



# Children *of* Fallen Patriots Foundation

ENSURING A COLLEGE EDUCATION FOR THOSE THEY LEFT BEHIND



## 2013 Annual Report

HAPPINESS IS THE FRUIT OF FREEDOM,  
FREEDOM, THE PRICELESS GIFT OF VALOR.

— Pericles, 432 BC

# Agenda

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- **Why does Children of Fallen Patriots Foundation exist?**
- What is the need?
- What has Fallen Patriots accomplished so far?
- Future vision
- Fallen Patriots team



# History

## THERE IS A PERSISTENT NEED FOR FALLEN PATRIOTS

- Bridging the gap between sources of grants and scholarships and the total cost of college
- Covering all branches of the armed forces
- \$6.2 million in grants to 387 students since inception
  - 2,396 children enrolled
  - Another 2,371 non-enrolled
- **Key Findings:**
  - Families accept only what they need
  - Government funding leaves a gap and is cumbersome to access
  - Hard for children to find all the available help
  - Hard to find the children; many are slipping between the cracks
  - Average gap per student is ~\$32,000 for four years of college

**FALLEN PATRIOTS ROLE: FILL IN THE GAPS IN THE SYSTEM**

Post-secondary institutions attended by Fallen Patriots children:

### THE UNIVERSITY OF ALABAMA



### FLORIDA CHRISTIAN COLLEGE

Strong in the Scriptures

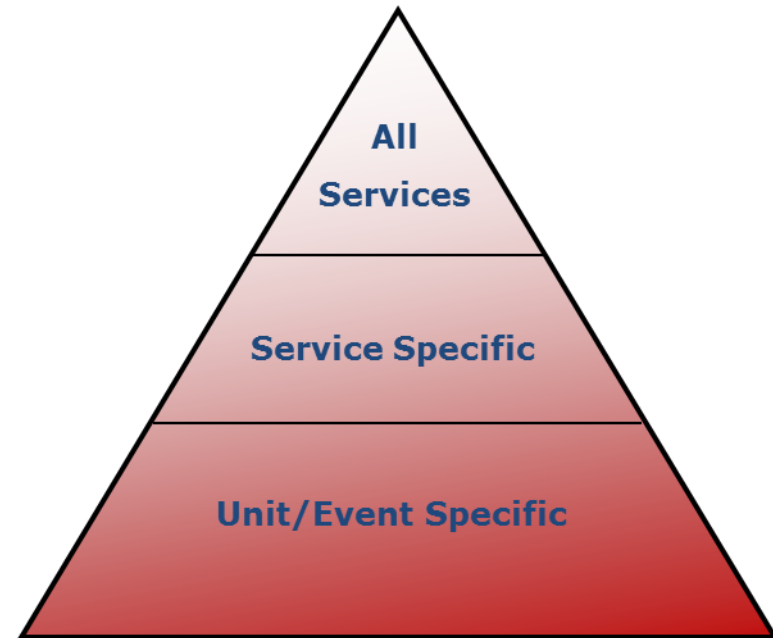


# Fallen Patriots Role

## Fallen Patriots IS UNIQUELY FOCUSED

- **Hundreds of groups with similar missions**
  - Yet each group tends to focus on one slice of the pie
  - And many are involved in other activities beyond scholarships
  - *Fragmented sources of capital*
- **Locating the children is the huge inefficiency in this market**
  - No other group consistently finds the same children as Fallen Patriots
  - The Fallen Patriots database is one of, if not the, largest in the “industry”
  - *Fragmented “customer base”*
- **Marines and Special Forces are fully covered**
- **However, largest casualty pool (Army, Navy and Air Force) is under-served**
  - Fallen Patriots covers all branches of the armed forces

## Sister Organizations



**OUR RELENTLESS FOCUS– FIND ALL THE CHILDREN**



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# What is the Need?

