



BOB WOODRUFF  
FOUNDATION

# GRANTEE GUIDE

2026

## WELCOME LETTER

To our grantees,

Congratulations on receiving a grant from the Bob Woodruff Foundation! We have provided this guide to make the information your organization will need throughout your grant easily accessible. This guide contains information on grant expectations and requirements, best practices for our partnership, and more. As always, your Program Officer is ready to answer any additional questions you may have.

The Bob Woodruff Foundation ensures that our nation's veterans, service members, and their families—those who stood for us—have stable and successful futures. We raise awareness about the tough challenges veterans and military families are facing and invest in solutions to help support them in the next chapter of their lives.

Since our founding in 2006, we've invested more than \$189 million through more than 800 grants. We diligently track the impact of each of our grants, and as a grant recipient you will also have an important role in helping us understand our impact.

Through our [Got Your 6 Network](#) of more than 400 organizations nationwide, services are accessible to more than 98% of the US veteran and uniformed military population in all 50 states, Puerto Rico, American Samoa, and Guam. As a grant recipient, you are a crucial part of our Got Your 6 Network and our overall mission. Please confirm your organization has completed our Got Your 6 Network [membership form](#).

Thank you for what you do each and every day in support of those we all are honored to serve.

Sincerely,

*The Bob Woodruff Foundation Investments Team*

## GETTING STARTED WITH YOUR BWF GRANT

In order to receive your BWF grant funding, please return your signed grant letter and provide your program officer with a current certificate of insurance with BWF listed as an additional insured party (see Appendix A for an example). Your program officer will schedule a grant initiation call with you to review all the materials in this letter and answer any initial questions you may have about the grant requirements and expectations.

Be sure to review all report requirements in your grant letter, including this document, and share them with the appropriate employees at your organization who will be contributing to this grant. That may include your communications, finance, and programs team members. We also recommend bookmarking our [Grantee HQ](#), which has all the links you need to be successful during the grant period.

### WHAT TO EXPECT DURING YOUR BWF GRANT

BWF is an actively engaged funder. This means that we like to have ongoing contact with our grant recipients throughout the grant period and have a clear understanding of grant successes and challenges. Transparency with, and from, our grantees is important to us.

We want our grantees to see themselves as a part of our mission, and we look for opportunities to highlight our grantees' work to others. In that vein, BWF may request nominations of program participants or staff members to feature in various communications opportunities throughout the grant period. These opportunities may include being featured in blog posts or national media interviews, receiving giveaways, and/or being invited to events.

You are responsible for two types of reports: progress reports and impact reports. You should expect your program officer to reach out with questions about your grant reports throughout the grant period, but we also encourage you to engage with us outside of formal reports and to communicate with other BWF funding recipients and our larger Got Your 6 Network. Bobslist, our Google group, is a great way to do that.

As your grant comes to a close, don't forget that BWF does not automatically renew grants; therefore, you are responsible for applying for any subsequent BWF grant opportunities. We accept and review applications year-round. Information about our grant criteria is available on our [website](#).

## GRANT REPORTING REQUIREMENTS

During the grant period, you will submit reports through the [Bob Woodruff Foundation's portal](#). Your report dates are viewable within the portal and in your grant letter. If you need to adjust a report date, contact your program officer at least one week prior to the due date. Each report should be cumulative, meaning it covers grant progress *from the beginning of the grant period*. You may coordinate with us to submit your final report early if you expend all the funds and are ready to report on grant outcomes. The requirements for each report are as follows:

### PROGRESS REPORT

- Provide an update on progress towards your grant goal.
- Discuss any challenges, delays, lessons-learned, or improvements you made to your program.
- Describe recent or upcoming news, events, or milestones.

### IMPACT REPORT

- Provide a concise narrative of your progress towards the grant goal, outlining programmatic activities supported by the grant, the output of each activity, and the outcomes for participants.
- Complete all outcome reporting statements relevant to your grant.
- Report on grant expenditures to date, including the amount of BWF grantfunding your organization has expended and to which categories.
- Record participant service, sex, race, and ethnicity demographic details.
- Describe any recent or upcoming news, events, or milestones.
- List any challenges, delays, lessons-learned or improvements you made to your program.
- Provide the number of impact stories required for your grant, following the criteria in this guide. Each impact report should include a new story. Upload any supporting visuals you have to share!
- Describe your organization's compliance with the information sharing requirements listed in this guide, as well as your engagement with BWF's communications initiatives.

