



**2017**

**ANNUAL REPORT**

**SURVIVE.  
RECOVER.  
REBUILD.**



# LETTER TO SUPPORTERS



Dear Patriotic Americans,

This is to thank you for your continuing support and to remind you that the need for Coalition services are still very much in the forefront. Terrorists dedicated to our death and destruction are something new on the political scene, a terrible force we have not encountered before. Theirs is not a mere quest for political power and influence. They want nothing less than the total demolition of our values and way of life. Against this malicious tide, we send our best and brightest men and women to do battle whenever and wherever the evil zealots rear their heads around the globe.

Our brave young men and women in uniform are all that stand between us and the agents of chaos and destruction. We owe our survival to these guardians of our heritage. They bear the brunt of the battle on our behalf. They need and deserve our unstinting support.

Today, U.S. counter-terrorism forces are engaging the enemy in dozens of remote nations around the globe. They deserve a prominent place in our hearts and prayers, as do their families who must often contend with the physical and spiritual injuries they incur, the awful legacies of countless battlefields.

We are one of the few organizations that step forward to fill that void – providing direct emergency financial aid to veterans striving to adjust to civilian life with serious injuries and little cash in the bank. In addition to direct financial aid, the Coalition continues to provide an array

of vitally needed support for wounded veterans – in particular helping them deal with post-traumatic stress which all too often leads to substance abuse, domestic strife and in some dire cases – homelessness and suicide.

One of the most effective therapies we offer is to bring wounded veterans together to share their experiences and realize they are not alone. To be a part of this process is inspiring. Everyone here at the Coalition is devoted to serving those who bear the burden for our freedom, and we will continue to do so for as long as we enjoy the support of patriotic citizens like you.

As our 2017 IRS 990's and Audit attest, we've recorded one of our best years. We've improved in nearly every financial and qualitative metric -- most notably recording the best administrative costs ever at 6.31%. The BBB hurdle for non-profits is 25%. What's more, our giving increased by nearly 7%. And we're proud to say nearly 80% of our staff are combat-wounded veterans, their spouse or caregiver.

Please let us know if there is anything else we can do to express our appreciation, or answer any questions you may have about our work in your name on behalf of wounded veterans.

Respectfully Yours,

David W. Walker  
President and Chief Executive Officer

## Board of Directors (\* Independent Voting Board Member)

**David W. Walker, President and Chief Executive Officer**

**Honorable Fred Foreman, Special Counsel**

**Tom Sircher, Chairman \***

**CCM Stephen Page, USAF (Ret.), Vice Chair \***

**Bruce Kelly, Secretary and Treasurer \***

**LTC Thomas J. Orlowski, U.S. Army (Ret.), Immediate Past Chairman \***

**Matthew Cary, Army Reserves veteran, Director \***

**COL. Charles Bogle, U.S. Army (Ret.), Director \***



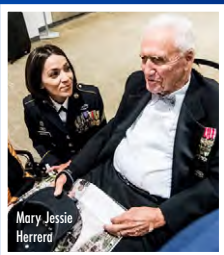
★ ★ ★

*"I am a wounded warrior that is suffering from severe PTS and a TBI. I have had eleven jaw surgery's this year. I recently lost my vehicle and will be evicted out of my home in three days and I had no idea how I was going to live and where I was going to go. I gave up all hope then I received your letter and holiday gift check..."*

- Disabled Veteran  
D. Greenwood

★ ★ ★

Coalition Veteran  
Leadership:



★ ★ ★

The Coalition has appealed to thousands of federal workers through Combined Federal Campaign presentations and we are among an exclusive group that is represented globally in CFC Overseas.



# YEAR IN REVIEW

The Coalition is blessed to have the honor of participating in hundreds of events for veterans and their families throughout the year. But the core of our mission is to rescue combat-wounded veterans and the thank you quote you see on the left is a true testament to our commitment to helping improve their lives and the lives of their families.

★ ★ ★ ★ ★ ★ ★



The Coalition was in the spotlight in our nation's capital and received a prestigious award at the AUSV 2017 formal inauguration Vetty's Ball. Top military officials, celebrities and national veterans organizations gathered to celebrate and honor our nations' military.

