



# 2018 ANNUAL REPORT



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## Mission Statements

*The United War Veterans Council, a 501(c)(19) non-profit veterans organization and the UWVC Foundation, a 501(c)(3) non-profit organization are mutually supporting arms of a unified effort.*

The United War Veterans Council honors and serve America's veterans.

The UWVC Foundation supports and carries out programs that honor and serve America's veterans.



Dear Veteran Supporter:

Thank you for your interest in the United War Veterans Council and the UWVC Foundation.

This Annual Report provides a summary of our 2018 programs, impacts and operations for both entities. For readers unfamiliar with our operating structure, the United War Veterans Council is our 501(c)(19) non-profit organization, which includes our recycling “social business” efforts. The UWVC Foundation is our 501(c)(3) organization, which carries out our direct programs and fundraising efforts.

In 2018, we formally restructured our programming into two primary areas: Legacy and Education and Health and Wellness. This format has enabled us to continue to grow our traditional public-facing recognition and awareness efforts while developing our newer direct services offerings for veterans.

We once again successfully carried out our centerpiece Legacy and Education activity: the New York Veterans Day Parade, marking the Centennial of the end of World War I. We are working to expand these relationships for the 2019 Veterans Day Parade, which will mark the Centennial of Veterans Day itself. Our Health and Wellness program, in its first full year, leveraged our relationships with various service providers to directly provide holistic mental and physical health benefits to local veterans.

Operationally, several new Board members brought additional perspectives and experience to our team. In addition, we reshaped our operations team and our core service providers, while launching a new online presence and implementing new internal processes. We are excited about the team and tools we have in place for 2019, and are confident that they will keep us on our trajectory of growth and success.

On the financial front, we achieved our fundraising goals and completed the year on budget. Our recycling program continued to provide significant income in support of our activities, while helping keep veterans issues in the public eye.

As the modern veterans community continues to evolve, the United War Veterans Council and UWVC Foundation will continue to grow and adapt. At the same time, while generations, technologies, and trends may change, we believe our ongoing success is built on the same guiding principles that have sustained our organization from its inception: we have no other purpose than to honor and serve our veterans.

We are eternally grateful to our corporate and individual sponsors, without whom we would be unable to successfully deliver our mission to the veterans community.

Together Forward,

A handwritten signature in blue ink, appearing to read "Doug McGowan", with a long horizontal flourish extending to the right.

Doug McGowan  
Chairman



*World War I re-enactors at the 2018 NYC Veterans Day Parade; Our team with youth and teachers in Flanders, Belgium; Veterans participating in equine therapy through our Health and Wellness program.*

## Overview

The United War Veterans Council and its predecessor organizations were originally formed to organize commemorative events in New York City. The modern organization was revived in the 1980s in order to preserve the New York City Veterans Day Parade. Since that time, we have expanded the reach and scope of our activities, and added the UWVC Foundation as our 501(c)(3) arm.

Both organizations are led by an all-veteran Board of Directors, all of whom are from the Desert Storm era or later. These veterans build on the foundation laid by our Emeritus Board, and draw from their experience and counsel. A larger Advisory Council provides input on key subject-matter areas. Our programs are carried out by our five-person Operations Team, some of whom have over twenty years working in the veterans' space. We are proud of our ability to achieve world-class results with a lean organizational structure.

This past year, we completed our transition to a new operating structure, with our activities organized into two categories. We achieved tens of thousands of interactions and millions of impressions through our Legacy and Education programs, including the annual NYC Veterans Day Parade commemorating the Centennial of the end of World War I. Our Health and Wellness programs, aimed at providing deeper, more therapeutic experiences for veterans, partnered with eleven different organizations to achieve 1,200 successful interactions.

Financially, the United War Veterans Council had income of \$1,866,397, against expenses of \$1,710,178. The UWVC Foundation had income totaling \$1,089,934, with expenses of \$1,030,806.

