



BOB WOODRUFF FOUNDATION

Helping **heroes** on the homefront



A YEAR IN REVIEW

EDUCATION

HEALING

EMPLOYMENT

TRAINING

QUALITY OF LIFE



BOB WOODRUFF FOUNDATION

HELPING HEROES ON THE HOMEFRONT

The Bob Woodruff Foundation is the nonprofit dedicated to ensuring injured service members and their families are thriving long after they return home. A national organization with grassroots reach, the Bob Woodruff Foundation complements the work of the federal government—diligently navigating the maze of more than 40,000 nonprofits providing services to veterans—finds, funds and shapes innovative programs, and holds them accountable for results. To date, we have invested more than \$15 million in 80 organizations, reaching more than a million service members, support personnel, veterans and their families. The Bob Woodruff Foundation was co-founded in 2006 by award-winning anchor Bob Woodruff and his family, whose own experiences inspired them to help make sure our nation's heroes have access to the high level of support and resources they deserve, for as long as they need it.



A MESSAGE
FROM

Our Founders



Dear Friends,

This year, we reflected on all that has changed since our founding in 2006. What we found is real success ... and substantial challenges.

Many veterans with physical and hidden injuries still struggle, even after they return to the love and support of their families and communities. That's why staying true to our mission is so important. When Bob was injured, we were inspired to help our nation's heroes have access to the high level of support and resources they deserve, for as long as they need it. Our troops are coming home. Now it's time to help them and their families thrive long term.

The good news is there's good work being done to help them. And together, we're putting our money behind it.

We find and fund innovative programs in real communities where our vets and their families live and work. Our team draws on careers in consulting, banking and nonprofits, as well as their own experiences as members of military families and those with severe injuries. They have the knowledge, relationships and compassion to fulfill our mission.

Our work wouldn't be possible without you. We are deeply grateful to our friends and supporters, those who joined us at the start, and those just beginning their relationship with us. Together we can do amazing things. Together, we can help our heroes on the homefront.

Gratefully,

Bob Woodruff

Lee Woodruff

Co-Founders

LETTER
FROM THE

Executive Director



To Our Supporters,

2012 was an exciting year for the Bob Woodruff Foundation.

Our cornerstone event, Stand Up for Heroes—presented by the Bob Woodruff Foundation in partnership with the New York Comedy Festival—was our most successful yet, with inspiring performances by Bruce Springsteen, Roger Waters and MusiCorps, and \$3.5 million raised for programs serving injured veterans, their families, and the communities and caregivers who support them.

In 2012, we awarded more than 30 grants totaling over \$2 million to innovative local and national programs meeting the challenges of injured veterans as they transition home and chart a new path for the future. From job training to adaptive sports and therapeutic recreation, the programs we fund help our injured service members rebuild their lives through meaningful activity.

Following is a report on our key initiatives of the past year. We share details on our charitable investments, noteworthy success stories, board news, fast facts on our programs and impact, and a hint of what's to come.

Thank you for your continued support of the Bob Woodruff Foundation and our work on behalf of America's heroes.

Sincerely,

Anne Marie Dougherty

Executive Director

Our Charitable INVESTMENTS

We navigate the maze of more than 40,000 nonprofits to find and fund the most innovative programs serving veterans right where help is needed. In addition to funds, we provide advice and encourage collaboration. In this way, we extend the impact of the investments we make.

WE FOCUS ON SOLUTIONS IN THREE KEY AREAS

1

EDUCATION AND EMPLOYMENT

- Fellowships
- Campus transition
- Career evaluation and exploration
- Mentoring
- Vocational and job training
- Business ownership and entrepreneurship

2

REHABILITATION AND RECOVERY

- Mental health and suicide prevention
- Substance abuse programs
- Adaptive solutions
- Pain management
- Alternative therapies
- Health and wellness
- Long-term healthcare

3

QUALITY OF LIFE

- Housing
- Financial health
- Family and community relationships
- Recreation, respite and socialization
- Purpose/meaning

