



ANNUAL REPORT

2020

A Century of Service to Veterans

MISSION STATEMENT



We are dedicated to a single purpose: empowering veterans to lead high-quality lives with respect and dignity. We accomplish this by ensuring that veterans and their families can access the full range of benefits available to them, fighting for the interests of America's injured heroes on Capitol Hill, and educating the public about the great sacrifices and needs of veterans transitioning back to civilian life.

This mission is carried forward by:

- ▶ Providing free, professional assistance to veterans and their families in obtaining benefits and services earned through military service and provided by the Department of Veterans Affairs and other agencies of government.
- ▶ Providing outreach concerning its program services to the American people generally and to disabled veterans and their families specifically.
- ▶ Representing the interests of disabled veterans, their families, their widowed spouses and their orphans before Congress, the White House and the judicial branch, as well as state and local government.
- ▶ Extending the DAV's mission of hope into the communities where these veterans and their families live through a network of state-level departments and local chapters.
- ▶ Providing a structure through which disabled veterans can express their compassion for their fellow veterans through a variety of volunteer programs.

J. Marc Burgess

National Adjutant and Chief Executive Officer

Barry A. Jesinoski

National Headquarters Executive Director,
Chief Financial Officer and Chief Operating Officer

Edward R. Reese, Jr.

Washington Headquarters Executive Director

Anita F. Blum

Comptroller

Daniel J. Clare

Chief Communications and Outreach Officer

Rob Lewis

National Communications Director

Ashleigh Byrnes

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A MESSAGE FROM OUR LEADERSHIP

Dear Friends of DAV,

As we move forward into 2021 and beyond, it will be nearly impossible to look back on 2020 and not think about the frustrations and heartache so many of us felt and the many sacrifices we made to help slow the spread of the coronavirus to keep our communities safe. Simply put, all of our lives were turned upside down in so many ways.

However, as you flip through the pages of this report, we hope you will take a great deal of pride in all of the good that you helped us achieve in the lives of so many deserving veterans and their families when they needed it the most.

While so many among us felt the financial strain of the pandemic, you recognized the critical lifeline of support your contributions make for veterans nationwide. With your help, DAV established a COVID-19 Unemployment Relief Fund in April 2020 to provide financial aid to service-connected disabled veterans who had lost employment or small-business income due to the outbreak. Since the creation of the fund, DAV has dispersed over \$2 million to veterans in need.

When Dawnelle Boles, a service-connected disabled Navy veteran and single mother, suddenly lost her income due to the pandemic, DAV's COVID-19 Unemployment Relief Fund provided critical assistance when she needed it the most, enabling her to feed her family and purchase basic necessities.

Air Force veteran Amber Frymark watched as income from her small business slowed during the pandemic. Meanwhile, business insurance, storage fees and administrative costs remained unchanged.

"The DAV relief fund enabled me to pay some of my disabled veteran small business bills," Amber told us. "DAV's faith in me has empowered me to empower other veterans."

DAV was able to maintain traditional services as well. DAV benefits advocates ensured DAV-represented veterans received more than \$23 billion in earned benefits last year. They interviewed almost 250,000 veterans and their families and filed nearly 140,000 new claims.

Through the challenges of 2020, it became even more important for veterans to have safe and reliable transportation to get to and from Department of Veterans Affairs medical appointments. Despite the obvious challenges—and while adhering to social distancing protocols—our volunteer drivers logged more than 9 million miles last year, ensuring more than 240,000 veterans could access the lifesaving care they've earned.

In 2020, DAV's employment department quickly transitioned to holding virtual events in order to meet the need of veterans and their spouses during the outbreak. From June 2014 through December 2020, we hosted 699 traditional and virtual career fairs resulting in the extension of 151,477 job offers to the 239,611 active-duty service members, Guard and Reserve personnel, veterans and their spouses who attended.

Furthermore, DAV continued to be a leading voice on Capitol Hill, amplifying the voice of veterans on key legislative issues. As we move forward with the 117th Congress, we will call to improve care for women veterans, help veterans exposed to burn pits and ensure a sufficiently funded VA.

We recognize how important it is for you to see how your contributions help veterans, their families and survivors. We are confident this annual report shows both sound fiscal management and a clear focus on ensuring the investment donors make in our mission is efficiently dedicated toward direct services to veterans.

What all of us have achieved during the past year and throughout our 100-year history is extremely important, but our mission is not complete. Thank you for all you have done, and we sincerely hope you continue to assist us as we empower more veterans to achieve their personal victories.



J. Marc Burgess

J. Marc Burgess

National Adjutant
Chief Executive Officer



Stephen Whitehead

Stephen "Butch" Whitehead

National Commander



Dennis R. Nixon

Dennis R. Nixon

Chair, Board of Directors

SERVICE PROGRAM



1944 | The first national service officers are trained at American University in Washington, D.C., providing a new generation of disabled veterans the knowledge and expertise they need to represent their fellow veterans returning from World War II.

Keeping our promise to America's veterans, their families and survivors is accomplished through service. Always at the heart of what we do, the largest endeavor in DAV's mission is our National Service Program. In more than 100 offices throughout the United States and in Puerto Rico, we employ a corps of national and transition service officers who counsel and represent veterans, their families and survivors with claims for benefits from the Department of Veterans Affairs, Department of Defense and other government agencies.