Our efforts in 2018 (particularly around the observance of the Centennial of the end of World War I) have established a firm foundation as we work toward the Centennial of Veterans Day (November 11, 2019). We will continue to expand our initiatives to honor and support veterans through our unique efforts that preserve and highlight our legacy while offering relevant services and experiences to today's veterans.

# Program Summary

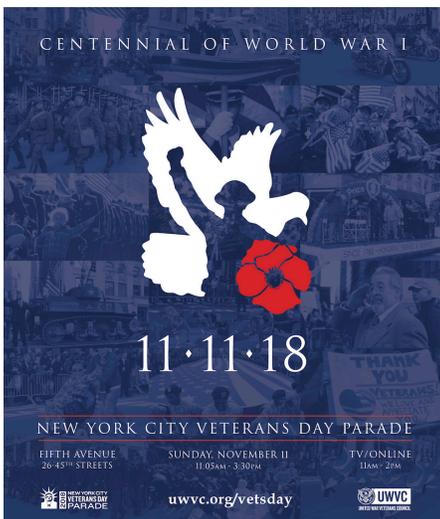
The modern United War Veterans Council was originally organized to revive the annual New York City Veterans Day Parade. Since 2000, we have expanded the scope of these efforts, producing a year-round calendar of activities that both honor our veterans and raise public awareness of their issues and stories. In 2018, we shifted our regular fundraising and program delivery efforts to our 501(c)(3) arm, the UWVC Foundation.

In 2017, we partnered with a number of service providers to launch a series of holistic healing experiences for at-risk and transitioning veterans. Last year, we grew this effort into an ongoing program of weekly sessions.

In addition, in 2018 we formally organized all of our activities into two primary program areas: Legacy and Education (including the NYC Veterans Day Parade), and Health and Wellness; described in the following pages. We are continuing to grow and evolve these structures for the future.



*Volunteers carry the lead banner in the 2018 NYC Veterans Day Parade; Marching in the Irish Regiments parade in the United Kingdom; Veterans in our art therapy program; Midshipmen and JROTC cadets at our Fleet Week commemorative ceremony.*



2018 NYC Veterans Day Parade poster; Grand Marshal Florent Groberg at the Opening Ceremony; Veterans and allies on Fifth Avenue; Bagpipers step off and enter the Parade.

# New York City Veterans Day Parade

The New York City Veterans Day Parade is our centerpiece event. Since bringing back the Parade from the verge of extinction in the 1980s, we have grown it into the largest Veterans Day event in the nation.

The 2018 NYC Veterans Day Parade marked the Centennial of the end of World War I, and honored the U.S. Army as its featured service branch.

## The Parade:

- Mobilized 25,000 participants, organized into 300 marching units, including veterans groups, service providers, military units, patriotic sponsors, civic organizations and youth groups.
- Attracted hundreds of thousands of spectators, both in-person and on screen, via our live broadcast on WPIX-11 and American Forces Network (AFN) and online at Military.com.
- Spotlit Grand Marshal Florent Groberg, a French-American naturalized citizen, U.S. Army veteran, and Medal of Honor Recipient, as well as other notable figures in the local and national veterans community
- Generated millions of viewer and reader impressions on dozens of media platforms, including appearances on top-tier broadcast properties *The View* and *Fox and Friends*.
- Reached 100,000 readers with our Forward March parade publication, distributed in the New York Daily News.
- Featured representation from several U.S. allies, including France, the United Kingdom, Belgium, South Korea and Taiwan.
- Engaged over two thousand youth (including Boy and Girl Scouts and Junior ROTC), connecting the next generation to our veterans.

In addition, as part of our efforts to evolve for the future, we significantly re-shaped our Parade assembly area and broadcast zone, which successfully streamlined our Parade logistics while improving the Parade experience for participants and spectators.

The 2019 New York City Veterans Day Parade will mark the Centennial of Veterans Day. We are currently preparing to make this event not only a celebration of 100 years of our modern veterans community, but to lay the foundation for the next century.



