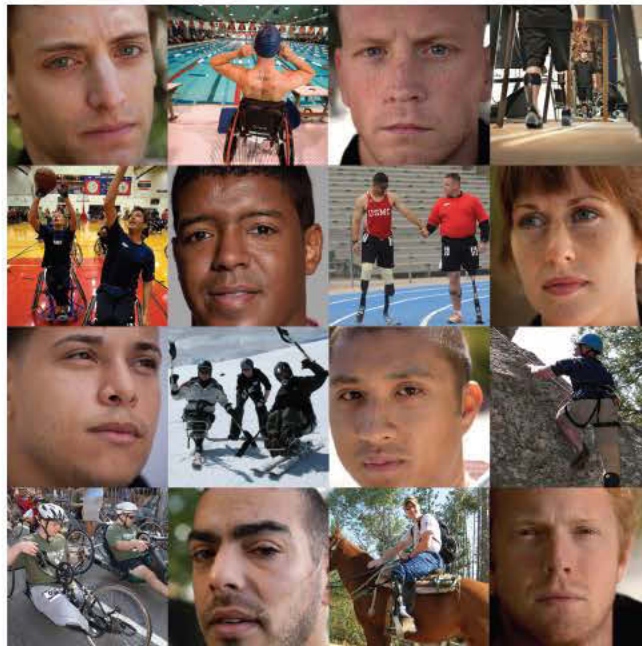


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# FIND. FUND. SHAPE.

CREATING LONG-LASTING POSITIVE OUTCOMES FOR OUR NATION'S IMPACTED VETERANS AND THEIR FAMILIES

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**2015**  
ANNUAL  
REPORT




**BOB WOODRUFF  
FOUNDATION**

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INVESTING IN THE NEXT CHAPTER FOR OUR VETERANS





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

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# A NOTE FROM OUR FOUNDERS



## Dear Friends,

Life is filled with journeys. Some adventures are very clearly planned out while others take us completely by surprise.

When we began our work to support wounded veterans and their families, we believed there was a short window to do so. Public attention of the wars was waning. Our family's story surely wouldn't last more than the proverbial 15 minutes.

Yet now, as we approach nearly a decade, we find our mission more relevant than ever because we understand the evolution of the healing process through our own experiences.

First, the focus is on repair. Then recovery. Then, and only then, returning. Not just being back, but bouncing back—getting the absolute most out of life.

As such, the foundation is turning more attention to the next chapter of an impacted veteran's recovery, while continuing to find, fund and shape the most innovative programs out there.

Our demonstrated knowledge of the issues and our access to decision makers has earned the foundation a great deal of credibility as a leader in the veteran space, as this report reflects.

Yet ultimately, it has been your trust, generosity and willingness to join us on this journey that has made this year successful.

On behalf of those whose lives have been empowered by your friendship, thank you.

**Bob & Lee**

# A NOTE FROM THE EXECUTIVE DIRECTOR



**Dear Supporters,**

We began 2015 focused on a few overarching priorities, to maintain momentum and growth, identify a long-term strategic direction, and to identify opportunities to stand out as an industry leader among organizations supporting injured veterans and their families.

We were guided in our efforts by adherence to the highest standards of performance; diversification of revenue; metrics based reporting; and targeted, issue-based investing.

I'm proud to report that revenue for the year was \$10.9 million, exceeding budgeted revenue goals by nearly 30 percent. Much of this was the result of another highly successful Stand Up for Heroes, which raised more than \$6.2 million, largely thanks to our growing relationship with Veterans on Wall Street. And through the power of social media and our #Give2Veterans campaign, our message reached more than 253 million worldwide while earning a \$500,000 donation from the Steven & Alexandra Cohen Foundation.

We also received a significant \$1.5 million gift from Prudential geared toward education and employment that afforded us the opportunity to improve the lives of nearly 152,000 veterans, service members and their families.

Tens of thousands more were empowered through a total of \$7.2 million invested to find, fund and shape programs throughout the year. This included \$4.2 million in grants to 42 programs—a 24 percent increase from the prior year. We did this while keeping the ratio of operational and fundraising costs down. Eighty-seven percent of spending went toward programs.

We were greatly assisted in our efforts through the establishment of our Leadership Council, comprised of select leaders from diverse areas of influence, including defense, media, healthcare, philanthropy, business and government.

Beyond sharing a passionate commitment to the community we serve, council members are working with the board and staff to spread awareness, broaden the Foundation's resource base, and provide inspirational thinking to help steer larger objectives.

Our work was recognized throughout the year with a number of public events and awards, including the 2015 Heroes of Military Medicine Award, bestowed to Bob and Lee Woodruff by the Center for Public and Private Partnerships of the Henry M. Jackson Foundation. Bob also received the Congressional Medal of Honor Society's "Tex" McCrary Award.

We continued our international presence as well, promoting healing on both sides of the Atlantic, with our engagement in the Marathon des Sables and the Walk of Britain, building a strong relationship with Walking With The Wounded, a UK-based not-for-profit. This in itself was a result of global partnerships developed through the 2014 Invictus Games and The Royal Foundation.

This of course would not have been possible without your deep commitment to our mission. Yet our work is far from over. As we look ahead to 2016 and our 10th anniversary—we hope to count on your continued support.

On behalf of the entire team at the Bob Woodruff Foundation, thank you for helping us invest in the next chapter of our heroes' lives.

Anne Marie Dougherty

# WHO WE ARE



The Bob Woodruff Foundation is the national nonprofit dedicated to creating long-lasting positive outcomes for our nation's wounded, ill and injured veterans, service members and their families.

