



Children *of* Fallen Patriots Foundation

ENSURING A COLLEGE EDUCATION FOR THOSE THEY LEFT BEHIND



2012 Annual Report

HAPPINESS IS THE FRUIT OF FREEDOM,
FREEDOM, THE PRICELESS GIFT OF VALOR.

— Pericles, 432 BC

Agenda

- **Why does CFPF exist?**
- What is the need?
- What has CFPF accomplished so far?
- Future vision
- CFPF team



History

THERE IS A PERSISTENT NEED FOR CFPF

- Bridging the gap between sources of grants and scholarships and the total cost of college
- Covering all branches of the armed forces
- \$4.4 million in grants to 298 students since inception
 - 1,826 children enrolled
 - Another 2,213 non-enrolled
- **Key Findings:**
 - Families accept only what they need
 - Government funding leaves a gap and is cumbersome to access
 - Hard for children to find all the available help
 - Hard to find the children; many are slipping between the cracks
 - Average gap per student is ~\$30,000 for four years of college

CFPF ROLE: FILL IN THE GAPS IN THE SYSTEM

Post-secondary institutions attended by CFPF children:

THE UNIVERSITY OF ALABAMA



FLORIDA CHRISTIAN COLLEGE

Strong in the Scriptures

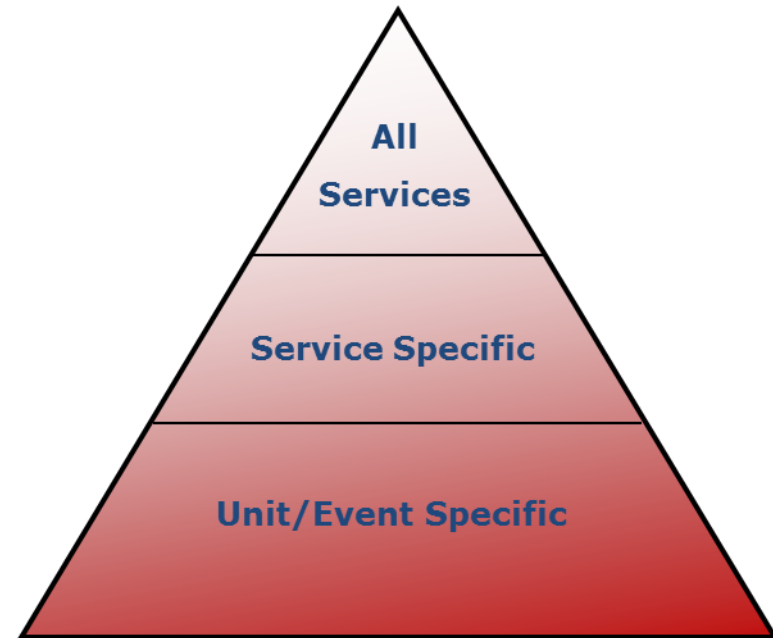


CFPF Role

CFPF IS UNIQUELY FOCUSED

- **Hundreds of groups with similar missions**
 - Yet each group tends to focus on one slice of the pie
 - And many are involved in other activities beyond scholarships
 - *Fragmented sources of capital*
- **Locating the children is the huge inefficiency in this market**
 - No other group consistently finds the same children as CFPF
 - The CFPF database is one of, if not the, largest in the “industry”
 - *Fragmented “customer base”*
- **Marines and Special Forces are fully covered**
- **However, largest casualty pool (Army, Navy and Air Force) is underserved**
 - CFPF covers all branches of the armed forces

Sister Organizations



OUR RELENTLESS FOCUS– FIND ALL THE CHILDREN



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What is the Need?

HUGE NEED FOR FUNDING; DIFFICULT TO FIND CHILDREN

FUNDING

- **Over 6,000 fatalities in the Global War on Terror**
 - Over 4,000 children left behind
- **Additionally, ~500 on-duty fatalities each year**
 - Over 15,000 children left behind over the last 25 years
- **Over 1,000 sources of grants and scholarships**
 - However, no central database of help for children
 - Process confusing and burdensome for children
 - Help available in small increments
 - Government programs don't cover full cost
- **CFPF proven ~\$30,000 gap between funding and total college costs per child**

