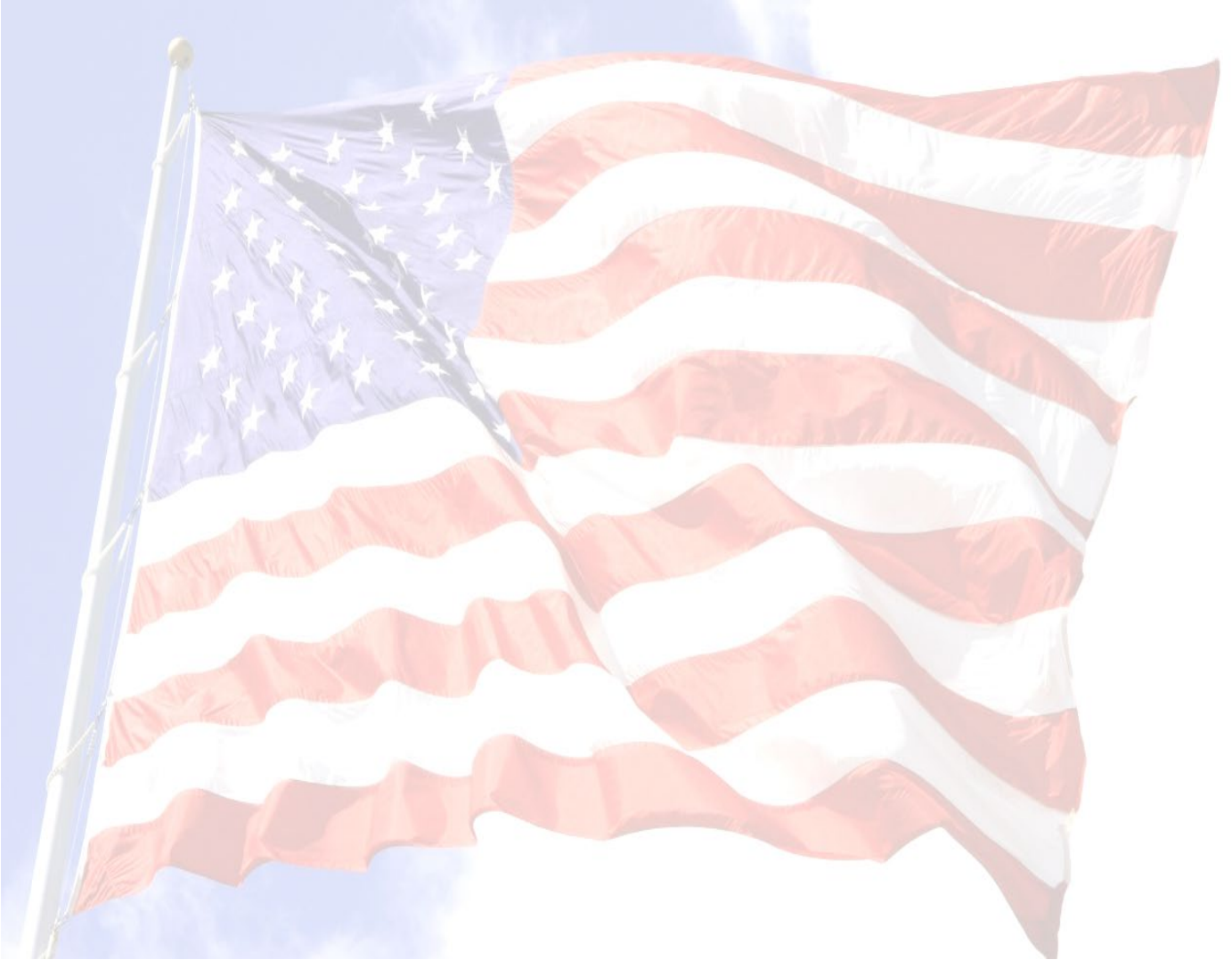




2022 ANNUAL REPORT

Summary of Accomplishments 2021-2022

(September 1, 2021 to August 31, 2022)



From the Desk of

MICHAEL DEROSA
CHAIRMAN OF THE BOARD



Revitalization

FY 2022 was a year of revitalization – as living with COVID became the norm, the world as we knew it would continue, but on a slightly different axis. Most people became vaccinated, were exposed to the virus, and the numbers of those lost this highly contagious disease were reduced. Staff returned to offices and began to feel more comfortable about being with their colleagues.