Since being chartered by Congress in 1932, DAV has submitted over 11.8 million claims for benefits. With outlays of \$40.8 million in 2020, these direct services make up a large component of the budget for program activities. In 2020, DAV's professional veterans advocates—all wartime injured or ill veterans—filed nearly 140,000 new claims, which included claims for nearly 380,000 specific injuries or illnesses, with the Veterans Benefits Administration and obtained more than \$23 billion in benefits for veterans and their families. Veterans do not have to be members to take advantage of our free assistance.

Service officers function as attorneys-in-fact, assisting veterans, their families and survivors in filing claims for VA disability compensation, rehabilitation and education programs, pensions, death benefits, and employment and training programs. They provide free services, such as counseling and community outreach activities through the Information Seminar Program, in order to educate and inform veterans on the benefits they have earned through service. They also advise veterans and active-duty military personnel in regard to the

Transition Assistance Program.

Training programs

DAV's national benefits advocates train throughout their careers to stay current with the changes in laws and regulations affecting veterans benefits. The Interactive Training, Research, Advocacy and Knowledge system, known as iTRAK, has made the institutional knowledge of DAV's National Service Officer Program accessible nationwide. This system revolutionizes how DAV serves veterans, trains service officers, and researches and collaborates to represent veterans in their claims for benefits.

This ongoing training ensures that all DAV national service officers are at the forefront of veterans advocacy and that the most rigorous professional standards are maintained. National service officers are educated professionals and skilled experts in developing and prosecuting veterans' claims through in-depth reviews of medical histories along with current laws and regulations. Additionally,

they review rating board decisions and inform veterans and their families of the appeals process and of their appellate rights. DAV equips service officers with state-of-the-art computer resources to keep their cutting-edge advocacy skills up to date.

The extensive preparation required for these crucial services begins with a 16-month, on-the-job training program. This interactive, self-directed training program provides the foundation for apprentices to become effective advocates. Apprentices are instructed and mentored by tenured supervisors.

DAV is the only veterans service organization to have a training program certified for college credit by the American Council on Education in Health Law and Ethics, Healthcare Systems, Anatomy and Physiology, Pathophysiology, Medical Terminology and Introduction to Public Policy, Topics in Public Administration, and Administrative Law.

In addition to these training programs, supervisory staff and

More than
1.1 MILLION
VETERANS

TRUST **DAV**

with their
POWER OF
ATTORNEY

to represent them
for **benefits claims**

and received
more than
\$23 BILLION
IN EARNED
BENEFITS
IN 2020

The infographic features a dark grey background with a light grey silhouette of a family (a man, a woman, and a child in a wheelchair) on the right side. The text is arranged in a structured, blocky layout with varying font sizes and weights to emphasize key statistics.



While serving as the secretary of Veterans Affairs, former Washington Headquarters Executive Director Jesse Brown taught the first national service officer training academy at the University of Colorado Denver in 1994. “No one has ever been placed at the helm of the VA who knew more about the programs he was asked to manage than Jesse Brown,” said former National Adjutant Art Wilson. “And no one has ever brought to the job a greater sense of compassion for the men and women who have served in our armed forces.”

selected veteran advocates from field offices across the country receive specialized instruction in management and leadership development. Our goal is to continue producing the most highly trained representatives possible to best serve veterans and their families.

National appeals office

The Board of Veterans’ Appeals (BVA) is the highest appellate-level court within the VA and is responsible for the final decision concerning veterans benefits. More

than 96% of the claims before the BVA involve disability compensation issues. Our highly skilled national appeals officers serve appellants in the preparation of written briefs for BVA review and conduct formal hearings before veterans law judges. DAV’s efforts have resulted in approximately 77% of decisions being overturned or cases being remanded to the regional office for additional development and readjudication. We maintain the largest staff of any advocacy group and represented 19.5% of all cases decided by the BVA in 2020.

Judicial appeals

DAV continues its pro bono representation program for veterans seeking review in the United States Court of Appeals for Veterans Claims. DAV currently works with two law firms that specialize in representing veterans issues at the court. In fiscal year 2020, the BVA acted on more than 16,400 cases involving DAV clients. These cases were reviewed to identify those in which a veteran’s claim was improperly denied. The relationship between DAV and these private law firms has resulted in over 1,200 cases previously denied by the BVA being appealed to the court at no cost to the veterans. These dedicated legal partners have enabled this program to grow exponentially over the past few years.

Transition assistance

DAV continues to provide direct on-site assistance to injured and ill active-duty military personnel through our Transition Service Program, currently in its 19th year. This program provides benefits counseling and assistance to separating service members seeking

Disability compensation

issues make up more than

96%

of claims before the

Board of Veterans’ Appeals



77%

of decisions have been **overturned** or cases **remanded** to regional office **due to DAV’s efforts**

19.5%

of cases decided by **BVA** were represented by **DAV**

to file initial claims for benefits administered through the VA.

Our transition service officers are trained specifically to educate transitioning veterans, review military service treatment records and initiate claims activities at nearly 100 military installations within the continental United States and Hawaii. In 2020, DAV conducted over 300 briefings to separating service members, reaching over 10,000 total participants in those sessions. They also counseled over 21,000 separating service members, reviewed more than 19,000 military service treatment records and presented almost 17,000 VA benefits applications.

DAV remains committed to advocating for transitioning service members to ensure all are better informed about the benefits they have earned as a result of their military service. It is through this program DAV is able to advise service members of their benefits and ensure that they know about the free services DAV is able to provide during every stage of the claims and appeals process.

