




IRAQ AND AFGHANISTAN
VETERANS OF AMERICA

ANNUAL **2013**
REPORT



**“I BELIEVE THIS IS
THE WAY OUR HELP
SHOULD BE.
VETS HELPING
VETS, AND IAVA IS
JUST THAT.”**

**Kevin Greene
Marine Veteran, IAVA Member**

Thank you

Since 2004, Iraq and Afghanistan Veterans of America (IAVA) has provided services to more post-9/11 veterans than any other veterans organizations in the country.

What started in my small studio apartment has grown into a dynamic nationwide movement that has helped nearly 850,000 veterans find jobs, go to college, overcome Department of Veteran Affairs bureaucracy, and access quality mental health care. IAVA has also become the leading advocate for its community. The organization has pioneered historic changes, like the Post-9/11 G.I. Bill, VA funding reforms, the VOW to Hire Heroes Act, and more.

At the same time—and perhaps more importantly—IAVA has helped veterans connect with each other and

show the world that they are not damaged problems, they are solutions rising.

We would not be able to carry out any of our work without the continued support of donors like you. As you read this annual report, I hope you will take great pride in the many accomplishments that your contributions have made possible.

On behalf of everyone at IAVA—as well as the hundreds of thousands of Iraq and Afghanistan veterans who look to us for support—thank you for your ongoing commitment to IAVA's work.

Sincerely,

Paul Rieckhoff
Founder, CEO and Iraq Vet



IAVA By the Numbers

EDUCATION

824 VETERANS
RECEIVED ONE-ON-ONE
SUPPORT ON THEIR
EDUCATION QUESTIONS



OVER 300,000
UNIQUE PAGE VIEWS OF OUR
NEW GI BILL CALCULATOR



373
REFERRALS FOR
EMPLOYMENT
SUPPORT



185
REFERRALS
TO LEGAL
ASSISTANCE



589
REFERRALS FOR
EDUCATION

RRRP



927 VETERANS
& FAMILY MEMBERS SERVED THROUGH
2,042 REFERRALS
TO QUALITY RESOURCES, RESULTING IN AT LEAST
495 BENEFITS RECEIVED



240
REFERRALS
FOR
FINANCIAL
ASSISTANCE



155
REFERRALS
FOR
DISABILITY
CLAIMS
ASSISTANCE

EMPLOYMENT

941 VETS
USED OUR CAREER
PATHFINDER ONLINE
EMPLOYMENT TOOL,
WITH SKILLS TRANSLATOR,
RESUME BUILDER, AND
JOBS BOARD

10 VETS
PARTICIPATED IN THE
HARVARD BUSINESS
SCHOOL-AFFILIATED
ACCELERATED
BUSINESS IMMERSION
PROGRAM,
FULLBRIDGE

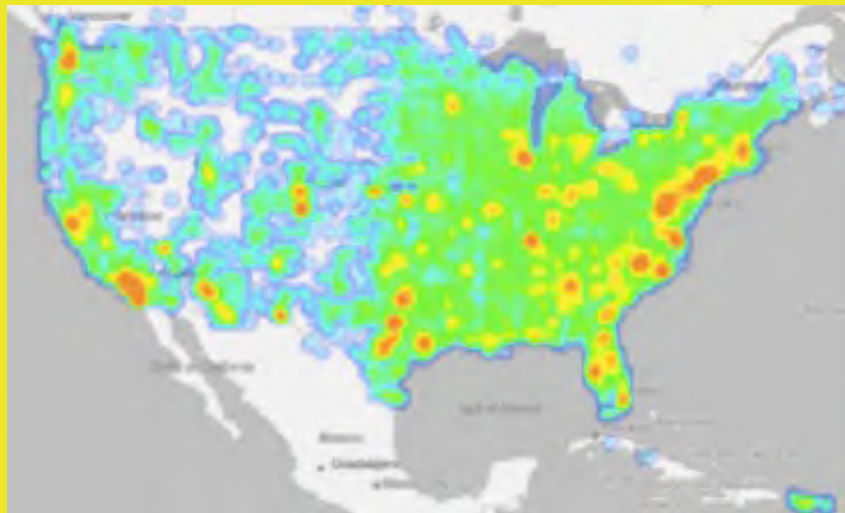


95 VETS
BENEFITED FROM ONE-
ON-ONE COACHING
AND EXPOSURE TO TOP
COMPANIES, INCLUDING
CAA, PIMCO, GOOGLE,
LINKEDIN, NYSE,
FOOTLOCKER, AND
ADWEEK