*Note that your organization may not be eligible for a subsequent BWF grant until you submit your final impact report.*

## REPORTING OUTCOMES TO BWF

During the grant period, your organization should only report on outcomes for individuals who your organization:

- Served with BWF funding
- Considers relevant to the grant goal
- Measured and/or assessed via a relevant scale or survey.

## REPORTING UPDATES TO BWF

Report on grant expenditures to date, including the amount of BWF grant funding your organization has expended and to which categories. If you need changes to your budget, please email your program officer.

We will not consider a grant “closed” until you have expended all grant funding and submitted your final report. Please proactively contact your program officer if you expect you will not finish expending grant funds by your final report date.

## REPORTING PARTICIPANT DEMOGRAPHIC DETAILS TO BWF

Your report should include all demographic fields for clients that benefitted from BWF funding. Review Appendix B to reference how this requirement appears in the reporting portal. In the case that the program participant is a child, spouse, or

caregiver, please indicate them as a participant and provide the service-related demographics of their service member/veteran. In the case of dual military couples, please provide demographics for both service members/veterans. Required participant demographic details include:

- Total participants
- Era of service
- Service component, branch, and rank
- Sex
- Race
- Ethnicity

## REPORTING IMPACT STORIES TO BWF

Only submit stories and supporting visuals that are approved for public use. You are welcome to change their name or use only their first name. You are encouraged to share the story of a participant who benefitted from this grant. However, if featuring an individual participant in a public-facing story is not appropriate to your program, you may share the story of a staff member who actively contributes toward the goal of this BWF-funded program. Your impact stories should include:

- The name (or pseudonym) of the program participant or staff member
- A brief description of their service history or connection to the military/veteran community

**For program participants, describe:**

- Their experience transitioning out of the military
- The challenge they experienced; the need for your program
- How they got connected to your program
- How this program/BWF grant impacted them

**For staff members, describe:**

- How BWF grant improved their ability to meet the needs of the population this program serves
- The program accomplishment they are most proud of

**Supporting visuals:**

- Upload a photo and/or video of this individual, or a photo that captures program delivery. Provide photos and videos in the highest resolution possible
- Examples of one way we use these stories to highlight your program's successes can be found on our [website](#).

**REPORTING ADDITIONAL  
INFORMATION TO BWF**

We like to be kept in the loop. When in doubt, inform your program officer of any relevant news or changes. Be sure to inform your program officer of any:

- Opportunities to visit and engage with the BWF-funded program. We love visiting our grantees and being able to hear directly from your team!
- Staff changes, including leadership changes in your organization or of any similarly significant news prior to public release. This includes any changes that impact the management and execution of this grant.
- Major events related to the program, and the relevant details.
- Research or other publications your program is featured in or publishing.

## GRANT COMMUNICATION REQUIREMENTS

Any materials featuring the [NFL-BWF logo](#) require approval by your program officer. We require a minimum of one week for approvals; we appreciate any further advanced notice. BWF reserves the right to request the removal of our logo from program or organizational materials at the conclusion of the grant period. Do not provide the dollar amount of your BWF grant in any external communications.

### SOCIAL MEDIA REQUIREMENTS

Follow BWF on LinkedIn and X (bwf.org) and acknowledge BWF funding on social media within one month of the BWF announcement. Refer to the [Bob Woodruff Foundation Partner Communication Requirements](#) for sample language and the BWF boilerplate.

### WEBSITE REQUIREMENTS

Your website should feature our logo and the following message: *This program is made possible in part by an [NFL-Bob Woodruff Foundation Salute to Service grant](#).*

### PROGRAM MATERIALS REQUIREMENTS

Materials associated with this program, such as outreach fliers, must feature the BWF logo and be approved by BWF in advance of any electronic or print distribution.