Grassroots benefits advocacy

National DAV benefits advocates have the cooperation, support and assistance of department and chapter service officers across the country. Participating departments and chapters receive training and information necessary to assist those we serve. Our Department and Chapter Service Officer Certification Training Program guarantees the vitality and growth of our local service programs, which provide an environment where our hospital service coordinators, department and chapter service officers, and volunteers work together for the common goal of service to injured and ill veterans.



Transition Assistance

In 2020, DAV transition service officers counseled more than **21,000 separating service members** and presented almost **17,000 applications** for earned VA benefits.

Currently, DAV has trained and certified department and chapter service officers in all 50 states as well as Washington, D.C., and Puerto Rico. The program allows for Level I and Level II certification training for department and chapter service officers. Level I training is designed to teach and familiarize the role of a chapter or department service officer by introducing basic claim information and the different applications required to apply for a wide array of benefits. Level II certification is more in-depth training in specific claim information on topics including the three elements of service connection, the process and requirements for having a decision reconsidered, presumptive conditions and how they relate with different periods of service and conflicts, the importance of medical evidence and the use of the combined rating table.

Department and chapter service officers provide a unique opportunity for veterans to discuss VA benefits in their own communities without making a trip into a national service office, which also gives chapters an opportunity to connect with veterans. Veterans are also informed of local resources and opportunities to give back and support their fellow veterans through their local DAV department or chapter.

Counting all national, transition, department, chapter and county veteran service officers, DAV has over 4,000 expert benefits advocates nationwide who provide representation for veterans. //

EMPLOYMENT PROGRAM

DAV is an organization of veterans serving veterans. Sometimes, the shared experiences are all it takes to remind veterans they are not alone and that there is a next chapter in their life. DAV fully understands that recovery from serious injury or illness cannot be complete until a veteran can find meaning in life and regain a sense of purpose. For those who are able, working to care and provide for themselves and their families is a key part of that journey.

Each year, thousands of men and women make the transition from military to civilian life. DAV remains committed to providing valuable resources to all those who have served, helping ensure that these veterans gain access to the tools and opportunities they need to competitively enter the job market and secure meaningful employment. We devoted more than \$1.1 million to this endeavor in 2020.

Partnering to help veterans

Whether it's unemployment or underemployment, DAV realizes the challenges that many veterans face in pursuing rewarding careers. Established in 2014, the DAV National Employment Program has firmly positioned itself as the leader among nonprofits providing assistance to transitioning military members, veterans and their spouses seeking new or better jobs. A primary component of this mission is our strategic partnership with RecruitMilitary, a full-service, military-to-civilian recruiting firm who hosts nationwide in-person and virtual career fairs that are accessible to all who served and their spouses. Additionally, DAV uses a multitude of online and traditional resources to connect employers, franchisers and educational institutions with

*In 2020, more than **32,000 veterans**, spouses and service members attended one of **92 DAV job fairs**, most of which were converted from in-person events to virtual due to precautions related to the COVID-19 pandemic. "It's pretty common for veterans to find themselves struggling to obtain gainful and meaningful employment during their transition back to civilian life," said National Employment Director Jeff Hall. "But they need to know DAV is going to be there for them when they need us for a lifetime of support."*

active-duty service members, Guard and Reserve personnel, veterans and spouses.

In just over six years, DAV has unquestionably made a significant impact to reduce the number of unemployed and underemployed veterans. In fact, from June 2014 through December 2020, DAV sponsored 699 in-person and virtual career fairs that nearly 240,000 active-duty service members, Guard and Reserve personnel, veterans and spouses attended, resulting in more than 151,000 job offers. In 2021, DAV's steadfast efforts will continue through our partnership to present in-person and virtual career fairs nationwide that ensure veterans have access to these life-changing

employment opportunities.

As a nation, we endured unprecedented times over the past year, but service-disabled veterans especially were affected by the COVID-19 pandemic, causing a dramatic spike in unemployment that continues to be a major challenge for so many. In immediate response to the pandemic changing the landscape on a daily basis, we are pleased to note that in mid-March, we were able to quickly pivot our in-person job fairs to a full schedule of virtual job fairs. In doing so, this created positive continuity and a viable path forward for job-seeking veterans to engage with many participating companies on the road to securing meaningful employment.

Resources for job seekers, employers

Last year, DAV worked directly with more than 300 companies seeking the many talents and skills veterans possess. Our program provides numerous resources that veterans can access within our employment resources webpage (jobs.dav.org), including a job search board that boasts more than 200,000 current

