

Strategy in Focus Webinar Series: Corporate Support of Veterans and Military Families (October 10, 2019)

Moderated By:



Jinny Jeong
Associate
Manager,
CECP

Speakers:



Harriet Dominique
SVP, Corporate
Responsibility and
Community Affairs,
USAA



Ryan Beck
VP, Veteran Acclimation
& Development, Military
and Veterans Affairs,
JPMorgan Chase



**Anne Marie
Dougherty**
CEO, Bob Woodruff
Foundation

Access the recorded webinar here: <https://www.youtube.com/watch?v=l4QDq6GSHgU&feature=youtu.be>

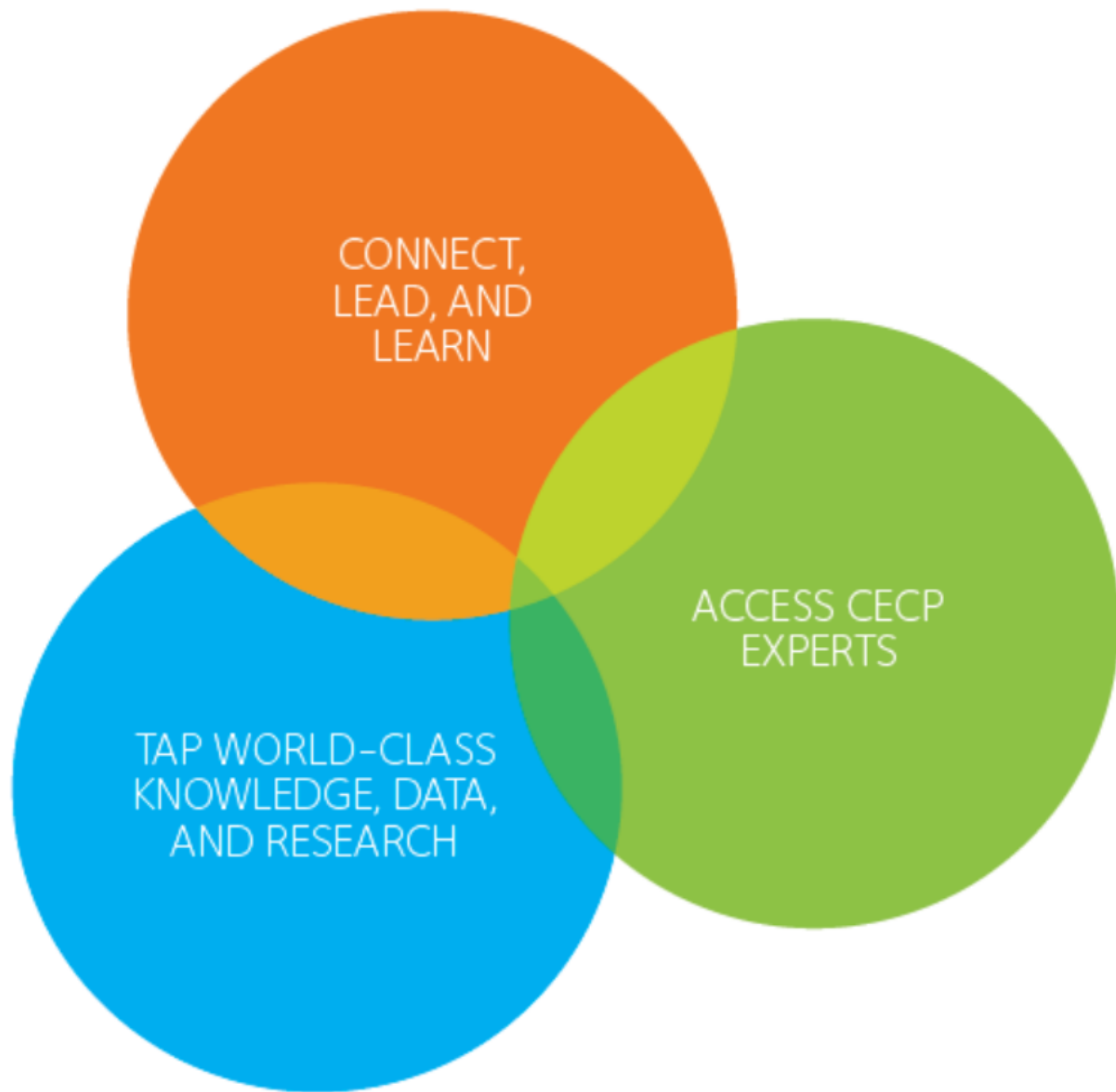


CECP
20 YEARS

Agenda