As the year progressed, we saw a resurgence of support for our veterans. Our long-term partners once again emerged and brought forth revitalized energy to help grow support for the veterans in need and for their families. Many businesses found ways to adjust and to be reinvigorated in their support. Additionally, we continued to secure new donors and expand the support from our loyal partners.

After five years of leading the VFW Foundation’s professional team, Richard Potter, Director of the VFW Foundation, returned to academia where he spent more than 18 years of his career. Richard expanded and grew the support of the VFW Foundation during his tenure and brought the Foundation to new heights.

Just prior to the beginning of FY 2023, Lisa Baronio became the Executive Director of the VFW Foundation. Lisa came to the Foundation with more than twelve years of experience in leading non-profit foundations and several years serving in various capacities within non-profit organizations. Her vast experience has helped the Foundation grow as an organization and will take the organization to new heights.

Personally, I am honored and privileged to serve the VFW Foundation as the Chairman of the Board. I was elected by the VFW Foundation Board after serving eleven years as a Board member. The VFW’s work has not gone unnoticed, and I couldn’t be prouder to serve this Board as its Chairman, to assist in the financial pursuit of charitable donations that will provide additional opportunities for the men and women who served our country so selfishly, and their families. It is truly an honor to serve in this capacity.

As you will see, in this report, the VFW Foundation values every dollar contributed. It is generous, patriotic donors like you, who have helped us, help those who have served. Thank you for your continued support of our military veterans, service members, and their families.

Sincerely,

A handwritten signature in black ink that reads "Michael F. DeRosa".

Michael F. DeRosa
Chairman of the Board

VFW FOUNDATION

MISSION

The mission of the VFW Foundation is to serve military veterans, service members and their families by securing resources for programs that facilitate enhanced life outcomes. – Now and for Generations to Come

VISION

The vision of the VFW Foundation is to create a positive impact on America’s veterans, service members and their families by addressing their unique needs.



Copy: 2021-2022 Commander in Chief Fritz Mihelcic along with Amanda Palm, Sport Clips Communications Manager celebrate hitting a \$10 million milestone and 2,200 scholarships given since 2013 for the VFW Sport Clips Help A Hero scholarship campaign outside of the VFW National Headquarters in January 2022. In 2021, Sport Clips had a record-breaking year raising \$1.55 million to help provide service members and veterans with the financial assistance they need to complete their educational goals.

**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 2021-22 fiscal year, we distributed nearly \$3.2 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, 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 and GuideStar.



SUPPORTING VFW PROGRAMS AND SERVICES

- In cooperation 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.
- Facilitated \$1.5 million in contributions to VFW's "Sport Clips Help A Hero Scholarship" program. To date, \$12.3 million and 2,700 scholarships have been awarded.
- Collaborated with our corporate partner Humana to conduct the 2022 Uniting to Combat Hunger campaign which provided more than 1 million meals for veterans and military families in need.
- Secured \$250,000 grant from Wounded Warrior Project in support of the Pre-Discharge component of the VFW's National Veterans Services program.
- Secured over \$750,000 in corporate National Convention sponsorships and philanthropic gifts for VFW programs support.
- Awarded nearly \$450,000 in grant funding to VFW Posts and Auxiliaries for projects that impacted hundreds of communities across the country.
- Awarded nearly \$3 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 2022 surpassed 110,000 students.



Photo Credit: Michael Edson

In conjunction with the VFW and Humana's Uniting to Combat Hunger (UTCH) campaign, 2022 VFW National Convention-goers sorted 10,000 pounds of potatoes for needy Kansas City families. In support of the effort, the star of the Idaho Potato Commission's national television advertising campaign, the 28-foot long, 10-foot wide, 11.5 foot tall Big Idaho Potato Truck is shown parked outside the Kansas City, Missouri, Convention Center fronted by numerous VFW and Humana volunteers.