The Largest Post-9/11 Veteran Membership in the Country

During 2013, IAVA's membership grew to 164,496 veteran members from every state in the country.

By becoming a member of IAVA, veterans not only gain access to an array of services that can help ease their transition to civilian life, they also join a supportive peer community that reminds them they are never alone.



IAVA's Transformational Programs

For many post-9/11 veterans, the transition from military to civilian life is fraught with challenges—including a struggle to find employment, difficulty navigating the complex bureaucracies necessary to obtain health care and other benefits earned through their service, and mental health issues such as Post Traumatic Stress Disorder (PTSD) and Traumatic Brain Injury (TBI). IAVA is dedicated to helping veterans overcome these challenges through direct assistance programs and a strong peer community.



Rapid Response Referral Program One on One Support

IAVA's Rapid Response Referral Program (RRRP) provides veterans with individualized support from a team of highly qualified social workers. RRRP's goal is to help veterans overcome barriers to their successful transition into civilian life.

Veterans in need of help can reach RRRP online, over the phone or in person at IAVA events. During a personalized intake process, a case manager assesses each client's unique needs and then makes appropriate referrals to resource providers and benefits in areas such as mental health, employment, education, housing and legal assistance. In 2013, RRRP connected more than 1,200 veterans to best-in-class local resources and offered members the ability to build a nationwide community with Community of Veterans, the first ever social networking platform engineered specifically for veterans.



**“RRRP WAS A LIGHT IN MY LIFE
WHEN THINGS SEEMED REALLY DIM.
THEY GAVE ME HOPE AND HELP.”**

RRRP Veteran

IRAQ AND AFGH
VETERANS OF A

AND AFGHANISTAN
VETERANS OF AMERICA



World Class Education Counseling Programs


“IAVA HELPED ME IDENTIFY THE NEXT STEP FORWARD IN ACHIEVING MY LIFE VISION. THE INFORMATION I RECEIVED ABOUT THE POST 9/11 G.I. BILL WAS VITAL IN MAKING MY DECISION.”

**Max Pennington
Marine Veteran, IAVA Member**

IAVA has long been a champion for veterans education, beginning with our historic leading role in securing passage of the Post-9/11 GI Bill. Today, our education counseling programs help post-9/11 veterans weigh their educational options and make informed decisions. In addition to a dedicated education coordinator to answer complex questions and provide personal support, IAVA's resources include NewGIBill.org, a comprehensive online guide that enables veterans to calculate their benefits eligibility in seconds. In 2013, a total of 230,000 vets visited NewGIBill.org to receive the support they needed to understand and utilize their GI Bill benefits.

Groundbreaking Health Programs

IAVA is the national leader in connecting Iraq and Afghanistan veterans with mental health resources across the country. Our services in this area include Community of Veterans (COV), an online mental health support network. COV provides a safe space for veterans to discuss mental health issues and access resources that can help. In 2013, COV's membership grew to more than 27,000 veterans. IAVA also enrolled more than 1,000 veterans in Vets Prevail, an online program to bring cognitive behavior therapy to veterans.

A photograph of three men, likely veterans, standing together outdoors in winter clothing. They are smiling and looking towards the camera. The man on the left is wearing a dark jacket and a scarf. The man in the middle is wearing a green hoodie with 'VETS PREVAIL' printed on it. The man on the right is wearing a blue jacket, a grey beanie, and a patterned scarf. They are standing in front of a city street with buildings and trees in the background.