Our Charitable INVESTMENTS

2012 GRANT RECIPIENTS

- 100 Entrepreneurs Foundation
Stevensville, MD
- American Council on Education
Washington, DC
- Arena Stage
Washington, DC
- Arts, Military + Healing Festival
Washington, DC
- Bastion Community of Resilience
New Orleans, LA
- Disabled Sports USA
Rockville, MD
- Institute For Veterans & Military Families at Syracuse University
Syracuse, NY
- Farmer Veteran Coalition
Davis, CA
- Homes For Our Troops
Taunton, MA
- Hope for the Warriors
Annandale, VA
- IDEO
Ft. Sam Houston, TX
- Jonas Center for Nursing Excellence
New York, NY
- Military Mind-Body Health Consortium-There and Back Again
Charleston, MA
- MusiCorps
Washington, DC
- Northeast Passage
Durham, NH
- Opportunity Project
Milburn, NJ
- SemperMax Support Fund
Montclair, VA
- ServiceSource-Warrior Bridge
Alexandria, VA
- SongwritingWith: Soldiers
Austin, TX
- Student Veterans of America
Washington, DC
- Team Red White & Blue
Highland Falls, NY
- Team Rubicon
Los Angeles, CA
- United Through Reading
San Diego, CA
- USO - Operation Enduring Care
Arlington, VA
- Veterans Green Jobs
Denver, CO
- Worklife Institute
Houston, TX

SUCCESS STORIES



HELPING THE INJURED THRIVE AGAIN

Injured service members can confront the choice between leg salvage and amputation. When amputation is avoided, some are still unable to walk without pain. Thanks to the Intrepid Dynamic Exoskeletal Orthosis (IDEO) brace—developed at the Center for the Intrepid at Ft. Sam Houston, Texas—the tide is turning. Those whose legs have suffered massive tissue, nerve and bone damage can now not only walk, but run, sprint and jump. Despite the proven benefits, the program is understaffed and underfunded, leaving many candidates to pay for transportation, lodging and food when they are being evaluated, fitted and trained for the device. We're funding these temporary duty (TDY) expenses for active duty and medically retired IDEO candidates. We're inspired by this extraordinary technology and the people behind it. Together, we can make miracles happen.

What They're Saying About BWF

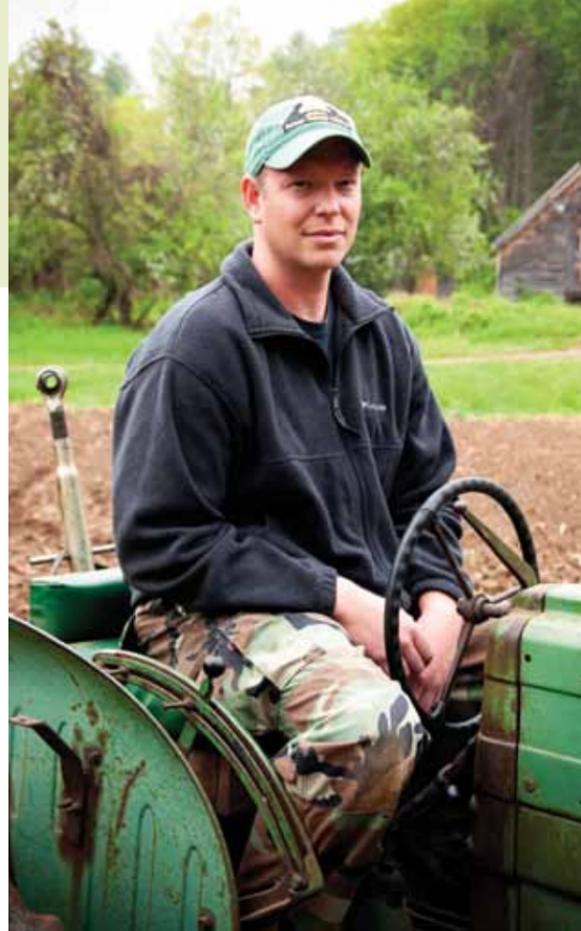
“Through their work, the Bob Woodruff Foundation is tackling the many risk factors (unemployment, educational and business failure, depression, troubled personal relationships and more) that can lead to a cascade of larger social problems like substance abuse, homelessness and suicide for veterans.”

—Tori Lyon,
Executive Director, Jericho Project

SUCCESS STORIES

CULTIVATING NEW FARMERS

Many veterans hail from rural areas of America; others are drawn to them to find a more serene, peaceful way of life. We found a unique program that introduces novice farmers to agriculture and farming practices and helps fund education and equipment for growing operations. Our investment in a program by Farmer Veteran Coalition will be used to conduct retreats for post-9/11 veterans pursuing careers in agriculture. A second grant will fund 12 Farmer-Veteran Coalition fellowships. We think we're sowing the seeds for an abundant harvest.



What They're Saying About BWF

“The Bob Woodruff Foundation is helping us give veterans a new sense of mission and the satisfaction and self worth that comes from contributing to their communities in a meaningful way.”

—Jacob Wood, President and Founder, Team Rubicon



SUCCESS STORIES

REDEPLOYING VETERANS TO DISASTER RELIEF

Veterans learn valuable skills while serving their country—leadership, teamwork, setting priorities. Team Rubicon harnesses those skills in teams of vets that lead disaster relief teams, such as for Hurricane Sandy. A grant from the Bob Woodruff Foundation is helping Team Rubicon with training and national expansion. This is a team we're rooting for.