Once again the Coalition was privileged to participate in the annual Hollywood Christmas Parade. Representatives included our President David Walker, Jack Scalia, and wounded veteran J.D. Williams and his family. Disabled veteran Roy Corral and his family received a much needed Emergency Aid check, that was presented by host Montel Williams.



*"What an amazing experience that I will never forget. Thank you all for supporting our veterans and their loved ones."* Roy Corral, U.S. Army (Ret.)

## HEROES FREEDOM WEEKEND

In the fall we hosted our inaugural "Heroes Freedom Weekend." Two states...four days...the group of fourteen veterans and their spouses embarked on an emotional journey.



Guest speakers from the national PAIR's program led group seminars and interactive workshops focused on improving couples communication. The group bonded during patriotic tours in Washington, D.C. and in New York City. Special guest speaker Joe Torrillo shared his life changing experience at Ground Zero and the 9/11 Memorial.

SURVIVE. RECOVER. REBUILD.





# COALITION IN THE NEWS

Retired Marine and double amputee Rob Jones embarked on a new journey in 2017. Jones ran 31 marathons in 31 days!!! Starting in London and ending in Washington, D.C. on Veterans Day, this amazing expedition, raised awareness for the critical needs of America's veteran population. You may remember Rob from when he rode a bicycle from one end of the United States to the other. That effort was incredible and this one is as well. We're so proud of Rob, and grateful for this unstoppable American who is committed to using his disability to raise awareness and funds for wounded veteran charities. Rob's Month of Marathons generated more than \$130,000 for veterans.

*"I want people to know that a wounded veteran is not a broken veteran. A wounded veteran is just somebody that needs to find their new path, and how they're going to keep fighting and keep contributing to their country."*

Rob Jones , USMC (Ret.)



**31 Marathons  
31 Days...**

*Just a few outlets that featured the Rob Jones Journey:*



The Coalition proudly partnered with Feed the Children again and was able to cover a lot of ground in 2017. Hosting eight food truck events across the nation together we were able to feed over 3,200 veterans and active duty military families in need from California, Kentucky, Arizona, Colorado, Georgia, Texas and Washington, D.C. Hundreds of supporters and volunteers in each community rallied around the mission and we received extra help from some companies like BB&T, Home Depot and Amazon Fresh. In addition to the food and hygiene boxes, we were also able to distribute hundreds of children's books and a special edition James Patterson book to adults.

*"We are honored and proud of our veterans and thankful to be able to serve the Washington, D.C. area."* Daniel Hedrick, Senior Food Specialist with Amazon Fresh





# FINANCIAL SUMMARY

## REVENUES AND OTHER SUPPORT:

Cash Contributions	\$10,942,011
Gifts in Kind	\$5,732,132
Unrealized Gain on Investments	\$89,770
Realized Gain on Investments	\$52,370
Dividend and Interest Income	\$92,703
Other Income	\$178,729
<b>Total Revenue, Gains and Other Support</b>	<b><u>\$17,087,715</u></b>

## EXPENSES:

Total Program Services	
Veterans' Emergency Financial Aid	\$2,381,539
Veterans' Recovery Activities	\$2,039,837
Public Awareness of Veterans' Needs	\$8,031,769
Fundraising	\$2,922,031
Management and General	\$1,034,921
<b>Total Expenses</b>	<b><u>\$16,410,097</u></b>

## ASSETS:

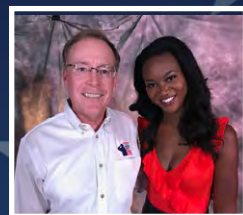
Net Assets	<u>\$3,378,583</u>
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The Coalition 2017 Audited Financial Statement is available on request by contacting us at

info@saluteheroes.org or writing to: Coalition to Salute America's Heroes

552 Fort Evans Road, Suite 300, Leesburg, VA 20176

A copy of the current Coalition IRS Form 990 can be viewed at [www.saluteheroes.org](http://www.saluteheroes.org)



**CAPT. Deshauna Barber,**  
U.S. Army Reserves,  
Miss USA 2016

★ ★ ★

*Celebrity Friends  
of the Coalition  
donate their  
time, energy  
and reputations  
to record  
public service  
announcements  
(PSAs) on our  
behalf that  
are shared  
nationwide.*

# VOLUNTEERS & AMBASSADORS



**Melina Kanakaredes,**  
Actress



The crucial mission of the Coalition can not be achieved without the massive support from our many Ambassadors and Volunteers at events across the globe. We are so thankful to these prestigious military figures, actors and actresses, entertainers and every day patriotic Americans.



