



FALLEN PATRIOTS

COLLEGE FOR THEIR CHILDREN

Children of Fallen Patriots Foundation

www.fallenpatriots.org

2017 ANNUAL REPORT



★★★★★
CHARITY NAVIGATOR
Four Star Charity



Agenda



- **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
- \$20.1 million in grants to 991 students since inception
 - 7,292 total children identified
- 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



DIFFERENTIATION

Comprehensive & Focus Factory



Comprehensive Coverage

- All Services



- All Line of Duty Casualties

- Combat
- Suicide
- Training
- Illness

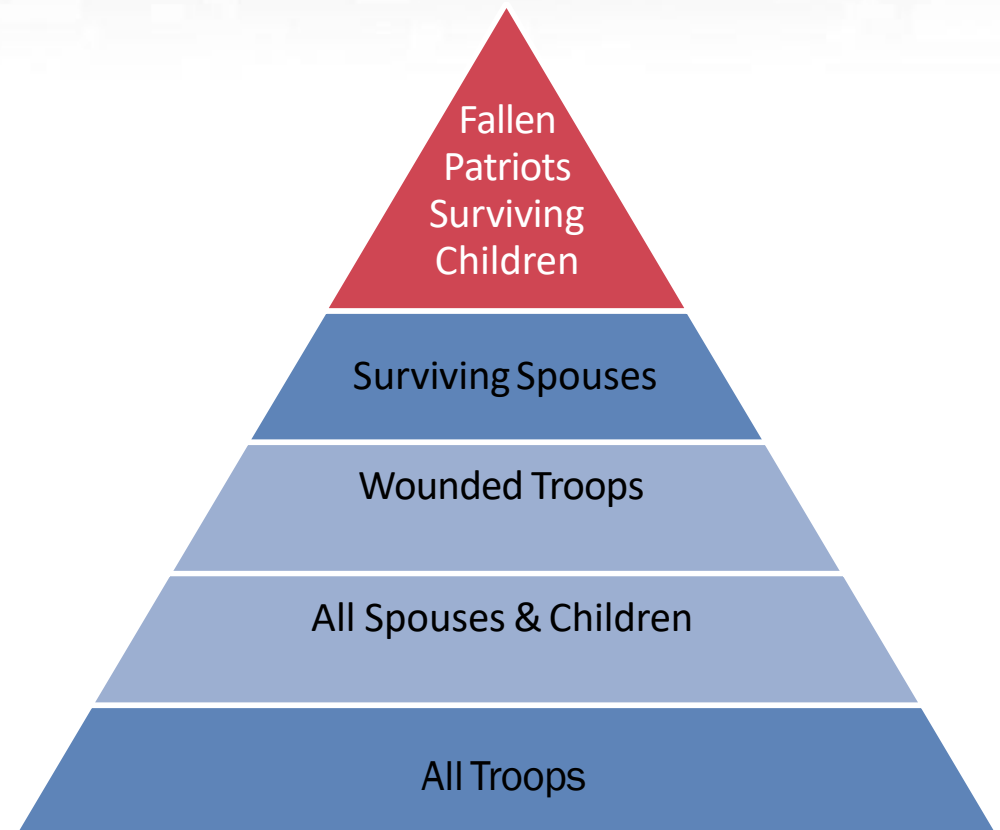
- All time periods

- Pre & Post 9/11

- All post-secondary education

- College
- University
- Trade School

Focused Need



Agenda



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

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 20,000 children left behind over the last 35 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 \$500M IN TOTAL 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