“YOU ARE NOT ALONE. THERE ARE TONS OF VETERANS JUST LIKE YOU GOING THROUGH THE SAME THING EVEN THOUGH WE MIGHT BE THOUSANDS OF MILES APART, WE STILL HAVE THAT BOND, THAT CONNECTION.”

**Brian Maloney,
Marine Veteran, COV Member**

Standalone Employment Programs

“THE INDIVIDUALIZED ONE-ON-ONE MENTORING WAS PRICELESS. I’D NEVER HEARD OF A RESUME WORKSHOP WHERE EVERYONE HAD THEIR OWN MENTOR FOR THE ENTIRE DAY.”

**IAVA Member and
Google Resume Workshop Participant**

In 2013, among other activities, IAVA provided access to over 300 veterans to participate in a Google-sponsored resume workshop, and provided logistical support for all attendees. IAVA sourced veterans in 14 cities through 16 events, ensuring that they were prepped for success.



The Leader in Post-9/11 Veteran Community Events

Each year, IAVA holds hundreds of events across the country called VetTogethers that work to connect veterans and their supporters. These events help eliminate the feelings of isolation experienced by many returning vets and enable IAVA to connect them with our other programs in the areas of employment, education and health. In 2013, these events engaged 8,000 people across the country. IAVA also maintains the Rucksack, an online rewards program that offers vets access to exclusive tickets and giveaways in their local communities. In 2013, 7,200 veterans benefitted from reward opportunities offered through the Rucksack, ranging from ball games to ballet performances.



“HOSTING MY FIRST VETTOGETHER WAS A GREAT EXPERIENCE. WE WERE ABLE TO CONNECT VETERANS WITH RESOURCES AND GET CONVERSATIONS STARTED ABOUT WHAT IS GOING ON IN THE VETERANS COMMUNITY. THE EVENT WAS SOMETHING EVERYONE WAS LOOKING FORWARD TO DOING AGAIN.”

Jose Roman
Navy Veteran & IAVA Member

Advocacy

IAVA prides itself on serving as the voice for Iraq and Afghanistan veterans—both in Washington and throughout the country. Our non-partisan advocacy work, led by veterans, ensures that vets and their families are supported and have access to the services they need. IAVA also works hard to educate policymakers and the general public about veterans' issues and to urge supporters to take action. Advocacy spearheaded by IAVA for issues regarding education, employment, and health care resulted in the passage of the Vow to Hire Heroes Act and the Post-9/11 GI Bill.





Ending the V.A. Backlog

America has made a long-standing commitment to its veterans to compensate them for injuries and illnesses sustained as a result of their service. From 2009 to 2013, however, the number of backlogged disability claims nearly tripled—to a high of more than 600,000 claims pending for longer than 125 days. IAVA decided it was time to act, and made ending the V.A. backlog the focus of our 2013 **Storm the Hill** campaign. We brought 28 veterans to Washington to educate policymakers about this critical issue—and ultimately convinced

a bipartisan group of 67 senators and 165 House members to sign a joint letter demanding action from the White House on the backlog. Spurred in part by IAVA's efforts to draw attention to this crisis, the VA implemented concrete reforms, reduced the backlog by more than 36% by December of 2013, and set a goal of ending the claims backlog by 2015. While we are pleased with this progress, there is still work to be done and IAVA will continue its efforts until all veterans have timely access to the benefits they require.

The Government Shutdown

As the shutdown of the U.S. government began in October 2013, IAVA acted quickly to support the veterans' community during this difficult period, which included VA furloughs, suspended services for veterans, and confusion about if and when disability and GI Bill benefits would be paid. IAVA testified before the House Committee on Veterans Affairs about the shutdown's damaging effects on veterans and troops and joined 32 other veterans' and military organizations to organize a rally to call on the government to resolve the shutdown. IAVA also launched a dedicated webpage to address veterans' questions about how the shutdown would affect them.



