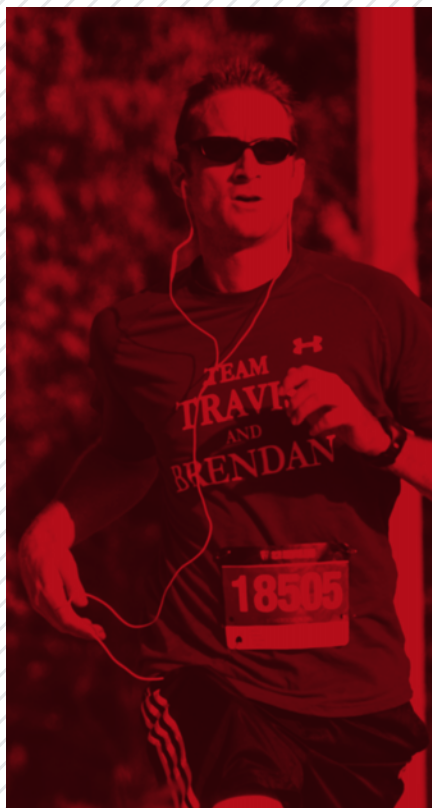




TRAVIS MANION FOUNDATION

2013 ANNUAL REPORT





“If Not Me, Then Who...”

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A LETTER FROM THE PRESIDENT

DEAR FRIENDS:

Since the Travis Manion Foundation was founded in 2008, every year has been unique as we reached new milestones and experienced new successes. This year was no different. It has been a tremendous year for the Travis Manion Foundation, and we are excited to share our story with you.

In 2013, we spread the “If Not Me, Then Who...” movement to more and more communities across the country, and we assisted more veterans and families of the fallen than ever before. Our success is attributed to hardworking staff members, dedicated volunteers, strong partnerships, and support from a growing network of people inspired by our mission.

You will see the numbers that tell of how many veterans and survivors we have empowered, how many youth we have inspired, and how many communities we have activated—and they are impressive. However, we find that the most rewarding measure of success comes from the stories of those we have impacted.

We are very proud of the accomplishments of the Foundation this year, and we are grateful for the dedication to our mission that our staff, volunteers, Ambassadors, and Board of Directors have shown. Travis’ commitment to country and passion for community is embodied not only in the Foundation, but also in all those who support it.

“If Not Me, Then Who...”

Thank you,



Ryan Manion Borek
President, Travis Manion Foundation

OUR MISSION

WE ASSIST OUR NATION’S VETERANS AND THE FAMILIES OF FALLEN HEROES. IN THE SPIRIT OF THE FALLEN, WE WILL FOSTER STRENGTH OF MIND AND BODY TO CREATE A GENERATION OF FUTURE LEADERS. HONOR THE FALLEN BY CHALLENGING THE LIVING.

ABOUT TMF

Shortly after the death of 1st Lt. Travis Manion in Iraq on April 29, 2007, the fallen Marine’s mother, the late Janet Manion, founded the Travis Manion Foundation to assist our nation’s veterans and families of the fallen. TMF engages with veterans and families of the fallen in all stages of their personal journeys and empowers them with unique opportunities to achieve their goals. TMF believes that the best way to honor the fallen is by challenging the living. TMF challenges veterans and survivors to lead the “If Not Me, Then Who...” movement and inspire others to continue the service to community and country exemplified by the nation’s fallen heroes.

WHAT WE DO

The Travis Manion Foundation empowers veterans and families of fallen heroes to lead a service-based movement with the ethos of "If Not Me, Then Who...". Through community building projects, programs that inspire future leaders, initiatives that foster camaraderie, and events that support our veterans, service members, and their families, the legacies of our heroes continue to live on.

If not me, then who...

Angie
 100 SPUM UPS
 100 PUSH UPS
 100 SIT UPS
 100 AIR SQUATS

Keep moving
 never find rps
 hands on your knees
 between your feet.



MENTORSHIP & ADVOCACY

Empowering post-9/11 veterans to achieve their professional goals and personal milestones through a 5-month funded internship, professional development, and peer-support program.



EXPEDITIONS

Inspiring families of the fallen and veterans with specially-designed, service-based trips to communities in need.



