THE NEED | Military veterans possess the skills and passion to continue their service in new ways, and with access to opportunities and direction, their potential to make a positive impact in communities is unlimited.

OUR MISSION | At The Mission Continues, we connect veterans with new missions in under-resourced communities. We provide the training and connection that empowers veterans to leverage both their strengths and their communities’ strengths to help lead transformational change.

OUR VISION | The Mission Continues’ vision is for all veterans with a desire to continue their service to be part of a nationwide movement to transform communities.
A YEAR OF IMPACT

A LETTER FROM OUR PRESIDENT

Our model is simple: The Mission Continues provides the training, connections and opportunities for military veterans to continue their service here at home. The result is impact and transformation—for our veterans and our communities.

Because of you, we have much to be proud of in 2019, and our impact reflects what we can accomplish together when we roll up our sleeves to tackle a new mission. Nearly 10,000 volunteers joined one of the 1,500+ veteran-led service projects nationwide. We graduated and advanced cohorts of veterans through the Service Leadership Corps. We set the stage for a new program dedicated to serving women that respects the unique skills and challenges women veterans face, and empowers them to be change-makers and help other women in their communities. And we took our Mass Deployment Program to new heights through Operation Charm City Charge in Baltimore, Maryland.

Through all of this work, we remain focused on the future of this country, a future in which all veterans with a desire to continue their leadership have an opportunity to lead efforts in under-resourced communities. It is a future in which all people, veteran and non-veteran, see service as an opportunity to connect to those who live, think and work differently than they do—all while having a measurable and visible impact in our communities. It is a future where a diverse group of people, across lines of race, gender, sexual identity and so many other factors, recognizes the beauty in our differences, and the power of inclusion for all. It is also a future that appreciates the positive impact of purposeful and socially-connected work on our mental health, and the potential to scale that solution to all.

You made the magic happen in 2019, built lasting connections with each other and your communities, and are helping push The Mission Continues to be the inspiring tribe we desire to be.

Charlie Mike,

Mary Beth Bruggeman,
President, The Mission Continues
BUILDING COMMUNITY LEADERS

SERVICE LEADERSHIP CORPS

The Service Leadership Corps develops veterans’ skills in leadership and project management using asset-based community development and human-centered design principles. A virtual learning curriculum complements in-person sessions spanning the six-month program.

In 2019, we graduated our first cohort and accepted 81 veterans into our second cohort. Throughout the program, Corps members worked in teams to collaborate with community partners, including Gardopia Gardens, Houston Community ToolBank, and the National Parks Conservation Association - Los Angeles, strengthening and adding capacity to create mission-driven impact.
Service Platoons connect veterans in a city to tackle a new mission in their community. Volunteers without previous military service are welcome, and platoons often form partnerships with other community groups. Each platoon is veteran-led, supported by a leadership squad and directed by a platoon leader. Platoon leaders commit to one year of service, participate in leadership training, and have access to mentoring and other individual growth opportunities through our staff and partners.

In 2019 veterans planned and executed 1,500+ service events in more than 50 cities nationwide. Each platoon focuses on a specific mission, and in 2019, their priorities included food insecurity, increasing access to gardens and green spaces, and more.
OPERATION CHARM CITY CHARGE

Mass Deployments bring an infusion of veteran grit into a different city each summer and strengthens our long-term operations and the work of our community partners. Each year, we select a cohort of veteran volunteers from across the country to complete major revitalization projects in under-resourced neighborhoods. First-time volunteers comprise the Crew while second-time volunteers serve as Ambassadors—team leaders who help foster camaraderie and oversee their project’s completion. All participants receive training in subjects like cultural competency and unconscious bias that are integral to the success of our work.

In June 2019 we deployed 80+ veterans to Baltimore, Maryland, for Operation Charm City Charge. Over that week filled with teamwork and service, nearly 1,000 local volunteers joined us in the neighborhoods of Curtis Bay, Brooklyn Park, and Harlem Park West for building, landscaping, painting, and debris removal tasks that totaled 102 individual projects.
The 2019 Women Veterans Leadership Summit gathered 77 leaders to build knowledge and skills in self-care, intentional networking, effective and assertive communication, and mapping one’s support system. After attending the Summit, 98% of participants felt a sense of community with The Mission Continues and 69% felt more equipped to work in the civilian world.

The success of our Women Veterans Leadership Summit inspired us to expand the annual weekend-long event into a five-month long program that builds skills for effective leadership, gives opportunities for networking, and ultimately empowers women veterans to help other women. This new program, launching in 2020, combines individualized field training, virtual learning, and in-person gatherings for a well-rounded and tailored experience.
LEGACY OF SERVICE | On Martin Luther King Jr. Day we serve together to salute our fellow countrymen who fought for civil rights in the face of racial inequality, and to proudly recognize that our country is continuously shaped and improved by the activism of its citizens.

