“On November 11, Americans commemorate the service, sacrifice, and immeasurable contributions of our Nation’s veterans who have proudly worn our country’s uniform to defend and preserve our precious liberty.

As we celebrate Veterans Day, we pause to recognize the brave men and women who have fearlessly and faithfully worked to defend the United States and our freedom. Their devotion to duty and patriotism deserves the respect and admiration of our grateful Nation each and every day. We are forever thankful for the many heroes among us who have bravely fought around the world to protect us all.”

Donald J. Trump
President of the United States of America, and
Commander in Chief of the Armed Forces of the United States
The United War Veterans Council is our 501(c)(19) non-profit veterans organization.

The mission of the United War Veterans Council is to honor and serve America’s veterans. We are dedicated to ensuring that the public always embraces its commitment to provide all veterans and their families with the care, recognition and opportunities they have rightfully earned.

The UWVC Foundation is our associated 501(c)(3) non-profit organization.

The Foundation supports UWVC’s initiatives to honor and serve America’s veterans.
Dear Veteran Supporter:

Thank you for your interest in the UWVC and the UWVC Foundation (collectively referred to as UWVC).

In 2019 our community came together along with our allies to celebrate the Centennial New York City Veterans Day Parade.

This auspicious occasion was a culmination of efforts, spearheaded by the UWVC to bring awareness to sacrifices our veterans have made over the past 100 years.

We were honored to host our first Presidential visit at the parade’s Opening Ceremony, where the Commander In Chief and the First Lady of the United States, presided, alongside of the Commandant of the Marine Corps and the Sergeant Major of the Marine Corps, representing our featured service.

Our five Co Grand Marshals, representing generations of veterans dating back to World War II stood side by side at the 11th hour of the 11th day of the 11th month to mark the centennial of the first observation of Armistice Day, now known as Veterans Day.

On this day, we carry on the work of the small handful of veterans that took action back in the mid 1980s, reforming the UWVC, in an effort to save the parade from extinction. Since then, the New York City Veterans Day Parade has grown to be the largest celebration of service of its kind in the country and its participants include veterans from around the world.

The UWVC has established itself as a leader in the New York City veterans community. Our footprint has expanded to the Navesink River area of New Jersey where we host our weekly Health and Wellness Program that focuses on assisting “at risk” veterans. Additionally, we have travelled across the Atlantic to act as ambassadors, creating and fostering meaningful relationships with our European allies.

We surpassed our fundraising goals and completed the year under budget in no small part due to the Chairman & CEO of the Constellations Group, the Chair of the Commander In Chief Welcoming Committee and the Co-Chairs of the Centennial NYC Veterans Day Parade Committee. Our recycling program continued to provide income in support of our activities, while helping highlight veterans issues to the public.

We would like to take this opportunity to thank our sponsors, volunteers, allies, veterans, their families, and veteran supporters for becoming a part of our extended family. We invite you to join us as we march forward into the next century.

Together Forward,

Doug McGowan
Chairman
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 including the addition of the UWVC Foundation.

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 small 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.

We continue to grow our presence through our Legacy and Education programs, including the annual NYC Veterans Day Parade and build upon our existing tens of thousands of interactions and millions of impressions.

Our Health & Wellness Program is aimed at providing deeper, more therapeutic experiences for veterans.

The United War Veterans Council has remained fiscally responsible and on target with its budget goals.
UWVC’s Equine Program evolved to include horseback riding lessons – ForeLuck Farm

Boy Scouts of America at the Red Bank Memorial Day Parade – assisted and continually supported by the UWVC

July 4th Flag Unfurling on Liberty Island

UWVC Health & Wellness Program leaders being interviewed live on parade day by WABC

UWVC invited to attend the “Trooping the Colour” at the Queen’s Birthday Celebration in England, to rally our European Allies

Vietnam Veterans led the community in retracing their own Welcome Home Parade route they originally marched in 1985
The United War Veterans Council is honored to act as custodians of the New York City Veterans Day Parade.