- **CECP** introduction & key trend
- **Speaker 1:** Harriet Dominique, SVP, Corporate Responsibility and Community Affairs, USAA
- **Speaker 2:** Ryan Beck, VP, Military and Veterans Affairs, JPMorgan Chase & Co
- **Speaker 3:** Anne Marie Dougherty, CEO, Bob Woodruff Foundation
- **Q&A**

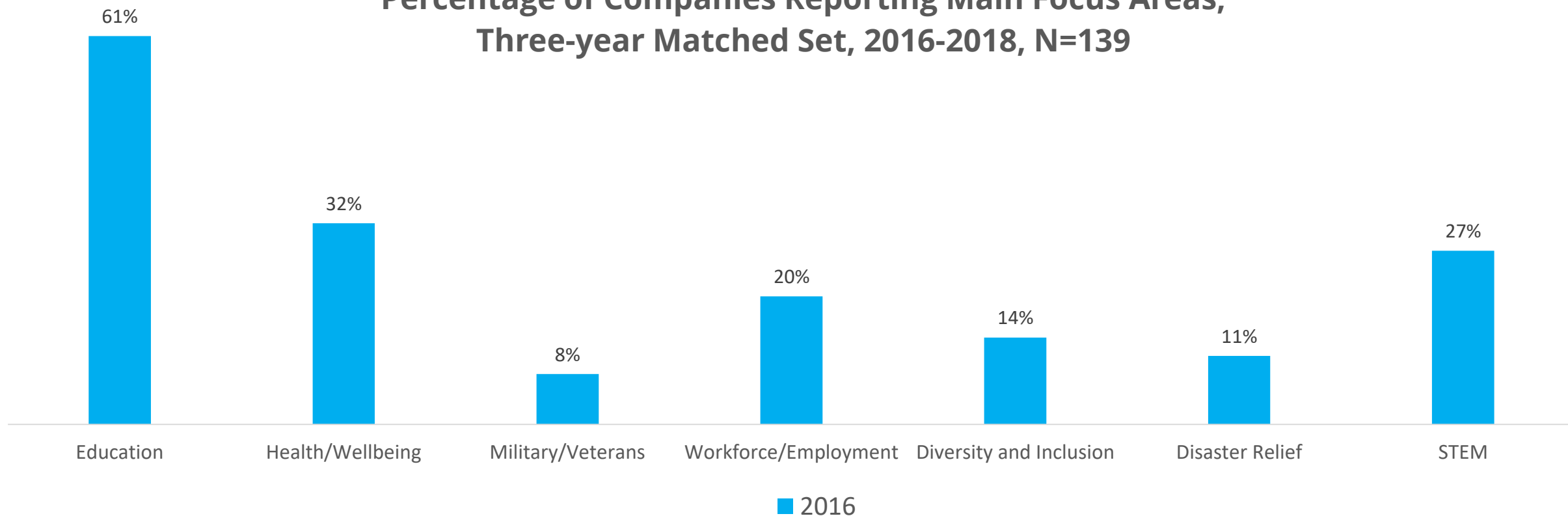
Chief Executives for Corporate Purpose® (CECP) is a CEO-led coalition that believes that a company's social strategy — how it engages with key stakeholders including employees, communities, investors, and customers — determines company success.



