



# 2018 ANNUAL REPORT

## OUR MISSION

We are on a mission to connect veterans with under-resourced communities: empowering veterans to continue their service, while empowering communities with the talent, skills and preparedness of veterans to generate visible impact.

## OUR VISION

All veterans with a desire to continue their service are part of a movement to transform communities.

## OUR IMPACT

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







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# CONNECTING VETERANS WITH UNDER-RESOURCED COMMUNITIES

At The Mission Continues, we are deeply convinced that veterans possess the drive and desire to serve others. But without access to the tools needed to continue serving, their potential to make meaningful impact at the local level remains untapped. Meanwhile, despite the fact that our country is in an era of unprecedented wealth and opportunity, growing numbers of communities nationwide are being left behind.



We view this gap as a real problem for our country – and that is why we are on a mission to connect veterans with under-resourced communities. Because of supporters like you, we have created pathways for more veterans to serve in communities than ever before. Across our programs, our growing team of veteran leaders engaged more than 20,000 volunteers in service, and executed more than 1,500 events – both all-time highs.

### Here are just a few highlights of our year, that you helped spark:

- We launched our new **Service Leadership Corps**, a leadership development program that empowers veterans to take a strong next step in their journey as community-based leaders.
- **Our Service Platoons**—active in 56 cities nationwide by the end of 2018—led community-focused service efforts in 74 multi-year, high-impact operations, alongside our nonprofit and community partners.
- Seventy-five women veterans took center stage at our **third annual leadership summit** in Washington, DC—advancing our goal to break down barriers to equity and inclusion for women veterans.

Along the way, we invested in our team, including multiple new hires on our Regional Operations and Program Strategy teams, and in our infrastructure – all to prepare The Mission Continues for our next era of impact and sustained growth nationwide.

What we saw happening on the ground all across the country in 2018 has us very excited for what's to come. Whether you began this journey with us in Honolulu or in St. Louis, and whether you joined us last year or ten years ago, we're forever grateful that you've chosen to wear TMC blue. I look forward to serving alongside you again in 2019!

Charlie Mike,



**Spencer Kympton**  
President, The Mission Continues





## SERVICE LEADERSHIP CORPS

The Service Leadership Corps is a six-month community-based leadership program that builds veterans' skills through a mix of in-person gatherings and a virtual learning environment.

We accepted 53 veterans into our first cohort. Grouped into teams, they partnered with selected nonprofits like New Politics Leaders Academy, National Parks Conservation Association, and Veterans for American Ideals to complete a specific project.



## SERVICE PLATOONS

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 a stipend, leadership training and mentoring from our staff.

In 2018 we expanded the program to several cities including San Juan, El Paso, and Boise. Our volunteers executed 1,007 service events and held 543 social events, increasing their engagement by 37%.





## 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 2018, Operation Watts Is Worth It connected over 500 volunteers including veteran leaders, corporate partners, and local organizations for a week of community impact in Los Angeles's Watts community. We deployed 71 veterans to Watts, Los Angeles to dig into community revitalization.





## WOMEN VETERANS LEADERSHIP SUMMIT

As part of our #HerMission campaign, the Women Veterans Leadership Summit brings motivated women veterans to a weekend of professional development, networking and self-care, packed with panels, workshops and inspirational speakers.

In May of 2018, 75 women veterans gathered in Washington, D.C., gaining an expanded network and pool of resources to take their service leadership to the next level.

# OUR IMPACT

We conducted an annual survey of individuals who participated in our programs in 2018. Here are a few key results from the 1,433 veterans who responded.

## CONNECTEDNESS

73.2%

of veterans felt more connected with other veterans

58.2%

of veterans felt more connected with the civilian community

74.2%

of veterans feel a sense of community with The Mission Continues

## PERSONAL GROWTH

72.4%

of veterans feel they have a greater sense of purpose

63.9%

of veterans believe they are able to achieve goals they set for themselves

75.8%

of veterans feel they have a sense of fulfillment

## COMMUNITY IMPACT

75.9%

of veterans believed they were pursuing a meaningful mission

87.5%

of veterans believed they had the ability to make a difference in their community

86.3%

of veterans felt they were part of a cause larger than themselves



# 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. The data in this section is indicative of 75 operations which include 74 ongoing service platoon operations and one Mass Deployment operation, Operation Watts is Worth It.

## 21% PARKS & COMMUNITY SPACES

16 operations benefit city parks, national parks, urban food gardens, sensory gardens, trails, and other outdoor spaces that help sustain a healthy community.