Organizing and producing the parade is a massive undertaking and is a year long process. We take great pride in being able to say that our core team of only 5 people are able to move 25,000 marchers up 5th Avenue each year.

This ability is a direct reflection of the hundreds of volunteers who repeatedly answer the call to honor our country’s veterans.

The New York City Veterans Day Parade received support from over 50 sponsors across a diverse range of industries.

These industries included: Financial Services, Hospitality, Construction, Professional & Business Services, IT & Communications, Real Estate and Healthcare.

In 2019 the New York Veterans Day Parade attracted:

- 400,000+ spectators
- 575,000 viewers (TV and online combined)
- 100,000 social media impressions
- Total National TV Audience reached 108,806,956
- Total local TV Audience reached 31,329,323
- Incorporated use of digital kiosks: 4,000,000 views over a 3-week campaign
The Centennial Parade highlighted Co Grand Marshals who represented generations of veterans dating back to World War II.

Hershel Woodrow "Woody" Williams (born October 2, 1923) is a retired United States Marine Corps Warrant Officer and United States Department of Veterans Affairs Veterans Service Representative who received the United States military's highest decoration for valor—the Medal of Honor—for heroism above and beyond the call of duty during the Battle of Iwo Jima in World War II.

Hiroshi H. "Hershey" Miyamura is an American retired United States Army soldier and recipient of the Medal of Honor for actions in the Korean War. While he was held as a prisoner of war, the award was classified as top secret.

Senator Bob Kerrey served in the United States Navy as a SEAL officer during the Vietnam War. He was later medically discharged from the US Navy for his combat wounds. On May 14, 1970, President Richard Nixon awarded Kerrey the Medal of Honor at the White House for his heroic actions in 1969.

Eddie Stephen Ray is one of two Marines awarded the Navy Cross for extraordinary heroism during Desert Storm. Ray was born April 25, 1954 in Los Angeles. He left economic studies and the football team at the University of Washington to enlist in the Marine Corps July 27, 1977.

Zach Iscol is a combat decorated Marine officer, Iraq veteran and entrepreneur, who served as the first officer in charge of Recruiting, Screening, Assessment, and Selection for the U.S. Marine Corps Forces - Special Operations Command. Zach founded three organizations that focus on assisting veterans including the Headstrong Project, Task and Purpose and Hire Purpose.
In 2019, our Health & Wellness Program continued to thrive and evolve, bringing holistic, therapeutic and social fitness experiences to benefit "at risk" veterans.

Our portfolio of activities included equine therapy, horseback riding, art lessons, sailing and rucking/hiking. Veteran participants also received donated meals from several local supporting restaurants.

Our accomplishments included:

- Evolving our equine program to include horseback riding lessons and riding therapy.
- Over 500 positive veteran interactions achieved, with over 3,000 since the program’s inception in 2017.
- Intergenerational Vietnam Veterans Day tribute march which traced the route of the original 1985 Vietnam Veterans Welcome Home Parade. Marchers carried 100 American flags.
- UWVC Executive Director Mark Otto joined the Steering Committee for the Samaritan Daytop Village 2019 “Where Good Lives” gala.
- Annual sailing event with Sail Ahead (Centerport Yacht Club) on Long Island, with 50 veterans joining 300 sailors for a day on the water.
- Veterans Day Honor Ruck included 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 Royal Marine Veteran Tom Knight who represented UK based veteran support organization Walking with the Wounded along with Green Beret Veteran and Founder of GORUCK, Jason McCarthy.

Our Health and Wellness Program continued to be a vital part of our direct services.

