



10 YEARS OF EMPOWERING VETERANS AND COMMUNITIES



MISSION

The Mission Continues empowers veterans who are adjusting to life at home to find purpose through community impact.

VISION

We deploy veterans on new missions in their communities, so that their actions will inspire future generations to serve.

IMPACT

Veterans apply their skills and experience toward strengthening communities while building bonds with one another.











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A MESSAGE FROM OUR PRESIDENT

United, we served. In 2017, The Mission Continues inspired thousands of people to serve together in important and meaningful ways. From Hawaii to Texas, from New England to Puerto Rico, our veterans, nonprofit partners and community volunteers mobilized to help build stronger communities around them. And they did it together.

This report shows how 2017 was an empowering year for The Mission Continues. Here are a few of our participants' most significant milestones:

- Over 10,900 veterans and non-veteran volunteers served alongside each other at 900+ service events across the country.
- Veteran volunteers and our nonprofit partners collaborated in 61 city-based operations focused on achieving long-term impact in under-resourced communities.
- Hundreds reported for duty at our second annual Mass Deployment, dubbed Operation Westside Surge, in Atlanta.
- Inspiring women veteran leaders from across the country convened at our second annual Women Veterans Leadership Summit in San Francisco.
- Hundreds of volunteers selflessly supported relief efforts in the wake of historic natural disasters in Houston, Miami, and Puerto Rico.

These milestones from 2017 give us great pride, but we also set our sites on the future. With that in mind, we took several steps to help ensure we'll continue to increase our impact for many years to come.

- Nineteen new full-time team members joined us in 2017 in key new roles and responsibilities across the country.
- Three exceptional leaders joined our Board of Directors: Kristie Cunningham, Senior Vice President
 of Communications for BAE Systems, Inc; Gen. Ray Odierno (Ret.); and Shelley Lavender, Senior
 Vice President of Strike, Surveillance and Mobility of Boeing Defense, Space & Security.
- Partners like the Berges Family Foundation, Carlson Family Foundation, Henry & Ruth Blaustein Rosenberg Foundation, and BAE Systems, stepped up with creative and generous new contributions, paving our way forward and sustaining our impact.

Looking back, I am motivated by these accomplishments; and looking forward, I am excited for remarkable things that are on the horizon.

I would like to extend our gratitude to our many supporters who fuel our impact, and to our staff, community partners, and volunteers who—through their grit, dedication, and resolve—are the engines that propel us towards our vision of the future.

I also thank you for your support. Please Report for Duty alongside us in 2018 and beyond!

Spenkynn

SPENCER KYMPTON, PRESIDENT



THANK YOU TO THOSE WHO SUPPORTED OUR RECOVERY EFFORTS IN HOUSTON

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Carolyn Gold
John Hauck
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Kathleen Alexander
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Laura L'Esperance Mark DeBlanc Meredith Darche Rachel Eidelman Linda Mattson Katherine Oliver Regan Turner James Shaughnessy Aaron Neiss Jackiee Carbery Janet Newsome





STORIES FROM THE FIELD

#HOUSTONSTRONG

From the moment the first drop of rain from Hurricane Harvey fell, the veteran impact I witnessed was inspiring. Before the rain had stopped, members of all five of our Houston platoons and platoons around the country had stepped up in the areas hardest hit by Harvey.

A surge of 700+ volunteers answered the call to serve, leading water rescues, mucking and gutting homes, clearing debris, organizing donation drives, and preparing and distributing over 1,000 meals.

Marine Corps veteran and Platoon Leader LaShonda Johnson lost her home, her car, and even her service animal during Harvey, but stepped up to serve nonetheless.

LaShonda said, "It was time to adapt and overcome. I still knew that there was someone out there worse off than us. I couldn't just focus on my family, I had to help the community as well. It was time to rebuild, renew and motivate."

Barely a week after she lost everything, LaShonda led our 9/11 service project at KIPP Dream Prep, which sustained water damage from the storm. Volunteers beautified the building's exterior, built picnic seating and a supply shed, and held a donation drive for students and their families.

Moments like these reinforce my strongly-held belief that veterans are incredible assets to our country. They step up to face disasters head-on with all the passion, focus, and energy they had when serving in the military.