## 24% SCHOOLS

18 operations support schools or education-focused organizations. 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. Our activities include enhancing or creating engaging learning spaces.



## 47% COMMUNITY SUPPORT & SERVICE ORGANIZATIONS

35 operations partner with nonprofits addressing issues in their communities, such as food banks, community development organizations, neighborhood associations, youth clubs and more.



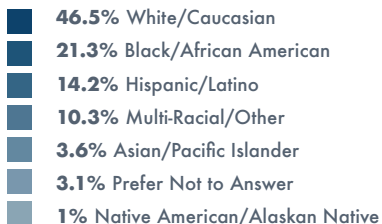
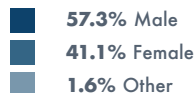
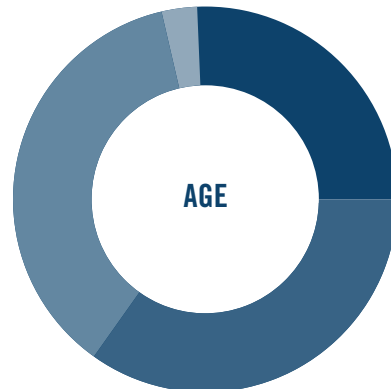
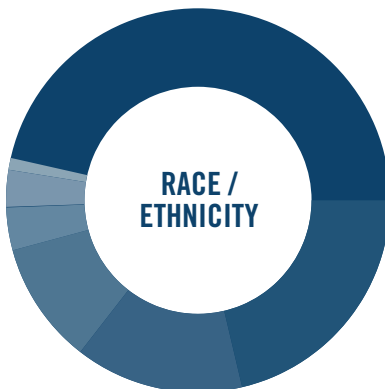
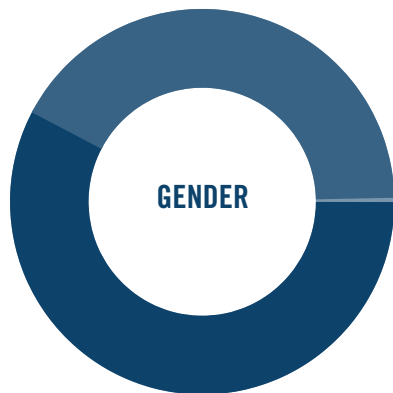
## 8% MULTIPLE BENEFICIARY AREAS

6 operations partner with more than one category.





# WHO WE ARE



# OUR NATIONAL DAYS OF SERVICE



## MARTIN LUTHER KING JR. DAY OF SERVICE

Activated 1,902 volunteers  
Sponsored by CarMax

**CARmax**

## SEPTEMBER 11<sup>TH</sup> NATIONAL DAY OF SERVICE AND REMEMBRANCE

Activated 1,990 volunteers  
Sponsored by Starbucks



## VETERANS DAY

Activated 2,024 volunteers  
Sponsored by BAE Systems

**BAE SYSTEMS**



**WHEN HURRICANE MARIA DEVASTATED THE ISLAND OF PUERTO RICO**  
in September of 2017, our veteran volunteers across Florida rushed to pack and send supplies. Their sustained effort accelerated our plans to expand service to Puerto Rico, launching the San Juan 1<sup>st</sup> Service Platoon just four months later.





Florida veterans continued supporting displaced Puerto Ricans in Florida by assembling furniture and mobile food pantry units and packaging welcome home kits.

The newly minted Puerto Rico 1st Service Platoon launched in 2018 thanks in part to a grant from the Bob Woodruff Foundation. The platoon's mission is to continue supporting long-term recovery across the island.

Leading the charge is Army veteran Frankie Perez. Frankie was born and raised in Puerto Rico as the youngest of ten brothers. He enlisted in the military just months before the attacks

of September 11, 2001 and deployed to Iraq in 2005.

But when he came back to live in Puerto Rico he knew he wasn't the same anymore. Frankie attempted suicide two years after coming home. The experience motivated him to seek help and confront the challenges of post-traumatic stress.

More than that, he wanted to find a veteran community that would understand his experience and offer opportunities to give back to others. He found The Mission Continues in 2017 – and the timing couldn't have been more perfect. The Mission Continues' call to serve struck a chord with Frankie and Puerto Rican veterans like him who yearned to lead positive change at home.

Building a cadre of volunteers from the ground up wasn't easy after the storm – access and communication across the island remained a persistent struggle. Yet, despite the challenges, Frankie and fellow veterans mobilized 122 volunteers and completed six

service events in the first ten months of their operations.