CECP
20 YEARS

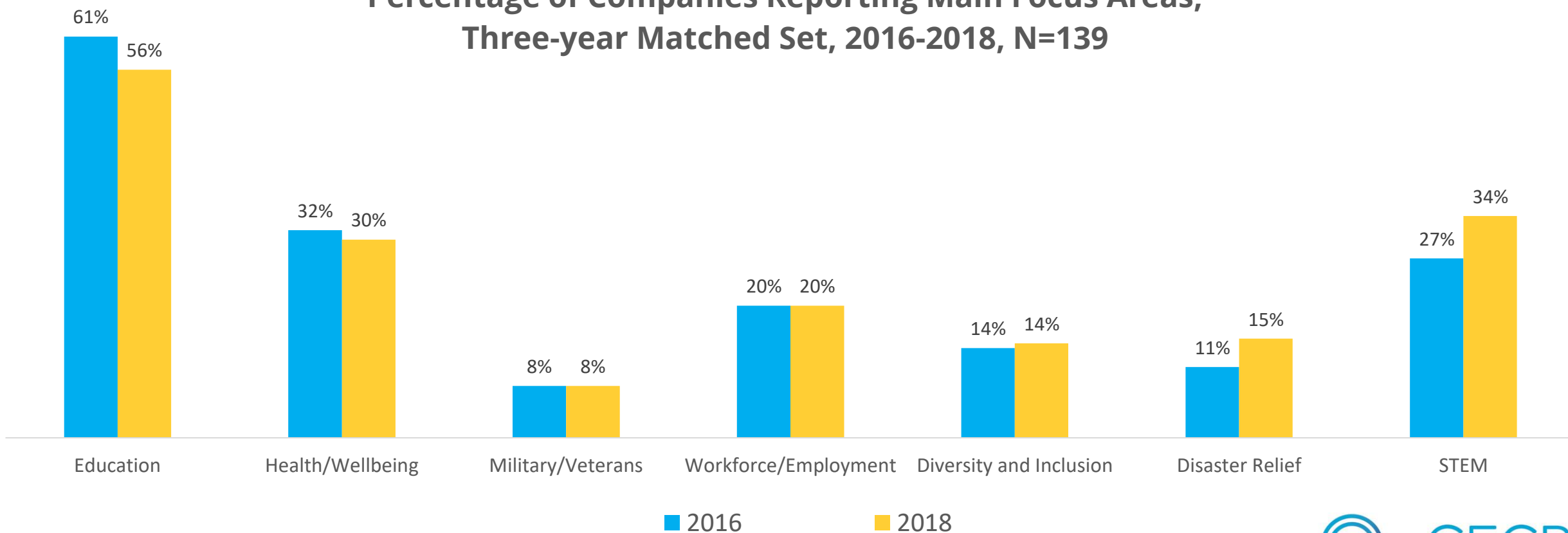
Veterans Focus Has Stayed Strong & Level

Percentage of Companies Reporting Main Focus Areas,
Three-year Matched Set, 2016-2018, N=139