A small, focused team serves our mission with the experience, network and insider knowledge to stay ahead of the evolving needs of our heroes and their families as they recover and begin the next chapter of their lives.

### **OUR CORE COMMITMENTS**

1. We will help service members and their families thrive beyond their time in uniform.
2. 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.
3. We will devote as much diligence for how we allocate funds as we do for how we raise them.

### **SINCE OUR FOUNDING IN 2006, WE HAVE:**

- Invested nearly \$30 million in 281 programs nationwide (\$4.2 million in 2015)
- Reached more than 2 million service members, veterans and caregivers
- Deployed 87 cents of every dollar, on average, to finding, funding and shaping innovative programs
- Remained accountable—earning recognition as an Accredited Charity Seal Holder by the Better Business Bureau, and a GuideStar Exchange Gold Participant

# WHAT WE DO

As the number of newly wounded veterans has decreased over the last few years, so has the newsworthiness and top-of-mind awareness of this important issue.

However, there is much work to be done long after the physical wounds have healed, as our impacted veterans, their families and caregivers re-establish themselves as productive citizens, leading purposeful lives. As such, the Foundation is turning more attention to the “next chapter” of a veteran’s recovery journey. We not only want our wounded veterans and their families to have successful recoveries, but to be positioned to thrive long after their time in uniform. To this end, we are dedicated to establishing new ways to foster positive outcomes for our veterans, their families and caregivers.

In 2015 we continued to do this by investing in “support that sustains” through national- and community-based organizations and programs with proven results in three core issues:

- **Education and Employment** – With a quarter million service members transitioning from service annually, we work tirelessly to make sure their education and employment enables and enriches the next chapter of their lives.
- **Rehabilitation and Recovery** – Today’s service members return with injuries that would have been fatal in earlier times. We’re funding programs that help heal both the physical and silent wounds of war. We are focusing in particular on the development of programs that focus on long-term affects of living with injury.
- **Quality of Life** – Ensuring injured veterans and their families have access to meaningful opportunities and experiences that enhance their quality of life is at the heart of our mission. Programs we shape provide service members with senses of purpose, places to live, healthy family relationships, and outlets for socialization.

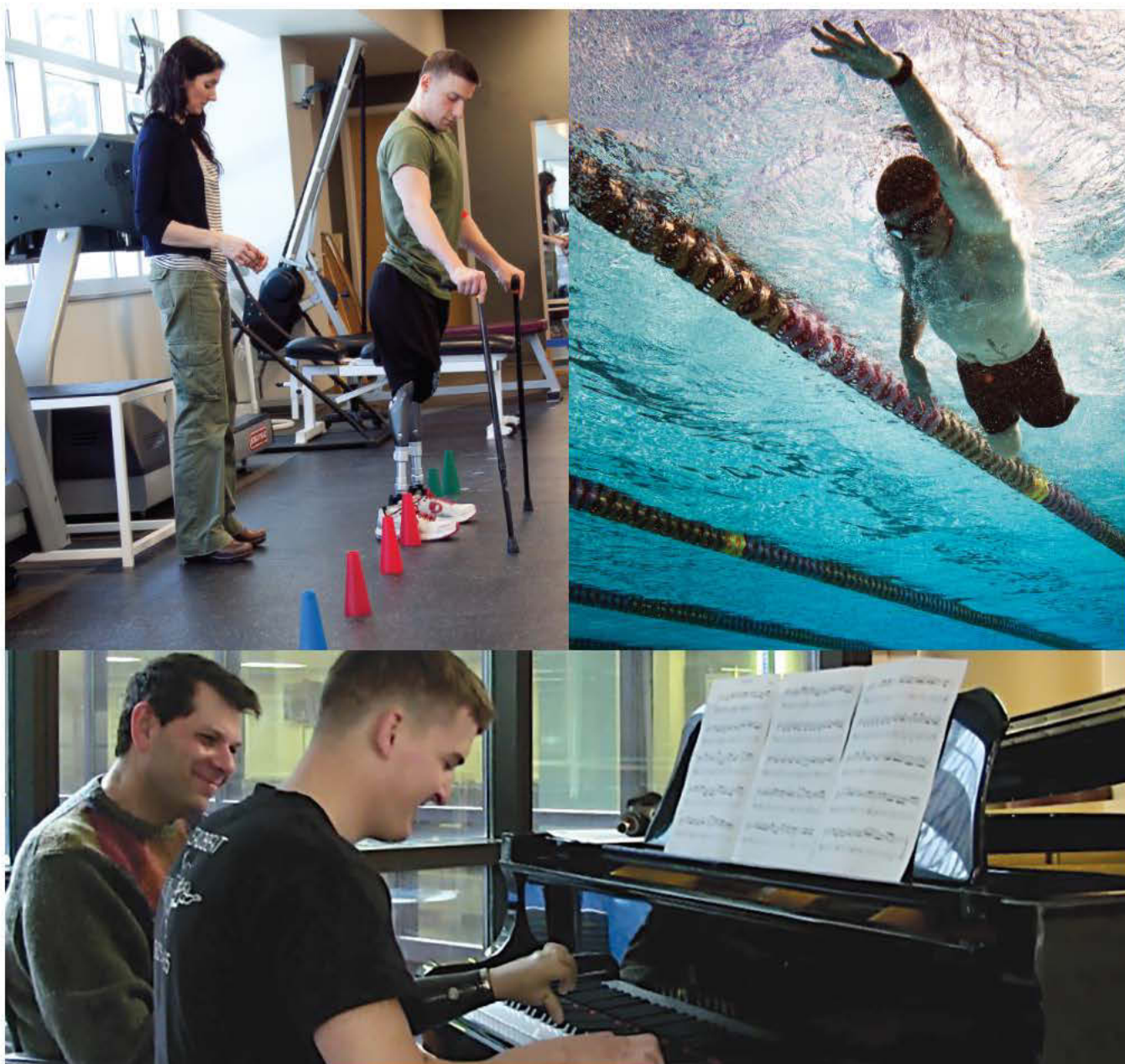
## THE MULTIPLIER EFFECT

We don’t just look at our own actions to ensure that progress is being made—the programs we invest in are selected for their potential to benefit the military community for years to come, and we continually follow up with them to ensure that they are fulfilling that mission.