They forged impactful partnerships with the National Park Service, U.S. Forest Service, American Red Cross, Clinton Global Initiative Post-Disaster Network, active military leadership and fellow veteran service organizations.

They also laid the groundwork for long-term operations. As a result of their dedication, passion, and grit, they've been able to hit the ground running in 2019. By March 2019, the service platoon had completed 13 service events in 13 months.



## THE ROBERT R. MCCORMICK FOUNDATION

The Robert R. McCormick Foundation recognizes that as a country we need to respond and provide support to veterans and their families. They do this to honor veterans' service and sacrifices, and to enable them to make a successful transition back into their communities and former lives.

Since 2009, we have been honored to receive funding from the McCormick Foundation, helping us to grow into the organization we are today. Most recently, the Foundation has supported our operations and platoons in Chicago.



*Veterans Program Director Megan Everett of the Robert R. McCormick Foundation speaks on a panel about nonprofit careers at our Women Veterans Leadership Summit in May of 2018.*

# LAURA CONIGLIARO, ALISON CONIGLIARO-HUBBARD, ANDY CONIGLIARO AND THE CONIGLIARO FAMILY

Above all else, Michael Conigliaro was about family. As his wife, I always understood and appreciated how important that was to him. But his family was not just us. It included the Air Force Security Service and the other men and women who served in our nation's military. He was a proud veteran – a silent warrior.

Michael taught our family the values veterans uphold. When he died unexpectedly in 2015, we were introduced to The Mission Continues as an organization where people who wanted to honor Michael could consider donating in his memory. What first struck us was the organization's focus on bringing the unique strengths of our veterans to meet the challenges in our communities. Not only do these efforts serve the community, they also remind veterans of the value they have after serving in the military.

We appreciate the many ways in which The Mission Continues embodies our values – service, integrity, teamwork – which is why we've continued supporting their work every year, carrying on Michael's commitment to veterans, which has now become ours.







## CARMAX

Since 2016, CarMax has empowered veterans through The Mission Continues, supporting multiple service platoons and campaigns, leadership summits, Mass Deployments, individual veteran leaders and the Women Veterans Leadership Summit.

After the devastation from Hurricane Harvey in Houston in 2017, CarMax donated a van to further enable The Mission Continues to make an impact in Houston, and even more so, post-Harvey. The van has provided a greater opportunity to transport supplies and materials to the projects carried out across Houston and nearby cities, logging over 18,000 miles in 2018.

In 2018, over 290 CarMax associates engaged in service with platoons and events across the country, contributing more than 1,500 hours. As a supporter of the 2018 Mass Deployment: Operation Watts Is Worth It, CarMax associates, friends, and family volunteered at two days of service. Over 100 associates engaged in beautification and renovation projects at two under-resourced schools. As a sponsor of The Mission Continues service campaigns, CarMax associates from local stores supported their local service platoons throughout the country.



# OUR BOARD OF DIRECTORS

As of December 31, 2018

## **NANA ADAE**

Director, Chicago, IL

## **PETER BISHOP**

Director, Boston, MA

## **KRISTIE CUNNINGHAM**

Director, Washington, DC

## **MICHÈLE FLOURNOY**

Director, Washington, DC

## **DAVID GERGEN**

Director, Boston, MA

## **SPENCER KYMPTON**

Director Ex-Officio, New York, NY

## **SHELLEY K. LAVENDER**

Director, St. Louis, MO

## **RAY ODIERNO**

Director

## **MEGHAN O'SULLIVAN**

Director, Boston, MA

## **JOHN TIEN**

Chair, Atlanta, GA

# OUR FINANCIALS

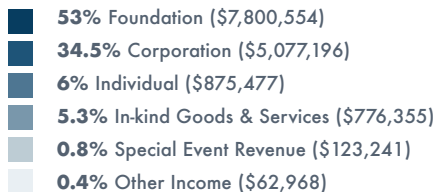
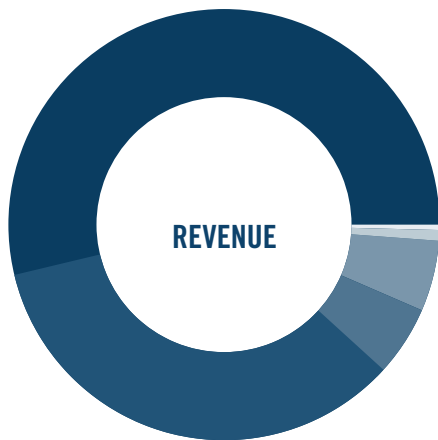
## Statement of Activities