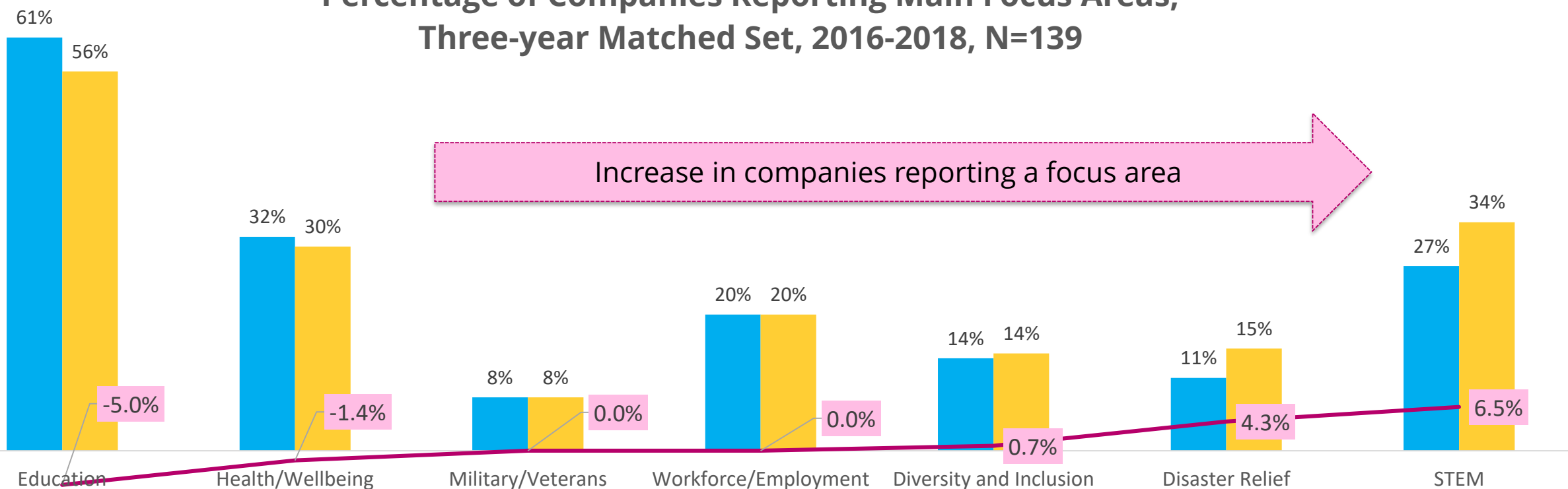
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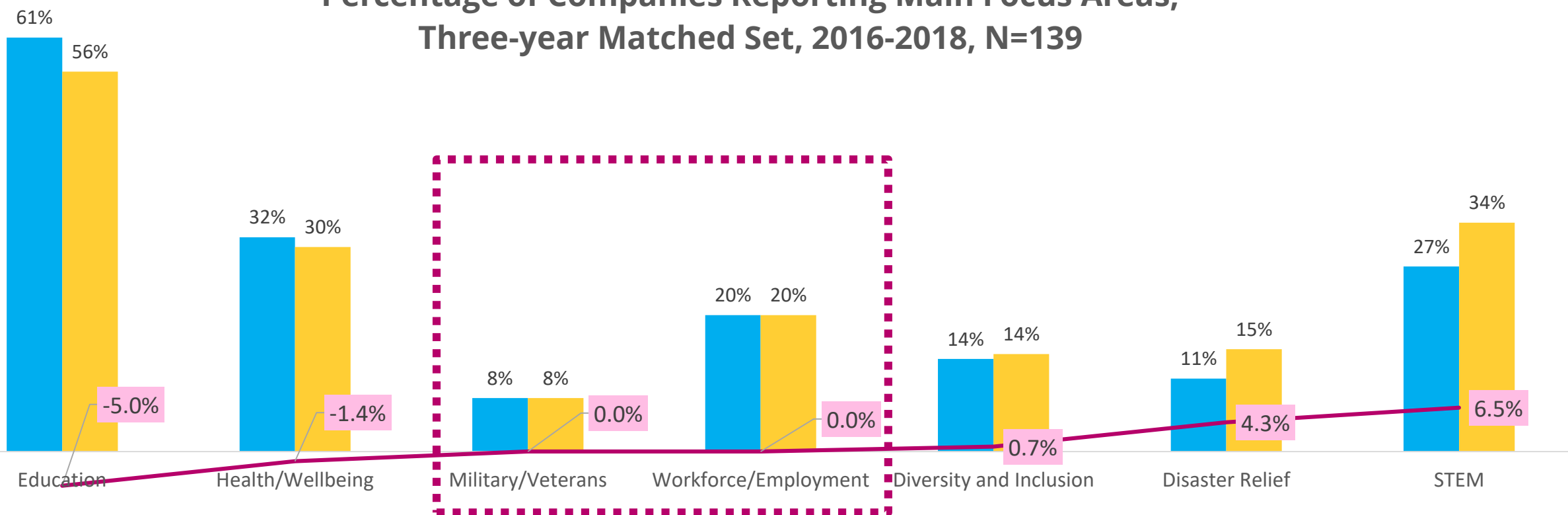
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■ 2016 ■ 2018 — Percentage Change