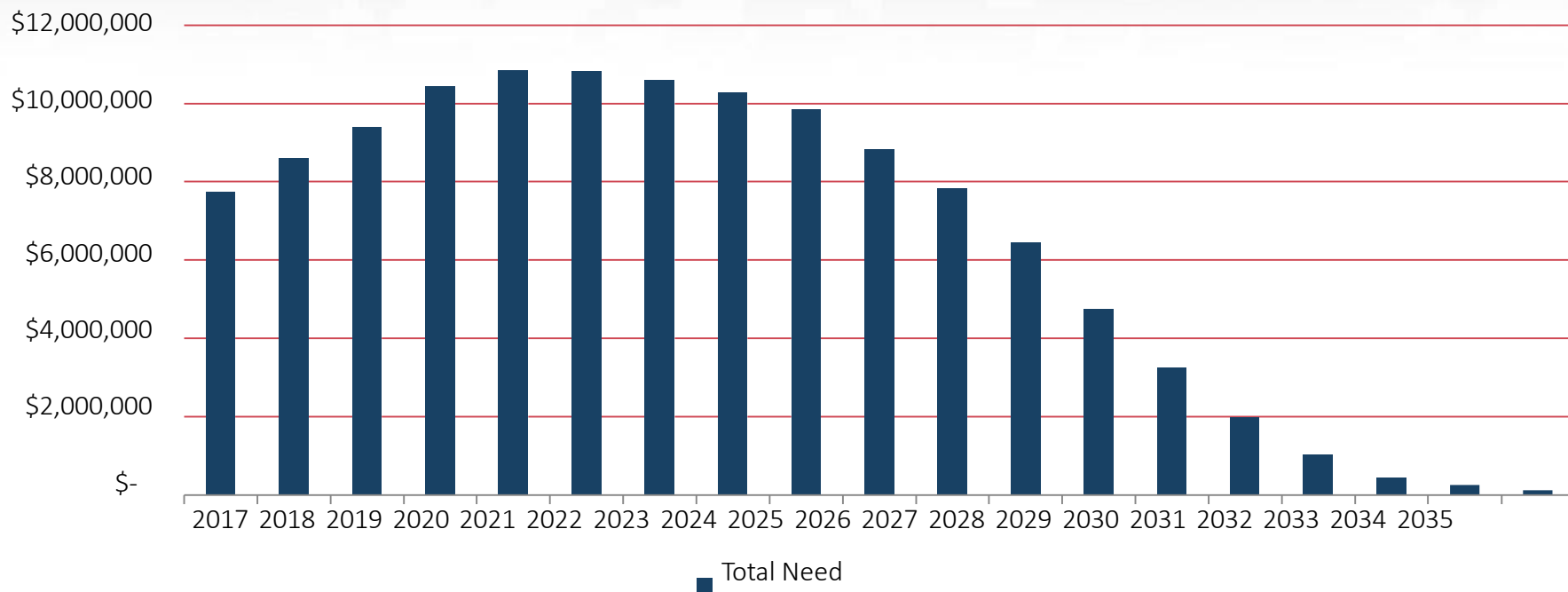
ENROLLED ~ 23% OF ELIGIBLE CHILDREN

Program Update

PROJECTED IMMEDIATE USE GRANTS BY YEAR



FP Has Identified Students Needing \$125 million



Total Children Identified
7,292 (3,762 enrolled,
2,539 non-enrolled,
991 grantees)

