**Mission Statement**

We believe those touched by military service can succeed at home by restoring their sense of self, family, and hope. Nationally, Hope For The Warriors® provides comprehensive support programs for service members, veterans, and military families that are focused on transition, health and wellness, peer engagement, and connections to community resources.

**Top Highlights**

- Services Provided to Military Families: More than 5,000
- Served by 45 staff members and 2,000+ volunteers
- Assistance given in all 50 states
- Serve post-9/11 Service Members and Veterans of all military branches
- 16 Interns supporting program work nationwide

**States Represented**

- Main Office
- Satellite Office
- Representatives
- Families Served

**Populations Served**

- Service Member: 67%
- Veteran: 17%
- Family Member: 9%
- Gold Star Family: 5%
- Caregiver: 1%
- Undisclosed: 1%

**Branches Served**

- Army: 51%
- Marine Corps: 23%
- Air Force: 5%
- National Guard: 6%
- Navy: 8%
- Coast Guard: 1%

**Staff Snapshot**

HOPE staff has first-hand experience with the military. Our staff members include:

- 12 Veterans and 1 Reservist
- 22 Military Spouses
- 12 Raised by a Military or Veteran Parent
- 7 with a son or daughter that serve
- 14 Siblings of Service Members and Veterans
- 2 caregivers
- 1 Gold Star Father
- Numerous extended family members
Dear HOPE Family:

Focus on the future. Although the purpose of the Annual Report is to review the past year, the focus of Hope For The Warriors® in 2014 was on the future. What is our impact today, and what impact will our programs have in ten years? Even as I write this letter, we have begun plans for our 10-year anniversary in 2016. The past is the classroom where we make decisions about the future.

Future impact requires strong leadership, relevant collaboration, consistent education and training, and dedicated staff and volunteers. In February, Hope For The Warriors® conducted the first annual Staff Development Conference, bringing staff members together from across the country. The year ended with all senior directors attending the week-long Duke Executive Leadership Course at The Fuqua School of Business. Throughout the year, staff members attended courses, clinics, and workshops in pursuit of more comprehensive and effective approaches to address the current and future needs of our nation’s heroes and their families.

Our dedication to fiscal responsibility and transparency continues today and into the future. For a fourth year in a row, Hope For The Warriors® earned a Four-Star Rating from Charity Navigator, an honor achieved by only 8% of the nonprofits evaluated. We remain faithful to our mission and will continue to respect our donors’ intent in the future.

In 2014, we also honored the past. On November 12, 2014, Hope For The Warriors® unveiled the second No Man Left Behind Monument™, this one aboard Marine Corps Base Camp Pendleton. The real life events depicted occurred ten years before, on November 13, 2004. The monument captures a mere moment in time, but represents the service, sacrifice, and brotherhood among service members today and in the future. We look to it as the iconic monument to represent the Iraq and Afghanistan Wars.

On behalf of our service members, veterans, and military families, thank you for your support. Your commitment to these families and to restoring self, family, and hope impacts our work today, tomorrow, and years into the future.

There is no future without hope.

Very Sincerely,

Robin Kelleher
President/CEO
Hope For The Warriors®
No Man LEFT BEHIND

Hope For The Warriors® unveiled the second No Man Left Behind Monument™, this one aboard Marine Corps Base, Camp Pendleton on November 12, 2014. The monument brings to life the iconic photo captured in Fallujah by acclaimed combat photographer Lucian Read.

No Man Left Behind was created by artist, Vietnam Veteran, and Gold Star Father John Phelps to honor those wounded in the line of duty and those who never returned home. The monument was an integral part of John’s recovery from the loss of his son, LCpl Chance Phelps, USMC, KIA.

The Department of the Navy accepted the gifts on November 10, 2014 and the monuments are our birthday gift to the Marine Corps and to all Marines—past, present, and future.

Client PORTAL

Hope For The Warriors® introduced the Client Portal in 2014, improving the ability for military families to apply for needed services. This secure, private online registration system allows service members, veterans, and family members the opportunity to update and manage their own information and improves the ability for staff members to track and document their progress. The software is called Collaborate and true to its name, has enabled program staff to work more closely together to provide a holistic approach to restore the entire family. The software has also improved our ability to track metrics, ensuring that we continue to impact our military populations. Implemented in the second quarter of 2014, the chart demonstrates the immediate impact of Collaborate on our ability to support service members, veterans, and military families.
**Staff DEVELOPMENT**

Hope For The Warriors® recognizes the importance of staff development to the growth and impact of our program work today and in the future. The focus on staff education improves the organization’s effectiveness and the care given to each individual service member, veteran, and family.

Staff members from across the country joined together in Washington, D.C., for the 1st Annual Staff Development Conference in February 2014. Training focused on broad communication proficiency, team building, and time management skills. Sessions also targeted the use of new software programs, fiscal responsibility and reporting, and future vision and planning.

In the fourth quarter, eight senior staff members attended the Duke Leadership Program within The Fuqua School of Business. The Duke Leadership Program (DLP) provides a framework for understanding and improving individual leadership style and developing competency in leadership. The leadership course stands as a solid investment in the leadership and future of the organization. Thank you to Altria Group, Inc. for their sponsorship of this leadership course.