OVER \$200 M NEED

TRACKING

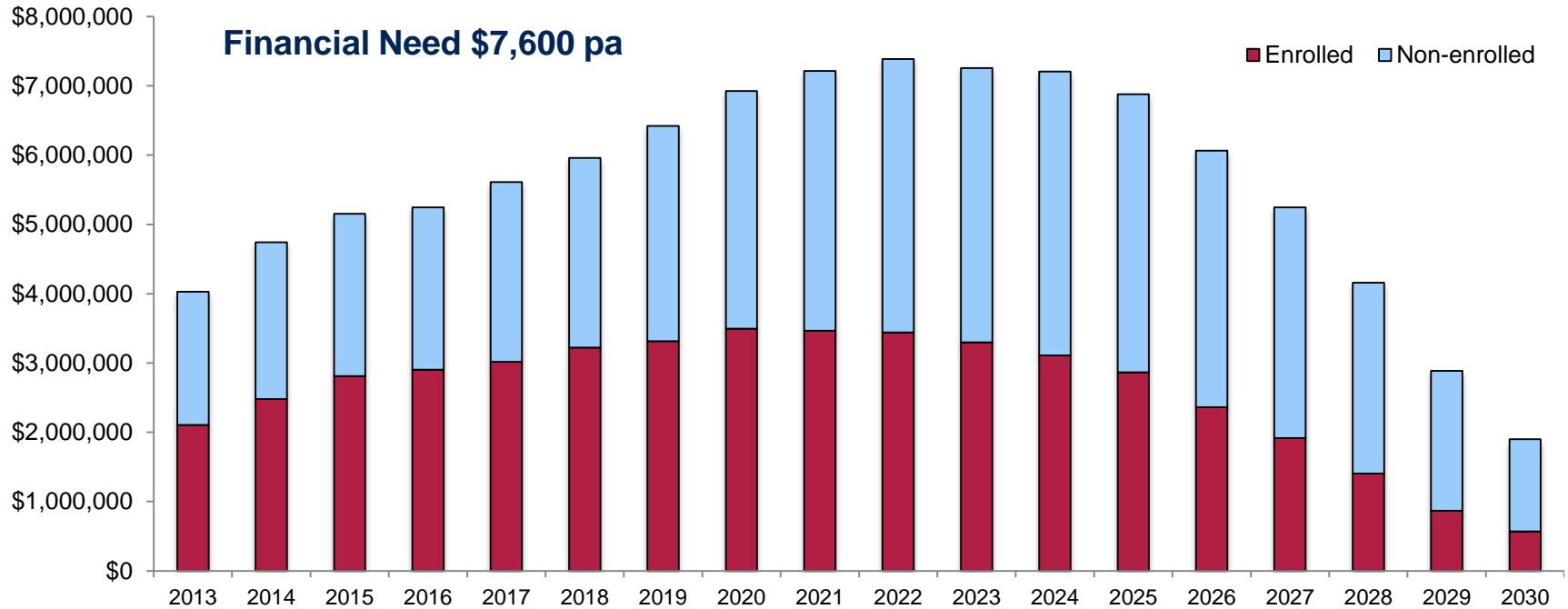
- **No central, updated database of children**
- **Privacy act protects the families, yet inhibits contact**
- **DoD maintains list of combat casualties**
- **But, only physical addresses provided**
 - *NOT* email or phone
- **Only half of families respond to CFPF enrollment mailings**
 - Busy rebuilding; move away
- **No organized way to find training fatalities**
 - But these are the bulk of our Fallen Patriots

ENROLLED ~ 10% OF ELIGIBLE CHILDREN



Program Update

PROJECTED IMMEDIATE USE GRANTS BY YEAR



- **Average need is ~\$30,000 per student for 4 years of college**
- **Enrolled children: 1,528 – about 10% of the target universe**
- **Another 298 have received grants**
- **Non-enrolled children – 2,213**
- **Total need is \$107 m: \$50 m for enrolled students and \$57 m for non-enrolled**



