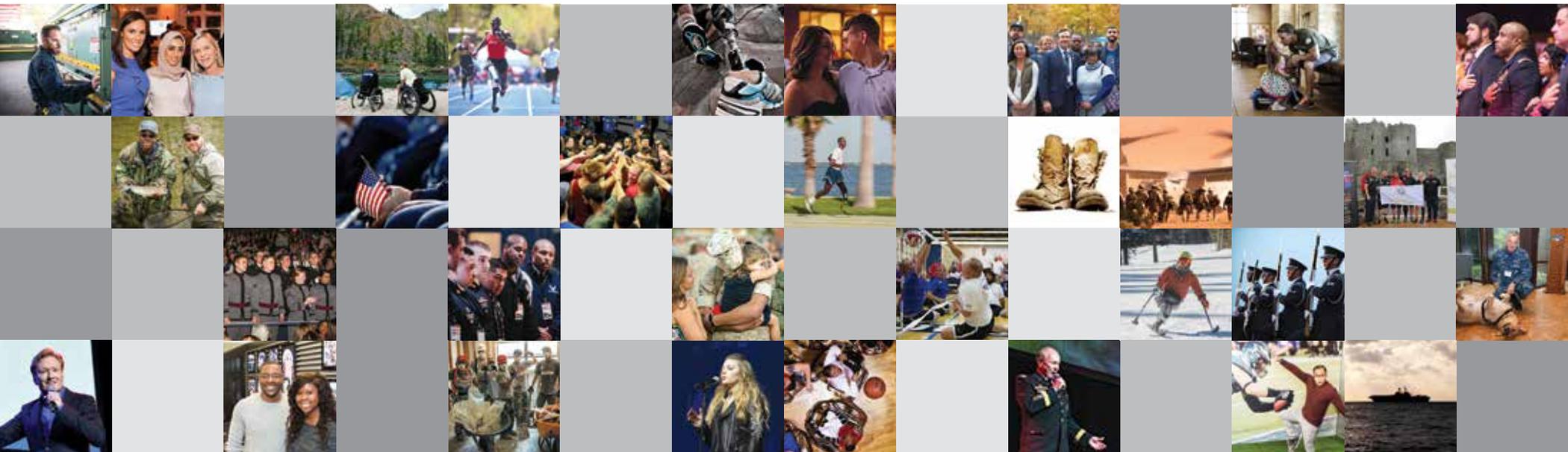
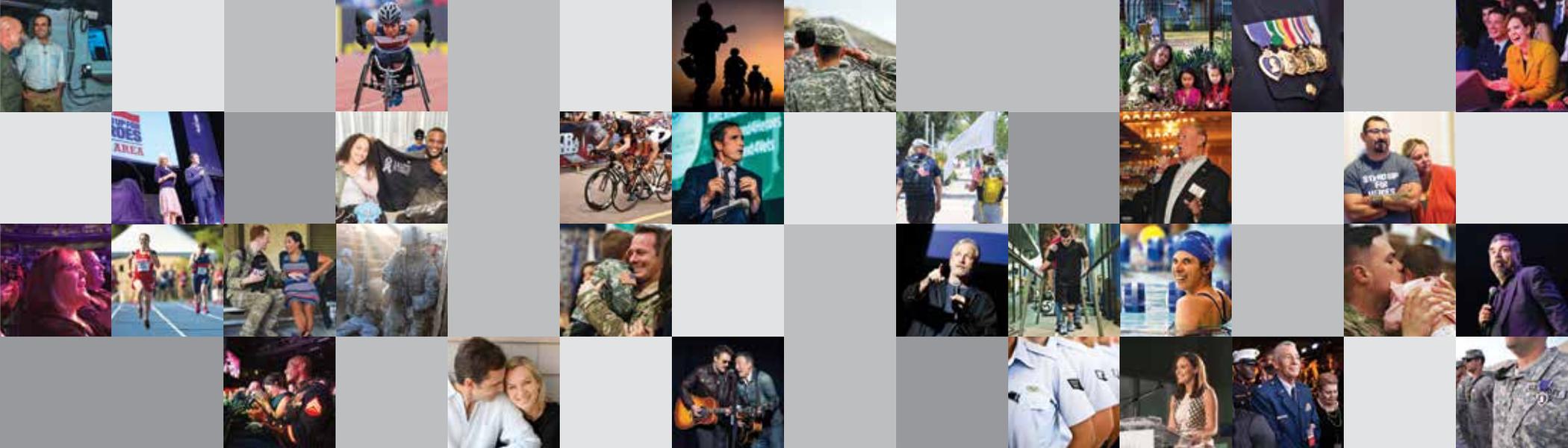