Veterans Focus Has Stayed Strong & Level

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2016 2018 Percentage Change

Speaker

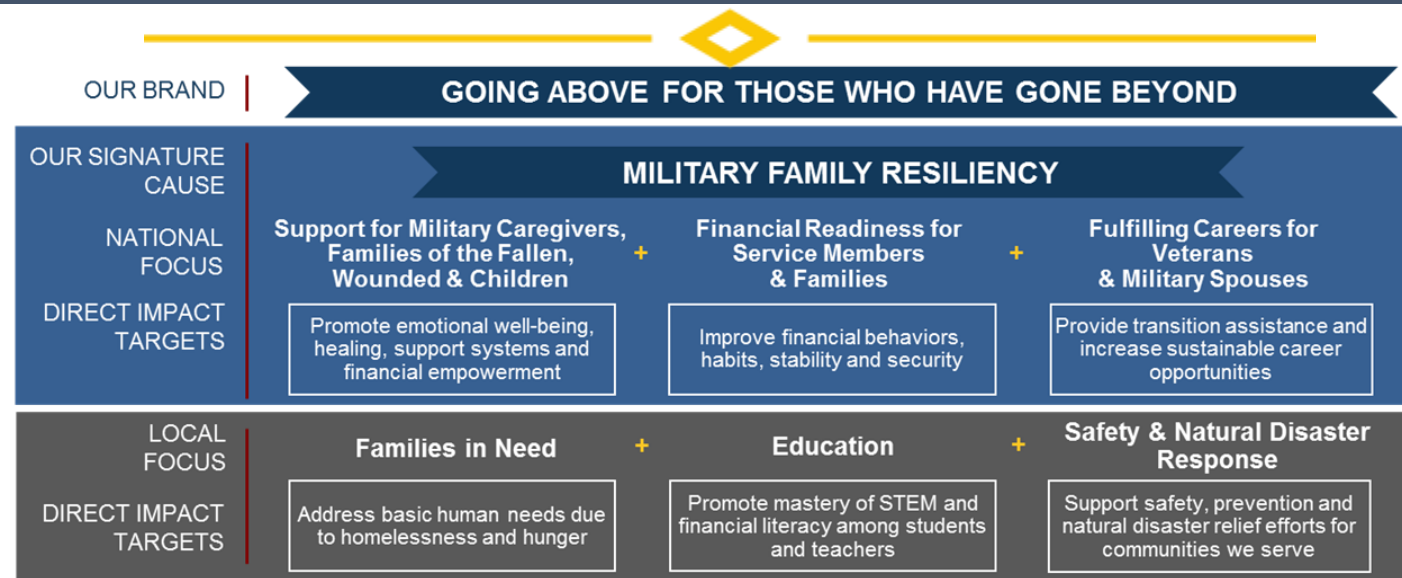

Harriet Dominique

SVP, Corporate Responsibility and Community Affairs

USAA




➤ THE MISSION of the association is to facilitate the financial security of its members, associates, and their families through provision of a full range of highly competitive financial products and services; in so doing, USAA seeks to be the provider of choice for the military community.

\$15M
COAST GUARD SUPPORT DURING PARTIAL GOVERNMENT SHUTDOWN



7,800
SURVEY RESPONDENTS, INCLUDING MILITARY SPOUSES AND ACTIVE DUTY



\$1.4M
AID SOCIETY EMERGENCY RELIEF FOR CURRENTLY SERVING



1,300
HOMELESS VETERANS PROVIDED PERMANENT HOUSING IN SAN ANTONIO



100K
MILITARY FAMILIES SUPPORTED



\$1.5M
INVESTED IN THE CAMPAIGN FOR INCLUSIVE CARE FOR MILITARY CAREGIVERS

THE USAA EDUCATIONAL FOUNDATION®
2.1M
ACCESS TO ALL CURRENTLY SERVING

Speaker

Ryan Beck

Vice President, Veteran Acclimation & Development
Military and Veterans Affairs

JPMorgan Chase & Co.



JPMORGAN CHASE & Co.