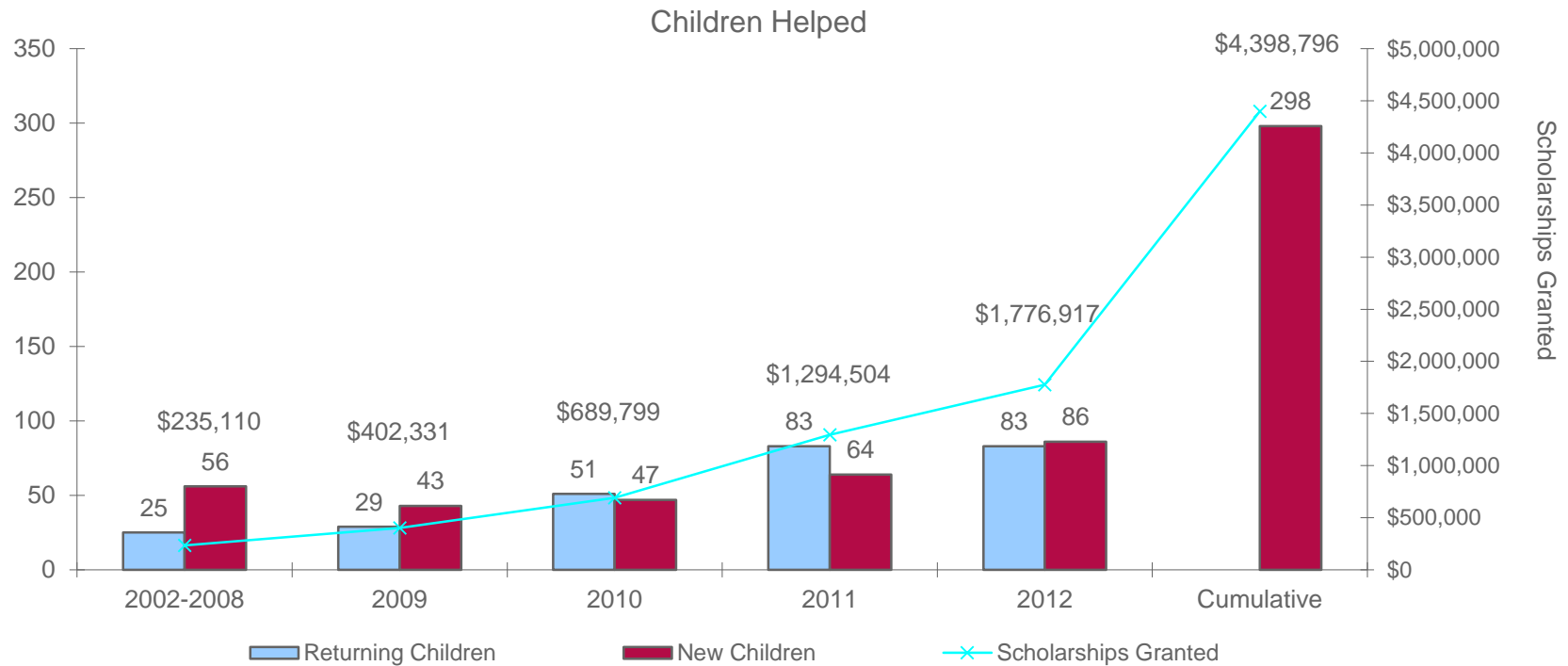
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Program Update

SOLID GROWTH IN SCHOLARSHIPS



- **Budgeting 2013 grants at \$2.4 m**
- **169 students assisted in 2012 versus 147 in 2011**
- **\$4.4 m granted to 298 students since inception**
- **70 students have graduated; average GPA 3.3**
- **~200 students currently in school; average GPA 2.8**



2012 Financial Information

- **2012 revenues were \$2,222,811 vs. \$1,854,824 in 2011**
 - 2012 Greenwich event raised ~\$1.8 m; this was supplemented by extensive grassroots fundraising around the country
 - 2012 Atlanta event raised ~\$325 k
- **2012 program expenses (scholarships) were \$1,776,917 vs. \$1,347,319 in 2011**
 - Served 169 students in 2012 vs. 147 in 2011
 - Cumulative grants since inception are \$4.4 m
- **2012 management and general expenses were \$97,446 vs. \$77,405 in 2011**
 - Small increase vs. dramatic increase in scholarships show the efficiency and scalability of the operating platform
- **2012 fundraising expenses were \$283,461 in 2012 vs. \$223,713 in 2011**
 - Low ratios demonstrate efficiency and cost discipline
- **CFPF board donations were \$267,331 in 2012 and \$246,691 in 2011**
 - 2011 + 2012 board donations more than cover all operating expenses
- **2012 end of year Net Assets were \$1,231,095. We ended with cash of \$1,127,049 and another \$44,137 in contributions receivable**
 - Strong financial position going into 2013



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Future Vision

- **Heightened national awareness**
 - *The American people love our troops!*
- **Touch all fatalities from combat and training over last 25 years**
 - Across all branches of the armed forces
 - Increased dialogue with the Department of Defense
- **Expand scope of educational benefits**
 - Severely wounded
 - 40,000+ wounded from Iraq and Afghanistan
- **Expand scope of educational counseling**
 - Case worker approach to planning for college and finding aid
- **Expand fundraising**
 - Major donor campaign
 - Events across the country; viral fundraising
 - Online

WE WILL SUPPORT *EVERY* CHILD OF OUR FALLEN PATRIOTS



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Board of Advisors



Hollister K. Petraeus

Military Spouse & Daughter

Holly is a government employee and the former Director of BBB Military Line®. She has extensive experience as a volunteer leader in military family programs where she has received numerous awards.



COL (R) Jack H. Jacobs

Medal of Honor Recipient, MSNBC Commentator

Jack entered the U.S. Army in 1966, is a Vietnam veteran and retired as a Colonel in 1987. He was formerly a Managing Director at Bankers Trust and is currently an on-camera and political analyst for NBC.



Clifford H. Asness

Managing & Founding Principal, AQR Capital Management

Cliff is a co-founder of AQR. He was previously a Managing Director and Director of Quantitative Research for the Asset Management division of Goldman Sachs & Company.



