

2019 ANNUAL REPORT





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.

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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.



A NATIONWIDE IMPACT

SERVICE PLATOONS

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 DEPLOYMENT

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.



HER MISSION CONTINUES

WOMEN VETERANS LEADERSHIP SUMMIT

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.

OUR NATIONAL SERVICE CAMPAIGNS



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 servicemembers 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.



VETERAN 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 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

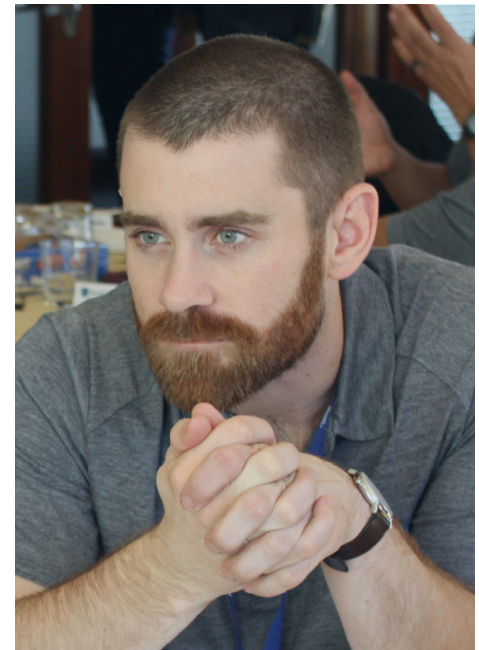
"Attending national and regional events is like a family reunion. I truly admire the friends I've made and appreciate how vulnerable and transparent we become when we have a forum to share our struggles and triumphs, no matter how great or small. I'm grateful for the curriculum that challenges us to 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*



