



# 2019 ANNUAL REPORT

# JEREMY BUTLER, CEO



I joined the staff of IAVA in 2015 and was incredibly honored when offered the opportunity in 2019 to serve as the second ever CEO of the organization. I came to IAVA because of a desire to continue to serve and this role has been humbling, challenging and inspiring all at the same time. I'm motivated every day to fight for our community because one thing that has not changed since I joined IAVA as a member, nor during the entirety of IAVA's fifteen years of existence, is that our work is incredibly vital.

We remain a country at war, transition to civilian life is still too challenging and leaves too many behind, and we desperately need all Americans to join our fight if we are to be truly successful.

Our members are IAVA's north star, they guide us and tell us which are the fights worth fighting. To make that case for our community, we use data from our growing membership to work in a nonpartisan fashion to fight for legislation that benefits our community. The good news is we won some fights in 2019 (just as we always have) but there is much more to do!

Our work in DC helps millions of post-9/11 veterans, but our Rapid Response Referral Program (RRRP) is how we help individual veterans in need. RRRP is the best in class care management program designed to quickly help those who need it. And now our dedicated team is standing by to help any veteran with any need 24 hours a day 7 days a week.

We could not win our battles on behalf of and with post-9/11 veterans without our generous supporters, partners, and members. Ever since 2004, IAVA has made the case: we're not a charity, we're an investment. Thanks to your investment, IAVA had a bigger impact in 2019 than ever before, and it was just the beginning.





# POST-9/11 VETERAN ADVOCATE

IAVA is the vanguard of the veteran's movement and the most powerful network of veterans on the planet. We have connected more than 1.2 million veterans with resources and community, and provided thousands of veterans of all generations with life-saving and life-changing personalized support through IAVA's Rapid Response Referral Program (RRRP).

We partner with policy makers and other nonprofits to create powerful networks for impact. We're a tough watchdog as well, holding political and media leaders accountable for failures to support our community.

This year, we've continued fighting and winning battles around our Big 6 Advocacy Priorities. Our priorities are simple: End the Veterans Suicide Epidemic, Support Women Veterans, Defend the GI Bill, Fight for Cannabis Access, End Burn Pits and Reform the VA.

We have been fighting every day and because of that 2020 is going to be huge. We have set the stage properly in 2019 and now we expect BIG wins, including passage of the CDR. John Scott Hannon Veterans Mental Health Care Improvement Act and the Deborah Sampson Act.