Combating Military Sexual Assault and Trauma (MST)



IAVA has long been a leader in advocating for reforms to the military justice system that will protect victims of military sexual assault, as well as prevent future assaults. In 2013, we successfully fought to include 13 amendments in the 2014 National Defense Authorization Act that will improve victims' rights, strengthen prevention efforts, and protect whistleblowers. Much more work remains to be done, and IAVA's goals include improving protections for those reporting an assault, building public awareness and engagement on this issue, and working with experts in the field to develop new reforms.

Awareness

During 2013, IAVA broke new ground in our national and local media relationships, educated policymakers and the public about veterans' issues, and strengthened ties with our members and supporters. Throughout the year, IAVA members and staff were featured repeatedly on television and in the nation's top newspapers and news services. From Fox News to NPR to the Washington Post, IAVA got the word out on the most important issues facing our community. We estimate that this coverage resulted in more than 3 billion media impressions.



IAVA Finances

IAVA is proud of our track record of making a huge impact with limited resources—and of making every dime count. No veterans' group does more with less. IAVA has repeatedly been awarded four stars—the highest ranking—from Charity Navigator.

Total In-kind (non-cash) contributions:

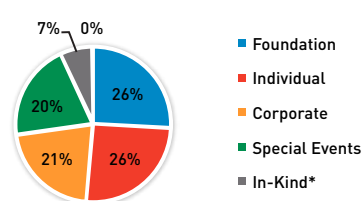
Donated Brand Development (Landor Associates)	21,165
Donated Member Experiences (CAA)	3,597
Donated Member Experiences (Katten Muchin Rosenman, LLP)	840
Donated Member Experiences (Miller High Life)	318,926
Donated Member Experiences (Stillwell Partners)	10,000
Donated Office Space (Y&R)	254,750
Donated Promotional Services (GORUCK)	36,800
Donated Promotional Services (Razorfish)	401,170
Donated Promotional Services (Swirl)	1,860,000
Donated PSA Media (Advertising Council)	4,533,261
Donated Travel (Southwest Airlines)	80,000
Donated Video Production (Individuals)	16,195

Total In-Kind: 7,536,704

Revenue

Foundation	1,636,233
Individual	1,615,184
Corporate	1,340,816
Special Events	1,288,115
In Kind*	413,363
Earned Income	22,836
Total	6,316,547

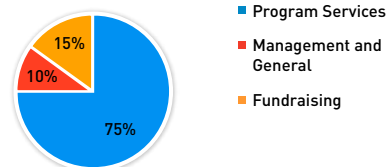
Revenue



Expense

Program Services	4,791,649
Management and General	636,242
Fundraising	963,030
Total	6,390,921

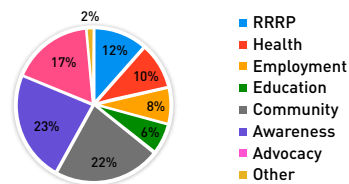
Expense



Expense by Program

RRRP	555,364
Health	465,214
Employment	382,188
Education	305,405
Community	1,071,846
Awareness	1,106,336
Advocacy	825,296
Other	80,000
Total	4,791,649

Expense by Program



*Non-cash donations recognized by the IRS only

IAVA Supporters

IAVA is grateful to all the individuals, foundations and corporations who support our mission.

\$100,000 +

Estate of Maurice P. Bertino
Combined Federal Campaign
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Western Asset Management Company Charitable Foundation

\$50,000 - \$99,999

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The Leon Lowenstein Foundation, Inc.
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New York City Veterans Fund
Newman's Own Foundation
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Henry van Ameringen
H. van Ameringen Foundation

\$25,000 - \$49,999

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Causemedia Group
Citigroup Inc
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Development Specialists, Inc.
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IAVA Leadership

IAVA's work is guided by a diverse Board of Directors and a seasoned team of senior staff members. The many contributions made by these individuals every day further IAVA's mission, and we are grateful for their dedication and leadership.



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