



VETERANS'
TRANSATLANTIC
PARTNERSHIP

The Endeavour Club

Serving Those Who Have Served Us

The Veterans Trans-Atlantic Partnership (VTAP)

Walking With The Wounded is a UK charity which supports physically, mentally or 'socially' injured veterans in overcoming the hindrances preventing them from integrating back into society, leading independent lives and holding down a fulfilling job that makes the most of the unique skills gained through first-class military training. Our programmes give them access to mental health therapy, support them in their journey out of homelessness and guide marginalised veterans into education and training.

Our ethos of working in collaboration does not just extend to the UK. We share Prince Harry's vision that as allies we fight together, and so should recover together. It is a vision which has been demonstrated through both Invictus and our expeditions to the South Pole and more recently via our Walk of Britain expedition in 2015 both of which included UK and US servicemen and women.

VTAP is focussed on developing this further by building a network of partners to fund veterans projects both in the US and UK, and by working as 'Allies' to share knowledge to improve the care we can deliver to our veterans in the future. Initially we will focus on three core areas of support for veterans - homelessness, employment and mental health with 50% of the funds we generate staying in the US and 50% supporting our existing programmes in the UK. Key to the success and long-term sustainability of VTAP is to work with partners to address strategic issues faced by veterans.

Ed Parker
Co-Founder, VTAP

Supporting 'at risk' veterans

WWTW has created a strategic partnership with the Bob Woodruff Foundation (BWF) as the principal US partner. Using BWF's network and due diligence we have identified key service delivery partners in the US which we will be initially supporting. In the future we aim to increase the number of programs in order to broaden the support VTAP is providing, both in the US and UK. Our initial service delivery partners include:

- ▶ **Volunteers of America Los Angeles** - VOALA addresses a myriad of issues including homelessness, unemployment, and lack of education to support Veterans and their families overcome the barriers that stand between them and a stable, secure life.
- ▶ **The Headstrong Project** - VTAP will be supporting The Headstrong Project roll out their mental healthcare service provision nationally for veterans.
- ▶ **Blue Star Families** - Supporting care givers through career development and providing solutions to the challenges facing today's military families.



4 What is The Endeavour Club?

The Endeavour Club sits at the heart of our philosophy, and is a group of individuals and organisations with a common purpose - to support and serve those servicemen and women who have given so much through their service to us. There is no minimum time obligation and the charity remains grateful for any support Members are able to offer. In the short-term, direct financial support funds the programmes that enable our wounded to regain their independence. In the longer term Endeavour Club Members can leave a legacy of meaningful change and progress through thought leadership, influence and a commitment to ensure the sector remains fit for purpose in the years ahead.

The Endeavour Club's calendar of unique events enables Members to meet our beneficiaries and to realise their support with like-minded people in a discreet and relaxed environment. Members can choose to be involved or opt for a private meeting to discuss their involvement with our Director of Fundraising Andrew Cook.

As well as helping to fund our important work, our hope is that The Endeavour Club will ensure that if or when there is another conflict, the support our servicemen and women receive is less fragmented than it is today and that the journey back to civilian life for these remarkable people, who give so much, is transparent and effective.

By harnessing the influence of The Endeavour Club Members, The Veterans Trans-Atlantic Partnership aims to advocate for our wounded across a number of areas:

The Corporate World

As well as highlighting the strengths and skills that first-class military training and service brings to the corporate world, it is vital to be realistic about what companies need to do to prepare such individuals to be 'work ready' to enable them to maximise their potential.

We also want The Endeavour Club to challenge corporates' CSR strategies, ensuring shareholders and Boards are not just undertaking a box-ticking process.

Politics

While we acknowledge that we are not a lobbying organisation, and nor do we aspire to be, we do have unique insight into issues facing vulnerable veterans which we have a responsibility to act on. Those Endeavour Club Members who have a voice which is heard within Washington can shape real and lasting

change. There are structural issues, such as the transfer of skills gained with the military, the identification of veterans post service and the stigma surrounding mental health, which must be addressed by Government. The Endeavour Club presents a pathway to ensure the accountability of those we elect is tested.

The Military Charity Sector

The Veterans Trans-Atlantic Partnership's success on behalf of our beneficiaries is based largely on our commitment to collaborate with others within the military charity sector and beyond. We have been pioneers for improved alliances and continue to promote collaboration within the sector to deliver more efficacy, a greater impact, significant cost

savings and ultimately more veterans getting life-changing support. Members who can exert influence across the wider military charity sector to promote collaboration will support our aims of achieving significant cost savings, delivering more positive and sustainable outcomes for 'at risk' veterans and will create a lasting and meaningful legacy.