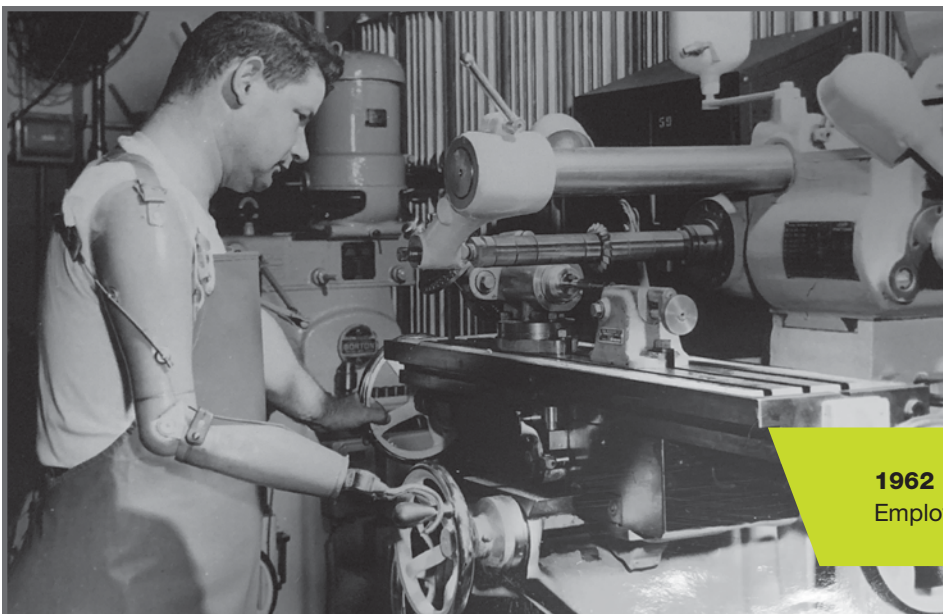
employment opportunities around the world and direct links to company website job boards. We are very happy to report that our constantly evolving employment website continues to grow a multitude of employment, entrepreneurial and educational content and resources available to the thousands who access it monthly.

Through efforts started in 2017, we have expanded our assistance through the creation of *The Veteran Advantage: DAV Guide to Hiring & Retaining Veterans with Disabilities*. Through interaction with hundreds of companies, recurring questions about best practices and strategies when hiring veterans with disabilities have become more and more common. DAV initially released the guide in 2018, but due to some updates and the guide's importance, it was re-released in October 2019 and had nearly 60,000 views of the free digital version in the first two months alone. With our hiring guide and direct engagement, DAV continues to provide companies, hiring managers or other human resources professionals a solution-oriented practical and strategic approach to hiring and retaining

veterans with disabilities.

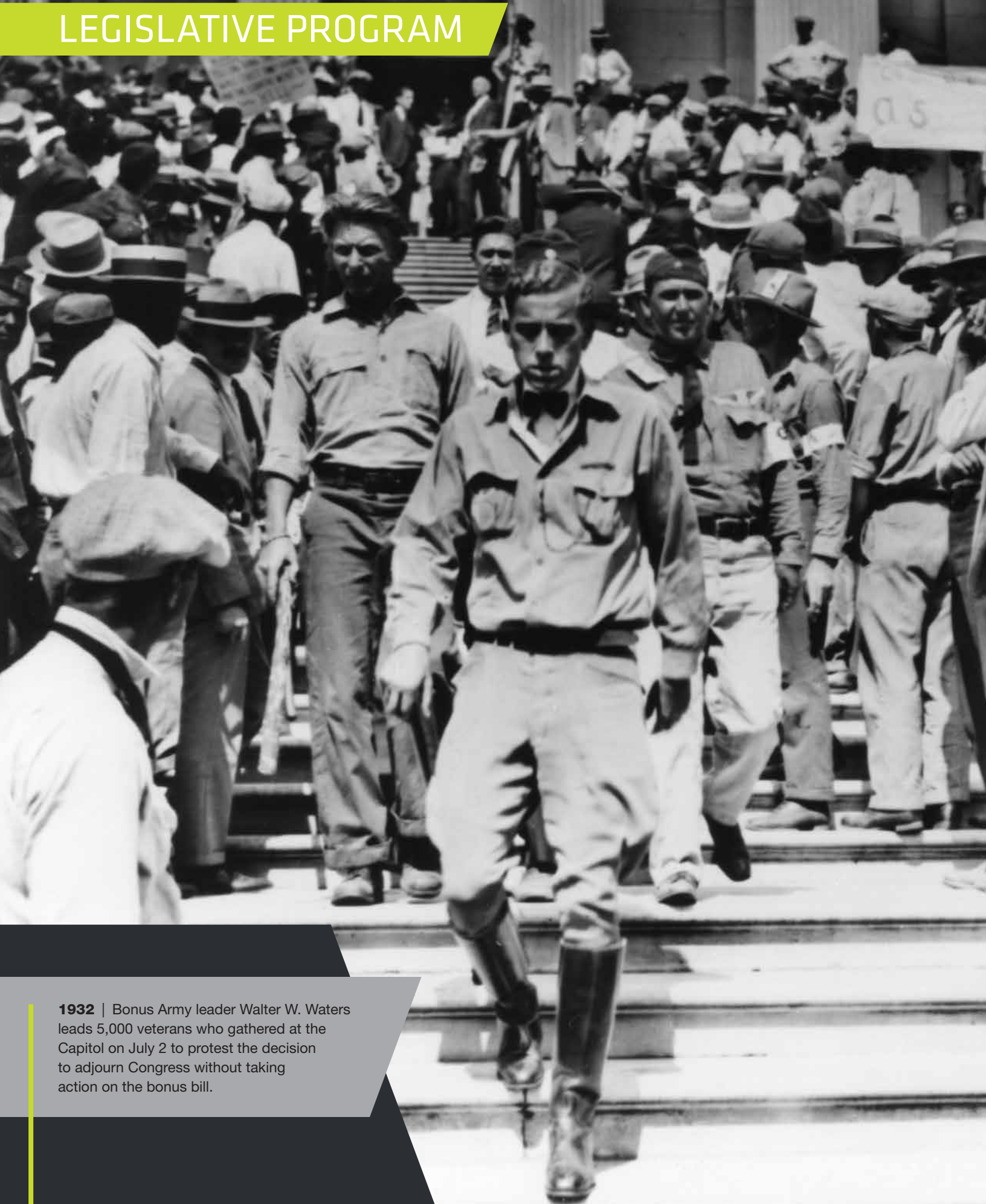
In addition to helping veterans and their spouses secure meaningful employment, DAV continued advancing our effort to provide support and assistance to Service-Disabled Veteran-Owned Small Businesses through our continued involvement with programs like the Institute of Veterans & Military Families or Patriot Bootcamp (PBC). In fact, in October 2020, DAV partnered with PBC to co-host a virtual veteran and military spouse entrepreneurship event with nearly 50 participants along with a full cadre of mentors and business leaders providing first-rate support and assistance to these up-and-coming small businesses.