Average Gap per Student
\$8,000 **\$32,000**
Yearly Total

Total Projected Need
\$122,640,000

Agenda



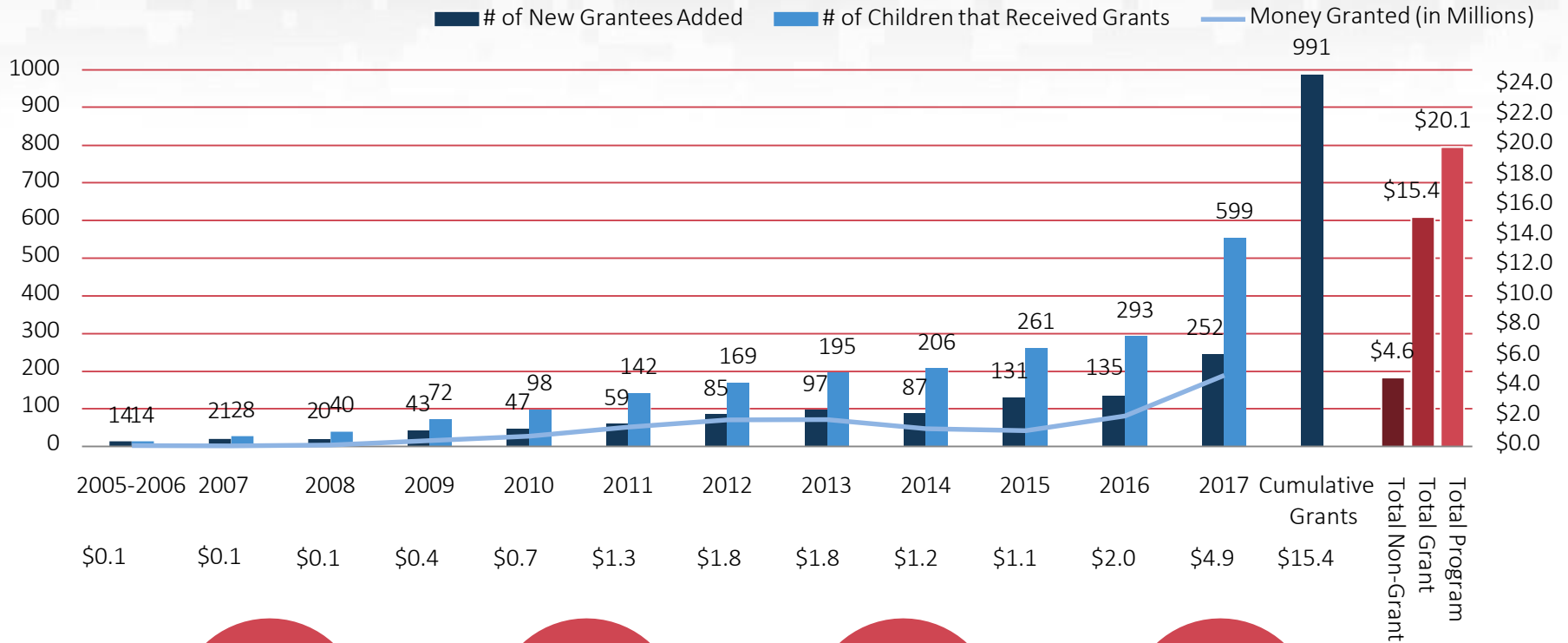
- **Why does Children of Fallen Patriots Foundation exist?**
- **What is the need?**
- **What has Fallen Patriots accomplished so far?**
- **Future Vision**
- **Fallen Patriots Team**

Program Update

SOLID GROWTH IN SCHOLARSHIPS



Children Helped



991
cum students assisted

\$4.9m
granted YTD

388
students have graduated

553
students currently in school; average GPA 3.00

2017 Financial Information



- **2017 revenues were \$12,366,680 vs. \$5,318,412 in 2016**
- **2017 program expenses (scholarships) were \$4,938,382 vs. \$3,245,904 in 2016**
 - Served 599 students in 2017 vs. 293 in 2016
 - Cumulative grants since inception are \$20.1 m
- **2017 management and general expenses were \$351,599 vs. \$499,160 in 2016**
- **2017 fundraising expenses were \$616,648 vs. \$361,493 in 2016**
- **Fallen Patriots board donations were \$803,050 in 2017 and \$ 666,000 in 2016**
- **2017 end of year Net Assets were \$10,000,625. We ended with cash of \$6,683,816 and another \$4,158,607 in contributions receivable**
 - Strong financial position going into 2018

Agenda



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

Future Vision



- Heightened national awareness
 - *The American people love our troops!*
- Identify and help all military children left behind over the last 35 years
 - Across all branches of the armed forces (all line of duty deaths – i.e. KIA, accident, illness, suicide, etc.)
 - Increased dialogue with the Department of Defense and VA
- 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 *EVERYCHILD* OF OUR FALLEN PATRIOTS

Agenda



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

ORGANIZATIONAL TEAM



David Y. Kim
CO-Founder
& CEO

David is the Global co-head of Investor Relations at Apax Partners, a global private equity firm with \$51 bn in committed capital under management. He is a graduate of West Point and the Harvard Business School and a former Army artillery officer.