MILITARY AND VETERANS

Our Progress

500_k

HIRED

by more than 200 companies in the
Veteran Jobs Mission as of Spring 2019

1,000₊

MORTGAGE-FREE HOMES

deeded to military families through the
firm's Military Home Awards Program

30,000

PARTICIPANTS

enrolled in Onward to Opportunity, a
free career training program of the
Institute for Veteran and Military
Families

14,000₊

WE HIRED

across JPMorgan Chase & Co. since
2011



Speaker

Anne Marie Dougherty

Chief Executive Officer

Bob Woodruff Foundation





BOB WOODRUFF FOUNDATION

Investing in the Next Chapter for Our Veterans

History



Program Spend

- Since inception, more than **\$65 million** has been spent to find, fund, and shape innovative programs across the spectrum of BWF's programs



Partnership

- According to McKinsey & Company the veteran non-profit sector has been shrinking by 5% year over year
- Since 2012, BWF has raised over **\$69 million** with a CAGR of **27%**



- The signature **Stand Up for Heroes** event in New York has raised over **\$43 million** since 2007
- **November 4, 2019** will mark the 13th Annual Stand Up for Heroes in New York



Grant Making Portfolio

- Since 2007, BWF has provided over **421 grants** to **181 organizations** (as of May 31, 2019)
- Since 2015, the program has granted to **10%** of all proposals
- On average, **45%** of all grants are new BWF grantees

Veterans In-Vitro Initiative

- BWF's Veterans In-Vitro Initiative (VIVA) has made 37 grants resulting in 6 births



Innovation



- Over **100 local partner communities** in the National Veterans Intermediary (NVI) ecosystem; **NVI** has the nation's largest footprint on the veterans' landscape, outside of the VA
- **42 states** represented
- An estimated **15 million veterans** reached by NVI ecosystem
- **Local Partner Self Assessment Tool** Deployed

Craig Newmark
Philanthropies

Q&A

Our panelists are ready to take your questions!

Please enter your questions in the chat box function on your Zoom webinar platform.



Harriet Dominique
SVP, Corporate
Responsibility and
Community Affairs,
USAA

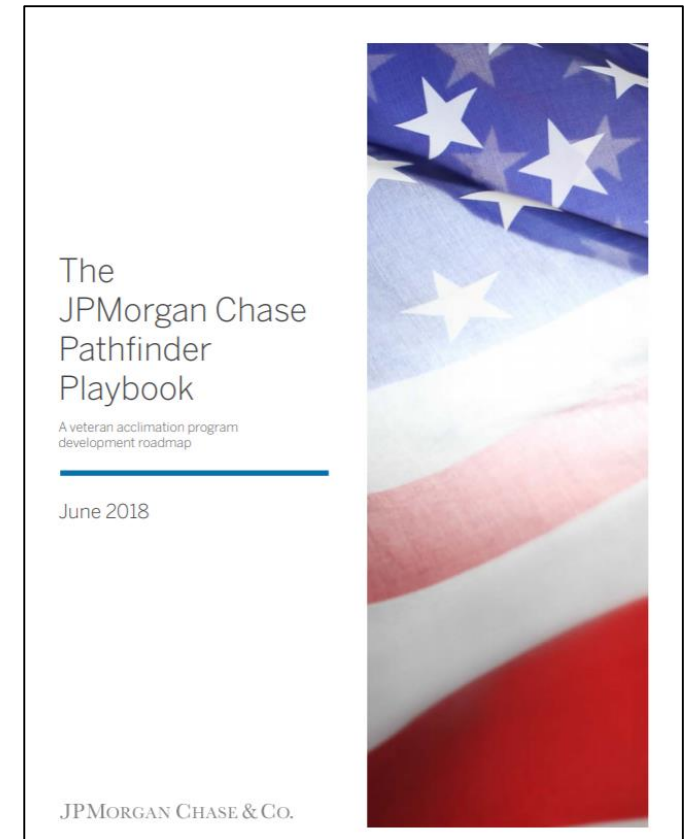
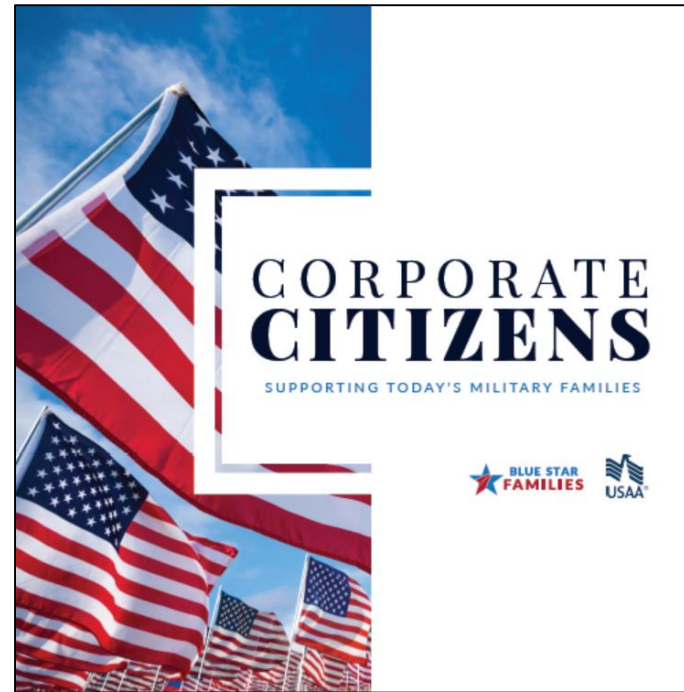
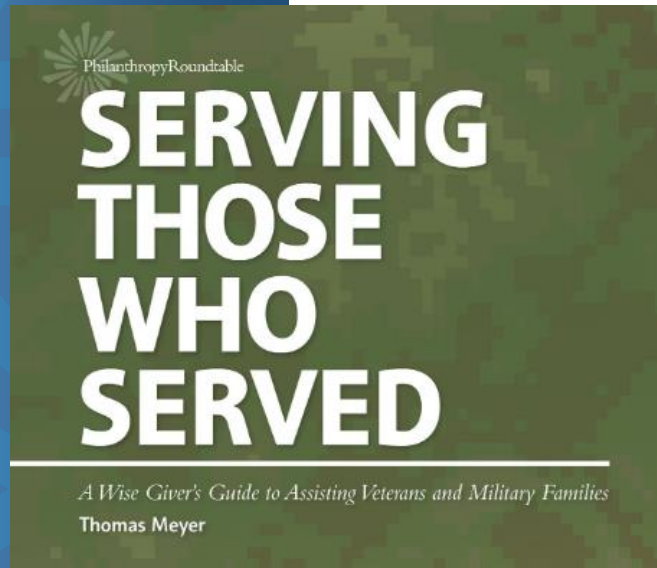