SUCCESS STORIES

HELPING STUDENT VETS MAKE THE GRADE

The availability of mental health resources on college campuses can play a vital role in helping veterans achieve their education goals and continue to thrive long term. The Bob Woodruff Foundation is investing in people, training and resources to fight stigma, trauma and suicide on college campuses and get student vets the mentoring and support they need to thrive on campus and beyond. This is about the rest of their lives.



SUCCESS STORIES

TREATING BRAIN INJURY, TODAY AND TOMORROW

Founded in 2006, the Jonas Center for Nursing Excellence seeks to improve healthcare through high-quality nursing. The Bob Woodruff Foundation will provide scholarships through a matching grant to 20 nurse doctoral candidates who are focusing on treatment protocols for traumatic brain injury and post-traumatic stress. These 20 nurses will, in turn, influence not only their patients, but their colleagues, students, and countless other service members through the ripple effect of their knowledge and this single investment.



SUCCESS STORIES

UNEARTHING GREEN JOBS

More veterans than ever are seeking civilian employment. That's why we're helping them use their military experience to find work in the green economy — clean energy, conservation and more. Through Veterans Green Jobs, we've helped 300 veterans find temporary employment, with 300 more to come. They're building trails, installing solar panels, putting out fires. Who said it's not easy being green?



**SUCCESS
STORIES**

**COMFORTING CHILDREN
IN STRESSFUL TIMES**



What's better than a story at bedtime to make a child feel loved? For children whose parents are deployed overseas, this basic comfort is out of reach. But a group called United Through Reading is helping parents stay connected by recording them reading, and sharing those recordings with their children. Families say these virtual bedtime stories reduce their child's anxiety at a time when stress is highest. That's why we're bringing this program to wounded service members separated from their kids during lengthy periods of hospitalization and rehabilitation. Thanks to BWF, parents can say good night and help make it a reality.

**What They're Saying
About BWF**

“We expect the programs we support, no matter the size, to have influence far beyond the initial funding we provide.”

—Anne Marie Dougherty,
Executive Director,
Bob Woodruff
Foundation

OUR STANDARDS

The Bob Woodruff Foundation holds the Independent Charities Seal of Excellence, which signifies the highest standards of accountability and effectiveness. Of the 1 million charities operating in the U.S. today, fewer than 5 percent meet or exceed these standards, and fewer than 2,000 have been awarded this seal.

2012 FUNCTIONAL EXPENSES

- 86% Program
- 8% Management
- 6% Fundraising

**FAST
FACTS**

OUR REACH

FOUNDED IN 2006 • \$15 MILLION INVESTED IN PROGRAMS SINCE INCEPTION • 166 GRANTS SINCE INCEPTION • 80+ LOCAL AND NATIONAL PROGRAM PARTNERS • 1 MILLION+ SERVICE MEMBERS, VETERANS AND THEIR FAMILIES REACHED • DISTRIBUTED OVER \$2 MILLION IN 2012 GRANTS ALONE • 87¢ OF EVERY DOLLAR, ON AVERAGE, TO PROGRAMS

**THE ADAPTIVE SPORTS
AND THERAPEUTIC
RECREATION “CONVENING”**

In June 2012, we launched our first in a series of “convenings,” designed to identify and communicate best practices in wounded warrior programs. The first convening—developed in partnership with the VA’s Office of National Veterans Sports Programs and Special Events—brought together representatives of 25 adaptive sports and therapeutic recreation organizations, with all expenses paid by BWF. The convening had several goals: give organizations a snapshot of the scope and breadth of what is happening in their fields; inform them of resources and grants available from the VA; expose them to experts and best practices; and provide incentives to collaborate with one another and with other community organizations. To incentivize collaboration, at the close of the convening BWF announced it will no longer consider grant requests that do not include some form of collaboration.

What They're Saying About BWF

“When the Bob Woodruff Foundation convenes a group of thought leaders, you want to be there. They have the kind of relationships to get the right people in the room... their roll-up-your-sleeves ethos is appealing to us.”

—Michael Haynie, Ph.D.,
Founder & Executive Director,
Institute for Veterans and
Military Families

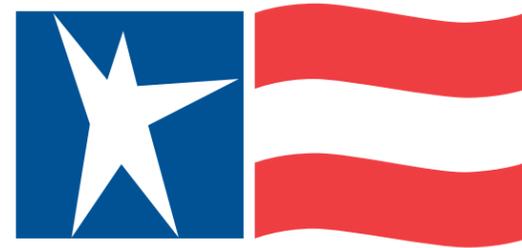
WHAT'S NEXT?