### BOBSLIST REQUIREMENTS

Join and participate in the Bobslist Google Group, the email group our partners use to share upcoming events, opportunities, and news. We encourage you to use Bobslist to:

- Highlight news you're proud of, like big program milestones or participant stories
- Share, or ask other partners for, insights and ideas relevant to your work
- Boost event outreach
- Circulate draft social media posts and/or links you'd like the network to amplify

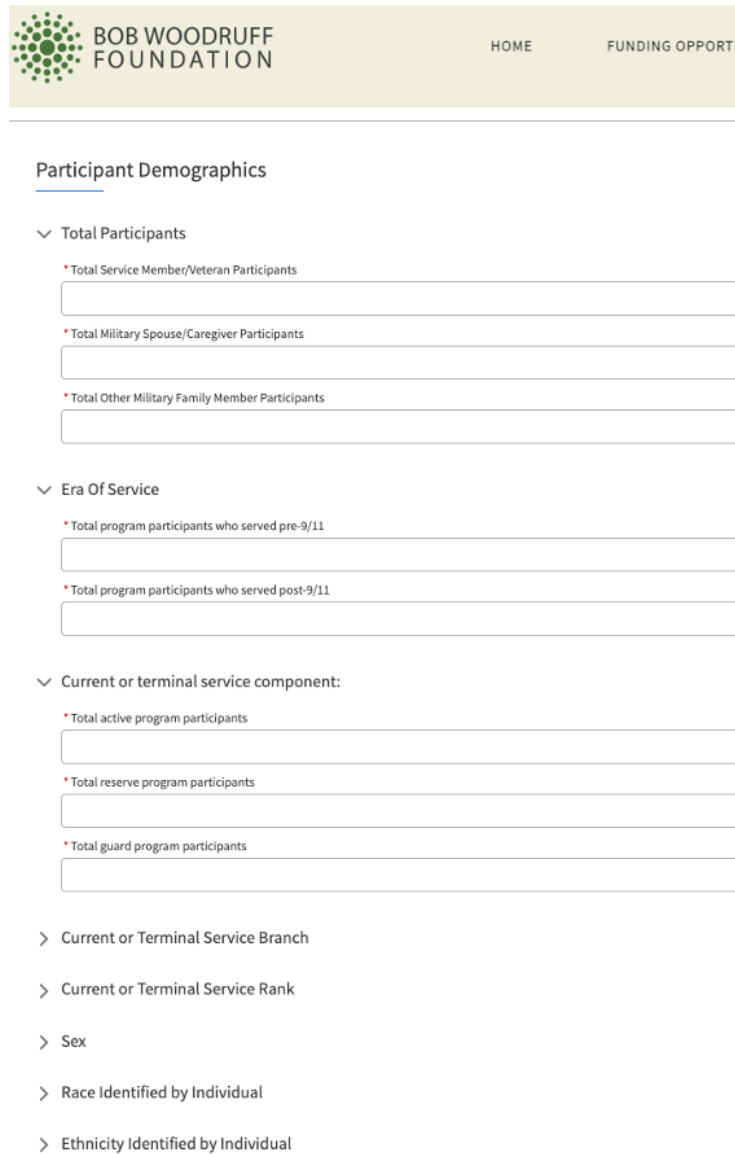
To join, fill out the short [request to join form](#). You can [use any email to create a Google account](#) if you don't already have one. If you need help registering, contact your program officer.

Once you have joined Bobslist, you can send updates to our whole Got Your 6 Network by emailing [bobslist-bobwoodrufffoundation@googlegroups.com](mailto:bobslist-bobwoodrufffoundation@googlegroups.com). You will receive Bobslist posts from BWF and other members of our network directly to your email.



## APPENDIX B: PARTICIPANT DEMOGRAPHICS

Prior to serving clients with BWF funding, ensure you are collecting the required demographic details. The Participant Demographics section of impact reports will appear like this in the portal (some sections have been collapsed in this image):



BOB WOODRUFF  
FOUNDATION

HOME      FUNDING OPPORTU

---

**Participant Demographics**

∨ Total Participants

- \* Total Service Member/Veteran Participants
- \* Total Military Spouse/Caregiver Participants
- \* Total Other Military Family Member Participants

∨ Era Of Service

- \* Total program participants who served pre-9/11
- \* Total program participants who served post-9/11

∨ Current or terminal service component:

- \* Total active program participants
- \* Total reserve program participants
- \* Total guard program participants

> Current or Terminal Service Branch

> Current or Terminal Service Rank

> Sex

> Race Identified by Individual

> Ethnicity Identified by Individual

As described above in this guide, the “Total Participants” section should include any individual served with BWF funding, including children, spouses, and/or caregivers. The service-related sections should be completed based on demographic details for the relevant service member/veteran. If your program has reached dual military couples, please provide demographics for both service members/veterans.