Ryan Beck
VP, Veteran Acclimation &
Development, Military and
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Chase

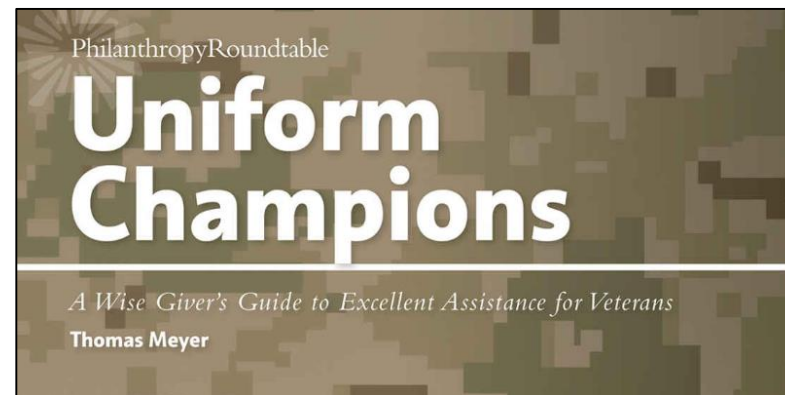


Anne Marie Dougherty
CEO, Bob Woodruff
Foundation

Cited Resources



Veterans Day
is Monday,
November 11,
2019



For More Information...

- CECP will share resources in a follow-up email
- 2019 Giving in Numbers Report will be released next week
 - Visit <http://cecp.co/gin>
- Join us at a CECP event or roundtable
- Log into MyCECP on CECP's website
 - Online portal available to employees of affiliated companies
 - Access to data & benchmarking tools
 - Browse through Knowledge Center
- Contact insights@cecp.co





Thank you for joining this webinar!