Cynthia Kim
Co-Founder &
Volunteer
Program Director

As the volunteer Program Director, Cynthia helps to oversee the process of enrolling eligible families and distributing scholarships. Cynthia has a liberal arts degree from Hollins College.



Peter Hogarth
Chief Financial
Officer

Peter brings prior non-profit experience as the Vice President of Finance for the Special Olympics, the world's largest sports organization for people with intellectual disabilities for more than 4.7 million athletes in 169 countries and over a million volunteers. He is a graduate of American University.



Robert Moeller
Vice President
of Development

Robert oversees the Foundation's Development efforts. Before joining Fallen Patriots, Robert served as a Seal in the United States Navy for 13 years. His service included a variety of operational deployments with Naval Special Warfare. His final assignment before joining Fallen Patriots was with an East Coast based Seal Team.



Samuel Frank
Scholarship Manager

Sam oversees the overall distribution of scholarships for the Foundation while providing additional support across operations, communications, and development as needed. Prior to joining the Fallen Patriots he served as a Military Police Officer with the United States Marine Corps. Sam is a graduate of St. John's College in Annapolis, Maryland.

ORGANIZATIONAL TEAM



Sarah Cramer
Scholarship
Administrator

Sarah is a former scholarship recipient of Fallen Patriots. She graduated from Liberty University where she received a degree in Music and Worship studies. After graduation, she worked with families at the Union Mission and those less fortunate at the Center for Student Missions. Sarah has always been passionate about serving and volunteering and is looking forward to honoring her father in her position with Fallen Patriots.



Haley Hartwick
Development
Administrator

Haley is a former scholarship recipient of Fallen Patriots. Haley has a passion for giving back and has served as a TAPS volunteer, Freedom Alliance Intern and Housing Intern at a Family Abuse Center in Waco, TX. She graduated from Baylor University in 2017 with a Bachelor of Arts in Social Work.



Lindsey Houston
Operations Manager

Lindsey received her degree in Business Management from the University of Wisconsin – Eau Claire in 2006 and is currently pursuing her MBA online. Lindsey has a deep respect for all those who serve, as her husband currently serves as a Naval Flight Officer, she 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.



Jervon Lemon
Scholarship
Administrator

Jervon is a former scholarship recipient of Fallen Patriots. Jervon attended South Carolina State University and holds an advanced degree in Professional Counseling from South University. She has worked as an educator in Columbia, SC and most recently in Arlington County, VA working with special needs children. Jervon has been an active supporter of Fallen Patriots and was featured in May 2017 on the Today Show.



Courtney Nyren
Senior
Accountant

Courtney's daughter is a recipient of scholarships from Children of Fallen Patriots. Courtney works in the Finance Department as the Senior Accountant. She comes to Children of Fallen Patriots with over 15 years of accounting experience including several years in the non-profit sector. Courtney has a strong passion for giving back and working for an organization that has personally touched her life.

ORGANIZATIONAL TEAM



Kenzi Vizzari
Enrollment
Coordinator

Kenzi Vizzari is a Gold Star Child and former scholarship recipient of Children of Fallen Patriots Foundation. She graduated at the top of her class from Augusta University in 2013 with a Bachelor of Arts in Psychology and a minor in Sociology. Upon graduating, Kenzi began working as a Scholarship Administrator with Children of Fallen Patriots Foundation, processing scholarships and providing educational counselling to Gold Star Children. Today, Kenzi is the Enrollment Coordinator, where she leads the Foundation's outreach and awareness programs to ensure continued enrollment of new scholars.