We've continued our work in the year since then. All of our Houston operations have pivoted to focus on Harvey recovery, and we hosted the Delta Class Fellowship Orientation, which meant bringing nearly 100 veterans to make headway on addressing Hurricane Harvey-related issues at Independence Heights.

Houston still has a long road to recovery. The Mission Continues is committed in its support of Houston neighborhoods deeply affected by the storm through projects at parks, community gardens, churches, and homes.

We appreciate the support everyone has shown in the past year. And with your continued support, I know we can reach our long-term goals to rebuild.

We're here to stay.

Yours In Service, Barry Mattson, Central Region Executive Director



WHAT WE DO: SERVICE PLATOON PROGRAM

Our Service Platoon Program connects teams of veterans with local organizations to tackle tough challenges in their community. At the helm of each group is a platoon leader who commits to 1+ years of service and receives leadership training and mentoring from our staff. Each year we convene platoon leaders for Service Platoon Leadership Summit. This kind of veteran activation empowers veterans through personal growth, connectedness and community impact.

In 2017, we increased volunteer engagement by 16.7%, and our volunteers executed 893 service events with 75 service platoons across the country, equaling \$3,049,554.24 worth of volunteer labor.

- 10,521 platoon volunteers activated across the country
- 83.2% of veterans report that they feel more connected to other veterans since becoming a service platoon member
- 79.9% of Platoon Leadership Team members report that since becoming a part of the service platoon, they feel more connected with their community





WHAT WE DO: MASS DEPLOYMENT

Our Mass Deployment mobilizes veterans alongside local community partners and volunteers in a single city over the course of one intensive week of service. We select a city each year with a need for revitalization and the potential for sustainable growth, ensuring our efforts and resources have a visible impact within the communities we serve.

In June of 2017, we deployed 69 veteran volunteers from all over the country to Atlanta's Westside to tackle some of the community's toughest challenges, bringing \$185,175 worth of volunteer labor to the Westside.

- 69 veterans deployed to Atlanta
- 96% of Operation Westside Surge Participants believe that they made an impact on the local community through their efforts





WHAT WE DO: WOMEN VETERANS LEADERSHIP SUMMIT

As part of our #HerMission initiative, the Women Veterans Leadership Summit brings motivated women veterans to a weekend of professional development, networking and selfcare, packed with panels, workshops and inspirational speakers. Each year we draw from the voices and insights of a range of female luminaries from the worlds of business, philanthropy, entertainment and government. Women veterans walk away from the summit with a vastly expanded network, an abundance of resources, and a new outlook on overcoming professional roadblocks. In May of 2017, 45 women veterans gathered in San Francisco.

This was the second time we've done the summit, and we're excited to see that this is an effective way to support women veterans.

- 45 women veterans in attendance
- 93% of women veterans who attended the summit reported feeling inspired to take on new challenges





WHAT WE DO: FELLOWSHIP PROGRAM

Our Fellowship Program empowers post-9/11 veterans, Guardsmen and Reservists to deploy on new missions in their communities. Each fellowship combines volunteer service, professional development and personal growth to deliver a unique impact in the community. In return for their service, we provide each fellow with a stipend in combination with personal coaching and mentorship from our staff.

We have awarded 2,200+ fellowships over the program's lifetime, and our fellows have served in 1,700+ nonprofit organizations. The impact for 2017 alone is valued at \$4,891,385.28 worth of volunteer labor.

We welcome our last class of fellows in January 2018, as we sunset the Fellowship Program. This transition marks an exciting change as we embark on new paths to engage veterans in community impact.

- 356 fellowships awarded in 2017
- 58.3% of participants felt the fellowship helped them make a career change
- 74.4% of participants believed the fellowship improved their chances of finding a job

1,726

volunteers activated in support of the September 11[™] National Day of Service and Remembrance





607

volunteers
activated in
support of the
Martin Luther
King Jr. National
Day of Service

