, we need bold, cross-sector collaboration that leverages our country's deeply felt respect for veterans.

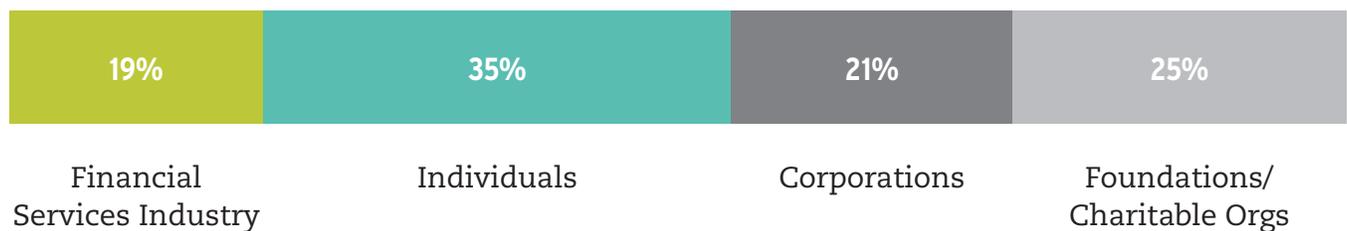
DAVE WOODRUFF

BWF BOARD CO-CHAIRMAN;
GROUP ADVERTISING DIRECTOR,
BLOOMBERG L.P.

2017 FINANCIAL SUMMARY

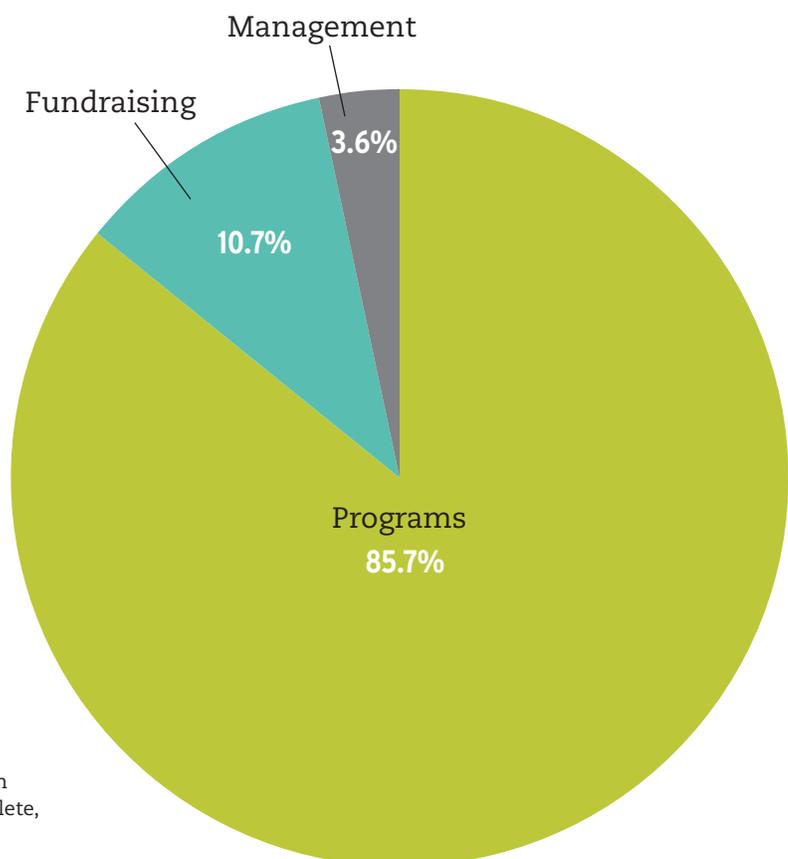
2017 REVENUE SOURCE*

\$10.8 million was raised in 2017.
Approximately 88% of 2017 revenue came from gifts over \$10,000.



2017 EXPENSES*

In 2017, \$10.2 million was invested in programs (19% increase over 2016). Since inception, more than \$53 million has been spent to Find, Fund and Shape innovative programs.



*The financial results included in this report may contain unaudited figures. The Bob Woodruff Foundation's complete, audited financial statements can be obtained online at bobwoodrufffoundation.org or by calling (646) 341-6864.