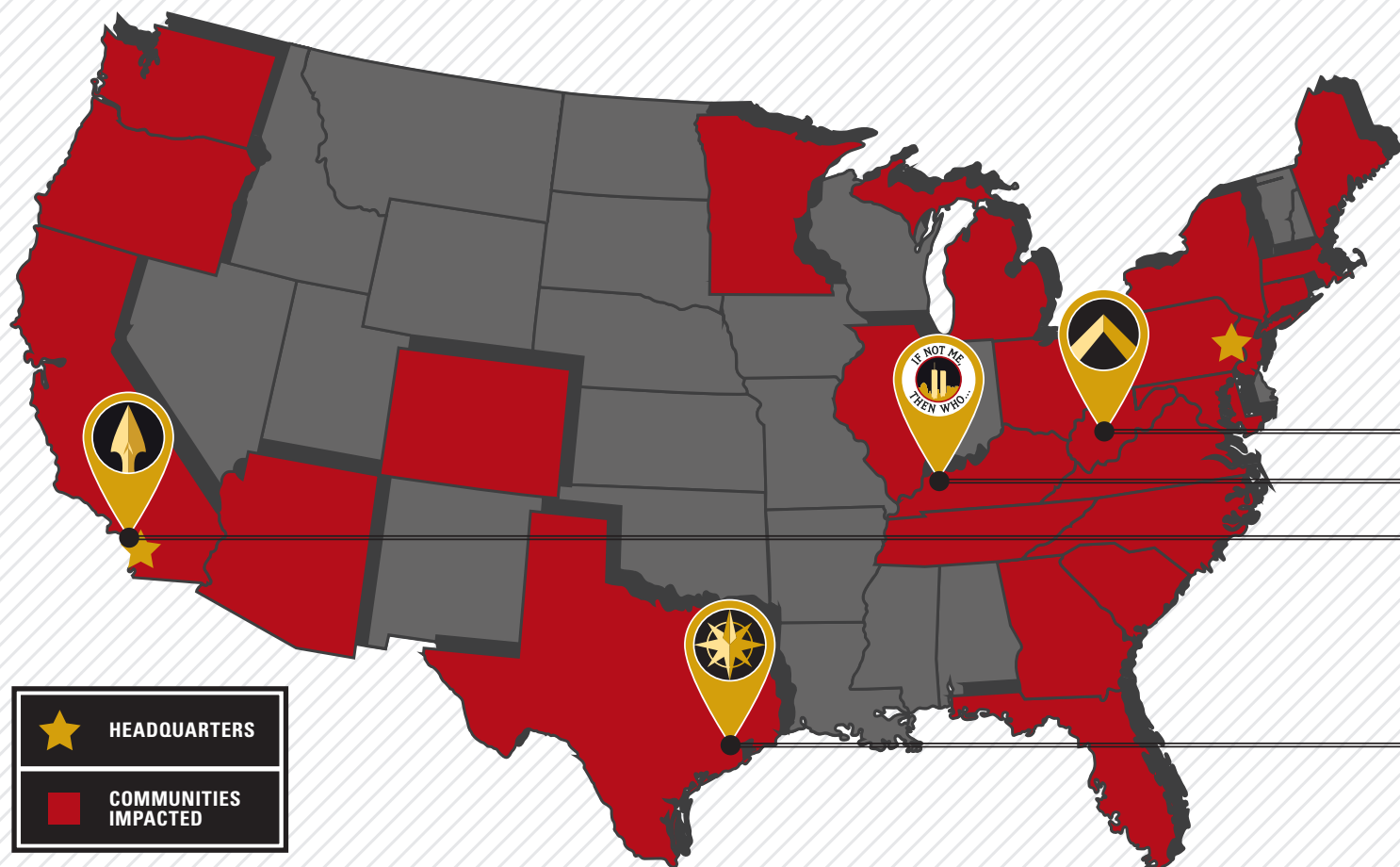
9/11 HEROES RUN

Activating local communities to honor and support veterans, first responders, and military service members through a series of 5K races around 9/11 each year.



CHARACTER DOES MATTER

Connecting veterans and families of fallen heroes with the leaders of tomorrow.



- ★ HEADQUARTERS
- COMMUNITIES IMPACTED

EXPEDITIONS

RICHWOOD, WV

WEST VIRGINIA EXPEDITION

On the evening of Sept. 25th, a group of four families of fallen heroes and three USMC veterans arrived in Richwood, West Virginia for what would be a life-changing few days of community service, hard work, companionship and healing. Over the course of Expedition, the participants engaged with the local community through home improvement projects and a Character Does Matter presentation. One survivor explained, "The participants on the Expedition came together to share the "If Not Me, Then Who..." motto with more than words, they showed it in action."