**BOB WOODRUFF FOUNDATION**  
Investing in the Next Chapter for Our Veterans

1350 Broadway, Suite 905, New York, NY 10018 | 646.341.6864  
BobWoodruffFoundation.org @Stand4Heroes



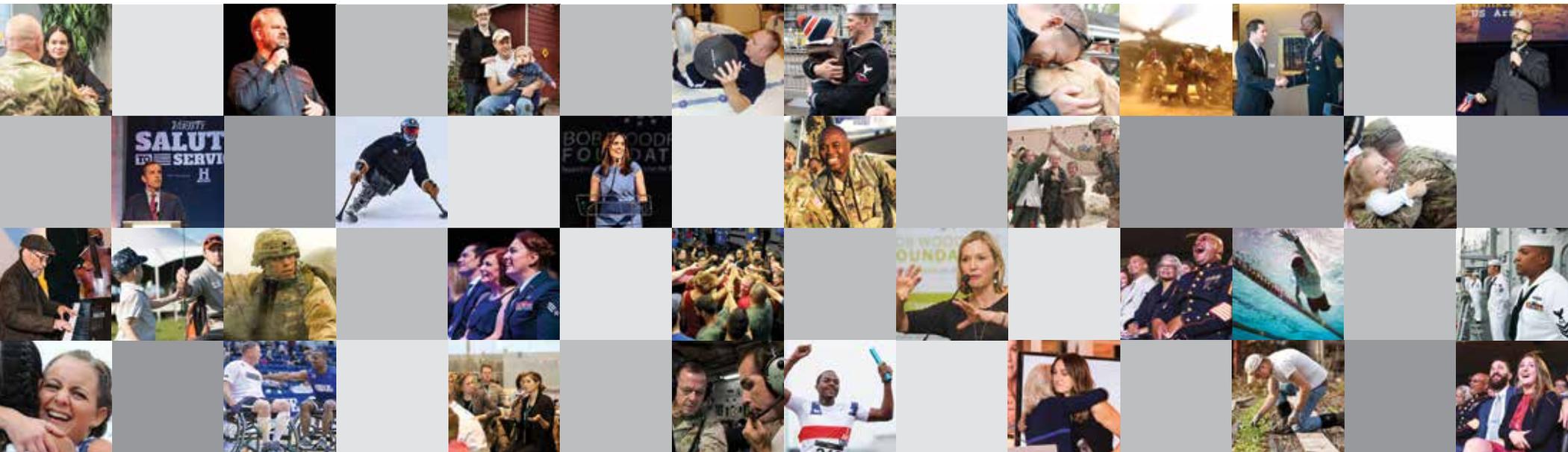


**BOB WOODRUFF  
FOUNDATION**

**ANNUAL REPORT 2018**

# STAND TOGETHER

**Investing in the Next Chapter for Our Veterans**



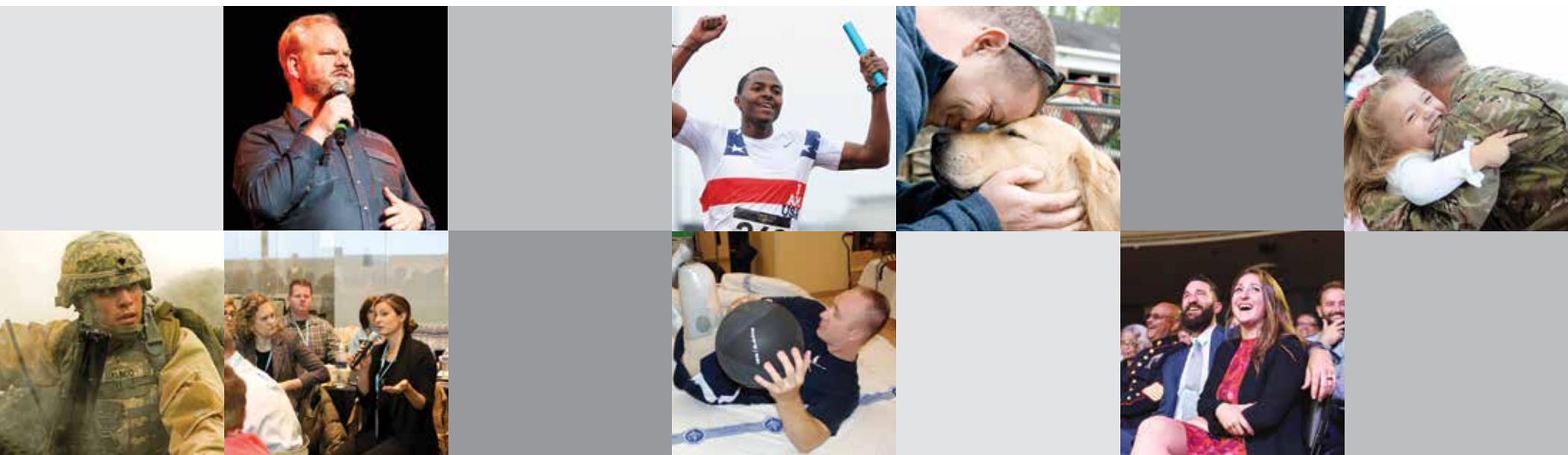
A photograph of a swimmer in a pool, viewed from above. The swimmer is wearing a white tank top, dark shorts, and goggles. They are positioned in the center-right of the frame, with their right arm raised. The pool is divided into lanes by colorful lane lines (red, yellow, blue, and black). The water is clear and blue, with light reflecting off the surface. The swimmer's head is above water, and they appear to be in motion.

## CONTENTS

- 2 Leaders' Notes
- 4 Who We Are
- 6 What We Do
- 8 Standing Together Through Partners and Programs
- 16 Critical Areas of Need
- 18 Grantee Programs
- 20 Notable Highlights
- 21 Generous Persson Award
- 22 Stand Up for Heroes Bay Area
- 24 Stand Up for Heroes New York
- 28 Corporate Partners and Individual Supporters
- 29 Our Leaders
- 30 Financial Summary
- 32 Get Involved



**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.**



## A NOTE FROM **OUR FOUNDERS**

Dear Friends,

**G**ratITUDE is where it all began. When Bob was wounded by an IED while reporting on the war in Iraq, our family held our breath as we waited to find out what our future looked like.

When the brave military medical professional had done all they could do, would he be different? Would he still be with us? It was our silent and constant mantra that if Bob made it to the other side of this experience, we would let our gratitude guide the rest of our lives.

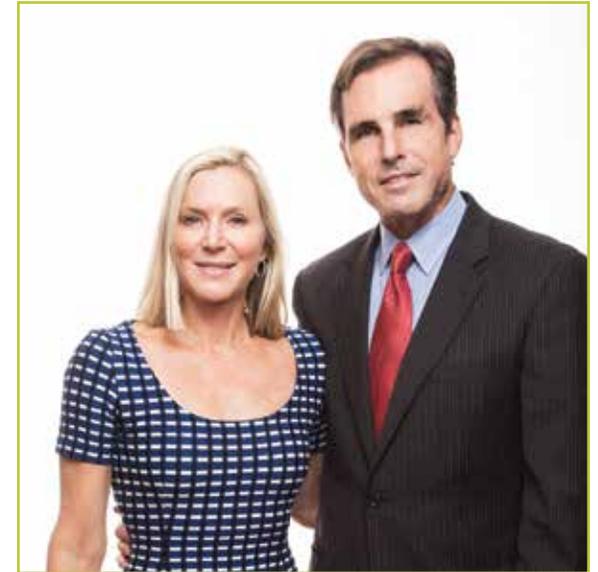
Miraculously, he survived, and the Bob Woodruff Foundation was founded as a way of showing our thanks and our respect for the community of impacted veterans, service members, military families, and caregivers that we met during his recovery.

We were extraordinarily lucky, where so many aren't. It became the mission of the Bob Woodruff Foundation to ensure that the brave men and

women who have served in our armed forces have access to best-in-class programs meeting their urgent and long-term needs.

Despite the challenges of transitioning out of the military, we have seen an incredible resilience in those who have served their country. Our veterans carry a sense of purpose in everything they do. Their commitment to service and helping others is not just inspiring, it's impactful. It gets things done. And when they need assistance as they pursue healthy lifestyles, create connections in their communities, seek support for mental health wellness, and more, it's our opportunity to stand up and get things done for them.

That's where the Bob Woodruff Foundation comes in. We are so proud of the profound impact detailed in this report. Through innovative partnerships and trailblazing initiatives, we have been able to invest in programs that deliver



effective, measurable outcomes and can evolve with our heroes' needs.

All this is possible thanks to your continued support. Thank you — we are so full of gratitude.

Sincerely,

**BOB & LEE WOODRUFF**

Co-Founders



## A NOTE FROM **OUR CEO**

Dear Supporters,

**A**t the Bob Woodruff Foundation, we push past the conventional to find new ways to empower veterans, service members, their families and caregivers to write the next chapter in their own story of recovery and reintegration. We set audacious goals for 2018, and I'm so proud to share the results of a jam-packed, high impact year defined by taking on fresh challenges together.

We established new partnerships both within and outside of our sector that allow us to extend and scale our efforts. These connections have paved the way for us to pioneer some groundbreaking initiatives and expand our reach further than ever before. We continue to address chronic issues facing the veteran community, as well as those new and emerging needs, through our

thoughtful investments in best-in-class programs. We're evolving, growing and making a difference with the help of the individuals and organizations like you who believe in our mission.

Thank you for standing together with us as we make a meaningful impact on the lives of our nation's veterans, service members and military families, and communities who support them. Together we advance the mission. Together we find inspiration in the people standing beside us, who are willing to roll up their sleeves to engage and drive progress. Together we empower and support our veterans.

I look forward to leading, together, in the years to come.

**ANNE MARIE DOUGHERTY**

Chief Executive Officer



# WHO WE ARE

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.

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 catastrophic injury, 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 resources, absorb capital, and leverage relationships across sectors has disrupted the traditional philanthropic approach. As of 2018, we have invested \$57 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 veterans, 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.



# OUR ACCOLADES

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.



# WHAT WE DO

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.

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 non-profit sectors to identify emerging trends in the veteran space and

collaborate to expend resources and close the gaps.

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.





