



Travis Manion Foundation Case for Support

History, Impact and Testimonials

History

On April 29, 2007, 1st Lt. Travis Manion, USMC was killed during a mission in Iraq as he was aiding and drawing fire away from his wounded comrades. Travis's heroic and selfless actions allowed his entire team to survive, and he was posthumously awarded the Silver Star and Bronze Star with Valor. To honor the character, service and leadership embodied by Travis and all of America's fallen heroes, Travis's mother – the late Janet Manion – founded the Travis Manion Foundation (TMF) in 2007.

TMF is headquartered in Doylestown, PA and has three additional offices in Philadelphia, PA; Washington, DC; and San Diego, CA.

Impact

TMF is guided by Travis's mantra of "If not me, then who..." – five simple words that have inspired people across the country to embody Travis's leadership and dedication to serving others. In the 10 years since its founding, TMF's impact has been enormous – commanding a nationwide network of more than 4,000 volunteers who have helped over 60,000 veterans and family members continue their service and thrive in their post-military lives. TMF annually awards \$24,000 in scholarships to high school students and has run programs for more than 122,000 children & young adults in 24 states. TMF's mission has inspired donors and benefactors everywhere – with the organization receiving about \$6 million in non-government grants and donations in 2015.

Testimonials

"TMF has helped with my transition by putting me in touch with people who truly care about their passions and helping out Veterans. It has opened up my network to other Veterans and people who want to see you succeed as a civilian. This type of camaraderie and cohesion is something I thought I lost when I got out of the Marine Corps; TMF has shown me otherwise."
-Omar Pineda, USMC – for whom TMF helped secure an internship

"I was at the end of my rope when I got a call from TMF. This program is a life saver, not only to me but to my family also. It changed my outlook on non-profit organizations out there (that it actually worked). The people behind it are really amazing! They welcomed me with open arms and helped me right off the bat."
-Janeth Schneider, USN – for whom TMF helped secure a full-time job

"Since I learned about the "If not me, then who..." motto, my life has really changed. I'm really thankful for TMF and what they brought to my life."



-Jonathan Procopio – high school student

“I have volunteered for TMF for three years now. It is THE best organization I have ever been associated with. TMF’s primary charge is about service first – and this makes all the difference for me. I have watched young men & students be influenced through their TMF involvement in ways I never imagined!”

-TMF Volunteer

“As a Gold Star father and TMF volunteer, I find TMF’s messages to be core values that move people forward, no matter what their situation in life. They understand grief, honor, commitment, and sacrifice.”

-TMF Volunteer

Mission, Vision and Values

Mission Statement

Travis Manion Foundation empowers veterans and families of fallen heroes to develop character in future generations. We help veterans continue their service, develop strong relationships with their communities, and thrive in their post-military lives.

Vision Statement

To create a nation of purpose-driven individuals and thriving communities that are built on character.

Values Statement

Passion | Servant Leadership | Integrity | Gratitude | Resilience | Personal Excellence

Beneficiaries

TMF exists to serve all of America’s veterans and ensure their success in their post-military lives – regardless of where they served, when, or in what branch of the military. Too many servicemen and women return from duty with no idea what to do next in their life and feeling that there is no one who can help them – a reality that TMF finds unacceptable for those willing to die for their country.

In a 2014 study, 64% of American veterans reported feeling “disconnected” with civilian life – a statistic that is due in large part to the fact that fewer Americans than ever are serving in the military. The Global War on Terror – taking place primarily in Iraq and Afghanistan – is the longest war in American history, yet not even 1% of the U.S. population has served in the war – the lowest percentage of the population to serve in any war in American history. 79% of veterans have an immediate family member who previously served, meaning that service is concentrated in just a handful of families. From 1945-1972 – when the military operated on a drafting system



– there were 19 military deployments. Since 1973 – when it was converted to an all-volunteer system – the military has been deployed over 144 times.¹

What does all of this mean? It means that there are fewer and fewer individuals with whom a veteran can share the enormous burden of military service, and more and more Americans who are completely detached from the realities of war. Although veterans are proud of their service, the America they call home is a place where they increasingly feel misunderstood, underappreciated, and unable to relate to the civilian population they would have given their lives to protect.

There has never been a greater need than now for TMF. For the past 10 years, our work has supported – and will continue to support – veterans in their transition to military life and inspire the American public to embody veterans’ selfless devotion to serving others.