Today, many of our investments have an impact far beyond that of our initial investment. For instance, at the Jonas Center we funded medical professionals who are trained in leading-edge traumatic brain injury (TBI) insights and protocols, who share their knowledge with the broader medical community, reaching colleagues, injured service members and their families across the country.



The seed money we provided to help launch Student Veterans of America in 2008 helped kick-start a movement that began with 20 chapters and now reaches more than 1,100 campuses across the country, influencing a culture change in campus communities where student veterans are building the foundations of a new life. We call this ripple effect the BWF Multiplier, and we look forward to seeing even more examples as the years progress.



# HOW WE DO IT



“We’re going to be at war whether or not we actually say it for the next 20 years,” said former Chairman of the Joint Chiefs of Staff, General Martin Dempsey, U.S. Army (Retired). “The Bob Woodruff Foundation has proven itself more than capable of ensuring that the needs of our veterans are being addressed, while investing in the longer-term needs that have yet to be realized.”

It is by connecting communities with the brave heroes returning to them that we are not only able to provide more than stopgap measures, but long-term solutions that take a holistic approach to recovery. The Bob Woodruff Foundation stands out from the sea of 46,000 nonprofits serving the military and veterans by the way in which we:

## FIND

For the last nine years, the Bob Woodruff Foundation has united leaders of communities, business, government, entertainment and philanthropy to have the greatest impact possible towards this urgent and worthy cause. Through our Charitable Investments, we diligently navigate a diverse range of nonprofits to find the most innovative programs meeting the needs of today's veterans.

## FUND

The proprietary process the Bob Woodruff Foundation uses, coupled with due diligence mandated high standards, enables us to invest in effective initiatives and "Success that Sustains." This creates a connection between community and hero, 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. We shape them with innovative solutions, allowing them to be even more efficient and effective at providing the greatest good where it's needed the most.

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

## HOW WE DO IT



As we demand efficiency from our grantees, we continually strive to improve our own processes. In 2015, the Bob Woodruff Foundation transitioned from quarterly grants to biannual grants. This has allowed the Foundation to focus on building stronger relationships and to further improve our due diligence with applicants and current grantees. With the transition, we also streamlined our data collection process, which allows our team to quickly evaluate all inquiries.



This change has improved the way in which the Bob Woodruff Foundation was able to address the following critical areas of need in 2015:

- Entrepreneurship and employment at various points of recovery
- Convening leaders of organizations to learn best practices
- Providing transportation to those in critical need
- Peer support initiatives for caregivers, families, service members and veterans
- A hotline where veterans can call other veterans when in crisis
- Developing exportable curriculum in areas like employment and needs of military children
- Cultural competency training for academic professionals and adaptive sports providers
- Corporate education and on-site-training to promote hiring veterans
- Legal assistance
- Ending veteran homelessness
- Focus groups to gain insights into the employment challenges of veterans with disabilities
- The VA's Veterans Economic Communities Initiative
- Employment issues for severely disabled veterans
- Reintegration and transition services
- A national website focused on care for those who live with Traumatic Brain Injury (TBI) and Post Traumatic Stress (PTS)
- Scholarships for doctoral nursing students focused on serving post-9/11 veterans
- Rehabilitative care for post-9/11 veterans who have suffered from TBI
- Veteran-led speaking engagements, service projects and leadership courses
- Family workshops for families to reconnect in peace

# 2015 GRANTEE PROGRAMS



In 2015 we fulfilled an amazing year in grant funding, having executed over 42 grants totaling \$4,214,956, as follows:

- EDUCATION & EMPLOYMENT – 16 grants totaling: \$1,617,760
- REHABILITATION & RECOVERY – 7 grants totaling: \$613,864
- QUALITY OF LIFE – 19 grants totaling: \$1,983,332

## EDUCATION AND EMPLOYMENT

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

Four Block

The COMMIT Foundation

ServiceSource

Augusta Warrior Project

American Council on Education

100 Entrepreneurs Project

The Bunker

Atlantic Council

Farmer Veteran Coalition

Team Rubicon

University of Michigan Law School

Cornell IRL School

M-SPAN at University of Michigan

Pat Tillman Foundation

Dog Tag Inc.

## REHABILITATION AND RECOVERY

Disabled Sports USA

UCLA Operation Mend

Jonas Veterans Healthcare Program

Shepherd Center's SHARE Military Initiative

Returning Heroes Home

Veterans Inc.