**90 PERCENT** of those wounded in combat are surviving their injuries

# WHAT'S **AT STAKE**

**ONE IN FIVE** suffers from 'invisible wounds' like posttraumatic stress disorder or depression

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

**1.1 MILLION** individual caregivers are caring for impacted service members and veterans

**370,000+** have sustained a Traumatic Brain Injury





# STANDING TOGETHER

As discerning companies and investors look for results-oriented initiatives or partnerships that reflect subject matter expertise and programmatic excellence, BWF will continue to represent the leading offering in veteran philanthropy.

## THROUGH PARTNERS AND PROGRAMS

**NATIONAL  
VETERANS  
INTERMEDIARY**

**GOT  
YOUR SIX**

**VETERANS ON  
WALL STREET**

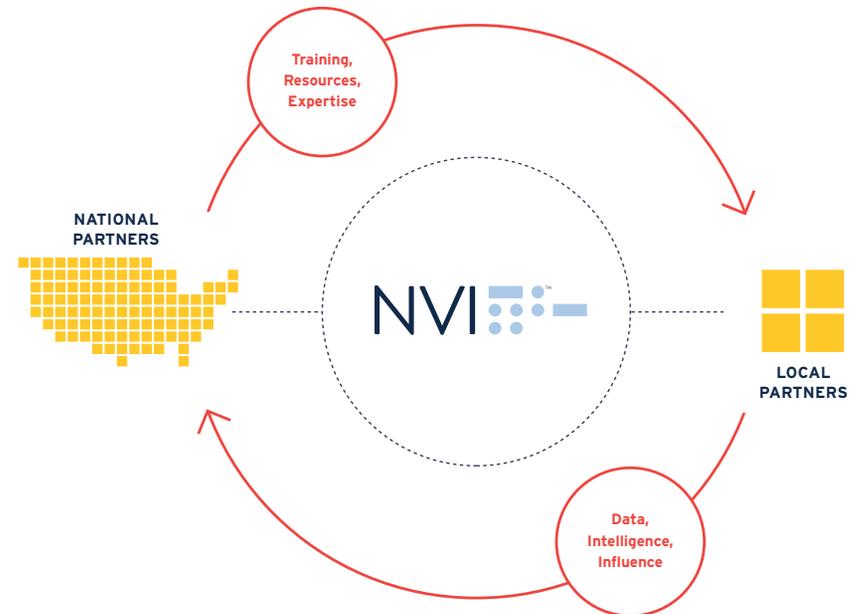
**NATIONAL  
FOOTBALL  
LEAGUE  
FOUNDATION**

**ON A  
GLOBAL  
SCALE**

The **NATIONAL VETERANS INTERMEDIARY** (NVI) increases the collaborative capacity of local communities to steward a national ecosystem working to achieve optimal well-being for veterans and their families, wherever they are.



NVI is building a stronger veterans' ecosystem through shared learning, stakeholder engagement, and thought leadership. With local partners in over 100 communities across 42 states, NVI fosters collaboration throughout the country so that veteran well-being improves, regardless of geography. NVI supports communities as they create collaborative systems to increase their collective impact and honor America's social contract with those who served and their families. In 2018, we proudly welcomed Nancy Berglass as President of NVI. Widely praised as a thinker and doer at the intersection of public, private, and corporate philanthropy and civic and community life, Nancy brings this vast experience to bear as she leads the organization through its next phase of growth and accomplishment.



*"Our robust, innovative portfolio of free programming helps community-based collaboratives achieve greater impact in their work by providing tools and insight they can implement immediately."*

**NANCY BERGLASS**, President, National Veterans Intermediary

**GOT YOUR SIX** unites nonprofit and entertainment industry partners to promote and encourage accurate and contemporary representation of veterans in media, entertainment, and popular culture.



In 2018, the Bob Woodruff Foundation was announced as the new home for Got Your Six, an initiative that unites nonprofit, entertainment industry, and government partners to bridge the military and civilian divide through popular culture by providing veterans and their families a platform to make their voices

heard. With the resources of BWF, GY6 has a well-vetted pipeline to best-in-class veteran nonprofits that can help the media and entertainment industry strengthen their commitment to enriching the lives of veterans and their families. GY6 will provide a credible, authentic, and empowering platform for veterans, their families, and the public to engage in meaningful and impactful ways.

*“With Got Your Six as part of the BWF portfolio, I see tremendous potential to expand our reach, grow our partnerships with the media and entertainment industries, and continue to tell the incredible stories of our veterans and their families.”*

**ANNE MARIE DOUGHERTY**, CEO, Bob Woodruff Foundation



**VETERANS ON WALL STREET** (VOWS) is an initiative dedicated to honoring former and current military personnel by facilitating career and business opportunities in the financial services industry.



Finding fulfilling and stable employment after military service can be challenging. But there is a vibrant industry with a wide variety of great jobs that want our military talent — the financial services industry. Veterans on Wall Street (VOWS) is a consortium of over 150 of the world's top financial institutions who are unified for the

betterment of those who serve. VOWS knows that the skills of leadership, operational focus, and teamwork honed in the military make hiring vets a smart business decision. VOWS promotes career development, support, and retention of veterans throughout the global financial services industry. As their fiscal sponsor, BWF is proud to drive the power of VOWS towards the most urgent and long-term needs of our veterans and military families. In 2018, we raised \$1,000,000 to support our veterans through this partnership.



The **NATIONAL FOOTBALL LEAGUE FOUNDATION** is a nonprofit organization dedicated to improving the lives of those touched by the game of football – from players at all levels to communities across the country.



The NFL expanded its Salute to Service program in 2018, partnering with the Bob Woodruff Foundation (BWF) to leverage our expertise and our deep knowledge as a grant maker to the most innovative and effective programs across the country and deep knowledge of the urgent and emerging needs of service members and their families. Together with the NFL, BWF developed a Healthy Lifestyles and Creating Communities granting initiative and created a grant referral pipeline for veteran nonprofit organizations applying to the NFL for funding. Through this partnership, we granted to a diverse cohort of veteran nonprofits and helped shape and operationalize new and innovative programs.



"The NFL is proud to partner with the Bob Woodruff Foundation and continue our efforts to positively impact the military community. As a respected thought leader, the Bob Woodruff Foundation provides us with the most effective expertise to address the needs of our service members."

**ANNA ISAACSON**, NFL Senior Vice President of Social Responsibility

## COLLABORATION, ON A GLOBAL SCALE

The Bob Woodruff Foundation recognizes the value in working with international partners to ensure that when our veterans come home, wherever that may be, they have the tools they need to succeed.

For many members of our armed forces, their service takes them to new places where they live alongside both fellow Americans and foreign allies. We have forged relationships on a global scale with partners that are willing to invest in the long-term wellness and success of those who serve.

For three months, six veterans from the U.S. and U.K. hit the road to increase visibility of hidden wounds during the Walk Of America, traveling coast to coast through some of America's most iconic cities and landmarks. In addition to raising funds to support veterans and their families on both sides of the Atlantic, the Walk Of America encouraged a broader conversation around the crucial issue of veteran mental health and helped raise awareness and education around recovery for those who have served. Connected across oceans

*"(As) a veteran who has been struggling with this condition, it is amazing to see and be part of the change in mental health for veterans and their families."*

**FRANKIE PEREZ, U.S. Army, Veteran**  
Participant in the Walk Of America



by a shared sense of purpose, these veterans joined forces to draw attention to this critical issue. The Bob Woodruff Foundation proudly sponsored the 1,000-mile walk as founding partner of the Veterans TransAtlantic Partnership. As Prince Harry, UK patron of the expedition, said, “We serve together. Now, we heal together.”