Megumi Voight
Development
Coordinator

Megumi works on the Foundation's Development team. Megumi is a graduate from the U.S. Air Force Academy and the George Washington University. She served as a Public Affairs Officer in the U.S. Air Force for over five years. Her final assignment before joining Fallen Patriots was with the 1st Combat Camera Squadron. Megumi continues to serve as a Public Affairs Officer in the U.S. Air Force Reserve with the 4th Combat Camera Squadron

BOARD OF DIRECTORS



Michael L. Buettner
Treasurer/
Managing Director,
CFI Advisors LLC

Michael is a multitalented strategic senior executive possessing a unique blend of strategic, financial, and operating skills. He uses ability to bring change and improved performance in short order, and possesses senior financial and operating experience in private equity backed companies, as well as global Fortune 1000 environments. Michael has expertise in all facets of finance, including cost accounting, system installation, treasury, and general accounting and reporting, planning, capital markets, and M&A. He is actively involved with the Indiana Patriot Guard riders and served in the US Naval Reserves.



Steve Cannon
Chief Executive
Officer, AMB Group,
LLC

Steve is the CEO of AMB Group, LLC where he runs the day-to-day leadership of the company's for-profit businesses. Steve leads all business operations of the National Football League's Atlanta Falcons. Cannon graduated with honors from the United States Military Academy at West Point.



David Y. Kim
Co-Founder & CEO

David is the Global co-head of Investor Relations at Apex Partners, a global private equity firm with \$48 bn in committed capital under management. He is a graduate of West Point and the Harvard Business School and a former Army artillery officer.



Thomas M. McGann
Chief Executive
Officer, K&N
Engineering

Tom is the CEO of K&N Engineering in Riverside, California. K&N is the world's leading manufacturer of washable performance air filters and air intake systems. Tom is the proud father of a Marine who recently completed a combat tour in Afghanistan.



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.

BOARD OF ADVISORS



Hollister K. Petraeus
Military Spouse &
Daughter

Holly is a retired 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.



Nancy Armstrong
Web Producer,
MAKERS: Women
Who Make America

Nancy Armstrong is an Emmy-nominated producer, and a founding member of the team that created MAKERS, an award-winning women's leadership and storytelling platform for the trailblazing women of today and tomorrow. Named one of the 100 best web sites for women by Forbes, MAKERS also received the Women's Media Center Award for its ground-breaking contribution to women, history, and America.



Benjamin Y. Carter
Partner, Southpoint
Capital Advisors

Ben is a partner at Southpoint Capital, a hedge fund based in New York City. Southpoint Capital utilizes a long/short equity strategy and manages capital on behalf of pension funds, endowments, and other institutional and high net worth clients. Prior to his employment at Southpoint Capital, Ben worked for global private equity firms Clayton, Dubilier, & Rice and Apax Partners. He previously worked in the Leveraged Finance group of Bank of America. Ben graduated summa cum laude from Emory University with a B.A. in Economics.



Chris Clarke
Co-Founder and
Chief Executive
Officer, PureGrowth
Group

Chris is a social entrepreneur with a unique mix of vision, creativity and global operational expertise. His core strengths include business and brand strategy, new product innovation and creative thinking, that together, work to yield measurable and significant business results.

BOARD OF ADVISORS



Jim Farrell
Vice President
of Logistics,
Distribution and
Transportation,
Pepsi

Leads transportation field execution in North America for Pepsi-Cola, Gatorade, Tropicana and Quaker Foods and Snacks. Assumed current role in March 2011, following the mergers of PepsiCo, Pepsi Bottling Group and PepsiAmericas. Prior to current position, served as Vice President Transportation for Pepsi Bottling Group. Joined Pepsi-Cola Company in 1998 and held a variety of positions with increasing responsibility in the areas of manufacturing, fleet maintenance, supply planning and transportation in the field and at headquarters. Served five years in the U.S. Army, achieving the rank of Captain. Received a Master of Arts from Lehigh University in Politics and Policy and a Bachelor of Arts in Political Science from Brooklyn College.