Service providers and partners for 2019 included:

- Samaritan Daytop Village
- Serenity Stables
- ForeLuck Farm
- Ani Art Academy
- Sail Ahead
- GORUCK
- Umberto’s Pizzeria
- Texas Roadhouse
- Five Guys
- Jon Bon Jovi Foundation
- Soul Kitchen
- Annin Flag
- Boot Barn
“This experience was amazing. Feels like a second chance at life!”
Adrien P.
Army Veteran, Post 9/11 Service

“Great Day! Felt good to be out of the house and doing things sober and not having any stressors or negative emotions to feel, even if for a few hours. Thank you.”
Stephen W.
Army Veteran, Post 9/11 Service

“Absolutely amazing day! Couldn’t be happier!”
Richard S.
Air Force Veteran, Post 9/11 Service

“I had a great time..... I wish that we could have spent more time in the park during the ruck march. I felt even more at peace and serene while walking through the trails along the water taking in the fresh air. .... I am service connected for PTSD. I’m honestly trying to get back to normal life without drugs and alcohol and less anxiety and depression. Days like today are a great reminder of calm and serenity in the world.”
Kyle F.
Army Veteran, Post 9/11 Service
In addition to the NYC Veterans Day Parade, we carried 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.

In 2019 our initiatives included:

- Vietnam Veterans Day - Name Reading and Wreath Laying (in parallel with the Tribute March)
- Organizing the second annual “They Turned the Tide” Fleet Week event honoring the 75th Anniversary of D-Day and Liberation (World War II).
- Assisting in restoring the first Red Bank, NJ, Memorial Day Parade in nearly 50 years. UWVC Executive Director Mark Otto served as the Grand Marshal.
- Supporting Memorial Day activities throughout New York City’s five boroughs and New Jersey.
- Representing U.S. veterans at the “Trooping the Colour” and the combined Irish Regiments Parade in London, UK.
- Implementing a pre-parade youth tribute march with over 1,100 JROTC cadets.
- Supporting of the In Their Footsteps program linking U.S. and overseas classrooms around the stories of American WWI and WWII servicemembers buried in Europe.

Our Legacy & Education efforts, including the New York City Veterans Day Parade, achieved:

- 30,000+ participants in events and activities.
- 600,000 spectators/viewers of our events and activities.
- 100,000+ directly engaged via our print and online materials.
- Over a 100 million impressions achieved via earned media coverage and outdoor display advertising.

In 2020, we will be working to expand the reach and the impact of these activities, as well as launching and supporting newly developed initiatives.
2019

FINANCIAL SUMMARY

INCOME

UNITED WAR VETERANS COUNCIL, INC

- UWVC Recycling (Proceeds from sales of donated items) $2,161,195
- Other income $2,393

TOTAL $2,164,389

UWVC FOUNDATION

- Corporate & Business Contributions $856,125
- Individual Contributions $353,145
- Grant from UWVC Inc. $145,000
- In-Kind Contributions $97,847
- Other Income $1,725

TOTAL $1,453,843

EXPENSES

UNITED WAR VETERANS COUNCIL, INC

- Program $1,051,755 (50.1%)
- Fundraising $989,247 (47.1%)
- Administration & Other $89,524 (4.1%)

TOTAL $2,099,527

UWVC FOUNDATION

- Program $847,751 (85.5%)
- Fundraising $52,062 (9.3%)
- Administration & Other $92,129 (5.2%)

TOTAL $991,942

(Pre-Audit Figures)
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 2019, the United War Veterans Council had income of $2,161,995, (entirely through our UWVC Recycling program) against expenses of $2,099,527.

The UWVC Foundation is the organization through which we carry out regular fundraising activities, and through which our programs are delivered. For 2019, the UWVC Foundation had income from a variety of sources totalling $1,453,843, with expenses totalling $991,942.

In terms of efficiency, 85.5% 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.

In 2019, the Presidential Visit to the New York City Veterans Day Parade resulted in both increased income and expenses. We are pleased to report that this occasion demonstrated our organization’s capacity to secure additional resources, as well as our ability to successfully organize and deliver an event of this size, scope and grandeur.

We continue to work to streamline our processes and expenses while executing effective programs that deliver value to our veterans and to our sponsors. We retained all of our major sponsors, and added new partners to our team of corporate and individual supporters.