Our international partners have demonstrated immense support for American veterans, which we saw firsthand following the devastating natural disaster that rocked our southern coast in 2017. For many years the State of Qatar, home to one of our largest U.S. bases in the Gulf region, has quietly shown incredible generosity not only to our U.S. forces stationed there, but also domestically in the wake of natural disasters. When Hurricane Harvey struck Texas, they moved quickly to help.

This year, BWF established a partnership with the Qatar Harvey Fund to support veterans who continue to be impacted by the aftermath of Hurricane Harvey. The hurricane pummeled the Texas Gulf Coast, and was one of the most damaging and costly in U.S. history. The Qatar Harvey Fund enables BWF to support the unique needs of the local veteran population in storm-impacted areas of Texas.



# 2018 CRITICAL AREAS OF NEED

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.



## EDUCATION AND EMPLOYMENT

Our 2018 Education and Employment grants include programs that help transitioning service members identify and obtain employment (Bunker Labs; Hire Heroes USA; NextOp; Worklife Institute), as well two programs that provide veterans with meaningful fellowships (The Mission Continues; Team Rubicon). We are also excited by our partnerships with programs who provide specialized, technology-based training and career opportunities (The National Association to Protect Children; Working Wardrobes for a New Start). BWF also strives to serve a range of veterans with investments in programs focused on career opportunities for the most vulnerable veterans: those at risk of homelessness (Furniture Bank of Metro Atlanta; Services for the Underserved). Three programs support student veterans as they transition to the classroom (Project for Return and Opportunity in Veterans Education; Warrior Scholar Project; Student Veterans of America).



## REHABILITATION AND RECOVERY

BWF Rehabilitation and Recovery grants go to programs that involve a high level of clinical expertise. In 2018, our portfolio of impressive programs draw from the nation's most esteemed clinicians who provide evidence-based clinical mental health care to veterans and their family members (Strength At Home National Implementation, Boston University; Research Foundation of Mental Hygiene; National Center for Veterans Studies, University of Utah), expand the network of clinicians trained to provide evidence-based clinical care to veterans living

with PTSD (STRONG STAR Training Initiative, University of Texas Health Science Center at San Antonio) and disseminate and evaluate a training manual for equine-assisted therapists to provide evidence-based group therapy to improve the mental health of veterans with significant PTSD symptoms (Professional Association of Therapeutic Horsemanship Intl.).



## QUALITY OF LIFE

The BWF 2018 Quality of Life portfolio includes grants to longtime BWF partners to promote healthy lifestyles and community interaction (Bastion Community of Resilience; Disabled Sports USA; Project Healing Waters Fly Fishing; Our Military Kids; Team Red, White, & Blue; Northeast Passage; Merging Vets & Players), and ensure that military caregiving families have the necessary resources and support (Rosalynn Carter Institute; Quality of Life Foundation; Sesame Workshop). We also invested in programs that address the myriad legal challenges our population confronts (Connecticut Veterans Legal Center; the National Center for Medical-Legal Partnerships; the University of Michigan Law School; New York Legal Assistance Group). Three grantees in this portfolio help our population navigate information and resources (Professional Association of Therapeutic Horsemanship Intl.; Rutgers University Foundation; Greater Washington Educational Telecommunications Association) and one works to train and educate organizations that serve the military-veteran community (PsychArmor Institute). 2018 was the first year we invested in a program that capitalizes upon the healing power of humor for veterans (Armed Services Arts Partnership).

## Family Focused VETERANS IN-VITRO INITIATIVE

Supporting programs that help veterans begin a family is rooted in the Bob Woodruff Foundation mission – to find, fund,



and shape innovative programs that help veterans, service members and their families thrive. The Bob Woodruff Foundation is proud to have funded more than 30 veterans since we initiated the VIVA Fund in 2016. The Bob Woodruff Foundation works in collaboration with the Department of Veterans Affairs, to inform veterans with service-connected fertility challenges of the various fertility benefits and services available to them. When the VA-funded program is not appropriate for a veteran, BWF provides up to \$5,000 funding to veterans eligible for the BWF Veterans In Vitro Initiative (VIVA) Fund. In 2018, we saw the impact of this program through the birth of three baby girls!

# 2018 GRANTEE PROGRAMS

## EDUCATION AND EMPLOYMENT

### Bunker Labs

Launch Lab Online (LLO)

### Furniture Bank of Metro Atlanta

Veterans Employment Program

### Hire Heroes USA

Free Career Transition Assistance for U.S. Service Members, Veterans, and Military Spouses

### NextOp

Veteran Employment Program

### National Association to Protect Children

H.E.R.O Child-Rescue Corps

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

Project for Return and Opportunity in Veterans Education (PROVE)

### Services for the Underserved, Inc. (SUS)

Veterans Education to Employment (VEEP)

### Student Veterans of America

Veteran Transition Through Higher Education

### The Mission Continues (TMC)

TMC Fellowship Program and Puerto Rico Service Platoon

### Team Rubicon

Clay Hunt Fellowship Program

### Team Rubicon

Clay Hunt Fellowship Program, Cohort 8

### Warrior Scholar Project

Warrior Scholar Project (Program)

### Working Wardrobes

Veterans Information Technology Training Program

### Worklife Institute

Veterans Worklife Transition Program

## QUALITY OF LIFE

### Armed Services Arts Partnership

Comedy Boot Camp

### Bastion Community of Resilience

Bastion Adult Daycare and Vocational Rehabilitation Program

### Connecticut Veterans Legal Center

Veterans Discharge Upgrade Advocacy Project

### Disabled Sports USA

Improving Quality of Life for Wounded, Ill and Injured Veterans Through Adaptive Sports

### Greater Washington Educational Telecommunications Association

BrainLine: Treating TBI and PTSD

### Merging Vets and Players

Merging Vets and Players

### National Center for Medical-Legal Partnership, Department of Health Policy & Management, Milken Institute School of Public Health, The George Washington University (NCMLP)

VA Medical-Legal Partnership Phase 1 Toolkit

### New York Legal Assistance Group

Veterans Medical-Legal Partnership Program

### Northeast Passage

The PATH Program - Veterans Integrated Service Networks (VISN) 1 Expansion

### Our Military Kids

Our Military Kids (Program)

### Professional Association of Therapeutic Horsemanship International

Baseline Definition Guidance Resource for Equine-Assisted Activities and Therapies for Veterans

### Project Healing Waters Fly Fishing, Inc.

National Fly Rod Building Program and Competition; National Fly Fishing Casting Competition



**PsychArmor Institute**  
School for Volunteers and Non-Profits that Support Veterans

**Quality of Life Foundation**  
Wounded Veteran Family Care Program

**Rosalynn Carter Institute for Caregiving**  
Operation Family Caregiver Washington: Ensuring a Future

**Rutgers University Foundation**  
Vets4Warriors

**Sesame Workshop**  
Sesame Street for Military Families (SS4MF): Caregiving

**Team Red, White & Blue**  
Eagle Leadership Development Program and Chapter and Community Program

**University of Michigan Law School**  
Veterans Legal Clinic

## REHABILITATION AND RECOVERY

**Professional Association of Therapeutic Horsemanship International (PATH Intl.)**  
Training Program for a Proven Curriculum for Equine-Assisted Therapy for Veterans with PTSD Symptoms