HUGE NEED FOR FUNDING; DIFFICULT TO FIND CHILDREN

## FUNDING

- **Over 6,000 fatalities in the Global War on Terror**
  - Over 4,000 children left behind
- **Additionally, ~500 on-duty fatalities each year**
  - Over 15,000 children left behind over the last 25 years
- **Over 1,000 sources of grants and scholarships**
  - However, no central database of help for children
  - Process confusing and burdensome for children
  - Help available in small increments
  - Government programs don't cover full cost
- **Fallen Patriots proven ~\$32,000 gap between funding and total college costs per child**

**OVER \$200 M NEED**

## TRACKING

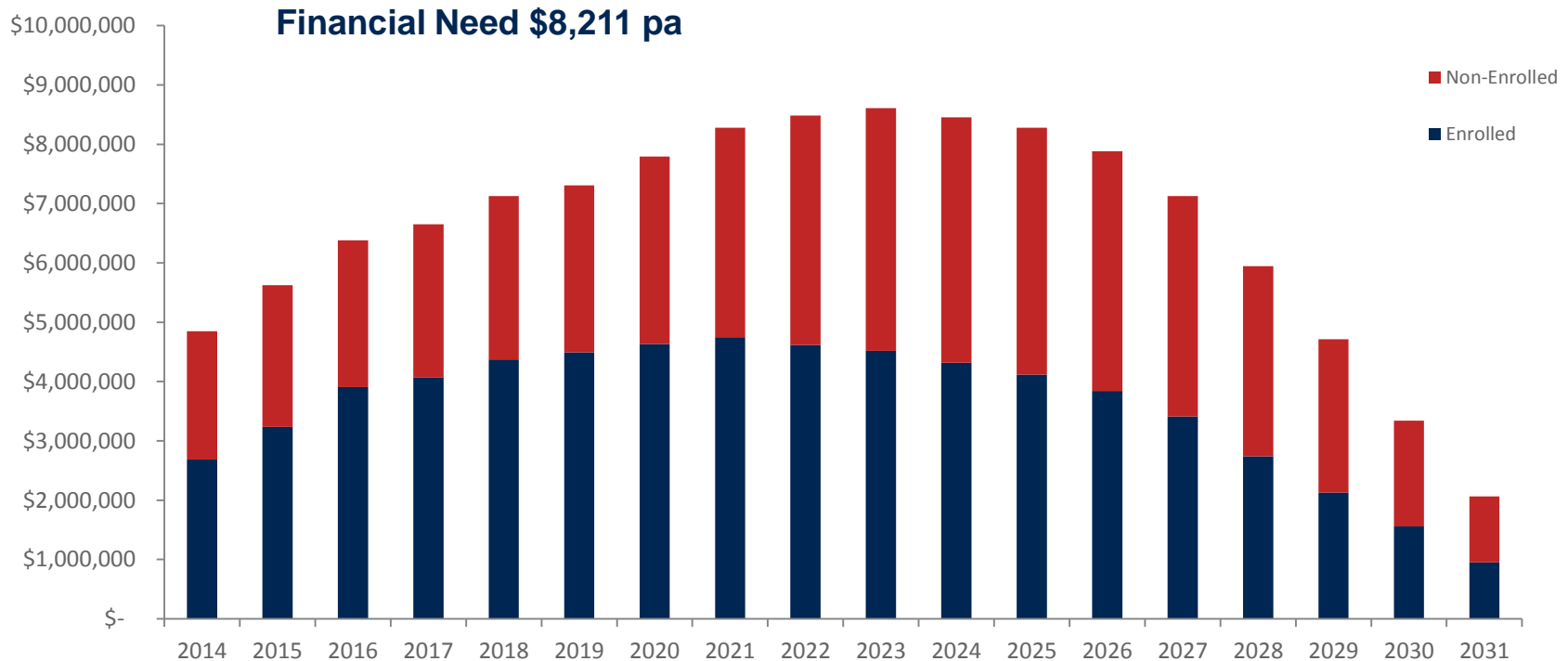
- **No central, updated database of children**
- **Privacy act protects the families, yet inhibits contact**
- **DoD maintains list of combat casualties**
- **But, only physical addresses provided**
  - *NOT* email or phone
- **Only half of families respond to Fallen Patriots enrollment mailings**
  - Busy rebuilding; move away
- **No organized way to find training fatalities**
  - But these are the bulk of our Fallen Patriots

**ENROLLED ~ 10% OF ELIGIBLE CHILDREN**



# Program Update

## PROJECTED IMMEDIATE USE GRANTS BY YEAR



- **Average need is ~\$32,000 per student for 4 years of college**
- **Enrolled children: 2,396 – about 10% of the target universe**
- **Another 387 have received grants**
- **Non-enrolled children – 2,371**
- **Total need is \$123 m: \$66 m for enrolled students and \$57 m for non-enrolled**