Lastly, DAV continued its ongoing partnership with "Hiring America," the foremost voice in televised programs dedicated solely to helping veterans secure meaningful employment. Each episode features companies with outstanding veteran-hiring initiatives; shares insights from business leaders, career counselors and human resources specialists; and provides valuable information to help ease the transition for veterans entering the civilian workforce. With the program's projected reach of nearly 3 million viewers, we are very excited about its addition to the growing number of tools and resources DAV provides to active-duty service members, Guard and Reserve personnel, veterans and spouses who are seeking employment, as well as the companies that want to hire them. //



1962 | The President's Committee on Employment of the Handicapped is established.

LEGISLATIVE PROGRAM



1932 | Bonus Army leader Walter W. Waters leads 5,000 veterans who gathered at the Capitol on July 2 to protest the decision to adjourn Congress without taking action on the bonus bill.

From its inception, DAV has been a leader in the development and strengthening of federal programs, benefits, health care and transition services for the men and women who served, their families and survivors. Our advocacy efforts are guided by DAV members through the adoption of legislative and policy resolutions at our national convention. With the strength of more than 1 million members, DAV is able to routinely influence and improve federal laws approved by Congress and federal regulations and policies of the Department of Veterans Affairs and other federal agencies affecting ill and injured veterans.

Advance critical policy goals

In 2020, DAV again played a major role in the development, approval and implementation of federal legislation to strengthen programs that support ill and injured veterans, making significant progress toward achieving each of our five Critical Policy Goals for the year. Although our legislative program accounted for less than 1% of the organization's total expenditures, we were able to leverage those resources—thanks to the active support of DAV's nationwide network of grassroots members and supporters—to advance our priorities and achieve more victories for veterans.

At the 2020 DAV Mid-Winter Conference in Washington, D.C., nearly 500 of DAV's leading advocates assembled to kick off our grassroots campaign to advance our legislative priorities for the year: full and timely benefits for veterans exposed to toxic substances, enhanced benefits for survivors of disabled veterans, full and faithful implementation of the VA MISSION Act, strengthened veterans mental health care and suicide

prevention programs, and enactment of legislation to address gaps and inequities for women veterans.

Ensure veterans exposed to toxic substances receive full and timely benefits

In September and December 2020, DAV provided testimony in hearings before Congress to address the presumptive disability process and the need for its reforms in order to prevent the unjust delays and denials for benefits that have so often been associated with illnesses caused by toxic exposures from Agent Orange, burn pits, radiation, chemical weapons and other hazardous materials. Through numerous roundtable discussions and work with lawmakers, DAV called on Congress to establish a more consistent presumptive processes framework.

DAV was also proud to help develop the Veterans Burn Pits Exposure Recognition Act (S. 2950), which aimed to help overcome the current barriers for establishing direct service connection for diseases related to burn pits and airborne hazards by

providing a concession of exposure for veterans who served in countries during periods with active burn pits, which have been confirmed by the Department of Defense. Though this legislation did not pass in the 116th Congress, it was reintroduced in the 117th Congress and DAV will continue to advocate for its passage.

Part of this critical policy goal in 2020 was to add four diseases scientifically linked to Agent Orange exposure to the VA's list of presumptive diseases, thereby allowing affected veterans to access needed care and benefits. A significant victory was achieved for some 34,000 Vietnam veterans as part of the 2021 National Defense Authorization Act passed in December, establishing a presumption of service connection for bladder cancer, hypothyroidism and Parkinsonism—three of the four diseases DAV had advocated be added. The fourth—hypertension—was not included, but DAV will continue to fight for inclusion of this disease as well as monoclonal gammopathy of undetermined significance (MGUS) in the year ahead.

2020 Critical Policy Goals

- ★ Ensure veterans exposed to toxic substances receive full and timely benefits, particularly for burn pits, Agent Orange and other known exposures.
- ★ Enhance veterans' survivor benefits.
- ★ Protect veterans in the claims and appeals processes.
- ★ Ensure equitable benefits and services for women and minority veterans.
- ★ Improve mental health services and suicide prevention efforts.
- ★ Build a veterans health care system for the future.