9/11 HEROES RUN

MADISONVILLE, KY

9/11 HEROES RUN-MADISONVILLE

As the sun set on Sept. 7, more than 700 runners took to the streets, lit by spotlights, porch lights, and the lights of emergency response vehicles to participate in the inaugural 9/11 Heroes Run-Madisonville. Local officials called it the largest event in the town's history. Participants raised more than \$29,000 in honor of our fallen heroes to benefit the Madisonville Police Department, the Madisonville Professional Firefighters Local 4921, and the Travis Manion Foundation. The community of Madisonville truly embodies the spirit of the 9/11 Heroes Run series.

CDM

HOUSTON, TX

THE HOUSTON POLICE DEPARTMENT

The Character Does Matter program partnered with the Houston Police Department to bring the "If Not Me, Then Who..." message to one of the largest school districts in the country. The HPD adopted the program as part of a department initiative and 14 members of the department who are military veterans, including Capt. Greg Fremin, were trained to be TMF Ambassadors.

MAP-V

SAN DIEGO, CA

CHRISTOPHER GIBSON

"The Travis Manion Foundation assisted me in a very positive manner to get through one of the most stressful, uncertain, and—as hard as it is for me to admit—an extremely scary time in my life. It has not only enabled me to fine-tune my new career path, but also changed my negative outlook on the world outside of the Marine Corps. I went from being by myself without the support of the Marine Corps, family, or friends, to building an amazing friendship, bond, and a new family that I know will be there for the duration of time."

Chris Gibson was 1 of 25 members who completed the MAP-V program in 2013.

WE EMPOWERED

25

RETURNING VETERANS to take the next step in their transitions to civilian life and new careers