**Research Foundation for Mental Hygiene, Inc.**  
Military Family Wellness Center at Columbia University and New York State Psychiatric Institute

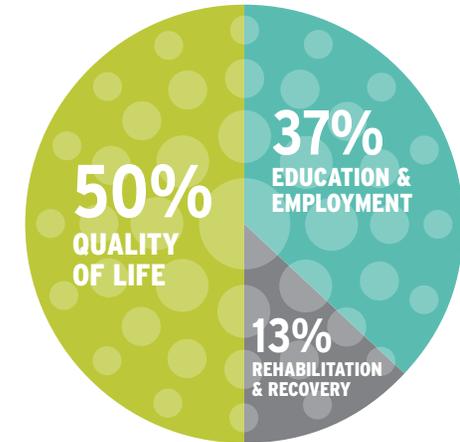
**Trustees of Boston University**  
Strength at Home National Implementation

**University of Texas Health Science Center at San Antonio**  
STRONG STAR Training Initiative

**University of Utah**  
R & R Program, National Center for Veterans Studies

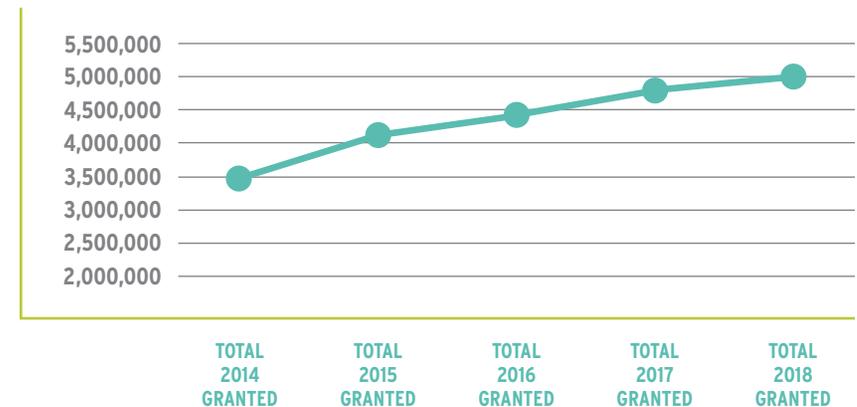
## 2018 GRANT DISTRIBUTION

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



## 5 YEAR SNAPSHOT

The amount the Bob Woodruff Foundation has granted to high impact programs has almost doubled over the past five years, including 38 grants totaling \$5 million in 2018.



# 2018 NOTABLE HIGHLIGHTS



## SOCIAL IMPACT

Our passionate online community gave us something to tweet about in 2018 when they helped us raise \$1.2 million through the cutting-edge online auction platform, Omaze. Bruce Springsteen and Eric Church offered up one-of-a-kind experiences and prizes for the lucky winners. The social support didn't end there — our followers and their friends also participated in the #SaluteToService fundraising campaign spearheaded by the NFL. The NFL donated dollars to their Salute To Service partners for every use of the hashtag, and together we raised almost \$6 million to help our veterans and military families. #Amazing!



## SHARING INSIGHTS

In 2018, we prioritized finding new ways to share information and best practices on how to improve the quality of services across the whole military-veteran community, and to give other industry leaders a better understanding of veterans' needs. For several days in February, we convened over 50 of our grantees for a collaborative gathering. Together, we worked on ways to improve how grantees identify, measure and articulate the outcomes of their programs. Our CEO took the stage at the NationSwell Summit on Solutions to share our cross-sector approach to pioneering long-term change for our veterans. And in keeping with our commitment to sharing information, we launched our Stand SMART for Heroes series to bring groundbreaking research to a wider audience.

# 2018 GENEROUS PERSSON AWARD

The enduring generosity of our supporters is a fundamental component of the Bob Woodruff Foundation's expansion and increased impact nationwide. Without the steadfast support we receive, the Bob Woodruff Foundation could not continue to find, fund, and shape the most innovative programs in communities where our vets, their families and caregivers live and work.

We are incredibly appreciative of all our supporters, and each year we take a moment to reflect and honor the generosity of some of our most prolific and committed benefactors at the Generous Persson Award ceremony. The 2018 Generous Persson Award honored Mr. Craig Newmark, CPT Larkin O'Hern USA, Ret. and Mrs. Rachel O'Hern at a ceremony held at Carnegie Hall in New York on October 18.

Mr. Craig Newmark is the visionary and founder of Craigslist and Craig Newmark Philanthropies and a longtime supporter of the Bob Woodruff Foundation. A tireless advocate for veterans and military families, Craig formalized his commitment to the foundation by joining our leadership council in January of 2018. Craig is a shining example of what it means to use one's own celebrity to give back to society. He has invested in changing the world through truth in journalism, advancing women in tech, and supporting our nation's veterans and military families.



Retired U.S. Army Captain Larkin O'Hern and his wife Rachel O'Hern have shared their story of injury and resilience with the world. In doing so they turned a dark moment for their family into a force for good. Their resilience in the face of adversity, their compassion for others, and their commitment, leadership and generosity are in keeping with the philanthropic spirit and devotion to our injured heroes, as embodied by

the late Helen K. Persson, for whom this award is named.

This year we were honored to welcome Dr. Jill Biden at the event. Dr. Biden highlighted the importance of standing together and giving back to those who have risked so much for us. Dr. Biden is a leader in the veteran space, advocating for improved care for veterans and their families, enabling them to thrive on the homefront.



# STAND UP FOR HEROES BAY AREA



The first-ever Stand Up for Heroes: Bay Area, made possible in part by Vanguard sponsor Craig Newmark Philanthropies, delivered on its promise to be a night of inspiration and first-class entertainment — with a few surprises — for Bay Area residents who came together to raise funds for programs benefiting wounded veterans and their families.

We hosted a weekend of respite, relaxation, and connection for our invited veterans and their loved ones, which kicked off with a welcome reception at San Francisco’s historic Marines Memorial Club. Bob Woodruff hosted a “fireside chat” with Craig Newmark, founder of Craigslist and Craig Newmark Philanthropies, who shared his perspective on the future of philanthropy and veteran’s issues. The discussion was streamed through Facebook Live, and engaged supporters tuned in to help raise \$10,000 through Facebook’s donation feature.



The day of the show, veterans and caregivers enjoyed makeover and styling sessions before arriving at The Masonic for an evening of laughter and inspiration. The benefit featured wounded veteran speakers including Marine Cpl. Kionte Storey, former Air Force Capt. Jen Oh, and Israel “DT” Del Toro, who shared their stories of recovery and resilience before turning the show over to comedians **Dave Attell**, **Donnell Rawlings**, and **Jeff Ross**. After a good-natured roast hosted by Attell and Ross, the audience had a surprise performer in comedian and actor **George Lopez** who took the stage to share a few jokes as well as his gratitude for our nation’s service members. Musical guest **Collective Soul** brought their

high-energy sound to close out the incredible show.

Stand Up for Heroes: Bay Area was made possible with support from our vanguard sponsor, Craig Newmark Philanthropies.

“The Bay Area has a rich military history and there is incredible potential to foster collaboration within such a dynamic community of change makers,” said Anne Marie Dougherty, Chief Executive Officer of the Bob Woodruff Foundation. “We recognized a unique opportunity to complement, accelerate and amplify the great work that’s already being done on behalf of the veteran community.”