*Vietnam Veterans Day ruck march; Art therapy at Ani Art Studios; Equine therapy at Serenity Stables; On the Long Island sound with SailAhead.*

## Health and Wellness

In 2018, our Health and Wellness Program continued to thrive and expand, bringing holistic, therapeutic and social fitness experiences to veterans -- especially those dealing with transition challenges and mental health issues. Our 2018 portfolio of activities included equine therapy, art therapy, sailing and rucking/hiking. Veteran participants also received donated meals from several restaurants.

Accomplishments include:

- Establishment of a weekly schedule of therapeutic activities and experiences.
- Over 1,200 positive veteran interactions achieved in 2018, with over 2,500 since the program's inception in 2017.
- Intergenerational Vietnam Veterans Day ruck march, tracing the route of the original 1985 Vietnam Veterans Welcome Home Parade, with marchers carrying 100 U.S. flags.
- Recognition by Samaritan Daytop Village (one of NYC's premier substance abuse treatment and recovery programs) at their annual "Where Good Lives Gala."
- Our annual sailing event with Sail Ahead out of Centerport Yacht Club on Long Island, with 50 veterans joining 300 sailors for a day on the water.
- Veterans Day Honor Ruck, with 150 veterans and supporters marching over 8 miles between historic landmarks and war memorials in lower Manhattan. The march concluded at the 9/11 Memorial with remarks by Lieutenant General Mark Brilakis (USMC) and Medal of Honor Recipient Florent Groberg.

Service providers and partners for 2018 included:

Samaritan Daytop Village	Umberto's Pizzeria Restaurant
Serenity Stables	Texas Roadhouse
ForeLuck Farm	Five Guys
Ani Art Academy	Jon Bon Jovi Foundation Soul Kitchen
Sail Ahead	Annin Flag
GORUCK	

In 2019, our Health and Wellness programming will become part of our larger Direct Veteran Services arm, which will focus on both enriching and expanding our portfolio of activities in this area. We will also deepen our collaboration with our Legacy and Education programming to incorporate youth into our social fitness activities, in order to inspire the next generation of veteran advocates and service providers.



Women in Service event at the NY Stock Exchange; Poster from our Fleet Week event marking the Battle of the Atlantic; Scouts clean the Eternal Light memorial before the Veterans Day Parade; WWII Navy veteran and re-enactors at our Patriots and Veterans event.

## Legacy and Education

In addition to the NYC Veterans Day Parade, we carry out a variety of initiatives that ensure that the public -- especially youth -- are aware of the stories and legacy of our veterans. Only a very small percentage of Americans are veterans or immediate family members of veterans; it is therefore critical that we work to highlight the contributions of our veterans to the broader public.

For 2018, our additional Legacy and Education activities included:

- Vietnam Veterans Day Name Reading and Wreath Laying (in parallel with the Health & Wellness Honor Ruck activity).
- Hosted Women In Service luncheon with Women Veterans On Wall Street at the New York Stock Exchange.
- Represented U.S. veterans at the annual ANZAC Day commemoration hosted by Australia and New Zealand.
- Facilitated creation of the Eternal Light Flagstaff memorial plaza, in partnership with Madison Square Park conservancy.
- Organized "They Turned the Tide" Fleet Week event honoring the 75th Anniversary of the Battle of the Atlantic (World War II).
- Supported Memorial Day activities throughout the New York City's five boroughs and New Jersey.
- Represented U.S. veterans at the Trooping of Colours and Irish Regiments Parade in London, UK.
- Integrated Boy Scouts and Girl Scouts into the NYC Veterans Day Parade, including our annual pre-Parade monument cleaning.
- Hosted year-end "Patriots and Veterans" gathering at historic Fraunces Tavern.