† These financial results represent audited figures. The Bob Woodruff Foundation's complete, audited financial statements can be obtained online at bobwoodrufffoundation.org or by calling (646) 341-6864.

STATEMENT OF ACTIVITIES†

Years ended December 31, 2017 and 2016

	2017			2016		
	UNRESTRICTED	TEMPORARILY RESTRICTED	TOTAL	UNRESTRICTED	TEMPORARILY RESTRICTED	TOTAL
REVENUE AND SUPPORT						
Special Events	\$ 5,227,971	–	\$ 5,227,971	\$ 6,196,064	\$ –	\$ 6,196,064
Contributions	3,060,754	1,191,800	4,252,554	2,313,053	115,000	2,428,053
In-Kind Contributions	1,294,376	–	1,294,376	1,410,293	–	1,410,293
Investment Income	6,826	–	6,826	2,172	–	2,172
Other Income	16,666	–	16,666	18,984	–	18,984
Net Assets Released from Restriction:						
Satisfaction of Purpose Restrictions	870,710	(870,710)	–	9,500	(9,500)	–
Total Revenue and Support	10,477,303	321,090	10,798,393	9,950,066	105,500	10,055,566
EXPENSES						
Program Services:						
Charitable Investments	5,477,970	–	5,477,970	5,402,123	–	5,402,123
Public Awareness and Education	2,180,854	–	2,180,854	857,434	–	857,434
Individual Giving	630,966	–	630,966	378,907	–	378,907
Collaborative Efforts	602,122	–	602,122	2,042,837	–	2,042,837
National Veterans Intermediary	1,340,171	–	1,340,171	N/A	–	N/A
Total Program Services	10,232,083	–	10,232,083	8,681,301	–	8,681,301
Supporting Services:						
Management and General	429,266	–	429,266	515,309	–	515,309
Fundraising	1,275,316	–	1,275,316	808,268	–	808,268
Total Supporting Services	1,704,582	–	1,704,582	1,323,577	–	1,323,577
Total Expenses	11,936,665	–	11,936,665	10,004,878	–	10,004,878
CHANGE IN NET ASSETS						
Net Assets – Beginning of Year	(1,459,362)	321,090	(1,138,272)	(54,812)	105,500	50,688
	10,989,291	110,000	11,099,291	11,044,103	4,500	11,048,603
NET ASSETS – END OF YEAR	\$ 9,529,929	\$ 431,090	\$ 9,961,019	\$ 10,989,291	\$ 110,000	\$ 11,099,291



OUR LEADERSHIP

IN WHAT CAN BE DESCRIBED AS A MILESTONE YEAR, THE BOARD OF DIRECTORS AND LEADERSHIP COUNCIL SET A STRATEGIC VISION THAT WILL CARRY US WELL FORWARD INTO OUR NEXT DECADE.

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Since creating the
Foundation in 2006, Bob
and Lee Woodruff have
established a culture
of caring, kindness
and responsibility that
exemplifies the type of
organization that can
positively impact the
lives of our veterans.

JAMES HNAT

EXECUTIVE VICE PRESIDENT,
GENERAL COUNSEL &
CORPORATE SECRETARY OF
JETBLUE AIRWAYS

GET INVOLVED

HELP US IN OUR NEXT DECADE OF ENSURING SUPPORT FOR OUR WOUNDED VETERANS, SERVICE MEMBERS, VETERANS, AND THEIR FAMILIES. TAKE A #STAND4HEROES AND FOLLOW US @STAND4HEROES



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.

- 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

An average of **86 cents of every dollar** goes directly to programs helping impacted veterans, service members and their families.

BECOME A SPONSOR OR STRATEGIC PARTNER

Corporations and individuals that 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 post-injury. 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.