# Agenda

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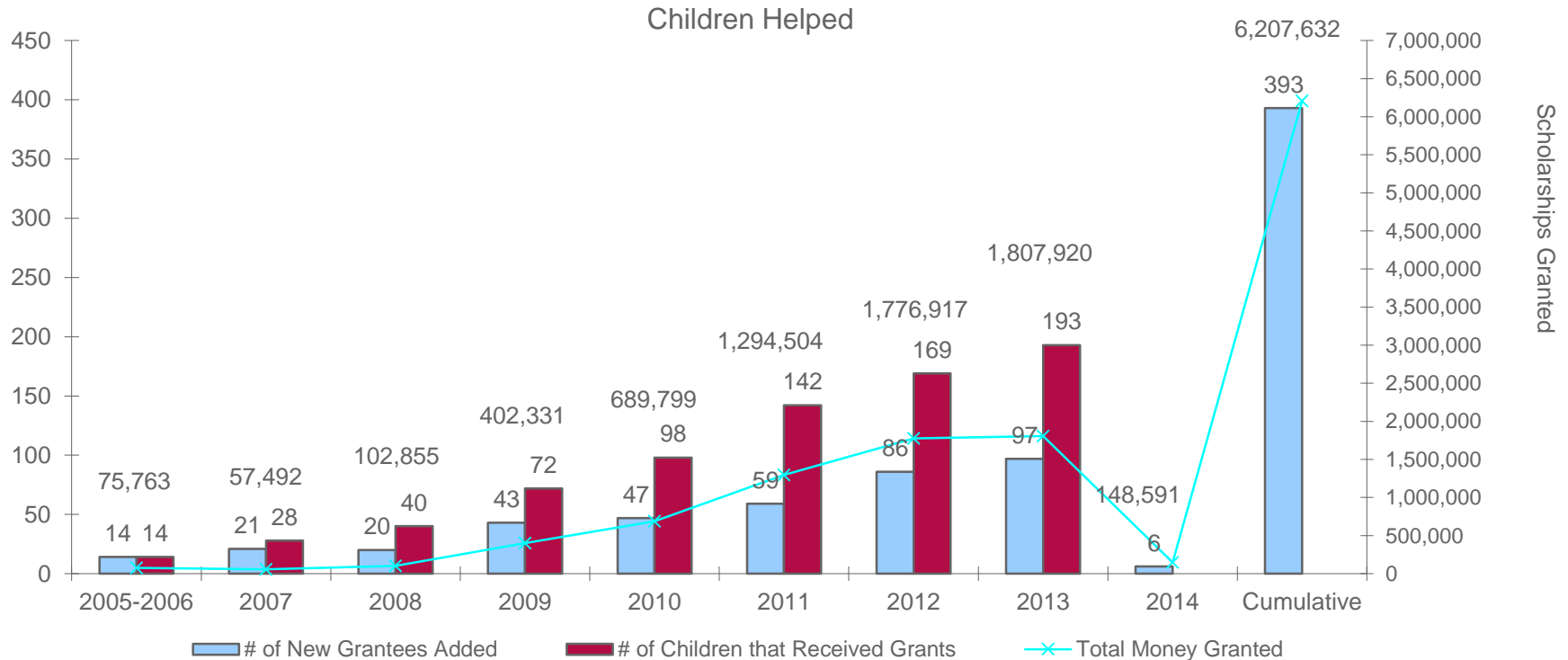
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# Program Update

## SOLID GROWTH IN SCHOLARSHIPS



- **Budgeting 2014 grants at \$3 m**
- **193 students assisted in 2013 versus 169 in 2012**
- **\$6.2 m granted to 387 students since inception**
- **112 students have graduated; average GPA 3.18**
- **257 students currently in school; average GPA 2.84**



# 2013 Financial Information

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- **2013 revenues were \$3,130,465 vs. \$2,264,644 in 2012**
  - 2013 Greenwich event raised ~\$2.2 m; this was supplemented by extensive grassroots fundraising around the country
  - 2013 Atlanta event raised ~\$217 k
- **2013 program expenses (scholarships) were \$1,807,136 vs. \$1,776,917 in 2012**
  - Served 193 students in 2013 vs. 169 in 2012
  - Cumulative grants since inception are \$6.2 m
- **2013 management and general expenses were \$268,278 vs. \$94,607 in 2012**
  - Relocated to Jacksonville Beach, FL
  - Hired staff grew from 2 to 10 people
- **2013 fundraising expenses were \$317,998 in 2013 vs. \$310,808 in 2012**
  - Low ratios demonstrate efficiency and cost discipline
- ***Fallen Patriots board donations were \$1,051,791 in 2013 and \$267,331 in 2012***
  - *2012 + 2013 board donations more than cover all operating expenses*
- **2013 end of year Net Assets were \$1,422,669. We ended with cash of \$1,087,570 and another \$470,742 in contributions receivable**
  - Strong financial position going into 2014