Lesley Kelly
Head of Healthcare
Trading, Managing
Director,
RBC Capital Markets

Lesley Kelly joined RBCCM in June 2014 as a Managing Director is the Head of Healthcare Equity Trading. She is also a Co-Chair of the RBC Vets Employee Resource Group. Lesley spent the last 14 years trading healthcare on the buy side and sellside as well. Ms. Kelly is a former Intelligence officer and Jumpmaster in the US Army. She received her MBA in Finance/Accounting from the Owen Graduate School at Vanderbilt University and her BS in Biological Anthropology from the University of Michigan. Ms. Kelly resides in New York with her husband and two children.



Brian McCappin
Managing Director
Global Head of FX
Institutional Sales,
Citi

Brian is the Global Head of Institutional FXLM Sales and in this role he is responsible for driving our client service, client rankings, share of wallet and the overall strategic direction of our sales people.

Prior to this role he held the position of Chief Operating Officer for Global Investor Sales responsible for Client Strategy, Client Management, Client Facilitation reporting to the Global Head of Investor Sales and Relationship Management where he was responsible for ensuring senior management vision and strategic objectives for the customer franchise.

For the seven years before moving to NY, Brian was Chief Executive Officer of Citi Global Markets Japan (CGMJ) and managed the strategic direction of the Japan Sales, Trading and Investment Banking businesses in addition to maintaining very senior and regular relations with our largest customers and the significant regulators.



Shep & Ian Murray
Founders & Chief
Executive Officers,
Vineyard Vines

We're brothers who decided that commuting to New York City wasn't for us. We grew up in Connecticut and spent every summer of our lives on Martha's Vineyard, which made us huge fans of the water, fishing and having fun. In the late nineties we found ourselves miserable behind desks in Manhattan so we decided to trade in our business suits for bathing suits by selling ties so we wouldn't have to wear them.

BOARD OF ADVISORS



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.



Darren Rebelez
President, iHOP
Restaurants

Darren Rebelez is President of iHOP Restaurants, which is part of the DineEquity Inc (NASDAQ: DIN). He previously served as Executive Vice President and Chief Operating Officer for 7-Eleven, Inc., where he was also responsible for Information Technology, the company's Gasoline business, Asset Protection and its Business Transformation projects.



Dan Rice
President, Thayer
Leader Development
Group at West Point

Dan Rice is the President of the Thayer Leader Development Group at West Point and one of the owners of the Thayer Hotel. He is a West Point graduate, holds an MBA from Kellogg/Northwestern and is currently pursuing a Masters in Integrated Marketing Communications from Medill/Northwestern.



Steve Stafford
Transaction Advisory
Services Partner,
Ernst & Young LLP

Steve has 25 years of experience providing advisory and consulting services to private equity and corporate clients. Steve's experience includes complex, cross-border mergers, acquisitions, divestitures and recapitalizations.



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.

BOARD OF ADVISORS



Vincent Tortorella
Chief Surveillance
Officer, Point72
Asset Management

Vincent Tortorella, Jr. is the Chief Surveillance Officer of Point72 Asset Management and a former Assistant U.S. Attorney and member of the Department of Justice. Vinny joined Point72 in April 2014 to create and lead a surveillance unit, utilizing his experience as a former general counsel and his background in law enforcement. Vinny and the surveillance team focus on improving the monitoring of contact and information flow inside and outside of Point72.



John Toronto
Managing Director,
Credit Suisse

John D. Toronto is a Managing Director in Investment Banking at Credit Suisse and is head of Corporate Lending for the Americas. Prior to Credit Suisse, John worked in leveraged finance at Goldman Sachs and also practiced as an attorney at Ropes & Gray. John also serves on the Board of Directors for the Worldwide Orphans Foundation. John hold a J.D. from Harvard Law School and a B.A. from Cornell University. He served five years in the United States Marine Corps as an infantry officer and left with the rank of Captain.



Budd Watts
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.