## THANK YOU TO OUR STAND UP FOR HEROES BAY AREA SPONSORS

### VANGUARD SPONSOR

Craig Newmark Philanthropies

### LEGION OF MERIT SPONSORS

Cristina Carlino, Andy Spellman,  
and Grace Gaustad

### BRONZE STAR SPONSORS

David and Laura Krane  
Kat Taylor and Tom Steyer

### PURPLE HEART SPONSORS

Adobe  
Dan Benton  
Facebook  
Jody and Rhonda Gessow

### BENEFACTORS CIRCLE

L. Thomas Hiltz,  
Trustee of the HCS Foundation

### IN-KIND SPONSORS

Chegg  
Chico’s  
Dior Beauty  
JetBlue  
Truman’s Gentlemen’s Groomers



# STAND UP FOR HEROES NEW YORK



**O**n November 5 2018, a sold-out crowd rose to their feet as Bob Woodruff finished reading the names and service branch of the veterans and service members seated in the front rows of the Hulu Theater at Madison Square Garden. The standing ovation happened in the first 10 minutes of the 12th Annual Stand Up for Heroes, a testament to the power of an event that has captivated audiences for over a decade.

Our signature evening of inspiration and entertainment brought musicians, comedians, celebrities, and special guests together to honor our nation's military veterans through laughter and music, raising more than \$5.4 million for the Bob Woodruff Foundation's mission.

Presented 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 performances by **Jimmy Carr, Eric Church, Jim Gaffigan, Seth Meyers, Bruce Springsteen,** and **Jon Stewart.** Rising artist **Grace Gaustad** sang the National Anthem. Capital One sponsored the Green Room, providing a backstage experience for guests, talent, and sponsors before and during the comedy show and concert.

With the generous support of our Vanguard Sponsor Craig Newmark Philanthropies, over 50 veterans and their loved ones joined us in New York City to enjoy a weekend of respite and relaxation. Activities included restorative yoga and massages with Gwen Lawrence, Nancy McLoughlin and Michelle Capellano, as well as a behind-the-scenes tour of NFL headquarters and a visit to the September 11th Memorial and Museum thanks to Bloomberg LP. The day of the show, our honored guests enjoyed pre-event pampering courtesy of Dior, Truman's Gentlemen's Groomers, Blo Blow Dry Bar, and Chico's.

Among the powerful stories of recovery shared during the evening was that of Justin and Kim Lee, US Air Force veterans. The Lee's, who both struggled with mental health challenges after their service, found healing through Bob Woodruff Foundation-funded programming that provided clinical counseling and peer support. Army veteran Frankie Perez shared his experience of finding renewed purpose during the Walk Of America, walking over 1,000 miles this summer alongside US and UK veterans as part of an international collaboration between US and UK nonprofits raising awareness and funds for veteran mental health needs. The Bob Woodruff Foundation partnered with Walking With The Wounded to establish the expedition.

Returning special guest, General Martin Dempsey, 18th Chairman of the Joint Chiefs of Staff and Bob Woodruff Foundation Board member, took the stage to announce the Qatar Veterans Fund, a new partnership between the Bob Woodruff

Foundation and the State of Qatar to support veterans and military families. Home to the largest US military base in the Middle East, the State of Qatar, through their Qatar-Harvey Fund, will work with the Bob Woodruff Foundation to provide support to veterans and their families in the areas of Texas impacted by Hurricane Harvey. His Excellency Sheikh Meshal Bin Hamad Al-Thani, Ambassador of the State of Qatar to the United States of America, was in attendance for the announcement as well.

The excitement of Stand Up for Heroes went beyond the walls of Madison Square Garden, as it was announced that online experience platform Omaze was offering the opportunity for a lucky fan to win a trip to one of Bruce Springsteen's final Broadway shows, along with a meet and greet and signed guitar. Proceeds from the contest supported the Bob Woodruff Foundation's mission.

Additionally, our pre-show VIP Reception at Second provided an opportunity for client entertainment, networking and celebration. Our



## STAND UP FOR HEROES NEW YORK (continued)

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 Dave Woodruff and Colin Heffron, co-chairmen of BWF's board of directors, and John Shrewsbury, Senior Executive Vice President and Chief Financial Officer for Wells Fargo, representing VOWS.

Bruce Springsteen took the stage to close out the evening. After a solo performance, he surprised the theater with a touching ballad with Patti Scialfa and then he rocked the house with country artist Eric Church.

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 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.

### THANK YOU TO OUR STAND UP FOR HEROES NEW YORK SPONSORS

#### TITLE SPONSOR

Veterans on Wall Street (VOWS)

#### FOUNDING SPONSOR

GFI Group Inc.

#### PREMIER SPONSOR

Steven & Alexandra Cohen Foundation

#### VANGUARD SPONSOR

Craig Newmark Philanthropies

#### SILVER STAR SPONSORS

Citi  
HSBC Bank USA  
JetBlue  
Toyota  
Vehicles for Veterans  
Wells Fargo

#### LEGION OF MERIT SPONSORS

Ann G. & James B. Ritchey Foundation  
Barclays  
BASF Corporation  
Brixmor Property Group  
Capital One  
Cristina Carlino, Andy Spellman,  
and Grace Gaustad  
Deloitte LLP  
GroupBy Inc.  
L3 Technologies  
Linda and Dan Rosensweig  
Prudential  
Suni and Woody Harford

#### BRONZE STAR SPONSORS

21st Century Fox  
Allison and Howard Lutnick  
and Cantor Fitzgerald  
The Barbara Bradley Baekgaard  
Family Foundation  
Barry and Lizanne Rosenstein  
BlackRock  
Bloomberg Philanthropies  
Brown-Forman  
Credit Suisse  
Davis Polk & Wardwell LLP  
The Depository Trust &  
Clearing Corporation  
The EOS Foundation  
EY  
Facebook  
John and Karin Kukral  
The Kessler Group  
KKR  
Senator Richard and  
Cynthia M. Blumenthal  
Stephen and Rose Crawford



Thomson Reuters  
Wachtell, Lipton, Rosen & Katz  
The Walt Disney Company

**PURPLE HEART SPONSORS**

Academy Securities  
Balyasny Asset Management  
BNP Paribas  
Bristol-Myers Squibb Foundation  
Brooke and Peter Cohen  
Burke Family Foundation  
Carlson Capital, L.P.  
CME Group  
Deutsche Bank  
Deutsche Boerse Systems Inc  
Doug and Laurice Haynes  
Edward Toptani, Esq.  
Glenn and Susanna Hadden  
HBO  
Intercontinental Exchange  
J. Walter Thompson  
James Rubenstein  
LCH Limited

Macquarie  
MetLife  
Michelle and David Kroin  
Morgan Stanley  
National Geographic  
Neil Gibgot, Trustee,  
The Julie Laub Foundation  
Quinn Emanuel Urquhart & Sullivan, LLP  
Refinitiv  
Robert Shanahan  
Santander Bank  
Senator Investment Group LLP  
Skadden, Arps, Slate, Meagher & Flom LLP  
Societe Generale  
Sunbelt Beverage Co  
TD Ameritrade  
Tradeweb Markets  
Tudor Investment Corporation  
Young's Holdings Inc.

