



**ANNUAL REPORT
SUMMARY OF ACCOMPLISHMENTS
2013-2014**



"The mission of the VFW Foundation is to support programs and services that secure, manage and distribute resources to improve the lives of veterans, military service personnel, their families and the communities where they live."

FROM THE DESK OF JOHN W. STROUD CHAIRMAN OF THE BOARD

Since 1899, the Veterans of Foreign Wars of the United States (VFW) has championed the rights of veterans, military service personnel and their families. At times we have been the solitary voice demanding justice for these brave individuals who often have personally sacrificed much for America.

In fact, without the VFW it is arguable that there would be no GI Bill of Rights, no VA medical system and no Post-9/11 GI Bill. Landmark gains by veterans in access to education, medical treatment and even VA home loans were all ideas first proposed by the VFW.

The VFW itself has numerous programs and services that address the needs of those who are now, or who have previously defended our wonderful nation. Most usually this outreach fills in gaps not presently funded by the federal government. For example, the VFW assists military families with financial difficulties, providing aid for expenses such as rent and mortgage payments, utilities, vehicle repair, medical expenses and food/basic aid; offering morale boosting "welcome home" or "sendoff" events for military units; counseling veterans on VA entitlement benefits; and so much more!

Perhaps that's why we at the VFW proudly proclaim: *"No one does more for veterans!"*

Through the VFW Foundation, which is the official 501(c)(3) charity of the VFW, our organization responsibly fundraises so that we can continue our urgent mission of ensuring that military service personnel will never be forgotten in their time of financial, physical or emotional need. After all, we believe that this is the least we can do to say *"Thank You!"* to those individuals who protect us all.

Today, we live in a perilous world. U.S. troops are in Afghanistan and other combat situations. Terrorism is a constant reality. America's military is at the forefront of the effort to contain threats that might endanger our way of life and put our constitutional freedoms in jeopardy. In my opinion, never before has the work of the VFW and its Foundation been more important.

I am happy to report that the VFW Foundation continues to progress forward in many significant ways. I ask that you take a few moments to review the following *Annual Report & Summary of Accomplishments, 2013-2014*, which will give you a comprehensive overview of our operations and financial information.

Let it be known that the VFW Foundation has and will utilize your donation dollars to the highest standards of competent transparency. Finally, I offer my personal gratitude for your past support and I kindly request that you continue to remember us so that we, in turn, can remember those who protect our nation!

Sincerely,

John W. Stroud
Chairman of the Board

BOARD OF DIRECTORS (2013 - 2014)

John W. Stroud

Chairman of the Board
Term of Office – 07/23/14 – 07/22/15
Commander-in-Chief, VFW

Robert B. Green

Secretary-Treasurer
Term of Office – 04/30/12 – Present
Quartermaster General, VFW

Anthony J. Principi

Board Member
Term of Office – 12/15/05 – 08/23/15
Re-elected to 3rd three-year term 08/23/12
Former U.S. Secretary of Veterans Affairs

Michael DeRosa

Board Member
Term of Office – 03/05/11 – 03/05/17
Re-elected to 2nd three-year term 08/21/14
Owner, Burger King Franchise

John E. Hamilton

President
Term of Office – 07/24/13 – Present
Adjutant General, VFW

Janet A. Owens

Board Member
Term of Office – 09/01/10 – Present

Gordon B. Logan

Board Member
Term of Office – 10/06/11 – 8/21/17
Re-elected to 2nd three-year term 8/21/14
CEO/Founder, Sport Clips, Inc.

Joshua S. Halpern

Board Member
Term of Office – 03/02/14 – 03/02/17
Vice President, Nat'l Retail Sales, On-Premise & Military, Anheuser-Busch Inbev

STAFF

Richard G. Freiburghouse

Manager

Rebecca L. Curtis

Senior Program Coordinator

Renee J. Spears

Gift Processing Coordinator

Benjamin L. Vargas

Assistant Manager, Special Projects

Jason T. Couch

Grants Coordinator

MISSION (OUR SOLEMN PROMISE)

To support programs and services that secure manage and distribute resources to improve the lives of veterans, military service personnel, their families and the communities in which they live.

VISION

To memorialize the past so as to never let America forget the personal sacrifices of those who have defended its freedoms; yet always looking forward to honor and provide for those among us who through their military service are dedicated to maintaining our security and democratic way of life.

ENSURING THAT U.S. TROOPS, THEIR FAMILIES AND VETERANS ARE NEVER FORGOTTEN!

The VFW Foundation is the official 501(c)(3) charity of the Veterans of Foreign Wars of the United States, America's oldest and largest organization of combat veterans.

The VFW Foundation manages a wide variety of programs and services (most with a national geographic emphasis) at **no cost** and with **no VFW membership required** of those we serve. It is important to note that we receive no government funding. Thus, we depend on donations from corporations, foundations and individuals who believe as we do that our troops need to know that America *truly* cares.

The VFW Foundation continues to be the premier veterans service nonprofit organization. We are especially proud of the fact that our administrative costs are extremely low and our rating with charity watchdog groups such as Charity Navigator, GuideStar and the Better Business Bureau has consistently garnered highly positive ratings.