Organizational Objectives and Targeted Outcomes

There are so many nonprofit veterans’ organizations in America that it can be difficult to distinguish them from one another. TMF’s programming boils down to three primary objectives: enabling veterans to discover who they are outside of the military, offering them a support network, and providing them and their families with opportunities to continue the tradition of service that beckoned them to serve their country in the first place.

Most career services programs for veterans – including that of the Defense Department – focus on specific career-related tasks like networking, interviewing and hiring. TMF’s **Veteran Transition Workshops (VTW)** focus instead on helping veterans develop self-awareness, which gives them the foundation not only for a successful career, but also for all other life activities that will give them further meaning and purpose beyond their career. VTWs combine lectures, discussions and group activities where veterans will discover their strengths, learn how to tell their stories, and learn how to identify work that is service-oriented and meaningful for them – among other things. VTWs are held monthly in Philadelphia, San Diego, and Washington, DC and are free to attend.

TMF’s **Character Does Matter (CDM)** program enables veterans to fulfill their desire for meaningful service, while sharing with others the unmatched leadership experience they have gained from being in the military. Veterans or their surviving family members have two options for participating in this program:

1. *Character & Leadership Presenter*: Deliver a 35-40-minute presentation to students in middle school, high school, and/or college. Presentations share stories of people who exemplify great character and leadership and challenge children and young adults to embody Travis’s “If not me, then who...” ethos. Presenters typically do 1 or 2 presentations per year and are provided with all necessary training from TMF staff and volunteers. In 2015, 44% of presentations led to a student-run community service project.

¹ Stratton, Lucy. “Why Veterans Feel Disconnected from the Rest of America.” March 31, 2016
<https://military.id.me/community-news/veterans-feel-disconnected-rest-america/>



2. *Youth Mentor*: Deliver a curriculum-based character & leadership course to groups of students in middle school, high school, and/or college. Activities may include group discussions, teambuilding activities (e.g. ropes courses), physical workouts, and community service events. The courses are of varying length and may take place over a couple days or several weeks. TMF staff and volunteers will provide all necessary training to mentors before they begin meeting with their groups. In 2015, 50% of mentorship courses served at-risk youth.

TMF has found that veterans' families are as passionate about service as their fallen heroes were. Our **Survivor Expeditions** (SE) program fulfills this passion by organizing year-round service trips where families come together to perform a week-long service project in honor of their loved ones' legacy of selfless service. The expeditions allow for continued healing by providing a support system for families to interact with others of their kind. Service trips are held at various locations around the country and the world. 89% of 2015 SE participants reported staying in touch with those they met, and 100% reported the experience as "very meaningful" to their healing.

Program Narratives/Methods

All of TMF's services and events are offered for minimal or no charge, and we are committed to working with veterans and their families to make our offerings as accessible as possible for them.

- *Volunteer Engagement* – TMF's track record of successes is due in no small part to the more than 4,000 volunteers across the country who have been activated by Travis's motto of "If not me, then who..." Our volunteers assist TMF in various capacities, including special events, photography and videography, and general administrative support. Most of our volunteers are veterans or their surviving loved ones, but many are also civilians who have never served in the military but have nonetheless responded in droves to Travis's call to action. Regardless of their role, our volunteers are fully trained by TMF staff so that they will be empowered to advance the mission of TMF. Volunteers who do not want to serve TMF in traditional ways – or who are seeking additional opportunities to embody "If not me, then who..." – are encouraged to do their own service projects outside of TMF to honor the legacy of the fallen and share their ideas and successes with us.
- *Veterans Transition Workshops* – These monthly workshops are organized by TMF staff, volunteers, professional life coaches, and successfully-transitioned veterans who help their comrades discover their strengths and connect with other transitioning veterans for support and networking. Veterans who complete a VTW are empowered to find meaningful and service-oriented work.
- *Character Does Matter* – More than 200 veterans and surviving family members – along with over 2,000 volunteers – travel the country each year to inspire over 122,000 of our nation's youth through leadership presentations and mentoring programs. TMF staff and volunteers provide thorough training to CDM mentors and presenters to ensure that the children and young adults they interact with are inspired to embody TMF's mission for



the rest of their lives.