DAV carried over from 2019

191
member-adopted resolutions

on veterans benefits, health care, voluntary services, employment and other critical issues



1962 | To remove foliage that has provided enemy cover, American forces in Vietnam begin using Agent Orange, exposing troops to the chemical in the process. In use until 1971, the defoliant causes widespread illness and will prompt numerous legislative battles. (National Archives)

Enhance survivor benefits

DAV continues to push for legislation that will better support the surviving spouses of disabled veterans, specifically to improve Dependency and Indemnity Compensation (DIC). In May, DAV highlighted the introduction of the Caring for Survivors Act of 2020, aimed at increasing DIC and expanding eligibility for the benefit. While this bill did not pass in 2020, it was reintroduced in the 117th Congress. In December, the Johnny Isakson and David P. Roe, M.D. Veterans Health Care and Benefits Improvement Act was signed into law (P.L. 116-315). The act contained a provision DAV has championed, to lower the remarriage age for surviving spouses from 57 to 55 in order to retain DIC benefits. Additionally, DAV will continue to monitor the implementation of the

provisions passed under the 2020 National Defense Authorization Act that will completely eliminate the Survivor Benefit Plan/Dependency and Indemnity Compensation offset by January 2023.

Ensure full and faithful implementation of the VA MISSION Act

June 2020 marked the first anniversary of the enactment of the VA MISSION Act, and throughout the year, DAV regularly engaged with Congress and the VA to monitor the ongoing implementation of this important legislation aimed at modernizing the VA's system of care and benefits.

DAV, along with our veterans service organization partners in the Independent Budget, released a special report in February 2020 on the status of the implementation of the VA MISSION Act. This was a follow-up to the group's 2019 report that evaluated progress on 26 key recommendations concerning access

to veterans health care, benefits and transitional services, to help ensure the VA MISSION Act would be fully and faithfully implemented.

In September 2020, DAV provided testimony to the House Veterans' Affairs Committee to examine the VA's progress during the complex and critical implementation phase of the MISSION Act. The COVID-19 pandemic significantly affected operations within the Veterans Health Administration and, in some cases, disrupted projects, several of which were documented in the testimony. Additionally, part of the MISSION Act required expansion of the VA's comprehensive caregiver support program to all eras of veterans—a long-standing DAV priority—on Oct. 1, 2019. After being delayed a full year past its original deadline, the VA did begin the first of two-phased expansion on Oct. 1, 2020, and DAV will continue to push for the second phase to begin as originally intended on Oct. 1, 2021.

Strengthen veterans mental health care and suicide prevention programs

Suicide prevention among veterans remains a significant challenge, with dramatic increases in reliance on VA mental health care and the Veterans Crisis Line since the start of the pandemic. Working with Congress and other stakeholders, DAV focused on strengthening VA mental health care programs to serve as the core of a new public health model for suicide prevention. DAV's national commander served as an ambassador for PREVENTS—the President's Roadmap to Empower Veterans and End a National Tragedy of Suicide—working alongside the White House and the VA to raise awareness on mental health and available resources for veterans in crisis.

In September, DAV testified on suicide prevention legislation, and we were pleased to see Congress pass several important DAV-supported legislative measures before the end of the 116th Congress, including the Commander John Scott Hannon Veterans Mental Health Care Improvement Act (P.L. 116-171) and the Veterans Comprehensive Prevention, Access to Care, and Treatment (COMPACT) Act of 2020 (P.L. 116-214)—comprehensive legislation aimed at improving veterans transition assistance services, VA mental health and suicide prevention efforts, and treatment as well as services for women veterans at risk of homelessness. DAV will continue its work on this critical issue in 2021.

Address gaps and inequities in the VA's Women Veterans Health Care Program

Significant progress was made in 2020 on another long-standing legislative priority for DAV: improving health

care services for women veterans. Throughout the 116th Congress, DAV worked alongside the bipartisan Congressional Women Veterans Task Force, regularly engaging in meetings and roundtables over the course of the year, and will continue this collaboration in 2021. Throughout 2020, DAV also testified at six House Veterans' Affairs Committee hearings to discuss women veterans issues and testified at two additional legislative hearings to offer feedback on women veterans bills.

Working closely with both the House and Senate Veterans' Affairs Committees, DAV achieved a major legislative victory as 22 provisions from the Deborah Sampson Act were included in the passage into law of the Johnny Isakson and David P. Roe, M.D. Veterans Health Care and Benefits Improvement Act in December. This comprehensive legislation will help to ensure women veterans have equitable access to all VA benefits, health care and transition services, and DAV will work to ensure these critical provisions are implemented moving forward.

Integral leadership

All of our legislative victories come through the strength of our grassroots membership and leadership, the reputation of DAV, and the strong relationships with members of Congress and their staffs developed over many years. As the 2020 DAV National Convention was canceled due to health and safety concerns amid the coronavirus pandemic, the 191 resolutions adopted during the 98th DAV National Convention carried over to this past year to protect, strengthen and expand veterans benefits, health care and other critical services. These resolutions embody the legislative

Bills and Laws

36

resolutions

were included in legislation



8 resolutions

were adopted into passed laws



program DAV promotes over the course of the year.

Throughout 2020, DAV continued to work alongside leaders within the House Veterans' Affairs Committee as well as senior VA and administration officials to discuss the most critical challenges facing veterans and their plans to address them. In addition, we conducted a Benefits Protection Team workshop to better inform and train our advocacy leaders and activists from around the country, with a specific focus on how to advocate in a virtual environment. Working together and speaking with one voice on behalf of injured and ill veterans, their families and survivors, DAV achieved significant progress on our legislative goals in 2020 and is poised to build upon that foundation to achieve more victories for veterans in our centennial year. //



VOLUNTARY SERVICES PROGRAM

1996 | On July 11, the DAV Transportation Network drive-away ceremony puts 141 new Ford vans on the road to drive ill and injured veterans to VA medical centers nationwide for needed medical care.