FOCUS Marines Foundation

## QUALITY OF LIFE

Quality of Life Foundation

Military Child Education Coalition

Our Military Kids

Greater Washington Educational  
Telecommunications Association

The Telling Project

Travis Manion Foundation

Common Ground Communities, Inc.  
DBA Community Solutions

Urban Justice Center - Veteran Advocacy Project

Dryhootch of America

Growing Veterans

Lake County Veterans and Family Services  
Foundation

The Station Foundation

Rutgers University Foundation

Farmer Veteran Coalition

National Military Family Association

Team Rubicon

The Mission Continues

Luke's Wings



# RECOGNITIONS



## 2015 HERO OF MILITARY MEDICINE AMBASSADOR AWARD

In recognition of Bob and Lee Woodruff's tireless advocacy on behalf of wounded, ill and injured service members—and their willingness to share their personal experiences with military medicine—they were selected to receive the 2015 Hero of Military Medicine Ambassador Award.

The Heroes of Military Medicine is presented by the Center for Public-Private Partnerships (CP3) at the Henry M. Jackson Foundation for the Advancement of Military Medicine, Inc. (HJF).



## CONGRESSIONAL MEDAL OF HONOR SOCIETY'S PATRIOT AWARD

Bob Woodruff was recognized by the Congressional Medal of Honor Society's Patriot Awards, which recognizes distinguished Americans who have demonstrated their dedication to freedom. Bob accepted the "Tex" McCrary Award for his continued efforts to shine a light on the accomplishments of injured veterans.

## 2015 HOPE & COURAGE AWARD

Lee Woodruff received the 2015 Hope & Courage Award for the foundation's efforts to support caregivers of our wounded heroes, at Hope For The Warriors' Got Heart, Give Hope Celebration.

## SERVICESOURCE COMMUNITY PARTNER OF THE YEAR AWARD

The Bob Woodruff Foundation received the ServiceSource Community Partner of the Year Award for the foundation's support of Warrior Bridge, which provides employment and training services for disabled veterans.





# GENEROUS PERSSON AWARD



Honoring a legacy of giving, an evening of cocktails and hors d'oeuvres took place at the Helen Mills Event Space & Theater on September 17, 2015. The Generous Persson Award was created by the Bob Woodruff Foundation to honor those who best exemplify a philanthropic spirit and devotion to our injured heroes, as embodied by the late Helen K. Persson. The inaugural awards were presented to Caroline Hirsch and Bob Jeffrey.



**Caroline Hirsch**, founder and owner of the world-renowned comedy nightclub that bears her name, has consistently proven herself as an entrepreneur, visionary and innovator in the entertainment industry during an illustrious 30-year career. As one of the country's most popular destinations for live entertainment, Carolines on Broadway stands as the crowning achievement of Hirsch's career. In 2004, Hirsch launched the New York Comedy Festival, a week-long comedy festival that has featured the industry's biggest stars performing in New York's most prestigious venues.

In 2007, Hirsch also created Stand Up for Heroes, a benefit for the Bob Woodruff Foundation, for which she is on the board of directors. To date, the star-studded event has raised more than \$33 million and has featured the likes of Jon Stewart, Ricky Gervais, Jerry Seinfeld, Conan O'Brien and Bruce Springsteen.



**Bob Jeffrey** is the Non-Executive Chairman of J. Walter Thompson, the world's best-known marketing communications brand. He has been regarded as an ambassador of advertising, widely respected for his views and achievements after serving as Chairman and CEO for 15 years. Jeffrey's knowledge of the industry led him to become a regular contributor to Fox Business Network, CNBC and CNN, as well as a frequent source of quotes for leading trade and business publications. He also hosted an original Web series called Worldmakers, interviewing influencers and thought leaders from various industries across the globe.

Jeffrey serves on the board of the Bob Woodruff Foundation where he has helped guide the foundation's brand as the nationally recognized nonprofit serving post-9/11 injured veterans and their families. He also sits on the boards of La Salle Academy and the International Center of Photography.

# SPRING RECEPTION



Each spring we look forward to being in our nation's capital to recognize and meet the needs of our nation's heroes by cohosting a reception with the Greater Washington Board of Trade, under the leadership of Jim Dinegar, president and CEO.

This year's exclusive gathering of leaders in philanthropy, business, government and the military took place inside the Women in Military Service for America Memorial, at Arlington National Cemetery.

It included performances by the U.S. Army Drill Team and the U.S. Marine Band's Irish Ensemble, which was accompanied by General Martin Dempsey, then-Chairman of the Joint Chiefs of Staff.

In addition to Gen. Dempsey (USA, Ret.) and his wife Deanie, distinguished guests included the Honorable Denis McDonough, White House Chief of Staff, and wife Kari McDonough; Senator Richard Blumenthal (Conn.) and wife Cynthia Blumenthal, a BWF board member; Representative Corrine Brown (Fla.), the Honorable Sloan Gibson, Deputy Secretary of Veterans Affairs, and wife Margaret Gibson; Admiral Thad Allen (USCG, Ret.), 23rd Commandant of the U.S. Coast Guard; and General George Casey (USA, Ret.), 36th Chief of Staff of the U.S. Army, and wife Sheila Casey.

The evening was supported by a number of corporate partners, including Accenture; Booz Allen Hamilton; Fachina Global Services, LLC; Ford Motor Company; Lockheed Martin Corporation; Pentagon Federal Credit Union; Pepco Holdings, Inc.; and SunTrust.



# WALK OF BRITAIN



## TOGETHER WE FOUGHT. TOGETHER WE HEAL.

In 2015 The Bob Woodruff Foundation joined with Walking With The Wounded to support the Walk of Britain, a 1,000-mile expedition across the United Kingdom to generate awareness for issues faced by injured and ill servicemembers and veterans.

From Aug. 22 to Nov. 1, injured British and American veterans covered many of the country's challenging landscapes, as well as the heart of cities, raising awareness and financial support on both sides of the Atlantic. His Royal Highness Prince Harry was the patron of the expedition. A combat veteran of Afghanistan, Prince Harry joined the team on multiple occasions, including the walk's finish at Buckingham Palace.