*"It is refreshing to  
be a part of a group  
that does what they  
say they will do."  
- Actor,  
Robert Patrick*

[www.saluteheroes.org](http://www.saluteheroes.org)



# COALITION BOOTS ON THE GROUND

Together our team of staff, board members, ambassadors and supporters work day in and day out to fulfill the needs of our nations' disabled veterans. We strive to create life-changing bonds within our communities through our various programs designed to help veterans and their families. Our work is so rewarding because of the people we meet; those who have sacrificed so much for our country, the spouses and caregivers who work with them and the many donors and supporters who share their time and resources. We are thankful for the opportunity to change or even save a life and we can only do it by joining forces.



## COALITION MISSION

The mission of the Coalition to Salute America's Heroes is to help severely-wounded veterans and families of Operation Enduring Freedom, Operation Iraqi Freedom, Operation New Dawn and Operation Inherent Resolve recover from their injuries and illnesses, and to inspire other organizations and the general public to participate in this effort.

**SURVIVE. RECOVER. REBUILD.**



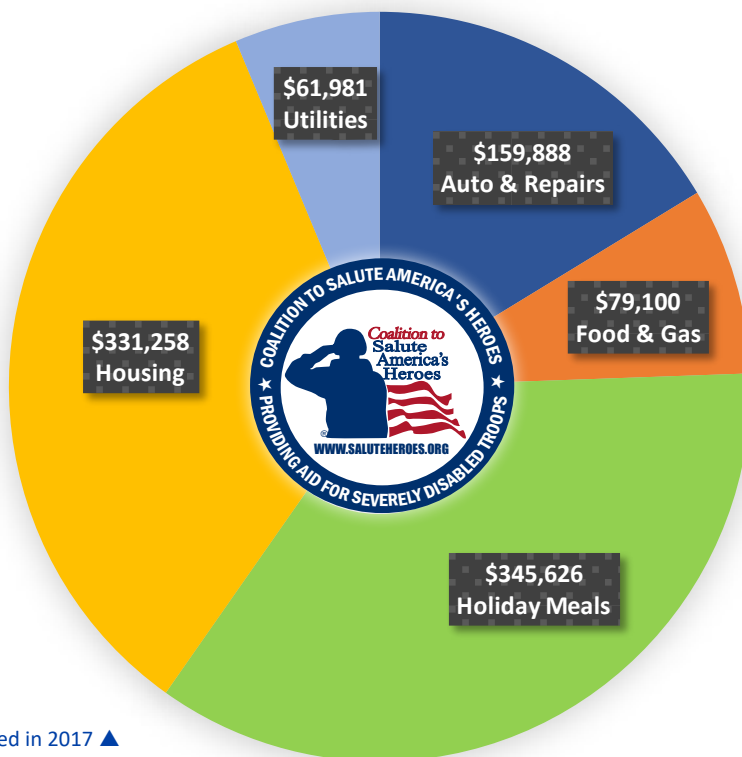
# 2017 DONATIONS MAKING A DIFFERENCE

## EMERGENCY FINANCIAL AID PROGRAM

We help severely wounded veterans and their families meet a wide range of day-to-day urgent financial needs – particularly if they are waiting for their disability benefits to begin (average wait time of 10 months) or have lost income because their spouse or parent had to quit working to become their caregiver. This direct financial aid is used to cover pressing basic expenses such as:

- ★ Utility bills
- ★ Mortgage and rent
- ★ Food and necessities
- ★ Car payments/repairs
- ★ Medical bills
- ★ Home maintenance

Snapshot of Financial Aid Disbursed in 2017 ▲  
(Note: Only a partial sample)



## CHANGING VETERANS' LIVES



We verify applications and process payments quickly. (For the sake of their privacy, we do not give their full names.) Some examples of aid requested and fulfilled in 2017:

- ★ Army Spc. Leah B. from San Pedro, California suffers from PTS after serving in Iraq. She needed \$4,340.22 for critical living expenses, including rent and utilities.
- ★ USMC Corporal Jean D. from Jacksonville, North Carolina was paralyzed serving in the War on Terror, and requested \$1,431.45 to cover rent.
- ★ Retired Army Sgt. Daniel H. from Gap, Pennsylvania suffered a traumatic brain injury (TBI) while serving in Iraq. Needed \$1,781.35 to avoid foreclosure and make urgent car repairs.
- ★ Army veteran Aaron M. from Colorado Springs, Colorado was on the verge of eviction and desperately needed \$3,000.