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# Future Vision

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- **Heightened national awareness**
  - *The American people love our troops!*
- **Touch all fatalities from combat and training over last 25 years**
  - Across all branches of the armed forces
  - Increased dialogue with the Department of Defense
- **Expand scope of educational benefits**
  - Severely wounded
  - 40,000+ wounded from Iraq and Afghanistan
- **Expand scope of educational counseling**
  - Case worker approach to planning for college and finding aid
- **Expand fundraising**
  - Major donor campaign
  - Events across the country; viral fundraising
  - Online

**WE WILL SUPPORT *EVERY* CHILD OF OUR FALLEN PATRIOTS**



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# Board of Advisors



## **Hollister K. Petraeus**

Military Spouse & Daughter

Holly is a government employee and the former Director of BBB Military Line®. She has extensive experience as a volunteer leader in military family programs where she has received numerous awards.



## **COL (R) Jack H. Jacobs**

Medal of Honor Recipient, MSNBC Commentator

Jack entered the U.S. Army in 1966, is a Vietnam veteran and retired as a Colonel in 1987. He was formerly a Managing Director at Bankers Trust and is currently an on-camera and political analyst for NBC.



## **Clifford H. Asness**

Managing & Founding Principal, AQR Capital Management

Cliff is a co-founder of AQR. He was previously a Managing Director and Director of Quantitative Research for the Asset Management division of Goldman Sachs & Company.



## **Christopher Crane**

Board Member

Chris is a Senior Vice-President in the Global Wealth and Investment Management division of Bank of America. He is a graduate of West Point and a former Army engineer officer.



## **Terry Lamantia**

Treasurer & Board Member

Terry is a partner at KPMG and has been providing tax advisory, accounting and compliance services to the world's largest financial institutions for the past 23 years. Terry also sets strategic priorities for KPMG's significant financial services clients.



## **Thomas M. McGann**

President and CEO, Spyder Active Sports

Tom joined Spyder, the leading premium ski apparel and active lifestyle apparel brand, and proud sponsor of the US Ski Team, in 2009. Tom is the proud father of a Marine who recently completed a combat tour in Afghanistan.



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# Board of Advisors

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## **John Melia**

Founder, Wounded Warrior Project

John is a wounded veteran, entrepreneur, and a non-profit consultant. He earned a Bachelor of Science degree from the University of the State of New York and completed the Business Executive Program for Non-Profit Leaders at Stanford Graduate School in 2007.



## **Paul Morton**

Managing Director, Barclays Wealth Americas

Paul is the head of Capital Markets, Operating Platforms and Business Development, Americas. Prior to Barclays, he was the COO for the Global Investment & Insurance Solutions group at Bank of America Merrill Lynch. Paul is a graduate of West Point and former Army infantry officer.



## **Paul F. Murphy**

Partner, Sentinel Capital Partners

Paul Murphy, Partner, joined Sentinel in 2000. Over the past decade, he has established himself as a successful lower middle market private equity investor. Paul is a graduate of West Point and a former Army artillery officer.



## **Dick Pace**

Director of Strategic Consulting Maritz, Inc.

Dick is a Director of Strategic Consulting at Maritz. He previously spent 11 years as the Managing Director of the Research and Consulting Group of Abt Associates.



## **Lorin Radtke**

Managing Director, Goldman Sachs & Company

Lorin is a partner at Goldman Sachs & Co., and head of the FICC Americas Structured Product Sales team. Lorin earned a BBA from the University of Wisconsin-Milwaukee in 1990 and an MBA from the University of Chicago.



# Board of Advisors

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## **Professor Henry P. Reiling**

Board Member

Professor Reiling is the Baker Foundation Professor and Eli Goldston Professor of Business Administration, Emeritus at the Harvard Business School. He co-founded a successful financial services company and has been a director or advisor board member of over a dozen organizations both for profit (publicly traded and privately owned) and not-for-profit.



## **Dan Rice**

President, Sundial Capital Partners

Dan is President of Sundial which is a renewable energy company. He is a graduate of West Point and is an Iraq veteran where he received the Purple Heart. Dan has done considerable philanthropic work for veterans and national security causes.