The Walk of Britain provided a great deal of exposure for the Foundation through traditional and social media. Print and online media included People Magazine, Huffington Post Live, Task & Purpose, FOX News.com, Billboard, Pensacola News Journal and Bangor Daily News—a total of 24 hits with a reach of 417 million. Broadcast coverage included ABC World News, NBC 4 New York, and FOX 5 New York.



# STAND UP FOR HEROES



**THE BOB WOODRUFF FOUNDATION  
& NEW YORK COMEDY FESTIVAL**

**PRESENT**



**BROUGHT TO YOU BY VETERANS ON WALL STREET (VOWS™)  
SUPPORTED BY OUR FOUNDING SPONSOR GFI GROUP, INC.  
AND THE STEVEN & ALEXANDRA COHEN FOUNDATION.**



Our annual Stand Up for Heroes (SUFH) event was a resounding success with a sold-out crowd in excess of 5,600 attendees in the Theater at Madison Square Garden—raising a record \$6.2 million.

In addition to nearly 100 injured service members and their loved ones, guests included former Secretary of the Navy John Dalton and his wife Margaret; Gen. Martin Dempsey (USA, Ret.), 18th Chairman of the Joint Chiefs of Staff, and his wife Deanie; Gen. George Casey (USA, Ret.), 36th Chief of Staff of the US Army, and his wife Sheila; and Gen. Peter Chiarelli (USA, Ret.), 32nd Vice Chief of Staff of the U.S. Army.

Late night hosts Seth Meyers and John Oliver, along with comedy legends Ray Romano and Jon Stewart, took the stage for this special night, filling the Theater with raucous laughter from beginning to end. Stewart brought his signature political humor, while Romano riffed on embarrassing moments in pet ownership.

The musical talent kicked off with an emotional rendition of the national anthem by Grammy award-winning trumpeter, Chris Botti. Bruce Springsteen had the audience laughing, cheering and singing along to a solo set, which included "Darlington County."

Keeping with the theme of the night, Springsteen surprised guests with a special comedy routine of his own between songs. He also co-hosted the evening's auction, offering signed guitars, tickets to his next concert, a meet and greet with the legendary E-street band, and his mother's homemade lasagna—which brought in \$740,000.

Despite their best efforts, the celebrity talent couldn't outshine the story of medically-retired Marine Sgt. Kirstie Ennis. A helicopter door gunner, she was badly injured during a helicopter crash in Afghanistan. Her story of resilience in the face of tragedy moved the audience to a standing ovation.

Kirstie's road to recovery, which included 38 surgeries to put her face and body back together, led her to the Bob Woodruff Foundation via the IDEO brace that helped her walk again. She was selected by the foundation to take part in the Walk of Britain.

# STAND UP FOR HEROES



“Even in the moments when I didn’t care about myself, I needed to believe that YOU cared about me. I needed to feel that my efforts in the military had meant something. And when my life changed forever, it was critical to feel that the people of the country I love...believed in me.”

Prior to the concert, a special reception was held honoring over 100 injured veterans and their families. Over 600 leaders in business, military, government and media attended the reception at Gotham Hall to celebrate the veterans’ sacrifice and service to the country. ABC News Chief Global Affairs Correspondent and BWF board member Martha Raddatz took the stage as Master of Ceremonies, introducing a round of speakers, including VA Secretary Robert McDonald, BWF board co-chair Colin Heffron, CEO of GFI Inc., and Patrick Burke, the president and CEO of HSBC North America Holdings.

It was a busy few days leading up to the event for the Foundation, as Bob Woodruff was a featured speaker at the annual Veterans on Wall Street (VOWS) Symposium, Anne Marie Dougherty participated in a panel during the Symposium, and BWF also joined VOWS to open the morning bell at the New York Stock Exchange.

The evening ended with a stage full of talent, as the comics joined Springsteen onstage to auction off a custom-made Harley-Davidson motorcycle. Each comedian contributed to the lot, with Ray Romano throwing in round-trip tickets to his Vegas show and Jon Stewart offering a seat on his front lawn to yell at passersby.

In addition to the main event, injured veterans and their caregivers were taken on a private visit of the American Museum of Natural History, thanks to Bloomberg L.P. Stylists and groomers from Dior, L’Oreal USA and Truman’s Gentlemen’s Groomers pampered them before the show. A Yoga class with Gwen Lawrence, and massages by Michelle Capellano helped our heroes unwind. Kirstie received a makeover Mary Alice Stephenson, renowned fashion and beauty expert.

Major media outlets, thanks to pro bono support from Havas PR, the New York Comedy Festival and Frank PR, covered the event—providing nearly \$2.5 million worth of earned publicity value from broadcast impressions alone.

Of course, this night would not have been possible without the continued creative direction, production and support of New York Comedy Festival founders Caroline Hirsch and Andrew Fox. It was their vision that has made Stand Up for Heroes the premier night of comedy and music in New York since 2007.