IAVA Is Home to Over

**425,000**

Members

**8+**

Million People Joined  
IAVA's Annual  
#GoSilent Campaign

**78+**

Million People Reached  
through Donated Media

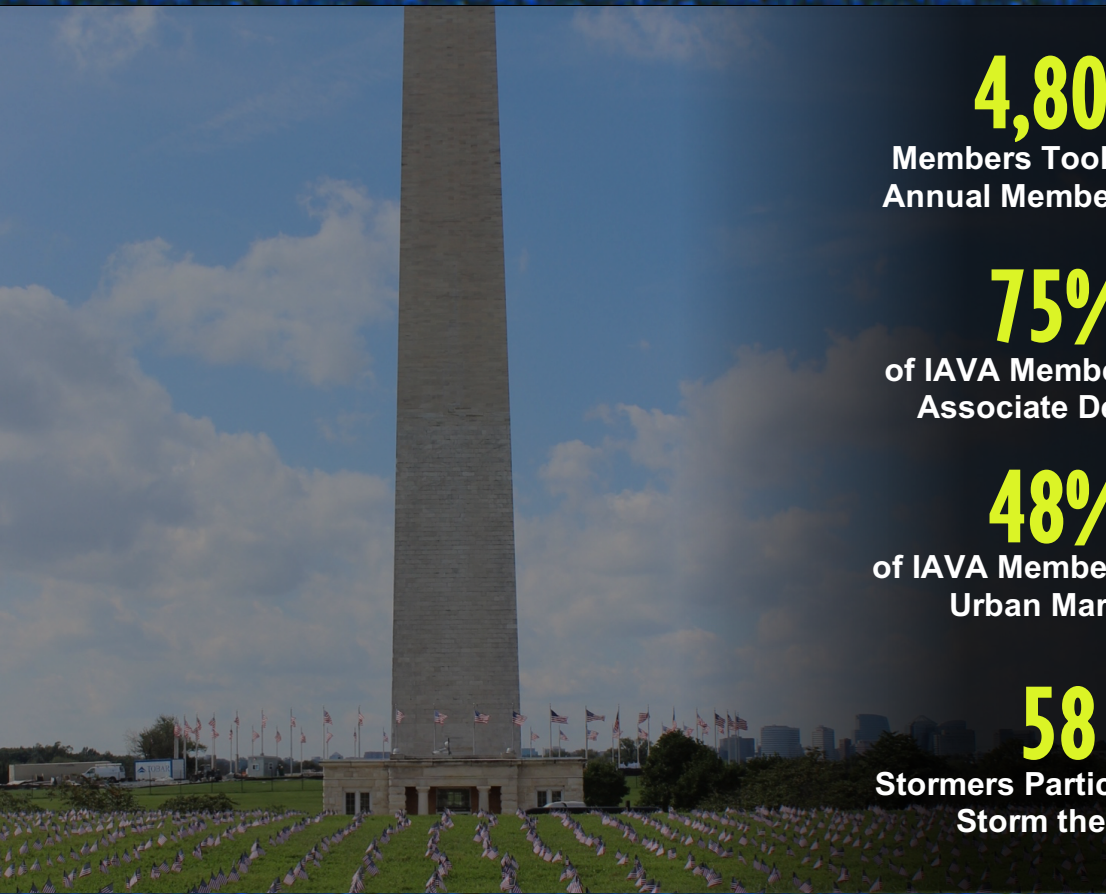
**520,000**

Facebook Followers



**U.S. ARMY**

# MEMBERSHIP IN ACTION



**4,800**

Members Took IAVA's Annual Member Survey

**75%**

of IAVA Members Have Associate Degrees

**48%**

of IAVA Members Live in Urban Markets

**58**

Stormers Participated in Storm the Hill

## MEMBER SURVEY

IAVA's annual member survey is one of the largest and most comprehensive non-governmental surveys of post-9/11 veterans. The results of the survey directly inform IAVA's Policy Agenda and fuel our work as we advocate on behalf of this vital community.

## STORM THE HILL

Storm the Hill is IAVA's results oriented, on the ground, professional development and education program for IAVA's members. An annual event, Storm the Hill is a best in class program designed to both empower members with the skills to be leaders in their community and to position members to successfully influence decision makers. Storm the Hill has resulted in passage of legislation and launched veteran careers in politics and management.



U.S. COAST GUARD



# GOVERNMENT AFFAIRS

Since its founding in 2004, IAVA has remained the preeminent organization fighting, and winning, the most important battles in America on behalf of post-9/11 veterans and their families.

In 2019, we fought for all of America's veterans: defending and expanding their hard-earned education benefits, increasing accountability from the VA, fighting for recognition and services for women veterans, combating veteran suicide, teaching Americans about the dangers of burn pits, and demanding access to medical cannabis.

Our dedicated team in DC is first on the ground, communicating our goals and needs to all national policy makers. From the White House to Congress, IAVA fights only for what our members tell us is important, on behalf of the post-9/11 veteran population. We are always nonpartisan, working with all who can help us achieve our vital goals.