**Miles for HOPE**

In 2014, warrior athletes and community members around the country ran, cycled, and walked more than **100,900 miles** to raise funds and awareness for Hope For The Warriors®. Through Team Hope For The Warriors® and Run For The Warriors®, these supporters traveled enough miles to circle the circumference of the earth over four times.
**Hope For The Warriors®**

**FINANCIAL STATEMENT OVERVIEW**

**FISCAL YEAR ENDING DECEMBER 31, 2014**

**REVENUE**

<table>
<thead>
<tr>
<th>Source</th>
<th>USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>4,630,924</td>
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<tr>
<td>Special Event Income, Net</td>
<td>654,847</td>
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<tr>
<td>Interest and Other Income</td>
<td>12,204</td>
</tr>
<tr>
<td>Donated Goods &amp; Services</td>
<td>931,176</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>6,229,151</strong></td>
</tr>
</tbody>
</table>

**EXPENSES**

<table>
<thead>
<tr>
<th>Source</th>
<th>USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Services</td>
<td>5,190,785</td>
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<tr>
<td>Management and General</td>
<td>510,155</td>
</tr>
<tr>
<td>Fundraising</td>
<td>470,524</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>6,171,464</strong></td>
</tr>
</tbody>
</table>

**Change in Net Assets**

57,687

Source: Audited Financial Statements

Management and General expenses account for 8.3% of total expenses.

For a complete copy of certified public accountant’s report, visit


Charity Navigator awarded Hope For The Warriors® a Four-Star Rating for a fourth year in a row. Charity Navigator is an independent organization that evaluates fiscal responsibility and accountability of nonprofits. This puts Hope For The Warriors® among only 8% of all nonprofits evaluated.

Hope For The Warriors® also earned high marks in 2014 from GreatNonprofits and GuideStar USA. Hope For The Warriors® was also highlighted in CNBC’s list of Top 10 Veterans’ Charities.

**TOP STATES, INDIVIDUAL DONATIONS**

1. New York
2. Florida
3. North Carolina
4. New Jersey
5. Virginia

**IMPACT PARTNERS**

- Altria Group, Inc.
- Casey’s General Store
- Food Lion
- HBO
- Hy-Vee, Inc.
- The Michael Finney Foundation
- QuickChek Corporation
- Raycom Media
- Sealed Air Corporation
- Siemens
- Stevenson Management Co.
- Tee it up for the Troops
- United Technologies Corporation

**Revenue Sources 2014**

- Individual Donations 24%
- Corporate Donations 19%
- Special Events Income 11%
- In-Kind Donations 14%
- Foundation Donations 10%
- Combined Federal Campaign (CFC) 2%
- Other Income <1%
Board of DIRECTORS

CHAIRMAN
Jack W. Marin | Of Counsel, Williams Mullen

VICE CHAIRMAN AND SECRETARY
MajGen Robert Dickerson, USMC (Ret.) | Executive Vice President, Marine Federal Credit Union

TREASURER
Paul McTear | President/CEO, Raycom Media

GOVERNANCE COMMITTEE CHAIR
Harry Bridgwood | Former Executive Vice President, New Water Street Corp.

Robin Kelleher | Ex Officio, President/CEO, Hope For The Warriors®
Capt Dan Moran, USMC (Ret.) | Chairman/CEO/President, Moran Enterprises, Inc.®
LTC Bob Myers, USA (Ret.) | CEO, Casey’s General Store
Bill Nelson | Former Chairman/CEO, HBO®
Craig Proctor | Vice President and Associate General Counsel, Altria Group
LTC James Whaley, USA (Ret.) | Vice President, Corporate Communications, Sealed Air Corporation
Richard Wood | President, Plaza Construction Corp.

Advisory COUNCIL

Bonnie Amos | Founding Member of the Advisory Council, Hope For The Warriors®
CPT Paul Bucha, USA (Ret.) | Vietnam Medal of Honor Recipient
GEN Richard Cody, USA (Ret.) | Senior Vice President of D.C. Operations, L3 Communications, Former Vice Chief of Staff, USA
Dr. Michael DeFalco, PsyD | Director of Adult/Dual Recovery Programs, Specialty: PTSD and Military Services
Todd Finger | Partner, McDermott Will & Emery LLP
COL Gregory D. Gadson, USA (Ret.) | Military Advocate and Former Commanding Officer, Fort Belvoir
MajGen James Kessler, USMC (Ret.) | In-country Program Manager, LOGCAP IV, Kandahar, Afghanistan
Gen Charles Krulak, USMC (Ret.) | 31st Commandant of the Marine Corps
Thomas Lyons | Director, Community Services; MassHousing

Frank Scott Moran | CEO, Moran Oil Co., Inc.
Christopher Page | Co-founder/CEO, Army Week NYC
Kathy Roth-Douquet | Co-founder/Chairman, Blue Star Families
Gary Sinise | Actor and Advocate for Wounded Service Members
Dr. Sim B. Sitkin | Professor of Management and Director of Behavioral Science and Policy Center, The Fuqua School of Business, Duke University
Courtney B. Spaeth | CEO, growth.
CDR Charles E. Summers, Jr., USNR | Executive Director, Easter Seals Maine
COL David Sutherland, USA (Ret.) | Chairman, Dixon Center
Mike Waters | Founder of The Benefit Planning Group, Inc.
Sue Wissler | Founding Member of the Advisory Council, Hope For The Warriors®

Staff LEADERSHIP

Executive Staff
Robin Kelleher | President/CEO
Emma Walsh | Chief of Staff

Senior Directors
Ruby Aggarwal | Chief Financial Officer, O’Connor Consulting Services, LLC
Anne Barnwell | Communications
Rob Cork | Operations
1stSgt Travis Hanson, USMC (Ret.) | Sports & Recreation
Erin Thompson | Community & Military Relations
Tricia Winklosky | Clinical Health & Wellness