ROOTED IN SERVICE | On Earth Day veterans gather to conserve the land they once swore to protect by caring for our country’s national parks, and supporting green spaces and sustainable solutions in urban landscapes.

PRIDE AND HONOR | In honor of our LGBTQ service members and veterans, and our desire to support LGBTQ communities, we serve during Pride Month with LGBTQ organizations and participate in local parades, memorials, and festivals.

UNITED IN SERVICE | The September 11th National Day of Service and Remembrance has a power that is both humbling and unifying. Those who were inspired to enlist in the military in the wake of this national tragedy unite in service with communities across the country.

VETERANS DAY | Serving on Veterans Day empowers veterans to redefine what it means to be a veteran by showing our country that veterans have so much more to offer.

OUR NATIONAL SERVICE CAMPAIGNS

VETERANS REFLECTIONS FROM 2019

“As I’ve participated in more programs with The Mission Continues, my wife (also a veteran) and I have made close friendships with other service-minded veterans from around the country. It’s truly uplifting and inspiring to know I have fellow veterans who are just as mission-driven as we are.”

A.J. THOMPSON
St. Louis 2nd Platoon Leader, Mass Deployment crew member

“I graduated from the SLC in April having gained not only a wider application of my skills and abilities, but also a national network of active, engaged, change-making professionals. I see clear present day benefits—I would not be where I am today without the support, guidance and challenges from mentors and friends I met through the SLC.”

DANIEL COLEMAN
Service Leadership Corps alumnus

“I could have my family share this part of doing good in the community with my brother and sister vets without any negative judgment. Having TMC welcome Maggie for her skills, training, and as my wife without batting an eye was very important to me after surviving Don’t Ask, Don’t Tell.”

TRACEY COOPER-HARRIS
Los Angeles 1st Service Platoon volunteer

“Attending national and regional events is like a family reunion. I truly admire the friends I’ve made and appreciate how vulnerable and transparent we become when we have a forum to share our struggles and triumphs, no matter how great or small. I’m grateful for the curriculum that challenges us to make a greater impact on our respective communities…I’m not sure what’s next on my timeline of personal growth and service, but I’m very open to what the future holds.”

HEATHER BYINGTON
Service Leadership Corps alumna, Detroit 2nd Service Platoon Leader, Mass Deployment crew member, Women Veterans Leadership Summit attendee

“On Martin Luther King Jr. Day we serve together to salute our fellow countrymen who fought for civil rights in the face of racial inequality, and to proudly recognize that our country is continuously shaped and improved by the activism of its citizens."

#FixOurParks
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Director, Boston, MA

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OUR FINANCIALS

2019 TOTAL*

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<th>REVENUES**</th>
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5 YEAR TOTAL*

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<tr>
<td>Programs</td>
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<td>Admin</td>
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<tr>
<td>Total</td>
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* IRS Form 990 basis.
**2019 revenue does not include $2.5MM conditional pledges received in 2019 but recognized in 2020.

TOTAL CUMULATIVE EXPENDITURES 2015-2019*

- 9% Fundraising
- 9% Admin
- 82% Programs

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THE MISSION CONTINUES
ANNUAL REPORT | 12
OUR 2019 DONORS

THANK YOU TO THOSE WHO FUELED OUR MISSION

$1,000,000+
A. James & Alice B. Clark Foundation

$500,000+
Bob Woodruff Foundation
The Marcus Foundation
Wounded Warrior Project

$250,000+
Balfour Beatty Communities, Inc.
The Boeing Company
Charities
Charitable Trust
The May & Stanley Smith
The Kendeda Fund
The Heinz Endowments
Hauck Charitable Foundation

$100,000+
Prudential Financial, Inc.

$50,000+
Wells Fargo & Company
The Walt Disney Company
Under Armour, Inc.
Schultz Family Foundation

$10,000+
Northpointe Bank
Andy and Gail Mills
JST Charitable Fund
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$2,500+
BGE

$1,000+
Anonymous
Joshua Altomare
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$500+
Tom crore, A.J.

$250+
Mike Quilty
Fleming Charitable Foundation
Emerging Veterans National Foundation

$100+
Anonymous

$50+
Anonymous

OUR 2019 DONORS

Thank you to those who fueled our mission

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Steven Tschudy
Neil Ferstle
Efrain Fernandes
Enterprise Holdings

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Tom crore, A.J.
Volunteer, donate, or sign up for our newsletter to help us combat pandemic-induced food insecurity in 2020.

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