Of those seeking employment after completing the program

100%

WERE EMPLOYED WITHIN 3 MONTHS

274

INDIVIDUALS ASSISTED through Survivor Seminars and group Expeditions

34

FAMILIES SUPPORTED through TMF survivor support and outreach programs

46

U.S. RACE LOCATIONS

14,810

RUNNERS/WALKERS

25,745

STUDENTS HEARD the "If Not Me, Then Who..." **CALL TO ACTION**

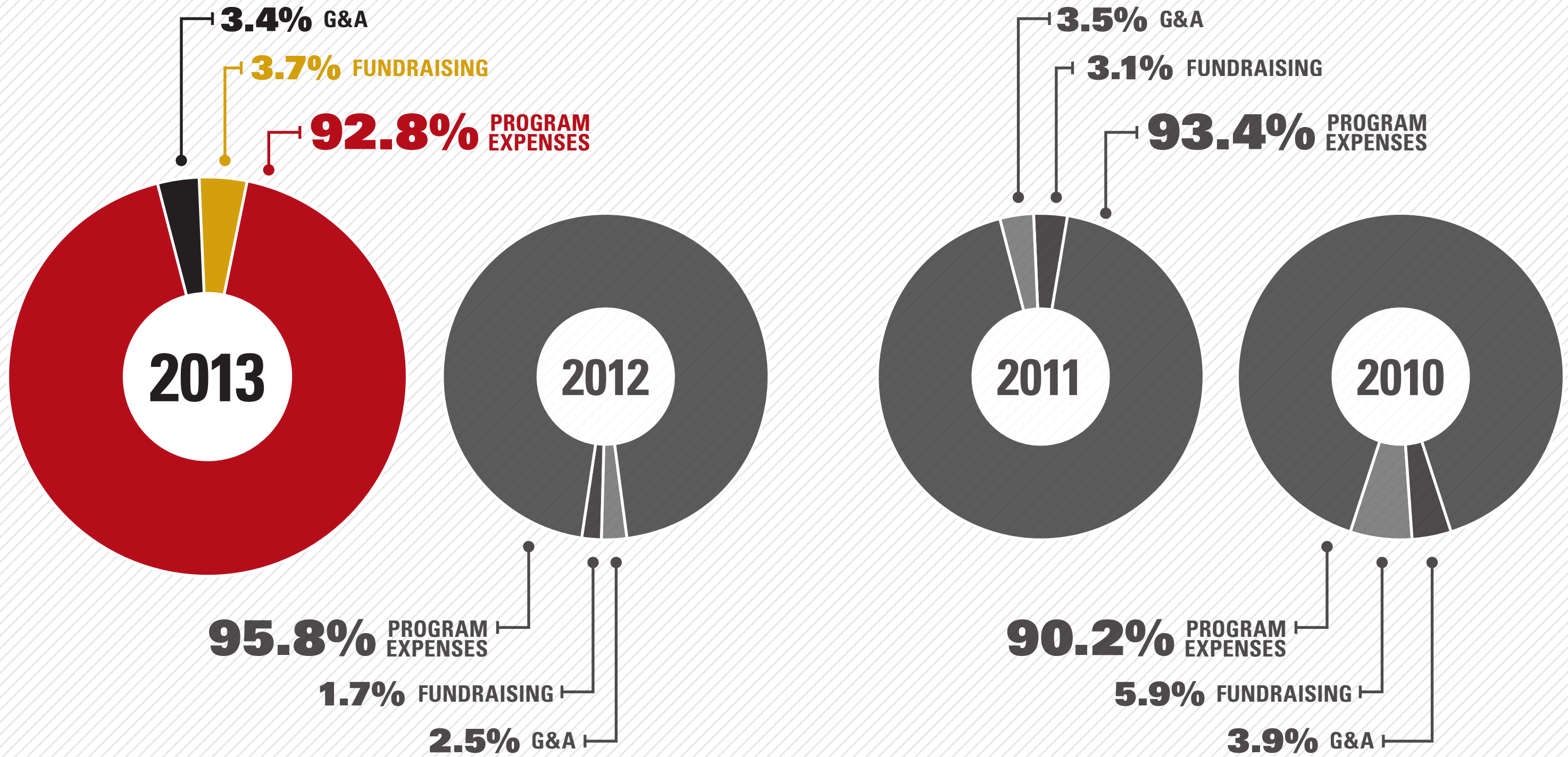
TMF AMBASSADOR CORPS WAS CREATED, AND

66

NEW TMF AMBASSADORS were trained to deliver the Character Does Matter Program to local students



GOVERNANCE / FINANCIALS



2013 REVENUE

CORPORATE: \$665,522
 INDIVIDUAL: \$677,379
 PHILANTHROPY: \$601,088
 PROGRAM SERVICES REVENUE: \$389,148
 OTHER: \$33,825



TOTAL REVENUE = \$2,366,962

2013 EXPENSES

\$229,289



FUNDRAISING

\$230,925



GENERAL ADMIN

\$1,924,396



PROGRAMS

**TOTAL EXPENSES:
\$2,384,610**

* According to an independent auditor, after accounting for all in-kind support from our dedicated corporate sponsors in 2013, the Travis Manion Foundation's programmatic efficiency ratio is 92.8%. These in-kind donations allow TMF to maintain low overhead costs and maximize impact through our programs.

BOARD OF DIRECTORS

Barbara Orr, Chairman

Owner/Executive VP, Poretta & Orr, Inc.

Colonel Tom Manion, USMC (RET), Chairman Emeritus

Author, *Brother's Forever*

Alex Gorsky, Vice Chairman

Chairman & CEO, Johnson & Johnson

Mary Katharine Ham, Secretary

Fox News Contributor

Robert "Croft" Young, Treasurer

Investment Banking Division, Morgan Stanley

Ryan Manion Borek, Director

President, Travis Manion Foundation

Aloysius Boyle, Director

Senior Sales Manager, ADS Tactical

Ward Savage, Director

Research Analyst, Credit Suisse

Ken Davenport, Director

CEO, Mission Edge San Diego

Admiral Stephen K. Chadwick (RET), Director

President, Rhyfel, Inc.

John DiNome, Director

Partner, Reed Smith, LLP

Marshall Lauck, Director

COO, JWT Atlanta

Kate Papak, Director

Military Advocate

Carlo Pecori, Director

Program Manager, Institute for the Study of Violent Groups

Nick Trainer, Director

Chairman of the Board, Widener University



SUPPORTERS

SPARTAN LEVEL

\$250,000 - \$999,999

31Heroes Project
Donald Morel

WARRIOR LEVEL

\$100,000 - 249,4999

Johnson & Johnson

HONOR LEVEL

\$25,000 - \$99,999

Milbank Foundation for Rehabilitation
Team Jesse Foundation
David Brennan
Lockheed Martin
Frank and Cynthia Savage
General Motors Foundation
Hillier Ignite
Raytheon Company