Christopher Crane

Board Member

Chris is a Senior Vice-President in the Global Wealth and Investment Management division of Bank of America. He is a graduate of West Point and a former Army engineer officer.



Terry Lamantia

Treasurer & Board Member

Terry is a partner at KPMG and has been providing tax advisory, accounting and compliance services to the world's largest financial institutions for the past 23 years. Terry also sets strategic priorities for KPMG's significant financial services clients.



Thomas M. McGann

President and CEO, Spyder Active Sports

Tom joined Spyder, the leading premium ski apparel and active lifestyle apparel brand, and proud sponsor of the US Ski Team, in 2009. Tom is the proud father of a Marine who recently completed a combat tour in Afghanistan.



Board of Advisors



John Melia

Founder, Wounded Warrior Project

John is a wounded veteran, entrepreneur, and a non-profit consultant. He earned a Bachelor of Science degree from the University of the State of New York and completed the Business Executive Program for Non-Profit Leaders at Stanford Graduate School in 2007.



Paul Morton

Managing Director, Barclays Wealth Americas

Paul is the head of Capital Markets, Operating Platforms and Business Development, Americas. Prior to Barclays, he was the COO for the Global Investment & Insurance Solutions group at Bank of America Merrill Lynch. Paul is a graduate of West Point and former Army infantry officer.



Paul F. Murphy

Partner, Sentinel Capital Partners

Paul Murphy, Partner, joined Sentinel in 2000. Over the past decade, he has established himself as a successful lower middle market private equity investor. Paul is a graduate of West Point and a former Army artillery officer.



Dick Pace

Director of Strategic Consulting Maritz, Inc.

Dick is a Director of Strategic Consulting at Maritz. He previously spent 11 years as the Managing Director of the Research and Consulting Group of Abt Associates. Dick is a former Army Green Beret.



Lorin Radtke

Managing Director, Goldman Sachs & Company

Lorin is a partner at Goldman Sachs & Co., and head of the FICC Americas Structured Product Sales team. Lorin earned a BBA from the University of Wisconsin-Milwaukee in 1990 and an MBA from the University of Chicago.



Board of Advisors



Professor Henry P. Reiling

Board Member

Professor Reiling is the Baker Foundation Professor and Eli Goldston Professor of Business Administration, Emeritus at the Harvard Business School. He co-founded a successful financial services company and has been a director or advisor board member of over a dozen organizations both for profit (publicly traded and privately owned) and not-for-profit.



Dan Rice

President, Sundial Capital Partners

Dan is President of Sundial which is a renewable energy company. He is a graduate of West Point and is an Iraq veteran where he received the Purple Heart. Dan has done considerable philanthropic work for veterans and national security causes.



Bill Sullivan

Brighton Partners, LLC

Bill Sullivan has spent the past 5 years as a healthcare partner at Apax Partners. Bill has over 25 years of experience as both an operator and investor in the healthcare services sector.



Rob Sweeney

Managing Director, Goldman Sachs & Company

Rob is a Partner at Goldman, Sachs & Co., and head of the firm's investment banking coverage of retail clients. Prior to his current role, Rob led the firm's Equity Capital Markets business for consumer and retail companies. He is also a former Naval officer.



Claudius (Bud) E. Watts IV

Managing Director, The Carlyle Group

Bud is a Managing Director and Head of the Technology Buyout Group. He is a graduate of the Citadel and is a former Air Force fighter pilot where he was qualified as an instructor pilot in both the F-16 and A-10 aircraft.



Operating Team



David Y. Kim

President & Co-Founder

David is the co-head of Investor Relations at Apax Partners, a global private equity firm with \$42 bn in assets under management. He is a graduate of West Point and a former Army artillery officer.



Major (ret) Gregory Frey

Executive Director

Greg is a retired Army officer with 26 years of service as a Sentinel at the Tomb of the Unknown Soldier, Special Forces medic, Infantry officer with company commands in Afghanistan and Iraq, and assistant professor in the Social Sciences Department at West Point. He holds a Master in Public Affairs degree from Princeton University's Woodrow Wilson School of Public & International Affairs.



Cynthia Kim

Programs Director & Co-Founder

Cynthia is the volunteer Programs Director and manages the CFPF staff and oversees the process of enrolling eligible families and distributing grants. Cynthia has a Liberal Arts degree from Hollins College.



Tabitha Bonilla

Programs Manager

Tabitha was one of the first recipients of Children of Fallen Patriots Foundation. She graduated from Campbell University in December 2008 with a Bachelor of Business Administration. After 21 years of military service, her father was killed in Iraq in 2004 and 11 months later her husband was also killed there.



Cea Fong

Development Manager

Cea graduated from the University of Connecticut in 2006 with a degree in Sociology. She has been with CFPF since November 2010. She manages the webpage, assists in event organization, and works closely with donors.