"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



BOARD OF DIRECTORS

AS OF DECEMBER 31, 2019

NANA ADAE

CHAIR, NEW YORK, NY

PETER BISHOP

DIRECTOR, BOSTON, MA

MARY BETH BRUGGEMAN

DIRECTOR, WASHINGTON, DC

JOHN CULVER

DIRECTOR, SEATTLE, WA

KRISTIE CUNNINGHAM

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LEN KORTEKAAS

DIRECTOR, LOS ANGELES, CA

SHELLEY LAVENDER

ST. LOUIS, MO

RAY ODIERNO

DIRECTOR, NC

MEGHAN O’SULLIVAN

DIRECTOR, BOSTON, MA

OUR FINANCIALS

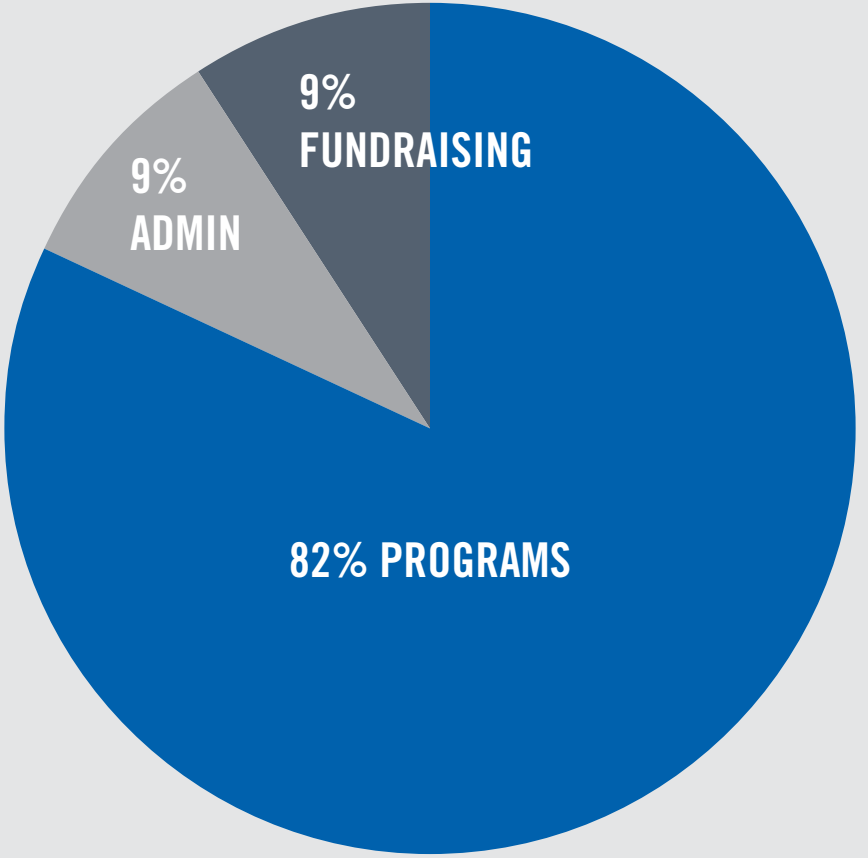
2019 TOTAL*

REVENUES**		EXPENSES	
\$7,913,087		Programs	\$9,610,169
		Fundraising	\$1,503,264
		Admin	\$2,050,814
		Total	\$13,164,247

5 YEAR TOTAL*

EXPENDITURES	
Programs	\$47,539,000
Fundraising	\$5,331,000
Admin	\$5,126,000
Total	\$57,996,000

TOTAL CUMULATIVE EXPENDITURES 2015-2019*



*IRS Form 990 basis.

**2019 revenue does not include \$2.5MM conditional pledges received in 2019 but recognized in 2020.



OUR 2019 DONORS

THANK YOU TO THOSE WHO FUELED OUR MISSION

\$1,000,000+

A. James & Alice B. Clark Foundation

\$500,000+

The Bob Woodruff Foundation
The Marcus Foundation
Wounded Warrior Project

\$250,000+

BAE Systems Holdings Inc.
The Boeing Company
Citi Foundation
Starbucks Corporation
The USAA Foundation

\$100,000+

CarMax, Inc.
Hauck Charitable Foundation
The Heinz Endowments
The Kendeda Fund
Major League Baseball Properties, Inc.
The May & Stanley Smith Charitable Trust
Prudential Financial, Inc.
Robert R. McCormick Foundation
SAIC
Schultz Family Foundation
The Ted & Meredith Segal Foundation
Under Armour, Inc.
The Walt Disney Company
Wells Fargo & Company

\$50,000+

Acorn Hill Foundation
Bank of America
CDC Foundation
The Curtis L. Carlson Family Foundation
Diageo
General Motors
Google
The Home Depot Foundation
Lockheed Martin Corporation
Mother Cabrini Health Foundation
Target Corporation
The Tyler Perry Foundation
Veterans United Foundation
Wasserman Foundation

\$25,000

21st Century Fox America, Inc.
The Abell Foundation
A&E Networks
Anonymous
Chicago Cubs Baseball Club, LLC
Comcast NBCUniversal
Alison Conigliaro-Hubbard
The Henry & Ruth Blaustein Rosenberg Foundation
Jefferson Regional Foundation
Katie McGrath and JJ Abrams Family Foundation
Koret Foundation
Nordstrom, Inc.

one8 Foundation
Gene Sykes
T-Mobile

\$15,000

Phil Armstrong
David and Camille Averett
Doug Foshee
ESPN
Highland Street Foundation
Greg McNeely
The Miami Foundation
The National Parks & Conservation Association
PNC
Richard and Suzanne Schultze

\$10,000+

Nana Adae
Axonic Capital LLC
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Bridgeview Bank Mortgage Co.
Laura Conigliaro
John Culver
Andrew and Ana Flaster
Fox Sports, Inc.
HSBC Bank USA
JST Charitable Fund
Andy and Gail Mills
Northpointe Bank
Qualcomm Incorporated
Quicken Loans Inc.
Mike Quilty
Rumsfeld Foundation
Seattle Seahawks