Our organization constantly adapts to the urgent-needs of U.S. troops, military families and veterans. Last fiscal year, we distributed over \$1.9 million to programs and services that directly met the needs of these deserving individuals.

The VFW and the VFW Foundation have cultivated ongoing relationships with companies such as Sport Clips, USAA, Burger King Franchise owners, and other patriotic corporations, many of which have undertaken fundraising and cause-marketing efforts on the behalf of the VFW.

Other sufficient revenue comes from grants (corporate and foundation), federated giving programs such as the Combined Federal Campaign (CFC), matching corporate gifts, donor-advised funds, and of course through the generosity of individual donors.

Fiscal Year 2014-15 promises to be a further meaningful evolution in the history of our organization.

OUR SUPPORT TO VFW PROGRAMS AND SERVICES:

- Assist families with rent, mortgage, utilities, vehicle repair, medical expenses, food and other basic needs through the VFW Unmet Needs program. Since 2004, the VFW Foundation has assisted 3,628 families and awarded more than \$5 million in financial assistance.
- Allow troops to call home on a regular basis including all holidays such as Christmas, Valentine's Day, Mother's Day, etc. Over 7.5 million connections have been made since 2006.
- Boost morale through "welcome home" or "sendoff" events for military units including VIP treatment at sporting/entertainment venues.
- Provide direct, pro bono assistance by the VFW's National Veterans Service (NVS) officers to help veterans in their often difficult entitlement claims with the U.S. Department of Veterans Affairs (VA), actively pursuing compensation for service-related injuries to veterans including PTSD and traumatic brain injury. Additionally, the VFW has helped 209,000 veterans recover an amazing \$5.9 billion in the last two years. The VFW pledges to meet with recently discharged troops from Afghanistan as they return home via group dispersals.

THE YEAR IN REVIEW

- Partnered with various Burger King Franchisee associations in numerous states to raise more than \$550,000 for the VFW's *Unmet Needs* program.
- Received \$527,000 in contributions from Sport Clips Haircuts for the "Help A Hero" scholarship program to provide service members and veterans financial assistance needed to complete education goals without incurring excessive student loan debt.
- Received over \$237,000 in contributions from the Combined Federal Campaign and state/local campaigns.
- Received more than \$317,000 from other foundations.
- Assisted VFW Departments and Posts with fundraising that resulted in nearly \$84,000 for their local projects.
- Received more than \$47,000 in corporate matching gifts.
- Raised significant gifts to assist military families in financial emergencies through the VFW *Unmet Needs* program. It has now granted more than \$5 million since 2004 to 3,628 families.
- Reached out to Kansas City-area foundations and corporations for financial support to address the needs of local homeless and financially disadvantaged veterans.

STATEMENTS OF ACTIVITIES & CHANGES IN NET ASSETS

	9/1/2013 – 8/31/2014		
	Unrestricted	Temporarily Restricted	Total
Support and revenue			
Cash contributions and gifts	\$ 1,451,989	\$ 1,443,452	\$ 2,895,441
Contributions of services and goods for distribution	58,621		58,621
Interest, dividends, net realized gains and (losses)	723,471		723,471
Other revenue	6,700		6,700
Net assets released from restrictions	<u>1,516,175</u>	<u>(1,516,175)</u>	
Total support and revenue	<u>3,756,956</u>	<u>(72,723)</u>	<u>3,684,233</u>
Expenses			
Program Services			
Veterans' service activities	1,957,534		1,957,534
Community service and public awareness	105,556		105,556
Support Services			
Management and general expenses	340,939		340,939
Fundraising activities	211,847		211,847
Total expenses	<u>2,615,876</u>		<u>2,615,876</u>
Changes in net assets before unrealized net investment gains	1,141,080	(72,723)	1,068,357
Unrealized net investment gains	<u>631,495</u>		<u>631,495</u>
Change in net assets	1,772,575	\$ (72,723)	1,699,852
Net assets, beginning of year	<u>4,436,060</u>	<u>3,689,824</u>	<u>8,125,884</u>
Net assets, end of year	<u>\$ 6,208,635</u>	<u>3,617,101</u>	<u>\$ 9,825,736</u>

STATEMENTS OF FINANCIAL POSITION

ASSETS	<u>9/1/13 - 8/31/14</u>
CASH AND CASH EQUIVALENTS	\$ 558,499
INVESTMENTS, at fair value	9,981,895
RECEIVABLES	
Pledges receivable	
Accounts receivable	
Accrued interest receivable	18,787
Total receivables	<u>2,326</u>
FURNITURE, FIXTURES, AND EQUIPMENT, net of accumulated depreciation of \$50,116 and \$59,117 in 2014 and 2013, respectively	2,326
PREPAID EXPENSES	<u>32,670</u>
Total assets	<u><u>\$ 10,594,177</u></u>
LIABILITIES AND NET ASSETS	
LIABILITIES	
Accounts payable and accrued liabilities	\$ 694,905
Payable to affiliate	63,076
Charitable gift annuities	10,460
Total liabilities	<u>768,441</u>
CONTIGENCIES	
NET ASSETS	
Unrestricted	6,208,635
Temporarily restricted	3,617,101
Total net assets	<u>9,825,736</u>
Total net liabilities and net assets	<u><u>\$ 10,594,177</u></u>



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