# THANK YOU TO OUR STAND UP FOR HEROES SPONSORS

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Veterans on Wall Street (VOWS)™

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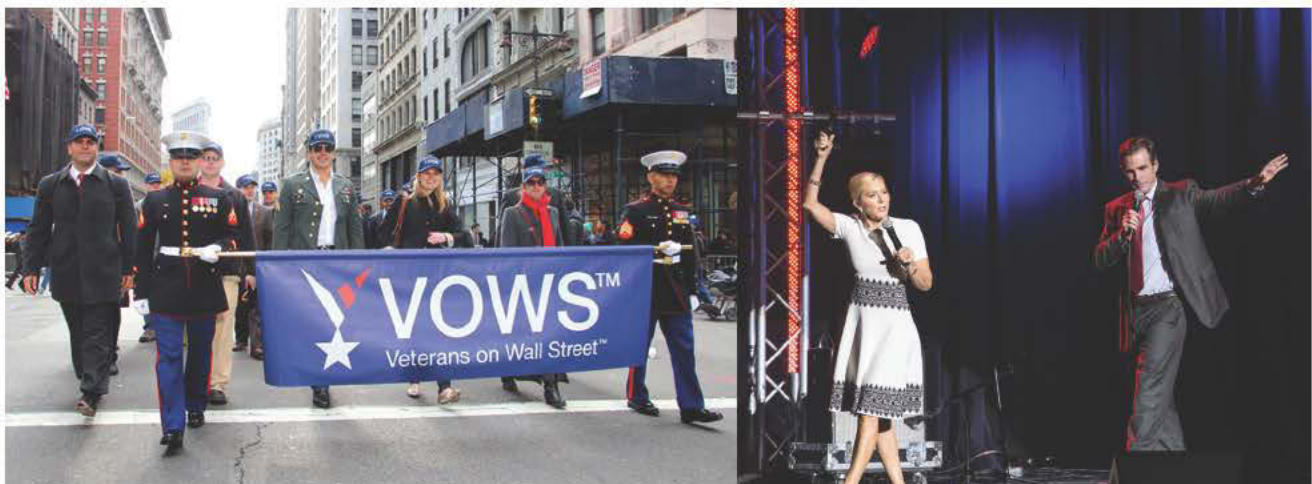
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## OUR THANKS TO THE FOLLOWING FOR THEIR SUPPORT THROUGHOUT THE YEAR.

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Wendy and Chase Carey

# NOTABLE HIGHLIGHTS

In addition to events like the Walk of Britain and Stand Up for Heroes, the Bob Woodruff Foundation (BWF) took part in a number of noteworthy events in 2015, including:

**AMERICAN SNIPER:** BWF hosted a reception for a screening and panel discussion of the film at the Bullock Texas State History Museum. Among the honored guests was Taya Kyle, widow of Navy SEAL Chris Kyle.

**WARRIOR GAMES:** BWF continued its support of the annual Warrior Games, which featured approximately 200 injured, ill and wounded athletes competing in athletic events representing teams from each branch of the U.S. military, along with British Armed Forces.

**ASHLEY'S WAR:** BWF hosted a reception with Diana L. Taylor to celebrate the release of "Ashley's War" by Gayle Tzemach Lemmon. The book highlights the untold story of female soldiers assigned to work with U.S. Special Operations Forces in Afghanistan.

**HAMPTONS STANDS FOR HEROES:** Joan and George Hornig opened their Long Island home for a cocktail reception and dinner to raise funds and awareness for BWF. The event featured performances by JW Cortes and Rachel Brown, and introduced the foundation to new partners including Modern Luxury, which has provided promotion in its magazines.

**BGC CHARITY DAY:** To honor its employees lost on 9/11, BGC Partners and Cantor Fitzgerald distributed 100 percent of their revenues to charity. Bob Woodruff was among celebrity guests representing participating charities and joined licensed brokers on the trading floors to conduct transactions with clients.

**PASSING THE BATON:** In partnership with Veterans on Wall Street, BWF commissioned the Center for a New American Security (CNAS) to explore the future of resources and support for our military and veterans in context of the presidential election. The findings were published in "Passing the Baton: A Bipartisan 2016 Agenda for the Veteran and Military Community."

**#GIVE2VETERANS:** Social media users came together to show their support for our nation's heroes by sharing the hashtag #Give2Veterans. As a result, BWF received \$500,000 through a challenge grant by the Steven & Alexandra Cohen Foundation.

**DINE OUT FOR HEROES:** During Veterans Week, over 50 top New York City restaurant locations joined forces with BWF to participate in the 2nd annual "Dine Out for Heroes." Penny and Peter Glazier (founders of The Glazier Group of restaurants) and Caroline Hirsch and Andrew Fox (founders of the New York Comedy Festival) spearheaded the initiative.

**VETERANS AFFAIRS PARTNERSHIP:** Ahead of Veterans Day, VA Secretary Robert McDonald announced a new partnership between the VA and BWF to advance outreach to veterans through innovative local and community partnerships.

**OPENING OF THE NEW YORK CITY LANDS' END HOLIDAY POP-UP SHOP:** Lands' End honored our nation's veterans and active military personnel by donating a portion of sales to BWF on Veterans Day.

**U.S. MARINE CORPS BIRTHDAY GALA:** BWF was a beneficiary of this celebration of the Marines' 240th birthday aboard the USS Intrepid. Actor Harvey Keitel and BWF board member Gerry Byrne, both Marines, hosted the event. The Commandant of the Marine Corps, General Robert Neller, was among the distinguished guests.

# LEADERSHIP

## ACROSS THE BOARD

The strength of an organization like ours relies on having a board committed to our mission. Our board members have expertise in fundraising, marketing, advertising and public relations, financial management, law and accounting, with significant representation from the world of media and entertainment. We would like to thank our board members for their hard work, dedication and partnership over the past year.