- *Team Travis & Brendan* - Team Travis & Brendan (TTB) is a group of TMF volunteers, beneficiaries and supporters who gather every year to run in the annual Marine Corps Marathon (MCM) in honor of Travis and his best friend – the late Navy SEAL Brendan Looney. Before Travis passed away, he and his father had signed up to run a marathon together, and his father chose to run it in his place. Since then, TTB has gained significant attention among other MCM participants and now features an ever-growing legion of runners who are not just veterans or family of veterans, but who have simply been inspired by TMF's story and want to be a part of something bigger than themselves.
- *Survivor Services* – At TMF, family means everything to us. We believe that family members of fallen heroes have the power to transform hearts and minds around the nation, which is why we are dedicated to offering meaningful engagement opportunities for those whose loved ones gave their lives to protect our country. Within the past 5 years, we have invested nearly \$2 million into survivor services, including 24 staff-organized SEs, where family members can participate in year-round service trips and continue their loved ones' tradition of service. We have supported more than 1,500 survivors through our programs – including over 400 survivors of all ages who have attended our SEs.
- *9/11 Heroes Runs* – These 5K run/walk events are held on or near September 11 and are organized to honor the thousands of civilians and first responders who sacrificed their lives on September 11, 2001, along with all those who have served our nation since then. Each Heroes Run event is managed by local volunteers and community leaders around the country who wish to honor and remember their local veterans, first responders and their families. More than 50 communities have hosted 300 races for over 50,000 participants in 77 locations around the world. Runners who wish to run but do not have a run event near them can sign up as a “virtual runner” and run anywhere they want in honor of their local veterans and first responders.
- *National Service Week* – TMF staff and over 1,300 volunteers coordinate and participate in large-scale community service projects during two National Service Weeks (NSW) every year – one in April (the month that Travis passed away) and one in November. Nearly 4,000 hours of service are performed annually over the two weeks. These projects give veterans another opportunity to perform out-of-uniform service – which is equally as important as in-uniform service – and build stronger community relationships. NSWs also educate future generations about the importance of dedicating oneself to their community – just as America's veterans dedicate themselves to protecting our country and the values that it stands for.
- *Local Community Relations and Investment* – America's heroes come from all corners of the country, and we recognize that many of them will not be conveniently located near TMF's events and services. But our obligation to these heroes is no less strong than our obligation to the heroes who directly participate in our services. That is why we have invested over half-a-million dollars into local communities around the nation to directly



support their veterans, first responders, and their families. We look forward to continuing to leverage all of our staff, volunteer, and financial resources to support national heroes everywhere in the same ways that we have supported and will continue to support TMF program participants.

Philanthropic Opportunities for Donors

In 2015, TMF raised over \$6 million from non-governmental grants and donations – accounting for 92% of our entire operating revenue that year. We invite you to join the thousands upon thousands of individuals, families, corporations, foundations, and other organizations who have embodied Travis’s mantra of “If not me, then who...” by supporting us in our mission to empower and inspire our veterans, their families, and America’s youth.

Support Our Spartans and Our Programs

By directly supporting the veterans, family members, and youth who participate in our programs, you will empower them to not only participate in our programs, but also enable them leave our programs forever changed and prepared to make meaningful impacts in the real world.

- \$500 – Sponsors in full a family member of a fallen hero to attend one of our Survivor Expeditions
- \$429.07 – In recognition of April 29, 2007 (the date that Travis died), sponsors Team Travis & Brendan (TTB) at the annual Marine Corps Marathon (MCM) as they run to honor their fallen comrades
- \$250 – Covers the cost of training and placing a veteran to teach one of our Youth Mentorship (YM) courses
- \$100 – Covers the cost of providing transition assistance to a veteran through our Veteran Transition Workshops (VTW)
- \$35 – Sponsors in full a runner at one of our nationwide 9/11 Heroes Runs as they run to honor their local veterans and first responders
- \$29 – In recognition of the 29th of April (the date that Travis died), sponsors in part a veteran or family member in a program of your choice and helps subsidize the costs of participation and service delivery

Expand our National Reach and Invest in Our Infrastructure

With only four offices in just three metropolitan regions, TMF is limited in terms of the veterans and families who have convenient access to our programs. As a TMF supporter, you have the power to help us open offices in new regions and spread “If not me, then who...” to communities across the nation. You also have the power to invest in our existing infrastructure and enhance our ability to offer meaningful engagement opportunities to our veterans, families, and youth:

- \$80,000 – Covers a full year of new office space fees for one office where veterans and families can conveniently access TMF’s signature programs and events and be equipped to inspire America’s youth to embody TMF’s values.
 - \$60,000 – Cost of leasing an office space for one year
 - \$19,000 – Cost of purchasing all relevant technological equipment (e.g. computers, servers, printers) for a new office