6 Delivering a sustainable legacy

Seed funding: We can only remain effective and relevant by continuing to drive change within the sector focussing on a more collaborative approach, sharing knowledge, improving best practice and driving strategic partnerships further afield to ensure we are able to better serve those who have served us. Having successfully secured seed funding to cover two years operating costs, 100% of all revenue raised under VTAP during 2018 can be distributed to service delivery partners for the benefit of 'at risk' veterans in the US & UK.

Phase 2: As of January 2018 we have embarked on phase 2 - Impact Phase - of our strategy which includes launching The Endeavour Club and growing our network of supporters to deliver \$1m of income during the centenary year of WW1 commemorations.

Phase 3: Post 2018, our long-term ambition is to generate \$5m+ per annum allowing us to increase the number of delivery partners in the US and support more 'at risk' veterans, develop further the 'knowledge bridge' between allies focussing on funding joint research initiatives and effecting secondments between care-givers for work experience in partner countries.

“

On behalf of my colleagues, our Trustees and most importantly our future beneficiaries, on both sides of The Atlantic, thank you for taking the time to consider this opportunity and for your support going forward.

”

The 'Ask'

With this in mind we would welcome a minimum donation of \$10,000 to become a member of The Endeavour Club and partner with us to support our veteran community and deliver Prince Harry's vision.

If requested, donations can be 'designated' for one of our core programs - mental health, homelessness, education & training or 'unrestricted' and therefore available to be distributed as per the funding requirements of our service delivery partners.



“

“The vision behind Walking With The Wounded recognizes the unquenchable spirit and drive of these young people. It aims to harness their determination and energy, whilst adjusting their mind-set to face the numerous challenges that lie ahead. The adventures exemplify the tenacity and remarkable courage of those who serve in uniform.”

”

8 Investing into The Endeavour Club - Membership Benefits

Individual Membership:

Supporter \$10,000

- ▶ Attend The Walk of America Expedition Launch on 11th April 2018 in London
 - ▶ Invitation to annual VTAP drinks reception in New York
 - ▶ Invitation to L.A. Walk of America Expedition launch event in June 2018
-

Partner \$20,000

- ▶ 'Supporter' benefits
 - ▶ Walk with the team during The Walk of America
 - ▶ Invitation to all key VTAP events
-

Ambassador \$50,000

- ▶ 'Partner' benefits
- ▶ Highlighted on website and all marketing materials as Ambassador
- ▶ Private dinner with expedition team and VTAP Founder

Corporate Membership:

For organisations seeking a platform to support the veteran community, engage their stakeholders both internal and external, gain a positive return against their CSR strategy and position themselves in the public eye as an organisation that believes in doing well by doing good, we have three tiers of support.

Silver \$25,000

- ▶ Use of VTAP logo
 - ▶ Social media PR promoting support
 - ▶ Corporate speaking engagement from beneficiaries and/or Walk of America & South Pole US expedition team members
 - ▶ Invitation to annual VTAP drinks reception
-

Gold \$50,000

- ▶ 'Silver' benefits
 - ▶ 'VTAP Partner' branding on VTAP website supporters page
 - ▶ Joint PR & marketing support for partnership
 - ▶ Access to Co-Founder for speaking engagement / panel debates
-

Platinum \$100,000

- ▶ 'Gold' benefits
- ▶ 'VTAP Principle Partner' branding on VTAP website homepage with link to corporate homepage
- ▶ Branding at all VTAP events
- ▶ Access to video material for corporate website
- ▶ Access to celebrity Ambassadors (this does not include HRH Prince Harry)
- ▶ Sponsorship opportunities on Walking With The Wounded / VTAP Expeditions

The Walk of America

As part of our strategy to develop The Veterans Transatlantic Partnership; and with Prince Harry as our Patron, we will be undertaking The Walk of America. The expedition will take place between June and September 2018 and comprise of six wounded veterans (three US and three UK) walking 1,200 miles in 14 weeks from the west to east coast.

The walk will create a platform to tell the stories of our wounded and their individual journeys from injury to the present day and more specifically provides a platform to engage in a wider conversation around mental health. Crucially the expedition also gives us the ability to fundraise against a poignant background of the centenary commemorations of WW1, a conflict which saw British and American soldiers fighting so valiantly side by side.

It is important to highlight that our expeditions are not funded by the charity income we generate, they are funded by corporate sponsorship partners, organisations seeking a platform to support the veteran community, engage with both internal and external stakeholders, gain a positive return against their CSR strategy and position themselves in the public eye as an organisation that believes in doing well by doing good.