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## BOB WOODRUFF FOUNDATION BOARD OF DIRECTORS AND LEADERSHIP

**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 Board Co-Chairman; Group Advertising Director, Bloomberg L.P.**

**Edward Toptani, Esq., BWF Board Secretary; Toptani Law Offices**

**Anthony Viceroy, BWF Board Treasurer; CEO, WESTMED Medical Group**

**Cynthia M. Blumenthal, Advocate**

**Gerry Byrne, Vice Chairman, PMC (Penske Media Corporation)**

**Stephen Crawford, Chief Financial Officer, Capital One**

**Caroline Hirsch, Founder and Owner, Carolines on Broadway**

**Bob Jeffrey, Non-Executive Chairman, J. Walter Thompson Company**

**Eileen Lynch, Global Head of Brand Strategy, Advertising and Marketing, Thomson Reuters**

**Lisa Pollina, Independent Director, RBA**

**Martha Raddatz, Chief Global Affairs Correspondent, *ABC News***

**Dick Wilde, Senior Vice President & Counsel, PixelCorps**

**Anne Marie Dougherty, BWF Executive Director**

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To further strengthen the foundation's role in the veteran space, a Leadership Council was formed in 2015. The council is comprised of leaders from diverse areas of influence, including defense, media, healthcare, philanthropy, business and government. Council members will work with the board and staff to spread awareness, broaden our resource base and provide inspirational thinking to help steer larger objectives.

## **LEADERSHIP COUNCIL**

**Dr. Rocco Armonda, Director of Neuroendovascular Surgery, MedStar Health**

**Sheila Casey, Chief Operations Officer, The Hill**

**General George Casey, (USA, Ret.), Former Chief of Staff of the Army (2007-2011)**

**General Peter Chiarelli, (USA, Ret.), Chief Executive Officer, One Mind**

**Deanie Dempsey, Military Family Advocate**

**Jim Dinegar, President & CEO, Greater Washington Board of Trade**

**Suni Harford, Regional Head of Markets for North America, Citigroup**

**L. Thomas Hiltz, Attorney at Law**

**David McIntyre, President and CEO, TriWest Healthcare Alliance**

**Duncan Niederauer, Partner, Manikay Global Management**

**Captain Larkin O'Hern, (USA), Legislative Liaison, Office of Chief Legislative Liaison**

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## **HONORARY LEADERSHIP COUNCIL**

**Alexandra Cohen, Co-Founder, Steven & Alexandra Cohen Foundation**

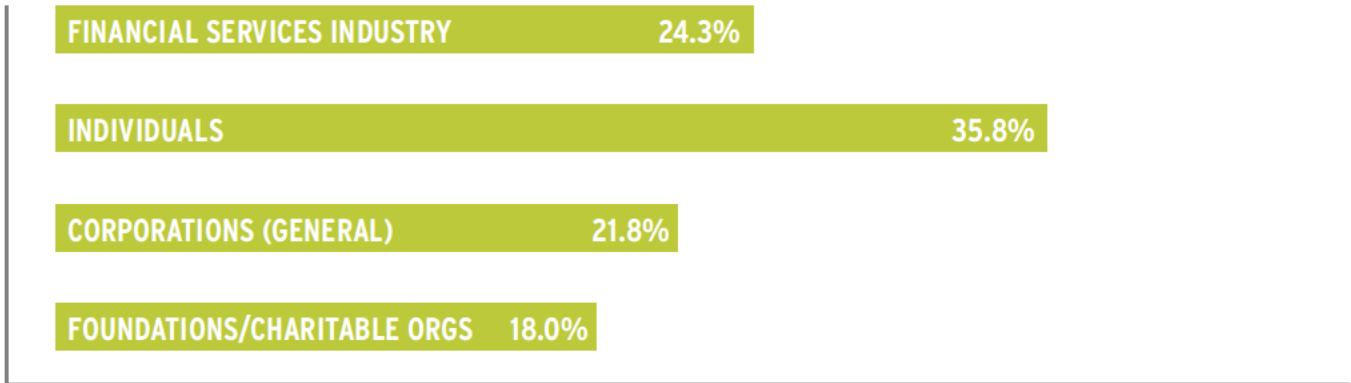
**Dr. Robert Gates, Former Secretary of U.S. Department of Defense**