2019 notable IAVA led wins:

- ✓ IAVA's Burn Pits Accountability Act signed into law
- ✓ Repeal of the DOD 16-year transferability policy for Post-9/11 GI Bill
- ✓ Deborah Sampson Act passed the House

13

Testimonies  
Delivered

300+

Meetings with  
Elected Officials

78

IAVA Supported Bills  
that Aligned with Our  
Policy Agenda



U.S. AIR FORCE

# RRRP AS A SERVICE



RRRP Responds to Clients  
within

**24 hours**

For Urgent Help Call  
**1-855-91-RAPID**  
to Talk with a Veteran Care  
Manager Immediately

Since the Pilot Began RRRP  
Has Helped  
**9,700**

The Rapid Response Referral Program is IAVA's high-tech, high-touch care management and referral services pilot program.

## How RRRP Works



A veteran in need goes online and completes IAVA's Digital Intake Form



Within 24 hours, during the time chosen, an IAVA approved partner makes contact



A Veteran Care Manager supports the veteran on his / her journey



Based on trust and results, a strong and reliable one-on-one bond is built



A Veteran Care Manager remains a phone call or email away 24/7



U.S. MARINE CORPS



# RRRP IS RESULTS ORIENTED

## TESTIMONIALS

“My Care Manager takes the time to understand my complicated needs and issues. The support she provides me has made the biggest positive impact on me since I transitioned out of the military.”

“My Care Manager is always available. She calls me a least every two days to see how I am doing. When I am struggling, she will text with me, and when I need affirmation she is right there for me.”

“I was literally at the point where I had lost all hope. I had never been so low for so long. Then IAVA stepped in and got me the support that I had been searching for, for way too long. Without that help, my life would still be in shambles.”

# 75

Connections for  
Suicidal Veterans

# 561

Clients Served in 2019

# 21%

of RRRP Clients Are  
Female versus 11%  
of All Veterans



U.S. NAVY

# LEADERSHIP AND FINANCIALS

## 2019 FINANCIALS

<b>REVENUE</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019*</b>
Net Assets Start of Year:	1,478.8	438.5	253.7	4,631.5
Contributions and Grants:	6,612.3	4,924.2	8,171.7	3,800.3
<b>TOTAL REVENUE</b>	<b>6,343.6</b>	<b>4,813.0</b>	<b>8,062.2</b>	<b>3,850.3</b>
<b>EXPENSES</b>				
Grants Paid:	160.0	83.0	0.0	0.0
Salaries:	4,571.2	3,195.7	1,807.5	2,131.7
Professional Fees:	230.1	71.0	257.5	789.1.0
Other Expenses:	2,268.6	1,647.7	1,619.4	1,319.2
<b>TOTAL EXPENSES</b>	<b>7,230.8</b>	<b>4,997.7</b>	<b>3,684.4</b>	<b>4,240.0</b>
<b>OPERATING GAIN (LOSS)</b>	<b>(887.2)</b>	<b>(184.8)</b>	<b>4,377.8</b>	<b>(389.7)</b>
<b>NET ASSETS END OF YEAR</b>	<b>438.5</b>	<b>253.7</b>	<b>4,631.5</b>	<b>4,241.7</b>

\*2019 Totals are estimated until IAVA Form 990 is completed by External Auditors.

## BOARD OF DIRECTORS

Scott Feldmayer, Chair  
General (RET) David H. Petraeus  
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Dan Streetman  
Andrew Mason  
Barry Bloom

## OFFICERS AND LEADERS

Jeremy Butler  
*Chief Executive Officer*  
Hannah Sinoway  
*EVP, Organization Strategy*  
Samantha Powell  
*AVP, Revenue Operations*

Sean Ullman  
*Chief Operations Officer*  
Tom Porter  
*EVP, Government Affairs*  
Lindsay Rodman  
*EVP, Communications*







**IAVA Mission:** To Connect, Unite, and Empower Post-9/11 Veterans

**Connect with IAVA:** To learn more or to find how you can donate your time or treasure, please visit [IAVA.ORG](http://IAVA.ORG), follow us on Twitter @IAVA and Facebook.com/IAVA.org.

**[WWW.IAVA.ORG](http://WWW.IAVA.ORG)**

*Prepared in house by IAVA's Chief Operations Officer, Sean Ullman*