The Route

Week	Date	From	To
Southern Route			
1	02/06/18 - 10/06/18	Los Angeles	San Diego
2	11/06/18 - 17/06/18	San Antonio	Dallas
3	18/06/18 - 24/06/18	Dallas	Houston
4	25/06/18 - 01/07/18	Houston	New Orleans
5	<i>Rest Week (02 - 08 July)</i>		
Northern Route			
6	09/07/18 - 15/07/18	Grand Canyon	Jackson Hole
7	16/07/18 - 22/07/18	Denver	Colorado Springs
8	23/07/18 - 29/07/18	Kansas City	Chicago
9	30/07/18 - 05/08/18	Nashville	Jacksonville (FL)
10	<i>Rest Week (06 - 12 August)</i>		
Eastern Route			
11	13/08/18 - 19/08/18	Charleston	Fayetteville
12	20/08/18 - 26/08/18	Fayetteville	Norfolk
13	27/08/18 - 02/09/18	Cincinnati	Washington
14	03/09/18 - 08/09/18	Baltimore	New York

12 Expedition Supporter Benefits

Friend of The Walk of America

US\$50,000

- ▶ Name on the Walk of America website acknowledging support
- ▶ Ownership of a key city which the Walk of America team will be visiting allowing:
 - Have your name on the route as the 'city' supporter
 - Invite 3 guests to join the walk for a day and attend dinner with the expedition team

Ambassador of The Walk of America

US\$100,000

- ▶ Join us at the Official Launch of The Walk of America on April 11th in London
- ▶ Join the team in New York City for the last day of the Walk of America, finishing at the 9/11 Memorial
- ▶ Name on the Walk of America website acknowledging support
- ▶ Ownership of a State which the Walk of America team will be visiting allowing:
 - Have your name on the route as the 'city' supporter
 - Invite 3 guests to join the walk for a day and attend dinner with the expedition team

Patron of The Walk of America

US\$250,000

- ▶ Life-time Ambassador of The Veterans Trans-Atlantic Partnership
- ▶ Host any event on the walk, join the team with guests at any stage during the walk
- ▶ Join us at the Official Launch of The Walk of America on April 11th in London
- ▶ Join the team in New York City for the last day of the Walk of America, finishing at the 9/11 Memorial
- ▶ Name on the Walk of America website acknowledging support
- ▶ Ownership of a State which the Walk of America team will be visiting allowing:
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14 Trans-Atlantic support: Delivering sustainable outcomes

Supporting US beneficiaries



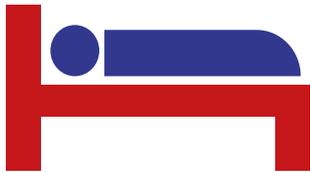
**2.8 million
deployed**

More than **2.8 million** U.S. service members have been deployed to Afghanistan and Iraq since Sept. 11, 2001.



1-in-5 suffer

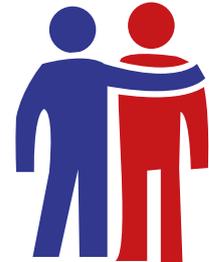
One-in-five suffers from hidden wounds like Post-Traumatic Stress or Depression.



According to the U.S. Department of Housing and Urban Development, more than 39,000 veterans are homeless on any given night.

**1.1 million
caregivers**

It is estimated that there are at least 1.1 million individuals providing care for injured post-9/11 service members and veterans.



Our Beneficiaries

Supporting UK beneficiaries

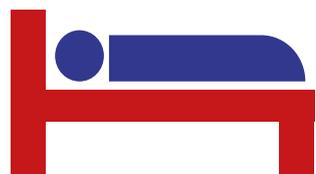
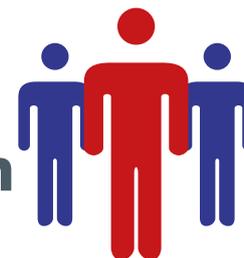
50%

Nearly 50% of veterans supported by our Criminal Justice Programme reported mental health issues



Veterans within the Criminal Justice System cost the taxpayer approximately £600 million a year

£600 million



Compared with the general homeless population, ex-service personnel are more likely to sleep rough and be homeless for longer
(Centre for Housing Policy, 2014)

Prevalence of common mental health conditions in men aged 18-44 from the military cohort was twice as high as for working men of the same age in the general population

(Goodwin et Al, 2015)

x2



23%

23% of veterans have no formal educational qualifications

(RBL Household Survey Report, 2014)



The Endeavour Club

For more information on what we do and to express an interest in becoming a member of The Endeavour Club, please contact our Director of Fundraising Andrew Cook.

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WALKING WITH THE WOUNDED

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Walking With The Wounded is registered as a charity in England and Wales, number 1153497 and in Scotland, number SC047760
WWTW has 501c3 status through CAF America. | CLG Charity Number: 8612989 | Registered Office: Stody Hall Barns, Stody, Melton Constable, Norfolk, NR24 2ED