**Jon Stewart, Comedian & Former TV Host**

# REVENUE, PROGRAMS AND GRANTS

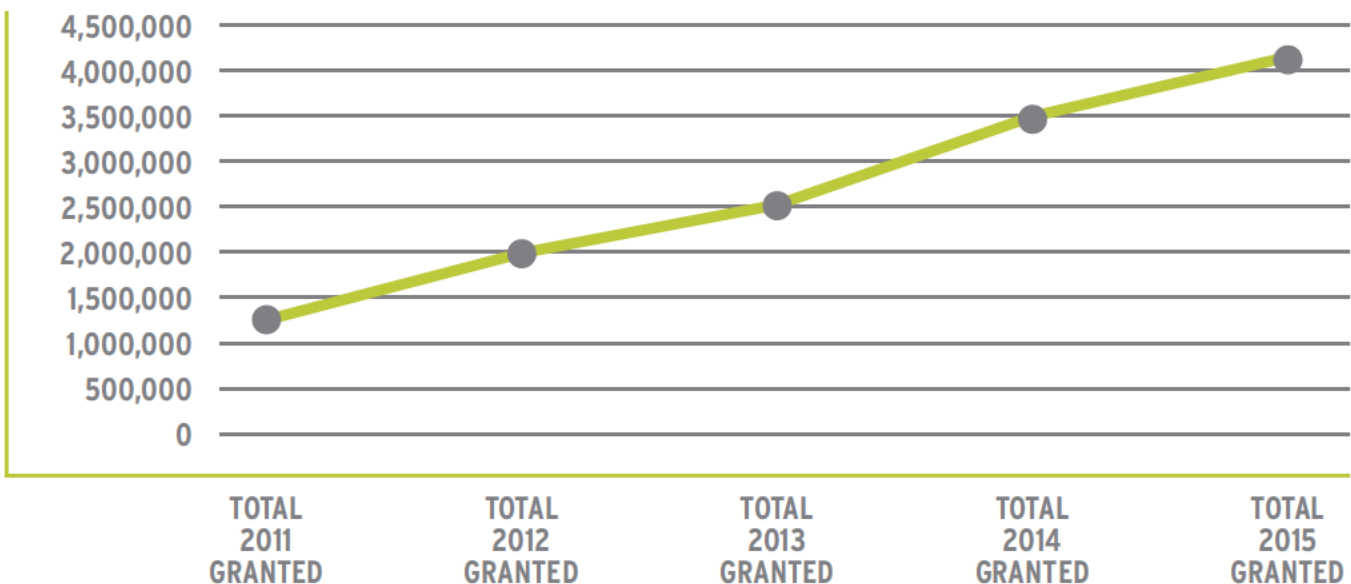
## 2015 REVENUE SOURCE

\$10.9 MILLION RAISED IN 2015 (APPROXIMATELY 7% INCREASE OVER 2014)  
APPROXIMATELY 86% OF 2015 REVENUE CAME FROM GIFTS OVER \$10,000



## 5 YEAR SNAPSHOT

The amount the Bob Woodruff Foundation has been able to grant to various organizations has increased an average of 36% each of the past five years, including 42 grants totaling more than \$4.2 million in 2015.

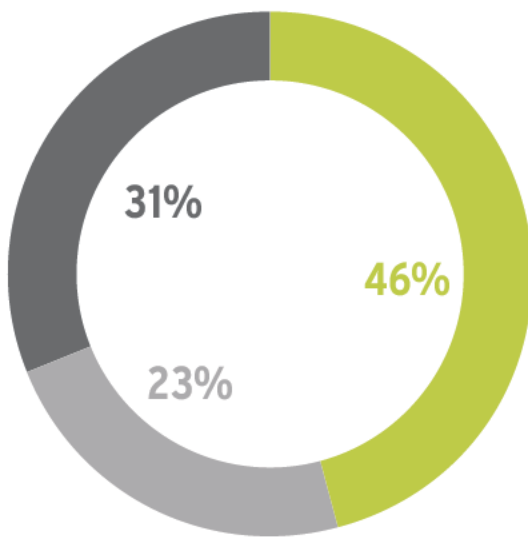




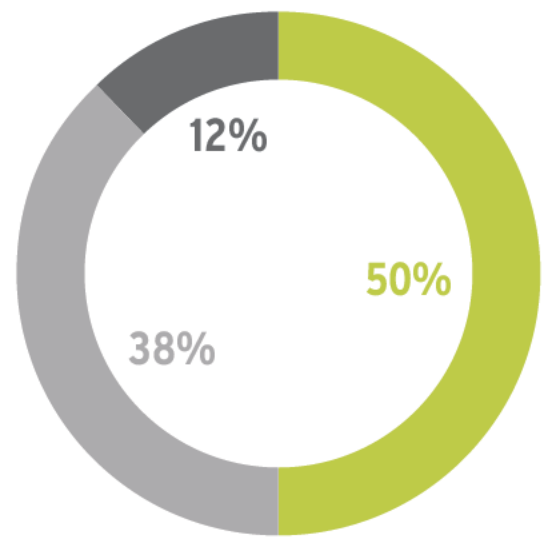
## GRANT SUMMARY

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. In 2015, the Bob Woodruff Foundation allocated significantly more grants toward Education & Employment and Quality of Life issues versus Rehabilitation & Recovery, shifting from what was once previously required to support our veterans.

GRANT SUMMARY SINCE INCEPTION



2015 GRANT SUMMARY



## INKIND

Like many foundations and nonprofits, we appreciate the ongoing support we receive in the form of pro bono and in-kind goods and services donated by valued supporters. We are grateful to the following organizations that donated time and talent to stand up for heroes everywhere.

**Ed Toptani, Esq., Toptani Law Offices**

**Frank PR**

**Harley Davidson**

**HAVAS PR**

**Caroline Hirsch and Andrew Fox  
(New York Comedy Festival)**

**JetBlue**

**J. Walter Thompson**

**Thomson Reuters**

# POSITIVE RETURNS



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The boots Bob Woodruff was wearing 10 years ago when he was injured by a roadside bomb while covering the war in Iraq.

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Photo by Shana Novak Photography

The needs of our country's veterans returning from combat have evolved over the last 10 years, from efforts largely focused on healing and recovering to that of community and workforce reintegration. Having witnessed this shift firsthand, the BWF mission has adapted alongside it, thus requiring the evolution of the BWF messaging platform to speak to the "contemporary" veteran community. In 2016, we are launching Phase II of the Bob Woodruff Foundation's Brand Messaging Platform:

## **POSITIVE RETURNS**

We invest in so much more than recoveries. We invest in positive returns. Positive returns for the veterans returning to their families and communities. And positive returns for every dollar donated to their long-term well being.

We honor all that our returning heroes have done—when we focus on all they still can do. That is the meaning of Positive Returns. That is the next mission of the Bob Woodruff Foundation, the new benchmark for every man woman and family we support.



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

[www.bobwoodrufffoundation.org](http://www.bobwoodrufffoundation.org) | 646.341.6864 |    

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Compliments of **J. WALTER THOMPSON ATLANTA**