CHAMPION LEVEL

\$10,000 - \$24,999

Goldman, Sachs & Co
The Bodman Foundation
Alex and Pat Gorsky
Lincoln Financial Foundation
Rotary Club of Central Bucks, Inc.
Dr. Joseph and Barbara Kesselring
Anika Therapeutics
Veterans United Foundation
Amy Simmons
Comcast
Daniel and Karin Akerson
First Niagra Bank Foundation
Meetings & Incentives, A Division of the Daniels
Group of Companies
Philadelphia Post Society of American
Military Engineers
Textron
Hoxie Harrison Smith Foundation

CHALLENGE LEVEL

\$5,000 - \$9,999

Exelon Generation Company, LLC
The Cedarcrest Charitable Foundation
August and Maria Fix
Movers Specialty Service, Inc.
Streamlight, Inc.
Penn Wealth Planning, LLC
Liquidhub, Inc.
Allied Resources, Inc.
County Builders
David Davis
J.P. Mascaro & Sons
Harmon's Heroes Foundation, Inc.
Herr Foods, Inc.
Johnson and Johnson Vision Care, Inc.
Mid-Atlantic Packaging, Inc.
PECO Energy Company
The Fann Family Foundation
Wimmer Solutions

INTEGRITY LEVEL

\$2,500 - \$4,999

Ron and Joy Feigles
Scott Belveal
Firsttrust Bank
La Salle College High School
John DiNome
Accurate Acoustical, Inc.
Public Sports Bar, LLC
Doylestown Hospital
Tom Manion
Poretta & Orr, Inc.
Asplundh Foundation
Enterprise Leasing Company
Hannah S. & Samuel A. Cohn Memorial
Foundation
John Rupp
Lincoln Financial Group
Patterson-UTI Drilling Company, LLC
Shadow Wood Country Club, Inc.
Sheehy Auto Stores
The Glenmede Trust Company, N.A.
UAG SoCal Management Co.


FREEDOM LEVEL

\$1,000 - 2,499

Stone Harbor Golf Club
84 Lumber
Mohit Honwad
Edward Wade
Michael Walkowiak
Thomas Lynch
Chris Lemole
Melissa Brewer
Michael Morgan
Stanley Lauck
Andrew Kerin
Dennis Kass
Freedom Credit Union
Janssen Biotech, Inc.
Mark Wernig
Pelotonia
Christopher Dougherty
Ross Dierdorff
David A. Demarco
IBM
JWT
KPMG LLP - Short Hills
Mark Huppert
The Judge Group
Thomas J. Paul Inc
Mary Vanderlinden
Joseph and Catherine Makoid
All-Bry Construction Company
Anderson Data and Electric
Kathleen Herb Brower, DMD, MD
Timothy and Bonnie McDonald
Flo Smerconish Realtors
Excellis Health Solutions LLC
Gretz Beverage Montco, Inc.
William Penn Charter School
Janney Montgomery Scott LLC
Princeton Orthopedics Associates
Lake Erie College of Osteopathic Medicine
The Lemole Family Charitable Trust
First Generation Visual Communication, Inc.
Association of the United States Army
US Naval Academy Class of 2002, Inc.
Reconstructive Orthopedic Associates II, P.C.

Robert Croft Young
Victor Gardner
Carl and Jane Helstrom
Christina Palmer
Jennifer Walton
Matt Sauri
Michael Hatfield
Pepper Hamilton LLP
Vincent Nardone
Delaware Valley College
EMWIGA Foundation
FESCO Emergency Sales
John Gassmer
Pacific Lacrosse Enterprises
Peter Laake
John Mosko
Adm Stephen (ret) and
Maureen Chadwick
Adrienne Maeser
Barb's Harley
Bill Gaine
Bradley Quin
Cooperative Middle School
D&D Millwork, Inc.
Dunkin Donuts
Jiffy Lube
Charlton Monsanto