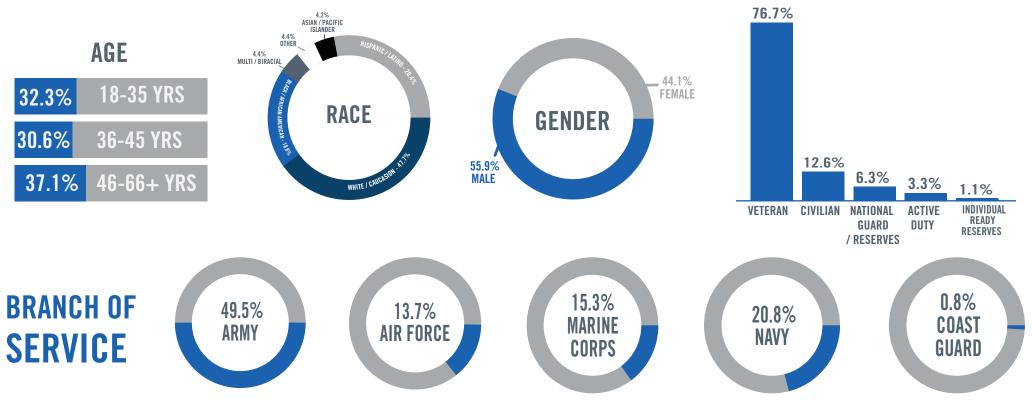
1,770

volunteers activated in support of Veterans Day



THOSE WHO SERVE AGAIN

The demographic information reflects responses from our annual survey of individuals who participated in our programs in 2017.







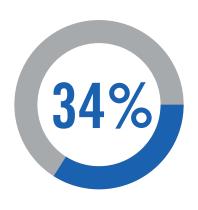


WHERE WE SERVE

Our operations are well-organized, long-term activities that bring together veterans with nonprofit partners and community leaders to achieve a set of desired outcomes.





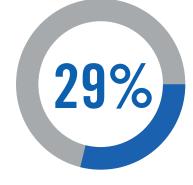


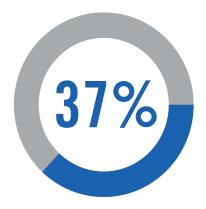
SCHOOLS

The schools we support are often public or charter schools that have above-average rates of students who live at or below the poverty line. Supporting school improvement includes beautifying, renovating, refurbishing interior and exterior of school spaces, and creating engaging learning spaces.

PARKS / COMMUNITY SPACES

We support parks/community spaces that include city parks, national parks, urban food gardens, sensory gardens, trails, and other outdoor spaces that help sustain a healthy community.





COMMUNITY SUPPORT / SERVICE ORGANIZATIONS

The Mission Continues supports nonprofit organizations addressing issues in their communities, such as food banks, community development organizations, neighborhood associations, youth clubs and more. Our support often includes beautifying, renovating, refurbishing, and engaging families and youth in events.

OUR IMPACT

We conducted an annual survey of individuals who participated in our programs in 2017. Here are a few key survey results.







CONNECTEDNESS

65% of volunteers feel more connected to the civilian community.

82.4% feel a sense of community with The Mission Continues.

75.6% feel more connected with other veterans.

PERSONAL GROWTH

51.5% feel more equipped to work in the civilian world.

83.6% of volunteers feel a stronger sense of fulfillment.

68.8% are able to achieve goals they set for themselves.

COMMUNITY IMPACT

93.8% of volunteers feel they have the ability to make a difference in their community.

89.4% of volunteers believe they are pursuing a meaningful mission with The Mission Continues.

91% of volunteers feel like part of a cause larger than themselves.



STORIES FROM THE FIELD: PITTSBURGH

Homewood. Like many children in the community today, I grew up with no father in the home. I had a single mother who was addicted to drugs, and it seemed at times that no one cared about the harsh realities of poverty-stricken families in less affluent communities. All we had was each other, and with the community being almost completely African American, it seemed as if the outside world simply did not want to deal with the issues in Homewood.

After I graduated college—not long after September 11th, 2001—I joined the United States Navy because I felt that I still had a duty to myself, my family and my country. I did two tours in support of Operation Enduring Freedom in Afghanistan and Operation Iraqi Freedom in Iraq.

When it came time to separate from the military, I immediately returned home to Pittsburgh. But I couldn't find a reason to smile. I did not want to go out in public. I did not trust people or places. I faced homelessness, I refrained from taking my medications, and I submerged myself in depression. Many times I even contemplated suicide.

Once I was able to gain my sense of self-control back and "get out" more, there was still something missing... and I was not quite sure what it was.