For 2020, we will continue to diversify our income stream. In particular, our Health & Wellness Program and our Legacy & Education initiatives have positioned us to pursue a wider range of public and private grants.

Finally, 2020 marks the 75th Anniversary of the end of World War II, as well as the 70th Anniversary of the beginning of the Korean War, and the 30th Anniversary of Desert Shield/Desert Storm. We anticipate increased interest in our sponsorship opportunities in support of these important commemorations.
BOARD OF DIRECTORS

Doug McGowan
Chairman
U.S. Marine Corps Veteran
Afghanistan, Iraq Service, other Post 9/11

Francis Racioppi
Treasurer
U.S. Army Veteran
Global War on Terror, Iraq
East Africa

Joanie Martinez
Secretary
U.S. Army Veteran & Reservist

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U.S. Army Veteran,
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Peter Griesch
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Iraq Service

Mary Westmoreland
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U.S. Army & U.S. Coast Guard Veteran, Desert Shield/Desert Storm Service

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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
We also thank Lindsey Mullholland for her contributions to our success this year.

ADVISORY BOARD

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

Joe Bello, Citywide Veterans Director at NY City Council, U.S. Navy Veteran, Cold War

Adrienne Brammer, Director of Community Outreach, NYC Veterans Alliance

Sandy Chiriboga, Captain, Team Red White and Blue - Northern NJ

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

David O’Leary, Chairman, 2nd Infantry Battalion Association, Irish Defence Forces Veteran

Carlos Orduz, Ruck Leader, GORUCK NYC GRT

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

John Wilson, New York National Guard Veteran, Iraq Service

Betsy Montanez, Veteran Benefits Advisor

Jason Loughran, Associate Director, NYC Department of Veteran Affairs

John Eric Smith, US Marine Veteran, Vietnam Service
The UWVC and the UWVC Foundation are eternally grateful to all our 2019 sponsors and donors for their support. We are excited to continue working with these valued partners in honoring and serving our veterans.

| Anonymous Donor                          | I. Chera & Sons Foundation Inc. |
| JPMorgan Chase & Co.                     | Fiserv                           |
| Fredrick W. Smith                        | Erik Prince                      |
| Cushman & Wakefield                      | The Winifred & William O'Reilly Foundation |
| Wounded Warrior Project                  | T-Mobile                         |
| A+E Networks/HISTORY                     | Iraq and Afghanistan Veterans of America |
| AT&T                                     | Red Apple Group                  |
| Dignity Memorial                         | Verizon                          |
| Wells Fargo                              | GORUCK - Java Forever            |
| NYC Group Tours                          | Ernst & Young                    |
| Columbia University                      | NYU Langone Health               |
| Con Edison                               | UBS Financial Service            |
| Empire BlueCross BlueShield              | U-Haul International             |
| - an Anthem Company                      | Veterans Advantage               |
| KPMG LLP                                 | City University of New York (CUNY) |
| American Legion                          | The Hartford & Willis Towers Watson |
| Bill & Marguerite Nelson                 | Turner Construction              |
| Comcast NBCUniversal                     | Vietnam Veterans of America Inc. - Chapter 126 |
| Fidelity Charitable                      | Sima                             |
| St. John’s University                    | Roadway Moving - Veteran Movers NYC |
| Evolve 360 Productions Inc.              | Vietnam Veterans of America Inc. - Chapter 72 |
| Fascaro                                  | Visiting Nurse Service of NY     |
| United Military Veterans of Kings County Inc. | SempRide LLC                   |
| American Airlines VERG                   | United Federation of Teachers    |
| Novartis                                 | Liberty Coca Cola                |
| RBC Capital Markets                      | Soccer Tavern                    |
| Carlo’s Bakery                           | Starbucks                        |
| KIND                                     | ESPN                             |
| Siemens Medical Solutions USA            | Christina Zemenides              |

Without their support our programs and initiatives would not be possible.

Together Forward.