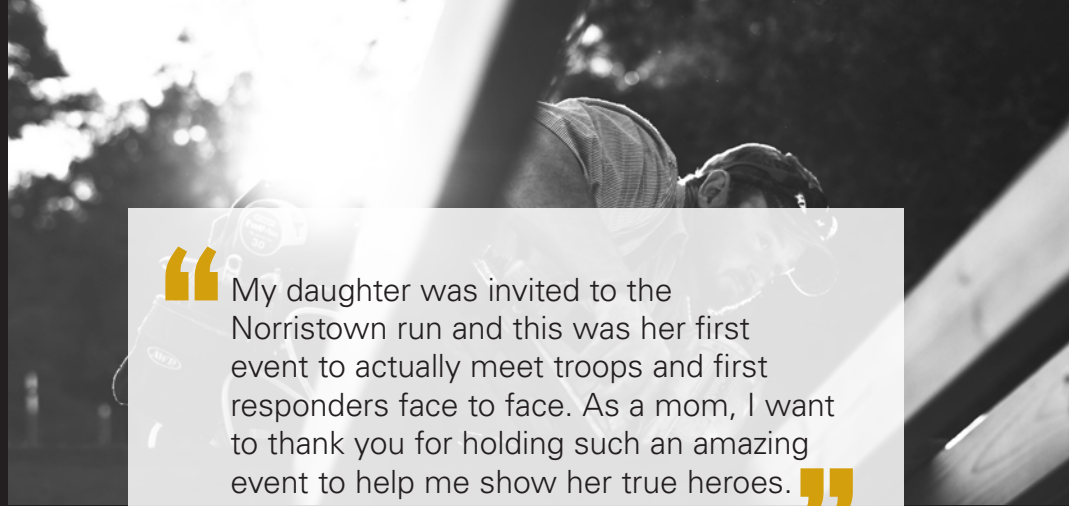
Eric and Hannah Dodson
Eurpac Warehouse Sales
Friends of the Majority
Future Optics, Inc.
Gary Mattson
George J Buff III
Giant Foods
Henry Pietraszek
James and Annette Arcuri
James Foulke
James H. Clement Jr
John & Jeanne Hubbard
John Burke
John McGurty
John Prewitt
JP Morgan
M Angela Apple
Mary Meeker
Michael Campbell
Michael Urich
Mulhern & Kulp
Patricia Chapman
Paul Connors
Powell Roofing
Suni Harford
Supply One, Inc.
PBI Performance Products
Greenberg Traurig Philanthropic
The Swarthmore Group, Inc.
The WorkZone Charitable Fund
United Color Manufacturing
Utility Line Services, Inc.
Vincent Forlenza
Christopher Dougherty
Ed and Dianne Carmody
Donna Corr
Humberto Fernandez
James Tyrrell
Jason Derstler
Lisa Davis
Lydia Shapiro
Michael Rose
Michael Wagner
Roberta Schwartz
Thomas Lutter



“ Every single other survivor that was on the trip helped me, comforted me. I can only hope in some way I did for them as well... I know and understand at an intrinsic level that being with others who are ahead of you on this path is the most healing experience I have, and it is absolutely invaluable. ”

SHANNON SHEPHERD


Survivor



“ My daughter was invited to the Norristown run and this was her first event to actually meet troops and first responders face to face. As a mom, I want to thank you for holding such an amazing event to help me show her true heroes. ”

CARYN ELIZABETH WHISLER


Mother of 9/11 Heroes Run participant



“ It has been a difficult journey finding a job... Without a doubt the mentoring, the physical fitness, and the group support in MAP-V really does help and makes you know that you can be above the standard norm and that if you work hard, it will happen... ”

JAMES SPARGO

U.S. Navy veteran and member of the 3rd cohort of MAP-V



“ I think it's important to give young people role models, and to give them reasons to devote themselves to a cause that is bigger than themselves... Character drives our everyday actions and decisions, whether they are small or big. ”

JEFF WEBB

Navy SEAL (RET) & TMF Ambassador



2014 GOALS

The Travis Manion Foundation will continue to increase the number of veterans and survivors we directly impact through our programs. The emphasis and focus will be directed toward expanding the Mentorship and Advocacy Program for Veterans (MAP-V) to the East Coast; extending Character Does Matter (CDM) to include veteran and survivor directed leadership training of young adults; increasing awareness and investing in local communities through the 9/11 Heroes Run; and implementing additional Expedition locations to increase the number of survivors able to participate while also broadening the demographic to include teen children of fallen heroes. We are only able to achieve this level of scope and impact with the partnerships and generous support from committed donors and volunteers. The "If Not Me, Then Who..." movement is your opportunity to help us transform more lives. Be a part of making an impact.

2014 AND BEYOND

HAVE YOU JOINED THE

"IF NOT ME, THEN WHO..." MOVEMENT?

The Travis Manion Foundation believes that the best way to honor the fallen is by challenging the living to carry on their legacies of leadership, selfless service, and strong character. Together, we can honor the men and women who selflessly gave their lives for our freedom. Adopt the "If Not Me, Then Who..." ethos, and join the movement today!