[www.saluteheroes.org](http://www.saluteheroes.org)

# COALITION PROGRAMS



2017 Scholarship Recipient

## VETERAN CIRCLE MEMBERSHIP

A free membership designed to provide a network for America's combat-wounded troops. Qualified members receive numerous benefits including: being eligible for holiday meal and gift checks, receiving updates of events and employment options across the nation, special discounts, scholarship opportunities and the ability to communicate with other disabled veterans in a private environment.

## PUBLIC AWARENESS

A major thrust of the Coalition's work is raising awareness of the critical needs faced by many wounded veterans who often must wait months or even years to receive the benefits to which they are entitled. Therefore we engage in a variety of events such as parades, festivals, community events and assorted media appearances described in this publication. We also enlist celebrities who share public service messages for the Coalition.

## ROAD TO RECOVERY CONFERENCE

An educational and motivational conference for wounded veterans and their families to enable them to approach the future with hope and to be better prepared for the challenges that lie ahead. The all-expenses-paid program features seminars, workshops and panel discussions where attendees explore resources and services available to them. Experts from government, the private sector and other veteran-focused non-profit groups are also on hand to offer advice and guidance on such topics as; family counseling, career assessment and transition, money management, alternative therapy and personal growth.



## GIFT IN KIND

Our relationship with other non-profit organizations allows us to be the key factor in facilitating the disbursement of donated goods. In 2017, we partnered with Feed the Children and successfully distributed thousands of books and food items to military bases across the nation.

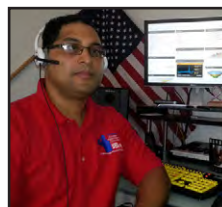
## GRANT PROGRAM

The Coalition provides direct funding to thousands of wounded veterans in need, and also offers grants to other organizations that support disabled veterans and their families in a variety of ways. For example, in 2017, we provided a grant to Beds for the Brave to supply bed frames and bedding for 50 homeless veterans (shown above). We also proudly provided grants to the Mt. Carmel Center of Excellence, Veterans Court Fund and to Veterans on the Rise for their outstanding support for veterans.



## HEROES THANKING HEROES

The Heroes Thanking Heroes program (HTH) is a short-term internal employment program that offers severely wounded veterans (who meet certain eligibility requirements), their spouses or caregivers the opportunity to work at home on a part-time basis. The participants have flexible hours and learn valuable skills by working in a virtual call center. More than 230 members of the veteran community have participated in HTH since inception. Many in the program have found improved motivation and self-esteem as they contribute to the household finances, gain a sense of purpose and develop a supportive peer network.



### COALITION FRIENDS:

Danny Aiello  
Jason Alexander  
Ashley Bell  
Jack Black  
Lynda Carter  
Tim Conway  
Larry Csonka

Charlie Daniels  
Tony Danza  
Jamie Farr  
Jeff Foxworthy  
Kelsey Grammer  
Lee Greenwood  
Charles Grodin  
Valerie Harper

Felicity Huffman  
Tommy Lasorda  
Brenda Lee  
William H. Macy  
Joe Mantegna  
Katharine McPhee  
Craig T. Nelson  
Jack Nicklaus

Oak Ridge Boys  
Robert Patrick  
Burt Reynolds  
Kenny Rogers  
Jack Scalia  
J. K. Simmons  
Joe Theismann  
Rusty Wallace



COALITION TO SALUTE AMERICA'S HEROES - CFC#12523  
552 Fort Evans Road Suite 300 Leesburg, VA 20176  
[www.saluteheroes.org](http://www.saluteheroes.org) ★ (888) 447-2588 ★ @saluteheroes

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