



25

*Years of Serving Veterans  
and Military Families*

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**VFW**  
F O U N D A T I O N .

**2020 ANNUAL REPORT**  
**Summary of Accomplishments**  
**for FY 2019-2020**  
**(September 1, 2019 to August 31, 2020)**



*From the Desk of*

**HAROLD "HAL" ROESCH II  
CHAIRMAN OF THE BOARD**



In the remembrance of history, 2020 will most likely be forever footnoted as the “Year of Covid-19.” The global pandemic triggered financial crisis and lingering economic uncertainty, not to mention well-founded fear and apprehension among all Americans.

The human tragedy has been unprecedented and my deepest sympathy goes out to those who have suffered personally and especially to you who have experienced the loss of loved ones.

Covid-19 has disproportionately affected our nation’s military and veteran populations. Recent statistics from the VA medical system (which includes both care homes and health care centers) documents more than 228,000 Covid-19 cases with 10,500 deaths—and this terrible statistic does not even include non-VA data.

Understandably, fundraising in such an environment has been quite difficult. Yet, there was no hesitation on the part of the VFW Foundation to continue to offer (without interruption) our innovative services and programs to America’s service members, veterans and their families.

I am extremely proud to state that we have delivered on our commitments and, in fact, in response to the great need (further worsened by Covid-19), even accelerated our outreach! While Covid-19 presented numerous challenges, we have learned to cope and operate effectively in this current normality. VFW Foundation staff adapted quickly to working remotely and came together as a united team to solve new problems with new successful solutions.

In 2020 VFW accredited veteran service officers helped more than 110,000+ veterans recoup over \$1.4 billion in new VA benefits. The VFW’s *Unmet Needs* program has now distributed over \$11.9 million to military families for expenses due to rent, mortgage, utilities, vehicle repair and other basic needs.

**My heartfelt thanks to our patriotic donors such as yourself whose kind generosity has been vital in making this incredible and positive difference.**

In this our milestone 25<sup>th</sup> year of operation, I am pleased to report that the VFW Foundation continues to be a conscientious steward of your philanthropic investments with the highest standards of competence and transparency. Please take a few moments to review the following pages, which will give you a comprehensive overview of our operations and financial information.

Finally, I offer my personal gratitude for your past support, and I respectfully invite you to remember us as we respond with compassion to benefit America’s service members, veterans and military families!

Respectfully yours,

A handwritten signature in dark ink, appearing to read 'Harold Roesch II', written in a cursive style.

Harold “Hal” Roesch II  
Chairman of the Board

**VFW FOUNDATION**

## MISSION

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 America never forgets 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. SERVICE MEMBERS, 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 (VFW), and exists solely to raise the funds and awareness necessary to operate VFW programs and services for America's veterans, military service members and their families.

The VFW Foundation supports and manages a wide variety of programs and services (most with a national geographic emphasis). These are provided to those we serve at **no cost** and **VFW membership is not required**.

Our organization constantly adapts to the urgent needs of U.S. service members, military families and veterans. In the 2019-20 fiscal year, we distributed over \$1,972,000 million to VFW programs and services that directly support the needs of these deserving individuals.

Much of the funding for VFW programs and services comes from ongoing associations with Burger King Franchisees, Humana, Philips, Sport Clips, Twisted X, USAA, and other patriotic companies, many of which have undertaken fundraising and cause-marketing efforts on the behalf of the VFW.

Additional revenue comes from corporate and foundation grants, the Combined Federal Campaign (CFC) and other federated giving programs, corporate matching gifts, donor-advised funds, estate gifts, vehicle donations, and of course through the generosity of individual donors.

It is important to note that we receive no government funding.

Thus, we are exceedingly grateful for the generous support from corporations, foundations and individuals who share our belief that America's service members deserve to know that America *truly* cares.

The VFW Foundation takes great pride in maintaining low administrative costs and highly favorable ratings with charity watchdog groups such as Charity Navigator, GuideStar and the Better Business Bureau. Fiscal Year 2020-21 promises to be a further meaningful evolution in the history of our organization.



## SUPPORTING VFW PROGRAMS AND SERVICES

- In collaboration with participating Burger King franchisees, we assisted military families and veterans with rent, mortgage payments, utilities, vehicle repair, medical expenses, food and other basic needs through the VFW *Unmet Needs* program.
- Awarded more than \$7.9 million in scholarships to over 1,764 veterans and service members through the VFW's "Sport Clips Help A Hero Scholarship" program since January 2014.
- Awarded \$3.5 million in annual educational awards to middle and high school students through the VFW's *Patriot's Pen* and *Voice of Democracy* patriotic essay contests. Total participation in these two competitions in 2020 surpassed 228,000 students!
- Provided direct, pro bono assistance by the VFW's accredited veterans service officers to help veterans navigate the complex process of securing earned benefits from the U.S. Department of Veterans Affairs (VA). In 2020 alone, the VFW helped more than 110,000+ veterans recoup over \$1.4 billion in new claims for benefits and disability compensation.
- VFW members contribute approximately 9.4 million volunteer hours annually in support of beneficial community activities all across the U.S. as well as donate \$44.1 million each year to local service projects.