Jon and Tracey Stewart
West Point Society of North Texas
Elisheva Yuan

\$5,000+

Jonathan Alexander
Baltimore Ravens
Greg Behrman
BGE
Peter and Pattie Bishop
The Blackstone Group
Bristol-Myers Squibb
Ross Bushman
Chong Family Fund
CSAA Insurance Group
Darigold
Thomas Diemer
Disabled Veterans National Foundation
Fleming Charitable Foundation
Michèle Flournoy and Scott Gould
Barbara Friedman
General Electric
GFI Digital
The Goldman Sachs Group
Honigman
Houston Airport System
J.H. Itz and Debra Waite
JM Family Enterprises
Sally Johnston
Len Kortekaas
John and Karen Krause
Lyft
Amanda McCarthy
McMaster-Carr Supply Company
National Parks Conservation

Association
NBC Universal
Raymond Odierno
Orix
Pacific Dental Services
Pritzker Military Foundation
Sony Pictures Entertainment
Spencer Kympton & Lucy Mayo
Charitable Fund
Synergy One Lending
Team Red, White and Blue
Warner Bros. Entertainment
Peter and Linda Werner
Michael Yao

\$2,500+

Cascade Bicycle Club
Citigroup
El Paso Chihuahuas Foundation
Growing Roots
Guggenheim Partners
Halo Branded Solutions
The Karsh Family Foundation
Kraft Heinz Company
Michael J. Cushing Family Foundation
Northrop Grumman Corporation
Mark Okerstrom
Meghan O’Sullivan
Steelers Charities
Steven Tschudy
Karen Wenning

\$1,000+

Joshua Altomare
Anonymous

Benjamin Appen and Leslie Chang
Nancy Bailey
Chris and Heather Blake
The Bresler Foundation
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Steven Buzon
Julie Cabrera
Joseph Caires
Carlson Wagonlit Travel
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Shannon Dey
Robert and Evelyn Doran
Thomas Earnshaw
Kenneth Ebbitt
Donna Elliott
Engine Shop Agency II
Enterprise Holdings
Efraim Fernandes
Neil Ferstle
Fox Networks Group
Fox Sports Midwest
Todd Fuhrman
Dr. Catherine Gaffigan
Gordon Gano
Tedd Gimber
Neal and Pamela Green

Groupon
The Hale Foundation
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Chris Hatscher
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Elvis Hidalgo
Jaime Hillhouse
Nicole Holliday Lopez
ReAnn and Scott Holmes
David Hopkins
Tom Horn
Sal Iacono
Mike Jankowitz
Peter and Julia Johannsen
Peter Johnson
Ellen Julstrom
Sanjay Kalavar
Jin Soo Kang
Sara Klatt
Brian and Eve Kramp
Dave Krupinski
Steven and Katherine Landmann
Shelley Lavender
Lazard
The Lehman Foundation
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Jacqueline Leo
Laura L’Esperance
Elisabeth Litvin
Paul Lundmark
Kunal Malkani
Stephen Mare
Dr. Anthony Martinez
Miguel Martinez
Tom and Linda McCluskey

Anne McLeod
Steven Miller
MOD Pizza
Angela Musgrove
Naval Support Activity Mid-South Chapel
Old Ship Church
Jodi Oliver
Jane Oshinsky
William Owen
Paramount Pictures
Michele Percival
Ixchel Perez
The Philip J & Carol J Lyons Foundation
Mark Reinhardt
Victor Rivera
Jim Robinson
Robert Rosen
James Schleck
Zachary Schmidt
Bob Simeone
James Skorupa
Jeff Steele
Kyle Stone
Bryan Szalwinski
Danelle and Danny Teshera
Lacie Trahan
Richard Travis
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Katherine Urevig
Tena Valenti
Matthew Villa
Anne Walsh
Laterrance Watson Simon
E.S. and Jean Wood
Jake and Karen Wood



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