One day I heard there was going to be a Mass Deployment in Atlanta, Georgia with The Mission Continues where I would have the chance to go into under-resourced communities and make a difference. The best part was that these communities resembled the communities of Homewood and East Liberty back in Pittsburgh where I grew up. I applied and was selected to attend Operation Westside Surge.

It has been almost a year since, and I am still serving with The Mission Continues through their Service Platoon Program and more so, serving in my very own HOMEWOOD!

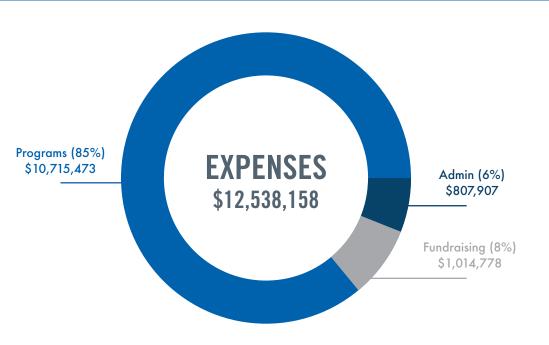
Since joining the Pittsburgh 2nd Service Platoon I have seen progress in the faces of those we work with in Homewood, Hazelwood and similar communities in Pittsburgh. They are seeing the impact of togetherness, compassion, and hope through our efforts.

It is an honor and a pleasure to serve the community I once inhabited as a child. I hope today's children in Homewood know they can see an African American leader right here in the present, in their neighborhood, someone they can look up to and identify with.

You don't have to be world-famous to make an impact—you just have to dedicate the time, energy, and effort to work with your community from the ground-up and lead by example.

Yours In Service, Derrick Clark, Volunteer

OUR FINANCIALS





\$10,715,473 \$1,014,778

\$807,907 Admin

Total Expenses \$12,538,158

Individual (11.5%) \$1,493,471 Corporations (31.7%) \$4,112,938 Interest Income (0.3%) \$43,940 **REVENUE**

\$12,956,759

Foundations (56.4%)

\$7,306,409

REVENUE

Foundations	\$7,306,409
Corporations	\$4,112,938

Individual \$1,493,471

Interest Income

\$43,940 Gains and loss on

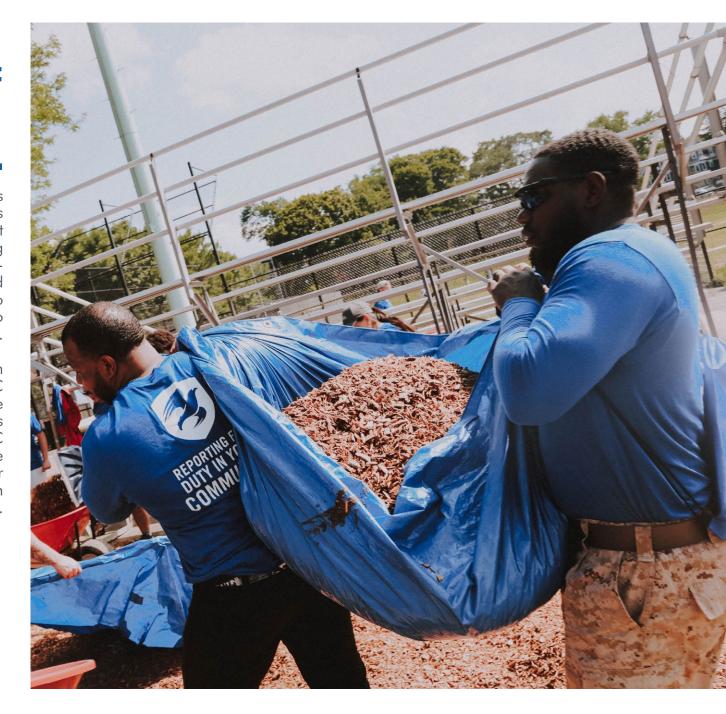
short term investments

Total Revenue \$12,956,759

OUR SUPPORTERS: BBMC

As a partner charity of BBMC Mortgage's Patriots Charity Initiative, BBMC provides an opportunity for their customer to direct a \$125 donation for each qualifying loan that they close. Over a threeyear partnership, BBMC has provided \$375,000 to The Mission Continues to empower veterans across the country to continue serving.