Year Ended December 31, 2018

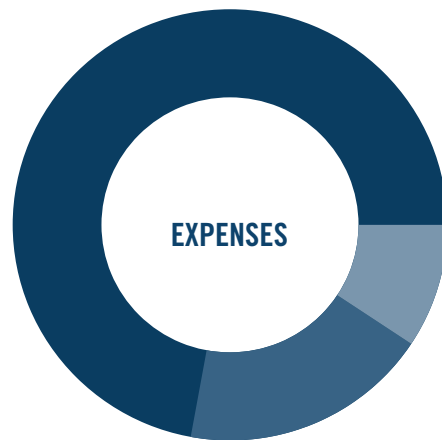
	Without Donor Restrictions	With Donor Restrictions	Total
<b>Revenues and Support</b>			
Public support	\$ 4,408,473	\$ 9,344,754	\$ 13,753,227
Special event revenue, net of \$34,955			
direct expenses	113,241	10,000	123,241
Other in-kind goods and services	-	776,355	776,355
Other income	62,968	-	62,968
Net assets released from restrictions	7,067,805	(7,067,805)	-
<b>Total revenues and support</b>	<b>11,652,487</b>	<b>3,063,304</b>	<b>14,715,791</b>
<b>Expenses</b>			
Program services	9,560,661	-	9,560,661
Fundraising	1,239,528	-	1,239,528
Administrative & general operations	2,469,795	-	2,469,795
<b>Total expenses</b>	<b>13,269,984</b>	<b>-</b>	<b>13,269,984</b>
<b>CHANGE IN NET ASSETS</b>	<b>(1,617,497)</b>	<b>3,063,304</b>	<b>1,445,807</b>
<b>Net assets at beginning of year</b>	<b>7,398,407</b>	<b>4,086,167</b>	<b>11,484,574</b>
<b>Net assets at end of year</b>	<b>\$ 5,780,910</b>	<b>\$ 7,149,471</b>	<b>\$ 12,930,381</b>



# OUR FINANCIALS



**Revenue Total:** \$14,715,791



**Expenses Total:** \$13,269,984

# OUR 2018 DONORS

## \$1,000,000 and above

Einhorn Family Charitable Trust

## \$500,000 and above

The Marcus Foundation  
USAA Foundation  
Wounded Warrior Project

## \$250,000 and above

BAE Systems Holdings Inc.  
Carmax, Inc.  
Diageo North America Inc.  
The Grover Hermann Foundation  
Schultz Family Foundation  
Starbucks

## \$100,000 and above

The Bob Woodruff Foundation  
The Boeing Company  
Bridgeview Bank Mortgage Co., LLC  
Charina Endowment Fund  
Citi Foundation  
The Curtis L. Carlson Family Foundation  
Google  
Hauck Charitable Foundation  
The Heinz Endowments  
Kendeda Fund  
Major League Baseball Properties, Inc.  
The May & Stanley Smith Charitable Trust  
Prudential Financial, Inc.  
Robert R. McCormick Foundation  
SAIC  
Target Corporation  
The Walt Disney Company  
Wasserman Foundation  
Wells Fargo & Company

## \$50,000 and above

A&E Television Networks, LLC  
Achelis and Bodman Foundation  
Acorn Hill Foundation

Anonymous  
Bank of America Corporation  
The Barrett Family Fund  
General Motors Company  
John Havens  
The Home Depot Foundation  
Houston Astros Foundation  
Jefferson Regional Foundation  
Lockheed Martin Corporation  
NAPE Charities Fund  
one8 Foundation  
The Robert and Lisa Margolis Family Foundation  
The Ted & Meredith Segal Foundation  
The Tyler Perry Foundation Inc  
United PF Partners, LLC  
Veterans United Foundation  
ZESS Fund

## \$25,000 and above

Anonymous  
The Brown Foundation  
Cat5 Commerce, LLC  
Comcast  
Florida Panthers Foundation, Inc.  
The Henry & Ruth Blaustein Rosenberg Foundation  
Kaiser Permanente - Southern California  
Katie McGrath and JJ Abrams Family Foundation  
Nordstrom, Inc.  
Gene Sykes  
T-Mobile  
U.S. Bank  
Warner Bros. Entertainment Inc.