BECOME A SOCIAL MEDIA AMBASSADOR

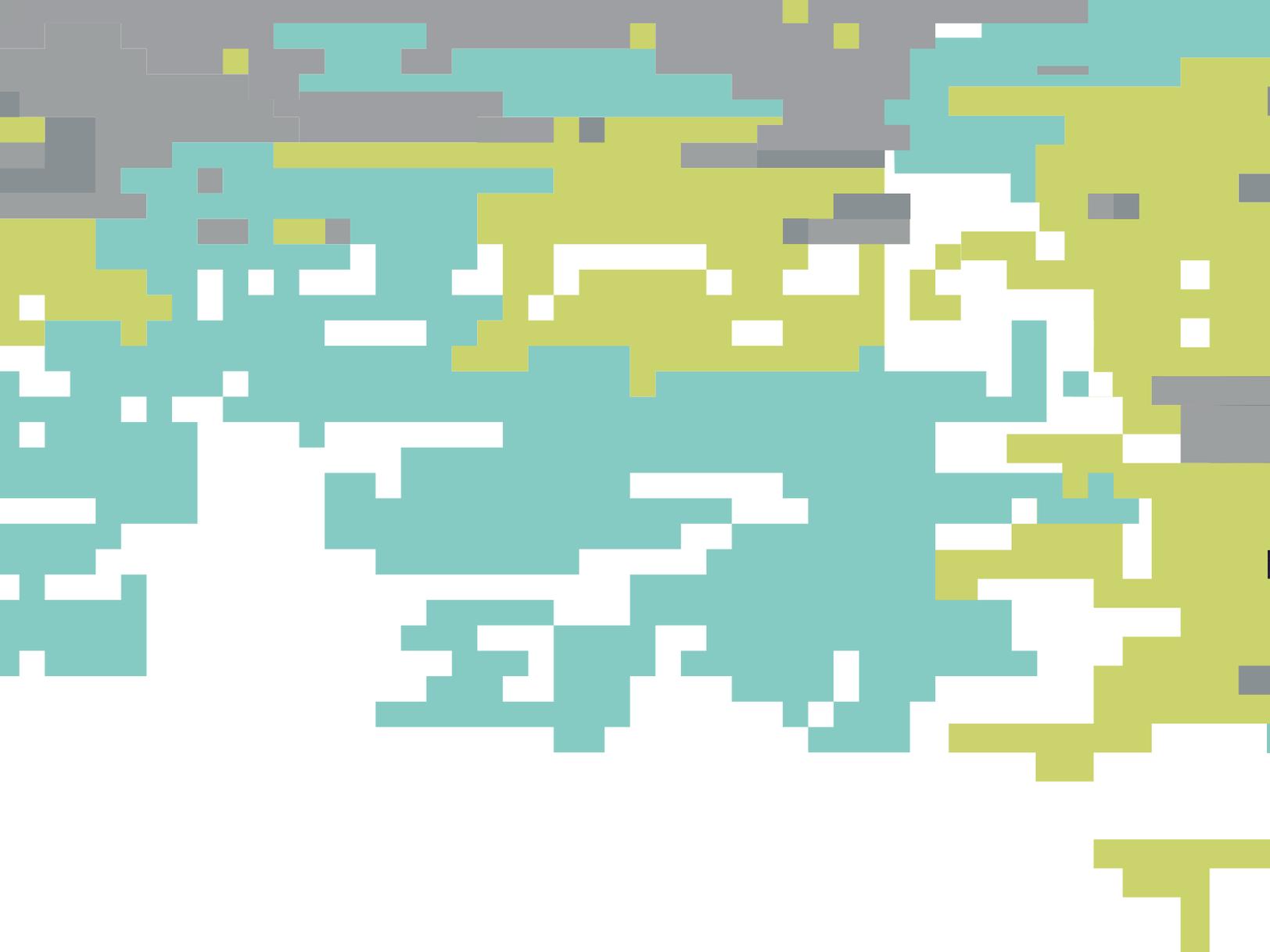
BWF Social Media Ambassadors are passionate about veterans' issues and the Foundation's mission, and are enthusiastic about engaging others in the conversation. If you have a willingness to use your social media power to spread the word about the Foundation's impact, we welcome you to add your voice and take a #Stand4Heroes by signing up to be an Ambassador online.

HOST AN EVENT

Use our online tools to raise money for the cause. Encourage donations in lieu of birthday or wedding gifts, hold your own special heroes event, or create a custom page to raise money from friends and colleagues toward a specific milestone.

SAVE THE DATE

Stand Up for Heroes returns to the Hulu Theater at Madison Square Garden in **November 2018!** For ticket or sponsorship information, email: sufh@bobwoodrufffoundation.org.



BOB WOODRUFF FOUNDATION
Investing in the Next Chapter for Our Veterans

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