DAV's mission of empowering veterans to lead high-quality, fulfilled lives relies heavily on its members and volunteerism. We have thousands of devoted volunteers, both veterans and nonveterans, across the country providing the best possible care, morale and assistance to our nation's heroes. DAV truly appreciates and recognizes those who donate their time and talents. Through these dedicated efforts, the organization devoted almost \$25 million to voluntary service initiatives through a vast network of programs in 2020.

Transportation Network

The DAV Transportation Network is a unique program that has successfully helped veterans get to and from their medical appointments and throughout their daily lives for nearly 35 years. The program is the largest of its kind for veterans in the nation. Operated by dedicated DAV volunteer drivers, the program provides transportation to and from 228 VA medical centers and outpatient clinics. It is managed by a team of 155 hospital service coordinators. Since the program's inception in 1987, DAV departments and chapters have

donated 3,558 vehicles and Ford Motor Co. has donated 239 vehicles, at a total combined cost of more than \$88 million.

The amount of hours DAV volunteers dedicate, the miles they drive and the number of rides they provide to veterans are a testament to the promises we've ensured were kept. To put this into perspective, DAV volunteers have driven 760,547,592 miles since the program began. In 2020, volunteers traveled 9,665,120 miles providing free rides to veterans and donated nearly 677,000 hours of their time.

The benefit of DAV's Transportation Network goes beyond ensuring veterans in need are able to get the care they deserve and have earned. Without this program, many veterans would have no way to access their health care. According to nonprofit coalition Independent Sector's methodology, the Department of Veterans Affairs has valued the DAV Transportation Network's hours of volunteer service at over \$18 million, based on the current formula of \$27.20 per hour. Additionally, each veteran passenger could potentially cost the VA \$0.415 per mile in Beneficiary Travel expense reimbursement for travel to an appointment or treatment. The Transportation Network continues to provide a substantial need for veterans, while delivering a powerful impact on local communities and an indispensable resource for veterans.

National Disabled Veterans Winter Sports Clinic

For 36 years, DAV and the VA have collaborated to help create "miracles on a mountainside" at the National Disabled Veterans Winter Sports Clinic in Snowmass, Colorado, near Aspen. This unique physical rehabilitation program, launched in 1985, annually helps nearly 400 severely injured veterans rebuild confidence and regain stability in their lives, all while over 1,000 volunteers help provide a fun and fulfilling week of winter sports.

Although this event was canceled in 2020 due to health and safety concerns amid the COVID-19 pandemic, we recognize its vast positive impact and look forward to once again inviting veterans from across the nation with multiple amputations, traumatic brain and spinal cord injuries, severe



Despite the challenges presented by COVID-19 in 2020, DAV voluntary drivers were still able to provide more than **243,000 no-cost rides**, traveling more than **9.6 million miles** to transport veterans to and from VA medical appointments.

neurological deficits or even total blindness to take part in the clinic to develop winter sports skills and take part in a variety of workshops and educational sessions.

The event encourages veterans to challenge their perceived limitations and promotes both mental and physical rehabilitation and restoration through adaptive skiing, rock wall climbing, ice hockey and other sports. By example, these activities show veterans they are not limited to adaptive recreational activities or sports of any kind. Veterans of all eras, including World War II, Korea, Vietnam, the Gulf War and the wars in Iraq and Afghanistan, attend the clinic, enjoying the camaraderie and reassurance of those who also served.

National Disabled Veterans TEE Tournament

DAV takes great pride in presenting the National Disabled Veterans TEE (Training, Exposure, Experience) Tournament in Iowa City, Iowa, with our partners at the VA. The four-day clinic consists of golf, horseback riding and other adaptive sports





Former NFL star and Coast Guard veteran of World War II Len Teeuws volunteered as a DAV Transportation Network driver for many years following his retirement from professional football. **Left:** Teeuws assists blind World War II veteran Robert Hague from his apartment into a DAV van to transport Hague to his VA medical appointment.

workshops. The clinic that annually welcomes nearly 300 injured and disabled veterans would not be able to happen without the help of the over 1,000 volunteers who attend the event every year. Unfortunately, this event was also canceled due to the ongoing pandemic in 2020. We look forward to co-presenting this event when it is once again safe to do so.

Mentoring retreats

DAV, in association with Boulder Crest Retreat and the Gary Sinise Foundation, is committed to improving the physical, emotional, spiritual and monetary well-being of our nation's military members, veterans, first responders and their family members. DAV participates in five retreats annually for ill and injured veterans, including one all-female veteran retreat, at Boulder Crest's locations in Bluemont, Virginia, and Sonoita, Arizona. DAV is proud to discover and work together on new and holistic ways to help the veterans we serve overcome the challenges that often follow military service. DAV

leaders, including several DAV past national commanders, have assisted as mentors to the latest generation of seriously injured veterans. Their spouses have also served as mentors to the caregivers of participants and imparted the knowledge and understanding that comes with decades of service as caregivers to their injured heroes.