Unemployment among post-9/11 veterans is an area of continuing focus for the Bob Woodruff Foundation. Look for our high-impact convening on barriers to employment in the near future.





SAVE THE DATE FOR A NIGHT OF HOPE, HEALING AND LAUGHTER



STAND UP FOR HEROES

WEDNESDAY, NOVEMBER 6, 2013

PRESENTED BY THE

BOB WOODRUFF FOUNDATION

IN PARTNERSHIP WITH THE

NEW YORK COMEDY FESTIVAL



Stand Up FOR HEROES

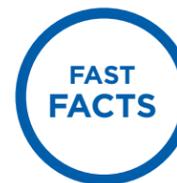
TALK ABOUT A STAND-UP EVENT! STAND UP FOR HEROES

IN PARTNERSHIP WITH THE NEW YORK COMEDY FESTIVAL
PRESENTED BY GFI GROUP INC.

Our 6th Annual Stand Up for Heroes—a night of hope, healing and laughter—was our best yet. The blockbuster event, held Nov. 8 at New York’s legendary Beacon Theatre, kicked off the New York Comedy Festival, and featured performances by Ricky Gervais, John Mayer, Bruce Springsteen, Jon Stewart, Roger Waters, Robin Williams and many other leading entertainers. Buoyed by the endorsement of our distinguished Presidential Committee (Presidents Obama, Clinton, George W. and George H.W. Bush, and Carter) and sponsors, the event united leaders from business, government and philanthropy toward a common goal: recognizing our service members and their families, and the sacrifices they’ve made for our nation.

One of the most inspiring moments was a memorable performance by Roger Waters with the MusiCorps band, a group of talented veterans who have courageously overcome injuries and discovered new meaning in music.

A first-ever live broadcast on YouTube brought the event to more than 100,000 online viewers; still more are watching our video, now showing in 19,000 Regal and AMC theaters nationwide.



STAND UP BY THE NUMBERS

2,800 LIVE AUDIENCE MEMBERS • 3.5 MILLION RAISED • 300 MILLION+ MEDIA IMPRESSIONS
FIRST-EVER YOUTUBE LIVE STREAM • 120 RESILIENT HEROES AND CAREGIVERS IN ATTENDANCE • 130,000+ VIEWS ON YOUTUBE

THEY STOOD UP Stand Up for Heroes SPONSORS

- GFI Group Inc.
- The Paul E. Singer Foundation
- art of grace
- Google Inc.
- The New York Comedy Festival
- TOYOTA
- JetBlue
- Blue State Digital
- Jack Daniel’s
- Havas PR & Havas Health
- Hero Miles
- News Corporation
- Purdue Pharma L.P.
- A+E Networks
- Senator Richard and Cynthia Blumenthal
- Comedy Central
- The Steven A. and Alexandra M. Cohen Foundation
- JWT
- Comcast | NBC Universal
- PepsiCo
- Thomson Reuters
- Leonard and Allison Stern
- Christian Sullivan
- Disney ABC TV Group
- CarePartners Plus/Wellby
- CBS News
- CNN
- Dyal Compass
- General Aviation Manufacturers Association
- Golden Family Foundation
- HBO
- Rain CII
- Tri-State Chevrolet Dealers
- Craig Newmark
- Alton Barron MD and Carrie Barron MD
- Andrew and Laura Crain
- Michael and Kelly Hoffman
- Tara O’Rourke Howard
- Stuart and Nicole Kovensky
- Heidi Rieger
- Alison Rosen
- Alexandra Wentworth and George Stephanopoulos
- Tom and Lydia West
- David and Sherrie Westin
- Brian and Jane Williams
- Susan Zirinsky
- With special thanks to Caroline Hirsch, Andrew Fox, Mary Alice Stephenson



BWF NEWS

NEW BOARD MEMBERS

We were delighted to welcome leaders of the media, entertainment and communications world to our board this year:

- Gerry Byrne, vice chairman, Penske Media Corporation
- Laurie Durning-Waters
- Bob Jeffrey, chairman and CEO, JWT Worldwide (returning board member)
- Dick Wilde, Development and Partnerships executive, ABC

BACK TO MANHATTAN

In March 2012 we relocated our offices from Washington, D.C., to New York City to be closer to our founders, board members and supporters. We will continue to travel to Washington and across the country to work with our many charitable investment partners and other collaborators. We returned to our offices in January 2013 after Hurricane Sandy-related flooding. Our thoughts remain with those still rebuilding in the storm's aftermath.

Thank you to GFI for the generous donation of space.



BOB WOODRUFF **FOUNDATION**

www.bobwoodrufffoundation.org
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