In addition to sharing our story with their customers and employees, BBMC employees and customers serve alongside our service platoons in cities nationwide. We greatly appreciate BBMC for bringing a deep and sustainable commitment to our veterans, their families and the communities in which they work and live.





OUR SUPPORTERS: WEINBERG FOUNDATION

The Harry and Jeanette Weinberg Foundation is one of the largest private charitable foundations in the United States. Through its veterandesignated area of giving, the Foundation supports organizations and programs committed to ensuring military members and families effectively reintegrate into their communities. Over the past two years, the Weinberg Foundation has been a tremendous partner in our growth and impact - supporting our Baltimore operations, platoons, and fellows; sponsoring the Chicago 1st Service Platoon; and assisting our Houston platoons' Hurricane Harvey relief efforts.

OUR SUPPORTERS: AMY SULLIVAN & THE SULLIVAN FAMILY

"This year we will host our 6th Annual Sully Memorial, an annual golf tournament that gives the proceeds to veterans. I first heard about The Mission Continues through my work, and was excited to learn that there was a local program for my then-active duty husband: coordinating volunteer events, staying connected to the military, and supporting the community. He was just a few short years away from retirement and had always been passionate about supporting each community in which we lived.

Unfortunately, my husband never got the chance to participate and passed away while on active-duty. We—myself, friends and family—were eager to honor his memory. The Mission Continues was the ideal organization to support, and we are proud to have raised almost \$90,000 over five years. Each year is a time to remember, reflect and celebrate with friends and family. There are somber moments, but there is much more laughter. Sean always said, 'Live every day day like it's your last.' And we take this event to do just that. Creating memories together. Just the way he would have wanted."

— Amy Sullivan, The Mission Continues Supporter





OUR SUPPORTERS: SAIC

Since 2015, SAIC has empowered veterans through The Mission Continues as they address pressing local issues and make meaningful social change. Their support has spanned across The Mission Continues including sponsorship of multiple service platoons, orientation events, support of fellows and key fundraising initiatives.

In April, SAIC highlighted their partnership with The Mission Continues through their sponsorship with The Washington Nationals, DC's Major League Baseball team. During the annual Military Appreciation Game, The Mission Continues platoon members and staff received complimentary tickets and hospitality and were recognized on field and in-game to showcase the partnership. This year marked SAIC's 3rd consecutive year as sponsor of The Mission Continues Marine Corps Marathon team to help raise over \$50,000.

After the devastation from Hurricane Harvey in Houston, SAIC recognized the work that The Mission Continues was already doing in Houston and, even more so, post-Harvey. They made a commitment to support The Mission Continues Houston Service Platoons and their existing and future operations in the city. We sincerely appreciate SAIC's commitment to empowering veterans and our communities through The Mission Continues.

OUR SUPPORTERS

Hurricane Harvey Supporters

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\$1,000,000 and above

Einhorn Family Charitable Trust Wounded Warrior Project

\$250,000 - \$999,999

American Express BAE Systems The Boeing Company FCA Foundation Prudential

\$100,000 - \$249,999

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WHERE WE'RE GOING FROM HERE

In 2018, we're creating new opportunities to empower veterans and strengthening our commitment to the communities we serve.

A new program—The Service Leadership Corps —launches in fall 2018. This is an exciting opportunity for veterans and members of the National Guard and Reserves to learn and grow as community-based leaders.

We're also reimagining how we measure and assess our impact. The Empowered Veteran Index unites our programs and events through a common framework of personal growth, connectedness and community impact. Synthesizing our impact through these three components will allow The Mission Continues to deliver stronger and more meaningful opportunities for veterans

Our impact is credit to the community of veterans, nonprofit and philanthropic partners, community leaders and supporters who stand united in service with us.

Thank you, and we look forward to reporting for duty alongside you in the year ahead.



REPORT FOR DUTY WITH US

With 75 service platoons, The Mission Continues offers opportunities for community engagement nationwide. Find your next event at mission continues.org/events.

Atlanta Austin **Baltimore Boston-Lowell** Chicago Cleveland Colorado Springs Columbia Columbus, GA Columbus, OH Dallas-Fort Worth Denver **Detroit** El Paso Hampton Roads Honolulu Houston Indianapolis Jacksonville Kansas City Los Angeles **Orange County**

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