Including the New York City Veterans Day Parade, our Legacy and Education efforts achieved:

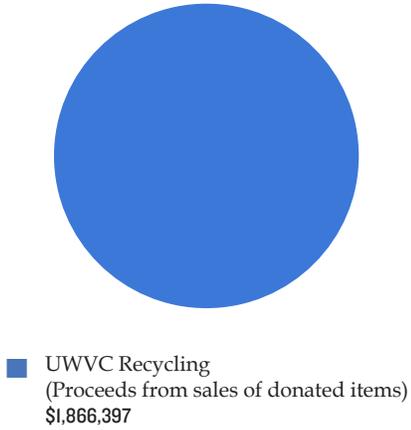
- **30,000+** participants in events and activities.
- **350,000** spectators/viewers of our events and activities.
- **130,000+** directly engaged via our print and online materials.
- Estimated **25 million+** impressions achieved via earned media coverage and outdoor display advertising.

In 2019, we will be working to expand the reach and the impact of these activities, as well as launching and supporting new initiatives that are currently under development.

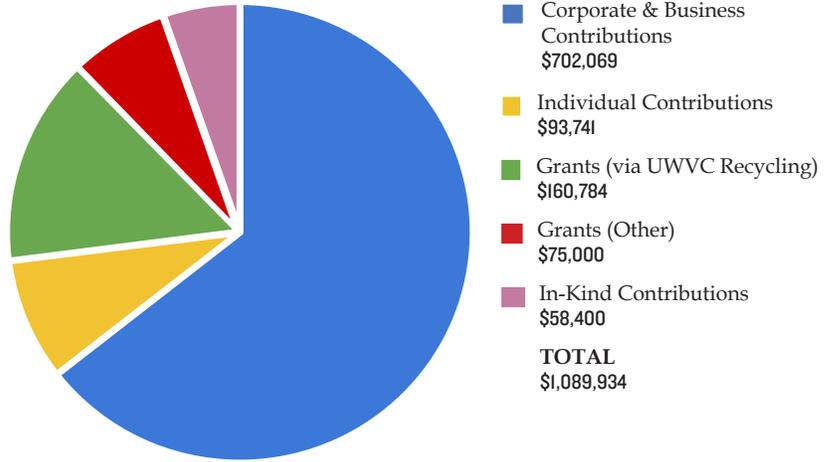
# 2018 Financial Summary

## INCOME

UNITED WAR VETERANS COUNCIL, INC

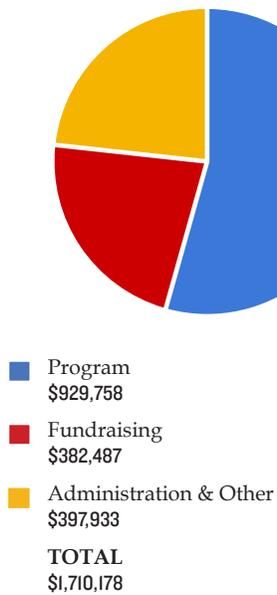


UWVC FOUNDATION

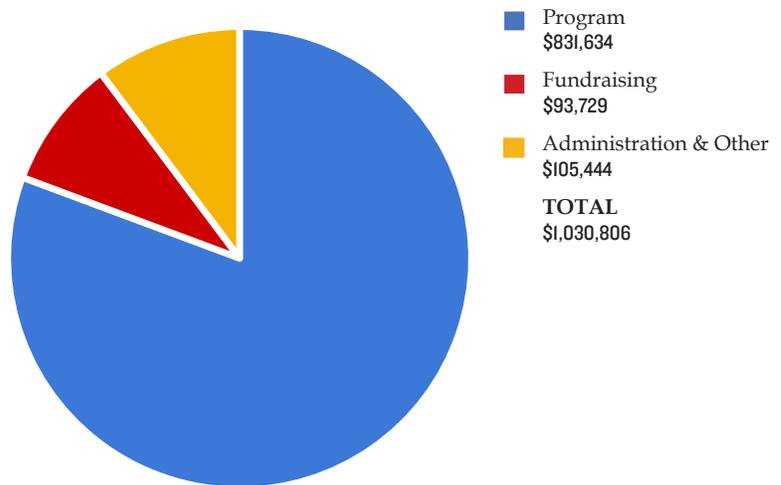


## EXPENSES

UNITED WAR VETERANS COUNCIL, INC



UWVC FOUNDATION



(Pre-Audit Figures)

## 2018 Financial Summary (CONTINUED)

From a financial standpoint, the United War Veterans Council, Inc., serves as the structure under which our UWVC Recycling efforts fall. This program raises funds for our programming efforts via a social business model, with the appropriate ratios of income and expense.