**BENEFACTORS CIRCLE**

Anne and Andrew Abel  
Beth A. Stevens  
Brian and Jane Williams  
Christopher and Rosa Perkins  
Ellie and Daniel Hurwitz  
Eric and Ashley Cole  
Eric and Rebekah Vargosko  
Evan and Tracy Segal  
Howard Edelstein and Lisa Weitzman  
Joe and Sandy Samberg  
L. Thomas Hiltz,  
Trustee of the HCS Foundation  
Lee Tesconi  
Leonard and Allison Stern  
LinkedIn  
Lisa Pollina  
Martha Raddatz and Tom Gjelten  
Michael and Kelly Hoffman  
Robert S. Gorab, MD  
Robin and Bob Paulson  
Drs. Robin and Susan Baker  
Roger and Jane Goodell

Sherrie and David Westin  
Straus Family Trust  
Suzanne and John Golden  
Tara O'Rourke-Howard

**IN-KIND SPONSORS**

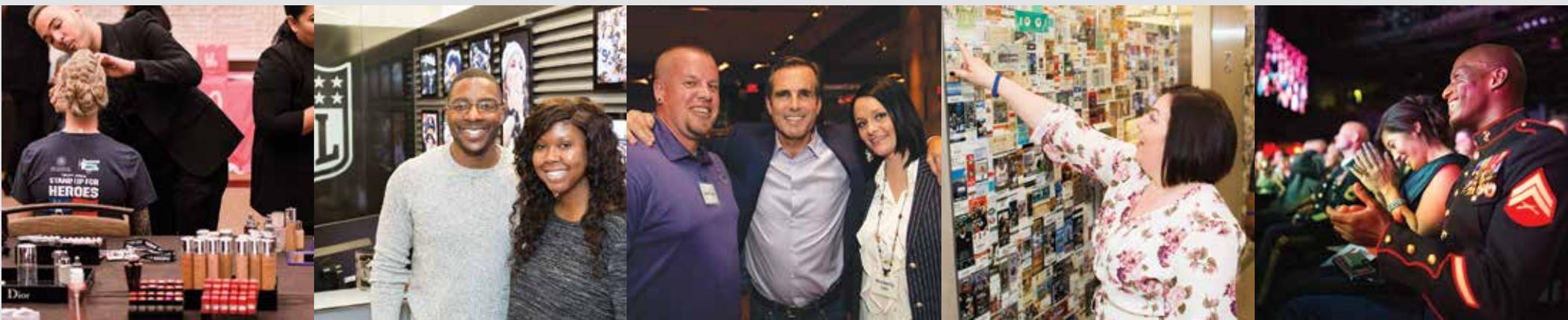
Amazon  
ASISS Security  
Blo Blow Dry Bar  
Chico's  
Christian Dior  
Corinne Spence  
Nobu Downtown  
Truman's Gentlemen's Groomers

**OFFICIAL AIRLINE SPONSOR**

JetBlue

**OFFICIAL CAR SPONSOR**

Toyota



# CORPORATE PARTNERS AND INDIVIDUAL SUPPORTERS

We are grateful to the following sponsors, partners and supporters for their important ongoing support.

A&E Television Networks  
Alison and Duncan Niederauer  
Brightwater Fund  
Capital One  
CapSpecialty  
Car Donation Foundation  
Caroline Hirsch & Andrew Fox  
(The New York Comedy Festival)  
Craig Newmark Philanthropies  
Diane Archer  
Embassy of the State of Qatar  
F.M. Kirby Foundation, Inc.  
Henry M. Rowan Family Foundation  
JetBlue  
Merrill Lynch  
Morgan Stanley

NFL Foundation  
Prudential  
Robert Adrian  
Thomson Reuters  
The Walt Disney Company

## IN-KIND SPONSORS

Amazon  
ASISS Security  
Blo Blow Dry Bar  
Chico's  
Christian Dior  
Corinne Spence  
Nobu Downtown  
Truman's Gentlemen's Groomers



# OUR LEADERS

## BOARD OF DIRECTORS

- Bob Woodruff**,  
BWF Co-Founder;  
Correspondent, ABC News
- Lee Woodruff**,  
BWF Co-Founder,  
Board Vice President;  
Author and Journalist
- Colin Heffron**,  
BWF Board Co-Chairman;  
CEO, GFI Group Inc.
- Dave Woodruff**,  
BWF Co-Founder and Board Co-Chairman;  
Midwest Director Sales and Marketing,  
Entrepreneur Media
- Stephen Crawford**,  
BWF Treasurer;  
Senior Advisor to the CEO, Capital One
- Edward Toptani, Esq.**,  
BWF Board Secretary;  
Toptani Law Offices

- Gerry Byrne**, Vice Chairman,  
PMC (Penske Media Corporation)
- General Martin Dempsey, USA (Ret.)**,  
18th Chairman of the  
Joint Chiefs of Staff
- James Hnat**, Chairman, JetSuite Inc.
- Caroline Hirsch**, Founder and Owner,  
Caroline's on Broadway
- Bob Jeffrey**, Creative Entrepreneur
- Eileen Lynch**, Chief Marketing Officer,  
Refinitiv
- Martha Raddatz**, Chief Global Affairs  
Correspondent, ABC News
- Dick Wilde**, Senior Vice President  
& Counsel, PixelCorps

## LEADERSHIP

- Anne Marie Dougherty**,  
Chief Executive Officer
- Nancy Berglass**, President,  
National Veterans Intermediary
- Dr. Margaret Harrell**,  
Chief Program Officer
- Marshall Lauck**, Chief Growth  
and Marketing Officer

## LEADERSHIP COUNCIL

- Dr. Rocco Armonda**, Director of  
Neuroendovascular Surgery,  
MedStar Health
- Cynthia M Blumenthal**, Advocate
- Sheila Casey**, Chief Operations Officer,  
The Hill
- General George Casey, USA (Ret.)**,  
36th Chief of Staff of the Army
- General Peter Chiarelli, USA (Ret.)**,  
32nd Vice Chief of Staff of the Army
- Deanie Dempsey**,  
Military Family Advocate
- Jim Dinegar**, Director,  
Center for Business in the Capital
- Suni Harford**, President,  
Asset Management, UBS
- L. Thomas Hiltz**, Attorney at Law
- David McIntyre**, President and CEO,  
TriWest Healthcare Alliance
- Craig Newmark**, Founder,  
Craig Newmark Philanthropies
- Duncan L. Niederauer**,  
Co-Founding Partner,  
Transcend Wealth Collective

- Captain Larkin O'Hern, USA (Ret.)**,  
Senior Business Analyst, USAA
- Christopher Perkins**, Managing Director,  
Global Head of OTC Clearing and  
FX Prime Brokerage, Citi

## HONORARY LEADERSHIP COUNCIL

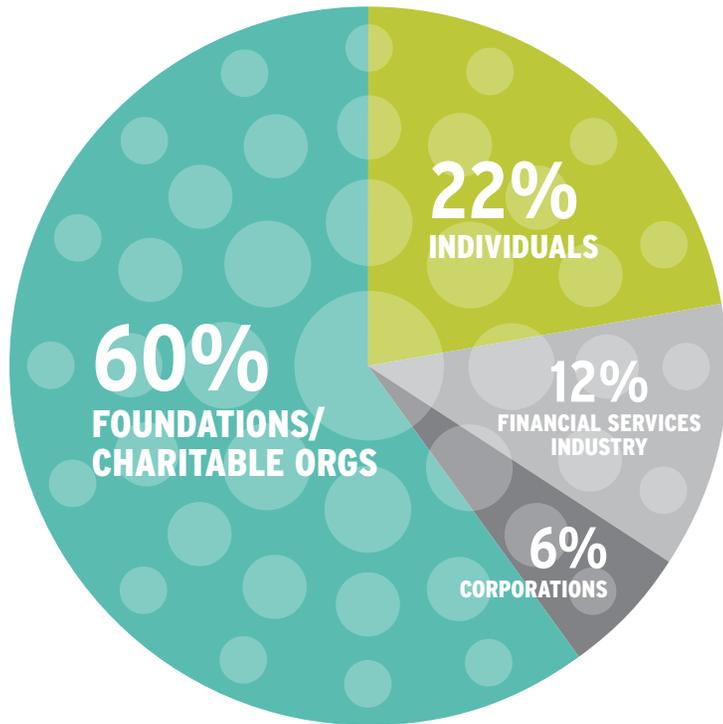
- Alexandra Cohen**,  
Co-Founder, Steven & Alexandra  
Cohen Foundation
- Dr. Robert Gates**,  
22nd Secretary of U.S. Department  
of Defense
- Jon Stewart**, Comedian &  
Former TV Host