## THE FISCAL YEAR IN REVIEW

- Collaborated with Burger King franchisees across the country to raise over \$189,000 for the VFW's *Unmet Needs* program. Since the program was established in 2004, the VFW has granted more than \$11.9 million to assist over 10,660 military families with urgent financial needs.
- Coordinated fundraising campaigns and processed gifts and grants totaling \$2,368,815 including:
  - \$1,036,976 in contributions and pledges from Sport Clips Haircuts to our 2020 "*Help A Hero Scholarship*" program to provide service members and veterans financial assistance needed to complete education goals without incurring excessive student loan debt.
  - \$80,373 in contributions from the Combined Federal Campaign and state/local campaigns.
  - \$508,180 from private foundations.
  - \$75,803 in corporate matching gifts.
- Awarded grants totaling nearly \$400,000 to 392 VFW Posts and Auxiliaries to support youth service organizations, food pantries, school programs, homeless veterans and other local community projects.
- Awarded additional grants totaling \$85,000 to external 501(c)(3) nonprofits and VFW Posts and Auxiliaries for projects directed toward improving the lives of military service personnel, veterans and their families.
- Served as a fiscal agent for VFW Departments, Posts, and Auxiliaries for more than 271 contributions totaling over \$400,000.



## STATEMENT OF FINANCIAL POSITION

<b>ASSETS</b>	<b>8/31/2020</b>
Cash and cash equivalents	\$ 2,615,407
Investments, at fair value	14,046,643
Accrued interest receivable	27,718
Furniture, fixtures, and equipment, net	61,622
Prepaid expenses	<u>130,403</u>
Total assets	<u>\$ 16,881,793</u>
 <b>LIABILITIES AND NET ASSETS</b>	
<b>LIABILITIES</b>	
Accounts payable and accrued liabilities	\$ 352,109
Payable to affiliate	89,214
Charitable gift annuities	<u>1,907</u>
Total liabilities	<u>443,230</u>
 <b>NET ASSETS</b>	
Without donor restrictions	10,375,589
With donor restrictions	<u>6,062,974</u>
Total net assets	<u>16,438,563</u>
Total liabilities and net assets	<u>\$ 16,881,793</u>

# STATEMENT OF ACTIVITIES & CHANGES IN NET ASSETS

Year Ended August 31, 2020

	<u>Without Donor Restrictions</u>	<u>With Donor Restrictions</u>	<u>Total</u>
<b>Support and revenue</b>			
Cash contributions and gifts	\$ 3,329,769	\$ 5,901,607	\$ 9,231,376
Investment returns, net	1,494,272		1,494,272
Net assets released from restrictions	<u>1,308,816</u>	<u>(1,308,816)</u>	<u>                    </u>
Total support and revenue	6,132,857	4,592,791	10,725,648
<b>Expenses</b>			
Program Services			
Veterans' service activities	2,675,808		2,675,808
Community service & public awareness	532,062		532,062
Support Services			
Management and general expenses	489,156		489,156
Fundraising activities	<u>426,805</u>	<u>                    </u>	<u>426,805</u>
Total expenses	<u>4,123,831</u>	<u>                    </u>	<u>4,123,831</u>
Change in net assets	2,009,026	4,592,791	6,601,817
Net assets, beginning of year	<u>8,366,563</u>	<u>1,470,183</u>	<u>9,836,746</u>
Net assets, end of year	<u>\$ 10,375,589</u>	<u>\$ 6,062,974</u>	<u>\$ 16,438,563</u>

## BOARD OF DIRECTORS

### Officers

**Hal J. Roesch II**

Chairman of the Board

Term of Office – 07/24/19 – 07/23/20

*Commander-in-Chief, VFW*

**Kevin Jones**

President

Term of Office – 07/25/18 – Present

*Adjutant General, VFW*

**Debra Anderson**

Secretary-Treasurer

Term of Office – 07/27/16 – Present

*Quartermaster General, VFW*

### Members

**Michael DeRosa**

Board Member

Term of Office – 03/05/11 – 02/26/23

Re-elected to a two-year term 12/14/20

*Former Owner, Burger King Franchisee*

**Gordon Logan**

Board Member

Term of Office – 10/06/11 – 02/26/22

Re-elected to a two-year term 12/09/19

*Founder & Chairman, Sport Clips Haircuts*

**Ann Panteleakos**

Board Member

Term of Office – 12/17/18 – Present

*VFW Auxiliary National Secretary–Treasurer*

**Anthony Principi**

Board Member

Term of Office – 12/15/05 – 03/04/24

Re-elected to 5<sup>th</sup> three-year term 12/14/20

*Former U.S. Secretary of Veterans Affairs*

## VFW FOUNDATION STAFF

**Richard Potter**

Director

**Brooke Brown**

Assistant Manager, Corporate Relations

**Jason Couch**

Grants & Special Projects Coordinator

**Rebecca Curtis**

Senior Program Coordinator

**Richard Freiburghouse**

Manager

**Kevin Jamison**

Deputy Director

**Renee Martin**

Program Coordinator

**Benjamin Vargas**

Assistant Manager, Special Projects



VFW *Unmet Needs* grant recipient Amelia Escobedo gathers with her five children in her backyard in Lakewood, Washington. She received more than \$1,300 from the VFW's *Unmet Needs* program when she needed help paying her home mortgage after she was discharged from the Army.



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