## **Bill Sullivan**

Brighton Partners, LLC

Bill Sullivan has spent the past 5 years as a healthcare partner at Apax Partners. Bill has over 25 years of experience as both an operator and investor in the healthcare services sector.



## **Rob Sweeney**

Managing Director, Goldman Sachs & Company

Rob is a Partner at Goldman, Sachs & Co., and head of the firm's investment banking coverage of retail clients. Prior to his current role, Rob led the firm's Equity Capital Markets business for consumer and retail companies. He is also a former Naval officer.



## **Claudius (Bud) E. Watts IV**

Managing Director, The Carlyle Group

Bud is a Managing Director and Head of the Technology Buyout Group. He is a graduate of the Citadel and is a former Air Force fighter pilot where he was qualified as an instructor pilot in both the F-16 and A-10 aircraft.



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# Operating Team

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**David Y. Kim**

President & Co-Founder

David is the co-head of Investor Relations at Apax Partners, a global private equity firm with \$42 bn in assets under management. He is a graduate of West Point and a former Army artillery officer.



**John Coogan**

Executive Director

John oversees all aspects of Fallen Patriots. Previously, John worked in Fundraising and Technology for Wounded Warrior Project, where he was instrumental in architecting the centralized data infrastructure that supports the organization's vast multichannel fundraising and acquisition efforts. He is a graduate of West Point and a disabled veteran.



**Cynthia Kim**

Programs Director & Co-Founder

Cynthia is the volunteer Programs Director and manages the Fallen Patriots staff and oversees the process of enrolling eligible families and distributing grants. Cynthia has a Liberal Arts degree from Hollins College.



**Tabitha Bonilla**

Program Manager

Tabitha was one of the first recipients of Children of Fallen Patriots Foundation. She graduated from Campbell University in December 2008 with a Bachelor of Business Administration. After 21 years of military service, her father was killed in Iraq in 2004 and 11 months later her husband was also killed there.



**Christopher Crane**

Secretary

Chris is a Senior Vice-President in the Global Wealth and Investment Management division of Bank of America, helping to manage new strategic corporate initiatives as a program manager. Prior to that role, he supported bank operations for 1,500 banking centers in the Northeast. He is a graduate of West Point and former Army Officer.



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# Operating Team



## **Cea Fong**

### Development Manager

Cea graduated from the University of Connecticut in 2006 with a degree in Sociology. She has been with Fallen Patriots since November 2010. She manages the webpage, assists in event organization, and works closely with donors.



## **Leslie Morey**

### Development Coordinator

Leslie received her B.A. in Early Childhood Education from Arizona State University in 2007. She is married to a Naval Flight Officer and was a preschool teacher with military families for three years in Hawaii. There Leslie was also an active member of the VP-47 Officer's Spouses Club where she participated in philanthropic committees and in multiple fundraising events. She coordinates our social media efforts and donor services.



## **Kenzi Merck**

### Programs Administrator

Kenzi is a former scholarship recipient of Children of Fallen Patriots Foundation. She graduated from Georgia Regents University in 2013 with a Bachelor of Arts in Psychology and a minor in Sociology.



## **Lindsey Houston**

### Operations Coordinator

Lindsey received her degree in Business Management from the University of Wisconsin – Eau Claire in 2006, and during a semester exchange program to the University of West Florida in Pensacola she met her husband who is a Naval Flight Officer. Lindsey has a deep respect for all those who serve and is so grateful to be part of such a wonderful foundation like Fallen Patriots. Lindsey coordinates internal operations and supports both programs and fundraising efforts for the organization.



## **Philip Basham**

### Operations Coordinator

Philip comes from a long background of philanthropic work, team management and coaching. For the past four years he has shared his love of sports by coaching high school and major level travel baseball. He has a strong passion in helping those around him succeed and shows great leadership with youths and adults. Phil coordinates internal operations and supports both programs and fundraising efforts for the organization.



## **Christine Reuteman**

### Office Administrator

Christine received her Bachelor of Arts degree with dual majors of Psychology and Sociology from Flagler College in 2011. She is pursuing a masters degree in school counseling. Christine is currently a volunteer Guardian ad Litem, a court advocate for children in the foster care system in Duval County, and finds the experience extremely rewarding. She is grateful to have the privilege of working with the families of our nation's heroes.



FALLEN PATRIOTS

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