For 2018, the United War Veterans Council had income of **\$1,866,397**, (entirely through our UWVC Recycling program) against expenses of **\$1,710,178**, including funds granted to the UWVC Foundation.

The UWVC Foundation is the organization through which we carry out regular fundraising activities, and through which our programs are delivered. For 2018, the UWVC Foundation had income from a variety of sources totaling **\$1,089,934**, with expenses totaling **\$1,030,806**.

In terms of efficiency, **81%** of the UWVC Foundation's expenses went to direct program delivery. This is significantly higher than the Better Business Bureau's recommended minimum of 65%, and well in line with expected ratios for well-run non-profit organizations of our size.

We achieved these results by streamlining our year-round operations team, and increasing our use of professional contractors on an as-needed basis. This improved efficiency helped our core team execute effective programs while delivering value to funders. We retained all of our major contributors, and added new partners to our fundraising portfolio.

For 2019, we will continue to diversify our income stream. We have rebuilt our online platforms to reach more individual donors and new audiences receptive to our message. Furthermore, our health and wellness programs and our education initiatives have positioned us to pursue a wider range of public and private grants.

Finally, 2019 marks the Centennial of Veterans Day. We anticipate increased interest in our sponsorship opportunities in support of this important commemoration.

## BOARD OF DIRECTORS



**Doug McGowan**  
Chairman  
U.S. Marine Corps Veteran  
Afghanistan, Iraq Service



**Joanie Martinez**  
Secretary  
U.S. Army Veteran & Reservist  
Post-9/11 service



**Francis Racioppi**  
Treasurer  
U.S. Army Veteran  
Iraq, Other Post-9/11 service



**Daquane Mays**  
Assistant Treasurer  
U.S. Army Veteran  
Iraq Service



**Peter Griesch**  
U.S. Marine Corps Veteran  
Counsel  
Post-9/11 service



**Nick Angione**  
U.S. Marine Corps Veteran  
Somalia, Bosnia service



**James DeVary**  
U.S. Army Veteran  
Afghanistan, Iraq service



**Adam Subervi**  
U.S. Marine Corps Veteran  
Iraq Service

## EMERITUS MEMBERS

**Harvey Bagg**  
Chairman Emeritus  
U.S. Navy Veteran  
Vietnam-era service

**Vince McGowan**  
President Emeritus  
U.S. Marine Corps Veteran  
Vietnam service

**Joseph Graham**  
Treasurer Emeritus  
U.S. Air Force Veteran  
Vietnam service

**Bill Nelson**  
U.S. Army Veteran  
Vietnam service

## PROGRAMS & OPERATIONS

**Mark Otto**  
Executive Director  
U.S. Marine Corps Veteran  
Panama & Desert Storm Service

**Kelly Bryan**  
Development

**Ryan Hegg**  
Legacy & Education Programs

**Jeff Swansen**  
Operations  
U.S. Navy Veteran  
Cold War Service

**Debra Menich**  
UWVC Recycling

## ADVISORY COUNCIL

**Lorraine Bell**  
Daughters of the American Revolution  
NYC Knickerbocker Chapter

**Joe Bello**  
NYC Veterans Advisory Board  
U.S. Navy Veteran, Cold War

**Adrienne Brammer**  
Director of Community Outreach,  
NYC Veterans Alliance

**Sandy Chiriboga**  
Captain, Team Red White and Blue NNJ

**Elana Duffy**  
Founder, Pathfinder Labs  
U.S. Army Veteran  
Iraq, Other Post-9/11 Service

**John Escalante**  
NYC Marine Corps Public Affairs  
Deputy Captain, Team Red White and Blue

**Adam Paige Hess**  
Chairman, Sons of the American Revolution

**Adam Levine**  
Cadre, GORUCK  
U.S. Marine Corps (Recon) Veteran

**Anthony Monteleone**  
U.S. Air Force Veteran

**Vu Nguyen**  
Senior City Impact Manager  
Mission Continues  
U.S. Navy Veteran

**David O'Leary**  
Chairman, 2nd Infantry Battalion Association  
Irish Defense Forces Veteran

**Carlos Orduz**  
Ruck Leader, GORUCK NYC GRT

**Gabe Ramos**  
Deputy Press Secretary  
NYC Department of Veteran Services  
U.S. Marine Corps Veteran

**Diego Rubio**  
Co-Founder, Women Veterans on Wall Street  
U.S. Army Veteran

**Micheal Vaultx**  
Event Operations, GORUCK  
U.S. Army Special Forces Veteran  
Global War on Terror

**John Wilson**  
New York National Guard Veteran

# Major Contributors

The United War Veterans Council and the UWVC Foundation are eternally grateful to our 2018 corporate, foundation and individual sponsors and donors for their support of our efforts. We are excited to continue to work with these valued partners to honor and serve our veterans.