## \$15,000 and above

Albertsons Companies, Inc.  
Phil Armstrong  
David and Camille Averett  
Chicago Cubs Charities  
Dizzy Cannonball Fund  
Doug Foshee  
Goldman Sachs

Guth Foundation  
Highland Street Foundation  
JPMorgan Chase & Co.  
Los Angeles Dodgers  
Greg McNeely  
Richard and Suzanne Schultze

## \$10,000 and above

ADP  
American Direct Marketing Resources, LLC  
Peter and Pattie Bishop  
Booz Allen Hamilton  
Caniff Electric Supply Co.  
Marsh and Missy Carter  
Comerica Bank  
Laura Conigliaro  
Deutsche Bank  
John Eydenberg  
Frank Finelli  
Andrew and Ana Flaster  
Fox Sports  
Kathy French  
The Harry and Jeanette Weinberg Foundation  
HBO  
The Miami Foundation  
Andy and Gail Mills  
Mike Quilty  
Robert and Joan Blackman Family Foundation  
Simmons Charitable Foundation  
Jon and Tracey Stewart  
Sully Memorial LLC  
Col. John and Mrs. Tien  
Jane Spoehrer Tschudy  
Westgate Resorts  
Elisheva Yuan

## \$5,000 and above

J.J. Abrams and Katie McGrath  
Nana Aday  
Albert and Ethel Herzstein Charitable Foundation  
Jonathan Alexander

Anonymous  
Barron Family Fund  
Greg Behrman  
Jim Bidzos  
Bristol-Myers Squibb  
Keith Brunini  
Ross Bushman  
CBRE  
Thomas Diemer  
David and Karen Dorton  
Elliott and Marlys Badzin Family Foundation  
Fleming Charitable Foundation  
Michèle Flournoy and Scott Gould  
Dr. Catherine Gaffigan  
Grainger  
Dawn Halfaker  
Christopher Hayes  
Aaron and Katie Hood  
Christopher Hsu  
JM Family Enterprises  
Johnson & Johnson  
Joseph & Mary Stieven Charitable Family Fund  
JRS Strategies, LLC  
John and Karen Krause  
Amanda McCarthy  
Tom and Linda McCluskey  
McMaster-Carr Supply Company  
McMullen Family Foundation  
The Michael T. Sherman Foundation  
Mullin Family Foundation  
Raymond Odierno  
OppenheimerFunds  
Saddle Peak LLC  
Schlumberger Technology  
Jim Schwab  
Southwest Airlines  
Mike and Lynne Taylor  
United Way of Miami-Dade  
Veteran Energy  
Debra Waite  
Peter and Linda Werner

# OUR 2018 DONORS

## \$2,500 and above

AIG  
 Ed Allen  
 Joshua Altomare  
 Anonymous  
 Mike and Sharon Byrne  
 Chicago Bears  
 Brian and Beth Clymer  
 Kristie Cunningham  
 Robert and Evelyn Doran  
 Flagship Ventures  
 Growing Roots  
 Jack Cleveland Casino LLC  
 Peter Johnson  
 The Karsh Family Foundation  
 Shelley Lavender  
 Los Angeles Galaxy Foundation  
 Kurtis Lynne  
 Magnitude Capital  
 Jim and Marsha McCormick  
 Miami Dolphins  
 National Parks Conservation  
 Association  
 Nestlé Purina PetCare Company  
 The New York Mets Foundation  
 Northpointe Bank  
 Orlando Mayor's Veterans Advisory  
 Council  
 Meghan O'Sullivan  
 Jack Quinn  
 Steelers Charities  
 Villa Lighting  
 Phil Vottiero  
 H. William Walter  
 Pat Wilkison

## \$1,000 and above

21st Century Fox America, Inc.  
 Antoine Alderson  
 American Legion Post 283  
 Nancy Andersen  
 Anonymous  
 Anonymous  
 Anonymous