In Remembrance  
**Richard Wilde**  
Beloved Board Member



# 2018 FINANCIAL SUMMARY

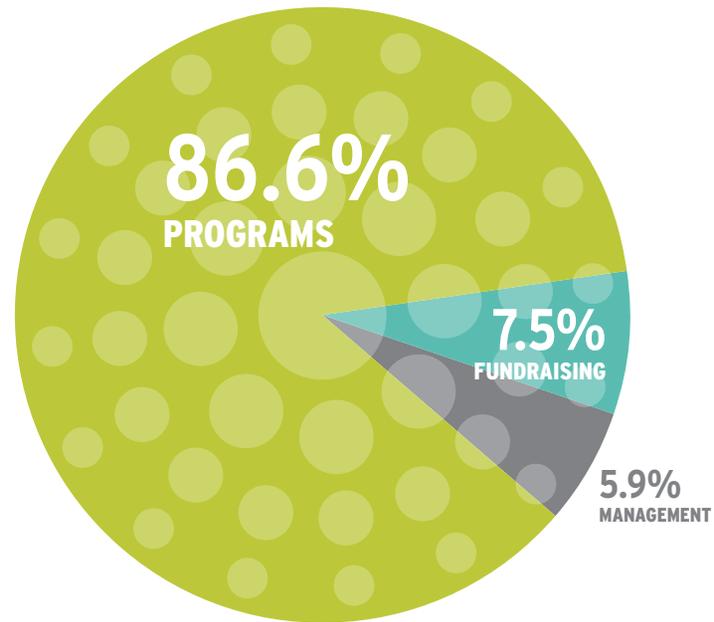


## PERCENT REVENUE YEAR AFTER YEAR\*

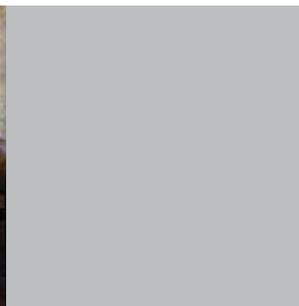
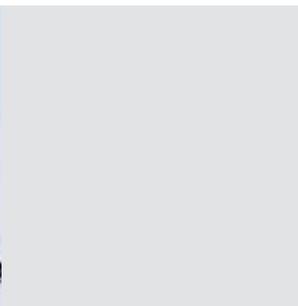
\$17.9 million was raised in 2018. Approximately 93% of 2018 revenue came from gifts over \$10,000.

## 2018 EXPENSES\*

In 2018, \$11.9 million was invested in programs (12.8% increase over 2017). Since inception, more than \$65 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](http://BobWoodruffFoundation.org) or by calling (646) 341-6864.



## STATEMENT OF ACTIVITIES

Years ended December 31, 2018 and 2017

# 2018

# 2017

	WITHOUT DONOR RESTRICTIONS	WITH DONOR RESTRICTIONS	TOTAL	WITHOUT DONOR RESTRICTIONS	WITH DONOR RESTRICTIONS	TOTAL
<b>REVENUE AND SUPPORT</b>						
Special Events	\$ 6,261,057	\$ –	\$ 6,261,057	\$ 5,227,971	\$ –	\$ 5,227,971
Contributions	2,255,391	8,695,366	10,950,757	3,060,754	1,191,800	4,252,554
In-Kind Contributions	720,877	–	720,877	1,673,543	–	1,673,543
Investment Income, Net	3,531	–	3,531	6,826	–	6,826
Other Income	35,611	–	35,611	16,666	–	16,666
Net Assets Released from Restriction: Satisfaction of Purpose Restrictions	2,128,955	(2,128,955)	–	870,710	(870,710)	–
<b>Total Revenue and Support</b>	<b>\$ 11,405,422</b>	<b>\$ 6,566,411</b>	<b>\$ 17,971,833</b>	<b>\$ 10,856,470</b>	<b>\$ 321,090</b>	<b>\$ 11,177,560</b>
<b>EXPENSES</b>						
<b>Program Services:</b>						
Charitable Giving	\$ 5,929,127	\$ –	\$ 5,929,127	\$ 5,477,970	\$ –	\$ 5,477,970
Public Awareness and Education	2,420,506	–	2,420,506	2,560,021	–	2,560,021
Individual Giving	610,628	–	610,628	630,966	–	630,966
Collaborative Efforts	1,189,254	–	1,189,254	602,122	–	602,122
National Veterans Intermediary	1,830,075	–	1,830,075	1,340,171	–	1,340,171
<b>Total Program Services</b>	<b>11,979,590</b>	<b>–</b>	<b>11,979,590</b>	<b>10,611,250</b>	<b>–</b>	<b>10,611,250</b>
<b>Supporting Services:</b>						
Management and General	823,448	–	823,448	429,266	–	429,266
Fundraising	1,031,590	–	1,031,590	1,275,316	–	1,275,316
<b>Total Supporting Services</b>	<b>1,855,038</b>	<b>–</b>	<b>1,855,038</b>	<b>1,704,582</b>	<b>–</b>	<b>1,704,582</b>
<b>Total Expenses</b>	<b>\$ 13,834,628</b>	<b>\$ –</b>	<b>\$ 13,834,628</b>	<b>\$ 12,315,832</b>	<b>\$ –</b>	<b>\$ 12,315,832</b>
<b>CHANGE IN NET ASSETS</b>						
Net Assets – Beginning of Year	(2,429,206)	6,566,411	4,137,205	(1,459,362)	321,090	(1,138,272)
	9,529,929	431,090	9,961,019	10,989,291	110,000	11,099,291
<b>NET ASSETS – END OF YEAR</b>	<b>\$ 7,100,723</b>	<b>\$ 6,997,501</b>	<b>\$ 14,098,224</b>	<b>\$ 9,529,929</b>	<b>\$ 431,090</b>	<b>\$ 9,961,019</b>



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



# 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

## 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.

## 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 on **November 4, 2019!**

For ticket or sponsorship information, email: [sufh@BobwoodruffFoundation.org](mailto:sufh@BobwoodruffFoundation.org)

Designed by Jessica Weber Design, Inc., [www.jwdnyc.com](http://www.jwdnyc.com) | Photography provided by Kate Cook, Patrick Dunford, Andrew Federman, Stefan Radtke, and Jami Witek. Additional photos from DVIDS – Defense Visual Information Distribution Service: Petty Officer 2nd Class Stephane Belcher, Sgt. Daphney Black, Petty Officer 3rd Class Jessica Dowell, Staff Sgt. Rusty Frank, Spc. Jason Greaves, Sgt. Elizabeth C Harris, Roger Wollenberg.