**JPMorgan Chase & Co.**

**First Data Corporation**

**Cushman & Wakefield  
History | A + E Networks**

**Wounded Warrior Project**

**American Airlines  
Ernst & Young  
New York City Council  
QBE  
T-Mobile**

**U-Haul  
U.S. Department of Veterans Affairs  
Verizon  
Wells Fargo**

**Aetna  
AT&T  
Columbia University**

**Empire Blue Cross/Blue Shield  
an Anthem Company  
KPMG  
NYC Group Tours**

**NYU Langone Health System  
Tribune Company  
UBS Financial Services  
Veterans Advantage**

**The American Legion  
Anonymous Vietnam Veteran  
City University of New York  
Enfusion**

**Edward C. Frasier  
B. Reilly Financial  
Liquidnet Holdings  
RIP Medical Debt Resolution**

**Northwell Health  
Roadway Moving & Storage  
Viceroy Athletic  
Vietnam Veterans of America,  
Chapter 126**

**AIG  
AllianceBernstein  
American Humane  
Dignity Memorial**

**The Holly and Reggie  
Bradford Fund /  
Goldman Sachs  
Philanthropy Fund  
Jefferies  
JetBlue Airways**

**Nicole Masse  
Siemens  
United Federation of  
Teachers  
United Military Veterans  
of Kings County**

**Vietnam Veterans of  
America, Chapter 72  
Derek S. Wallis  
Willis Towers Watson**

**Carlos Bakery  
Christopher Chirichella  
Shane Eaton  
Andrew P. Eklund  
Flanders in the USA**

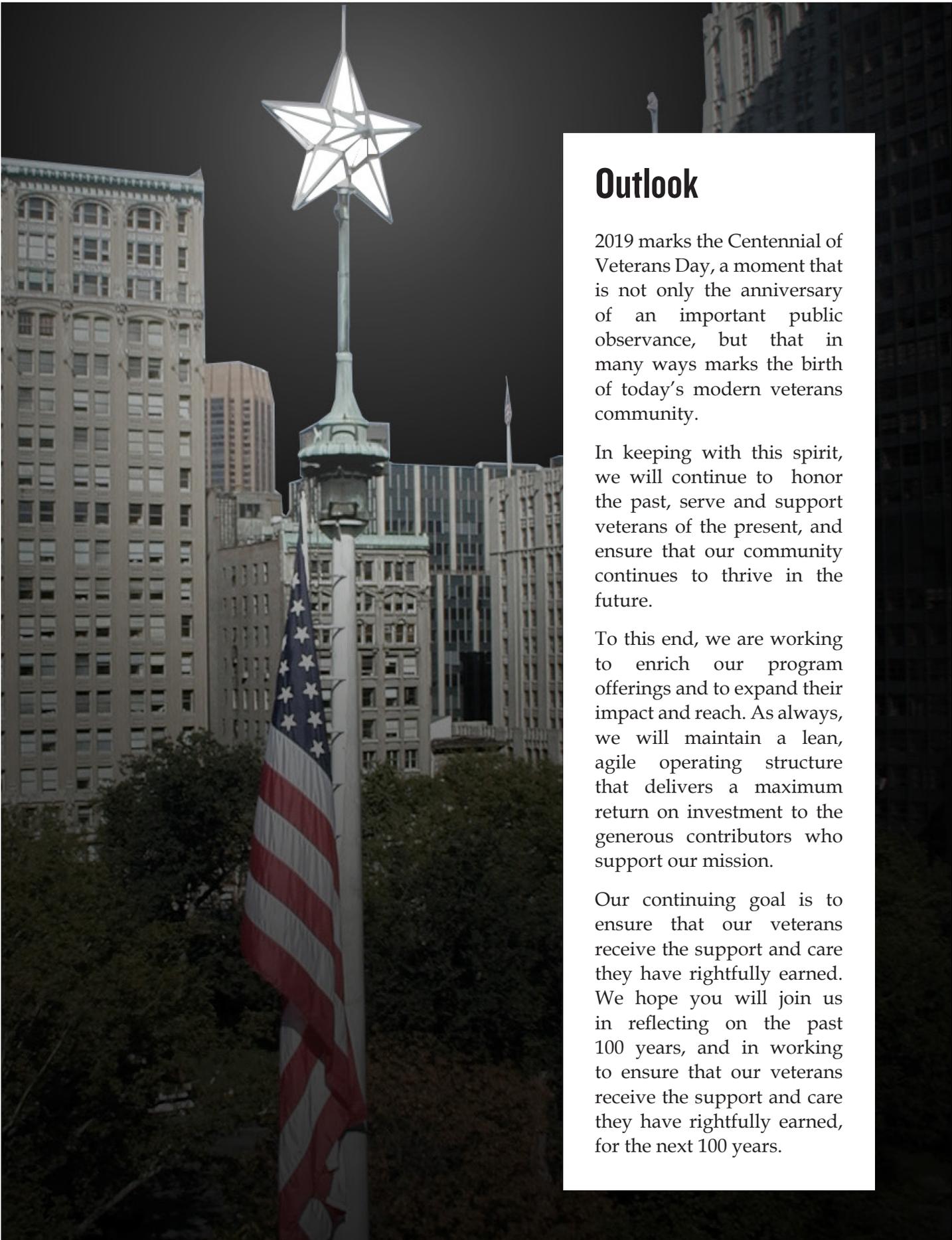
**Alan Kipping-Ruane  
Liberty Coca Cola  
Maspeth DC  
Manhattan Beer  
Distributors**

**The Mount Sinai  
School of Medicine  
New Yorker Hotel  
Management Company  
RBC Capital Markets**

**Semperide  
Mihir S. Shah  
Turner Construction  
Company**

\*\*\*\*\*

We extend our thanks to all those who contributed, at all levels. Our programs and initiatives would not be possible without your generosity and support.



## Outlook

2019 marks the Centennial of Veterans Day, a moment that is not only the anniversary of an important public observance, but that in many ways marks the birth of today's modern veterans community.

In keeping with this spirit, we will continue to honor the past, serve and support veterans of the present, and ensure that our community continues to thrive in the future.

To this end, we are working to enrich our program offerings and to expand their impact and reach. As always, we will maintain a lean, agile operating structure that delivers a maximum return on investment to the generous contributors who support our mission.

Our continuing goal is to ensure that our veterans receive the support and care they have rightfully earned. We hope you will join us in reflecting on the past 100 years, and in working to ensure that our veterans receive the support and care they have rightfully earned, for the next 100 years.

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