THE FISCAL YEAR IN REVIEW

- Collaborated with BURGER KING® franchisees across the country to raise over \$277,209 for the VFW's *Unmet Needs* program. Since the program was established in 2004, the VFW has granted more than \$12.9 million to assist nearly 11,509 military families with urgent financial needs.
- Coordinated fundraising campaigns and processed gifts and grants totaling \$4,168,230 including:
 - \$1,469,486 in contributions and pledges from Sport Clips Haircuts to our 2022 *Help A Hero Scholarship* program to provide service members and veterans financial assistance needed to complete education goals without incurring excessive student loan debt.
 - \$61,566 in contributions from the Combined Federal Campaign and state/local campaigns.
 - \$598,960 from private foundations.
 - \$12,982 in corporate matching gifts.
- Awarded 448 VFW Posts and Auxiliaries a combined \$449,000 through our #StillServing grant programs. These grant funds were used to facilitate community support projects throughout the country. Additionally, \$231,000 in grant funding was awarded to 86 VFW Posts and Auxiliaries for donations to food insecurity organizations throughout Uniting to Combat Hunger campaign.
- Served as a fiscal agent for VFW Departments, Posts, and Auxiliaries for more than 149 contributions totaling over \$450,000.





The VFW's **“Sport Clips Help A Hero Scholarship”** enabled U.S. Air Force veteran, Grace Goehring to pursue a Master’s degree in physician assistant medicine.

STATEMENT OF FINANCIAL POSITION

ASSETS	<u>8/31/2022</u>
Cash and cash equivalents	\$ 2,583,460
Investments, at fair value	14,675,252
Receivables	389,405
Furniture, fixtures, and equipment, net	40,789
Prepaid expenses	<u>177,418</u>
Total assets	<u>\$ 17,866,324</u>
 LIABILITIES AND NET ASSETS	
Liabilities	
Accounts payable and accrued liabilities	\$ 348,431
Total liabilities	<u>348,431</u>
 Net Assets	
Without donor restrictions	12,073,161
With donor restrictions	<u>5,444,732</u>
Total net assets	<u>17,517,893</u>
Total liabilities and net assets	\$ <u><u>17,866,324</u></u>

STATEMENT OF ACTIVITIES & CHANGES IN NET ASSETS

Year Ended August 31, 2022

	<u>Without Donor Restrictions</u>	<u>With Donor Restrictions</u>	<u>Total</u>
Support and revenue			
Contributions and gifts	\$2,818,689	\$1,682,030	\$ 4,500,719
Investment return, net	(1,829,002)	-	(1,829,002)
Net assets released from restrictions	<u>1,741,577</u>	<u>(1,741,577)</u>	<u> </u>
Total support and revenue	2,731,264	(59,547)	2,671,717
 Expenses			
Program Services			
Veteran service activities	2,562,038		2,562,038
Community service & public awareness	1,034,683		1,034,683
Support Services			
Management and general activities	585,165		585,165
Fundraising activities	<u>598,246</u>	<u> </u>	<u>598,246</u>
Total expenses	<u>4,780,132</u>	<u> </u>	<u>4,780,132</u>
Change in net assets	(2,048,868)	(59,547)	(2,108,415)
Net assets, beginning of year	<u>14,122,029</u>	<u>5,504,279</u>	<u>19,626,308</u>
Net assets, end of year	<u>\$ 12,073,161</u>	<u>\$ 5,444,732</u>	<u>\$ 17,517,893</u>

BOARD OF DIRECTORS

Officers

Michael DeRosa

Chairman of the Board
Term of Office – 03/05/11 – 8/18/23 Elected
Chairman through 06/06/24
Former Owner, BURGER KING® Franchisee

Dan West

President
Term of Office – 07/21/22 - Present
Adjutant General, VFW

Marc Garduno

Secretary-Treasurer
Term of Office – 03/21/22 - Present
Quartermaster General, VFW

Members

Matt Carpenter

Board Member
Term of Office – 02/11/21 – 02/10/24
Former Owner, BURGER KING® Franchisee

Gordon Logan

Board Member
Term of Office – 10/06/11 – 03/28/25
Re-elected to a three-year term 03/28/22
Founder & Former 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 – 12/14/23
Re-elected to 5th three-year term 12/14/20
Former U.S. Secretary of Veterans Affairs

VFW FOUNDATION STAFF

Lisa Baronio

Executive Director

Brooke Brown

Director, Corporate & Foundation Relations

Jason Couch

Grants Manager

Rebecca Curtis

Senior Program Coordinator

Richard Freiburghouse

Director of Donor Relations

Renee Martin

Donation Specialist

Benjamin Vargas

Assistant Director



VFW

F O U N D A T I O N



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