Benjamin Appen and Leslie Chang  
 T Edward Austin  
 Stephen Babson  
 Emily Bagnall  
 Mike Bailey  
 Marc Ballotti  
 Paul Balser  
 Michael Barkley  
 Daniel and Erin Beldy  
 Sharon Bernhardt  
 Bonneville Seattle Media Group  
 Cambia Health Foundation  
 Leanne and Steve Caret  
 Carlson Wagonlit Travel  
 Melinda Carmichael  
 William Carnett  
 Samuel Cavanaugh  
 Jamie Chavez  
 McKisopaul Cheang  
 William Coppock  
 Coronado Club  
 Craigslist Charitable Fund  
 Zachary Daniel  
 Victoria Davis  
 John and Barbara Delano  
 John and Melinda DeLuca  
 George Dennis  
 Tom and Mary DeSimone  
 Tim and Meg Devane  
 Laura Diekhoff  
 Susan and Digger Donahue  
 Dean and Mary Elizabeth Dorman  
 Thomas Earnshaw  
 David Edgeworth  
 Anita Espinoza  
 The Feinstein Family Charitable Gift  
 Fund  
 Neil Ferstle  
 Ryan Fiorelli  
 Michelle Fowler  
 Frances Chapin Foundation  
 Gary Gallagher  
 Marty Gardner  
 Tedd Gimber  
 Neal and Pamela Green  
 Ground Dwellerz

Peter Gunther and Monica Lacerda  
 Gunther  
 Rebecca Halstead  
 Morgan Hanlon  
 Christopher Hawk  
 James Heisler  
 Hal Holliday  
 Nicole Holliday Lopez  
 George Holt  
 James and Susan Maroney Charitable  
 Fund  
 Ian Jefferson  
 Steven and Irene Kling  
 James Konstant  
 Len Kortekaas  
 Steven and Katherine Landmann  
 James Lebahn  
 The Lehman Foundation  
 Stephen Lending  
 Charles Lowenhaupt  
 Paul Lundmark  
 Kunal Malkani  
 Jason and Kara Mangone  
 Stephen Mare  
 Lisa Masters  
 Bill and Carol Mattson  
 McKinsey & Company  
 Anne McLeod  
 Medal of Honor Convention Twin Cities  
 Microsoft  
 Missouri Society of Professional  
 Engineers Educational Foundation  
 Todd Morgenfeld  
 Herb Muktarian  
 National Beverage  
 Alex Nava  
 Navy Federal Credit Union  
 New York Life Insurance Company  
 Novo Nordisk  
 Jane Oshinsky  
 William Owen  
 Jennifer Painter  
 Phil Paletta  
 Laura Pearce  
 Mark Petroff  
 Pfizer

Peter and Cynthia Phelan  
 Polanko Group  
 Price Philanthropies  
 Don Rarick  
 Alison Regenold  
 Mark Reinhardt  
 Sean Ruban  
 Scott Rutherford  
 James Schleck  
 Zachary Schmidt  
 Veronica and Anthony Scott  
 Seiler Instrument  
 Robert Spignesi  
 April Steck  
 Britney Teeple  
 Janet Torres  
 Julie Twedt  
 David Urban  
 Katherine Urevig  
 Millie Viqueira and Steven Miller  
 Bradley Volz  
 Drew Wolff and Noelle Cooper  
 E.S. and Jean Wood  
 Jake and Karen Wood  
 James Wright  
 Elad Yoran  
 Mark Zarsky



# VOLUNTEER, DONATE, OR SIGN UP FOR OUR NEWSLETTER TO HELP MAKE AN EVEN BIGGER IMPACT IN THESE CITIES.

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Arlington, TX  
Atlanta, GA  
Austin, TX  
Baltimore, MD  
Boise, ID\*  
Boston, MA  
Cedar Valley, IA\*  
Chicago, IL  
Cleveland, OH\*  
Colorado Springs, CO  
Columbia, MO  
Columbus, GA  
Columbus, OH\*  
Dallas, TX  
Denver, CO  
Detroit, MI  
El Paso, TX\*  
Fort Lauderdale, FL  
Fort Worth, TX

Honolulu, HI  
Houston, TX  
Indianapolis, IN  
Jacksonville, FL  
Kansas City, MO  
Killeen, TX\*  
Los Angeles, CA  
Lowell, MA  
Miami, FL  
Minneapolis, MN  
Nashville, TN  
New Orleans, LA  
New York, NY  
Newark, NJ  
Newport News, VA  
Oakland, CA  
Orange County, CA  
Orlando, FL  
Philadelphia, PA

Phoenix, AZ  
Pittsburgh, PA  
Portland, OR  
Portsmouth, VA  
Richmond, VA  
Sacramento, CA  
San Antonio, TX  
San Diego, CA  
San Francisco, CA  
San Juan, PR\*  
Seattle, WA  
St. Louis, MO  
St. Paul, MN  
Tacoma, WA  
Tampa, FL  
Tri-Cities, WA\*  
Tucson, AZ\*  
Washington, DC

\* Launched in 2018