- o \$1,000 – Cost of purchasing stationery and other relevant non-technological office supplies that will last for a year
- \$18,000 – Covers the cost to build one ropes challenge course with high and low elements near TMF’s Doylestown and Philadelphia offices, where teenagers & young adults can participate in physical challenges that will help them develop self-confidence as well as team-building and leadership skills.
 - o \$9,000 - Cost to have installed a 150’-long zipline
 - o \$8,000 - Cost to build a 30’-tall rock climbing wall
 - o \$1,000 – Cost to purchase a variety of items for ground-based challenges, such as seesaws, cones, and wooden boards

Financial Information

Projects to be funded via philanthropy	
Sponsor a survivor to attend a Survivor Expedition	\$500
Sponsor TTB at the MCM	\$429.07
Train and place a veteran at a YM course	\$250
Sponsor a veteran in a VTW	\$100
Sponsor a 9/11 Heroes runner	\$35
Sponsor any veteran or survivor of your chosen program	\$29
<i>Sponsor a new TMF office</i>	\$80,000
Office first-year leasing costs	\$60,000
Technology purchase costs	\$19,000
Non-technological supply purchase costs	\$1,000
<i>Build a ropes challenge course</i>	\$18,000
Install a 150’ zipline	\$9,000
Build a 30’ rock climbing wall	\$8,000
Purchase ground-based challenge items	\$1,000
Total amount to be funded via philanthropy	\$197,343.07

We at TMF offer several convenient methods for you to embody “If not me, then who...” and support our nation’s veterans, families, and America’s youth, including:

- **Writing a check** and mailing it to: 164 E. State St, Doylestown, PA 18901
- **Visiting travismanion.org** and making a one-time or recurring donation with your credit/debit card



- **Making a planned gift** via real estate, appreciated securities, or life insurance that will last for several lifetimes
- **Remembering TMF in your will** with a bequest

We welcome all donations no matter how small and regardless of what TMF program they support. We will work with you to develop a personal philanthropic plan that is a good fit for your finances and that empowers you to create meaningful experiences for the leaders of today, the leaders of tomorrow, and their families around the country.

We are also committed to honoring and thanking our most generous benefactors via the Spartan Society, which offers exclusive events, featured recognitions, and special TMF communications for donors who give \$1,000 or more each year. We offer several different levels of giving to suit your needs and desires:

- Spartans-in-Training: \$1-\$999
- Bronze Level: \$1,000-\$4,999
- Silver Level: \$5,000-\$24,999
- Gold Level: \$25,000-\$49,999
- Platinum Level: \$50,000-\$249,999
- Diamond Level: \$250,000+

Travis Manion Foundation's Board of Directors

1. Col. Tom Manion, USMC (Ret.)
Chairman Emeritus
2. Barbara Orr
Chairman
Owner/Executive Vice President – Poretta & Orr, Inc.
3. Alex Gorsky
Vice Chairman
Chairman & CEO – Johnson & Johnson
4. John Dinome
Vice Chairman
Partner – Reed Smith, LLP
5. Mary Katharine Ham
Secretary
Contributor – Fox News and Staff Writer – *Weekly Standard*
6. Croft Young
Treasurer
Executive Director, Investment Banking Division – Morgan Stanley



7. Donald Morel
Director
Chairman & CEO (Retired) – West Pharmaceutical Services, Inc.
8. Adm. Stephen K. Chadwick, USN (Ret.)
Director
President & CEO – Prodesco, Inc. and President & CEO – Secant Medical, LLC
9. Kate Papak
Director
Military Advocate
10. Nick Trainer
Director
Chairman of the Board – Widener University
11. Aloysius Boyle
Director
Software Sales Manager – Oracle
12. Ward Savage
Director
Research Analyst – Credit Value Partners
13. Marshall Lauck
Director
COO – JWT Atlanta
14. Ken Davenport
Director
CEO – Mission Edge
15. Carlo Pecori
Director
Program Manager – University of New Haven
16. Ryan Manion Borek
President – Travis Manion Foundation
17. Ken Clark
Director
Chairman – Ken Clark Partners
18. Tom Kubit
Director
Director of Strategic Operations and Business Development, L-3 Communications,



ComCept Division

19. Greg Call

Director

Head of Veterans Program – LinkedIn

20. Knox Nunnally

Director

Associate – McGuireWoods LLP