Among many programs designed to help military members, veterans and their families deal with the challenges they face after illness or injury is the program presented by Boulder Crest, the Warrior PATHH (Progressive and Alternative Training for Healing Heroes). Warrior PATHH is the nation's first nonclinical program designed to cultivate and facilitate growth among those struggling with post-traumatic stress disorder. Warrior PATHH enables these remarkable men and women to transform moments of deep struggle into profound strength and growth. It delivers short-duration, high-impact programs based on the science of post-traumatic growth. Since its inception, this program

has been crucial in helping injured veterans through a weeklong program where they are introduced to yoga, meditation, equine therapy, archery and career-building exercises.

Youth volunteers

The significance of young volunteers providing care to our nation's heroes and strengthening their local communities is ever-present and represented through DAV's Jesse Brown Memorial Youth Scholarship Program. Annually, our scholarship program recognizes outstanding young volunteers who participate in the VA Voluntary Service (VAVS) Program, DAV's Local Veterans Assistance Program (LVAP) or both. Last year, DAV dedicated \$75,000 to youth volunteers who donated their time and compassion to injured and ill veterans. Since the program's commencement, DAV has awarded 203 individual scholarships, valued at \$1,568,000, to enable these extraordinary young people to pursue their goals in higher education.

Last year's top honor of \$20,000 went to Tanner Johnson, of

Cheyenne, Wyoming. Johnson has been a DAV volunteer since 2018 and has contributed 1,624 hours to the Cheyenne VA Medical Center.

The program empowers and incentivizes student volunteers to gain life and job experience, strive to be successful students and become active community members.

VA Voluntary Service Program

The VAVS Program provides an extensive array of services to veterans in VA health care facilities throughout our nation. DAV volunteers perform essential duties, from being a companion to a veteran during days of recovery or therapy to doing tasks that require highly technical and professional skills. DAV, along with the Auxiliary, totaled over 603,000 hours of volunteering in 2020.

According to the past VA fiscal year, those hours could be accumulated to \$16.4 million in compensation value, saving taxpayers from footing the bill. Those figures do not include DAV's Transportation Network or LVAP. Through the program, DAV volunteers provide services to our

nation's heroes at VA medical centers, community living centers and clinics. Volunteers offer meaningful experiences and assist veterans in living healthy and fulfilled lives. On top of that, DAV chapters and DAV Auxiliary units cumulatively brought in nearly \$2.6 million in donations to VA health care facilities' volunteer initiatives in 2020.

Strengthening communities

LVAP was established to facilitate and recognize initiatives in which volunteers can contribute their services, talents, professional abilities and time in ways that benefit veterans residing within the volunteers' local communities. The program empowers individuals to find and develop new and unique ways to support the service and sacrifice of veterans and their families. By providing resources or assistance with everyday needs, volunteers allow these heroes and their families to enjoy the best possible quality of life.

The program initiatives are managed by state-level DAV departments and are carried

out through our departments, chapters, Auxiliary units, associated organizations, corporations and individual volunteers. LVAP initiatives range from Homeless Veteran Stand Downs to disaster cleanups to the upkeep of veterans cemeteries. Other volunteer activities include performing household chores, providing respite for caregivers, and helping promote DAV programs and initiatives in their local communities.

In 2020, over 2 million hours were donated by departments, chapters and volunteers to help veterans, even during the COVID-19 pandemic, when many veterans needed their help more than ever before. Based on the Independent Sector's methodology, the over 134,000 hours of service contributed by department and chapter service officers in 2020 are valued at \$3.6 million. Since the 2007 inception of LVAP, 57,513 volunteers have donated 11,480,931 hours of service to veterans residing within their local communities.

Volunteer for Veterans

Many veterans across the nation could use a helping hand from someone, and plenty of people want to step up but don't quite know how.

Linking veterans to those who want to help is the reason DAV developed VolunteerforVeterans.org. In 2018, DAV began in earnest to promote the new online resource that connects volunteers with those who've served. This important program crowdsources opportunities for veterans and nonveterans alike to help veterans in their neighborhoods in any way that is needed. This progressive and unique platform is the first of its kind, and we hope it will help connect veterans to their communities in new and meaningful ways. //

Jesse Brown Memorial Youth Scholarships



2020 Top Scholarship Recipient

Tanner Johnson
\$20,000



203
scholarships
awarded
since 2001

Valued at over

\$1.5 million

RELIEF ASSISTANCE AND PROGRAM GRANTS



1974 | A caravan of six new motor homes is converted to rolling offices, kicking off the Field Service Unit program. DAV takes its service to the suburbs and rural areas of America, often distant from DAV offices, to deliver benefits advocacy to the underserved and relief grants to those affected by natural disasters or emergencies.

Veterans disabled in wartime service are particularly vulnerable when a catastrophe strikes. DAV operates an effective program that delivers direct grants to help veterans and their families in times of need, as well as resources to fund state-level services. During 2020, spending on these programs totaled \$7.1 million.

Disaster and Unemployment Relief

Our Disaster Relief Program provides grants in the aftermath of natural disasters and emergencies in various areas around the nation to help veterans and their families secure temporary lodging, food and other necessities. During 2020, DAV provided \$901,000 to more than 1,200 veterans affected by natural disasters, including hurricanes, tornados, floods and fires in Alabama, Arkansas, California, Florida, Louisiana, Michigan, Minnesota, Mississippi, North Carolina, Ohio, Oklahoma, Oregon, Puerto Rico, Tennessee, Texas and Virginia.

As the commerce of our nation grinded to a halt amid the coronavirus pandemic, many disabled veterans were finding themselves suddenly unemployed and unable to provide for themselves and their families.

For our nation's 4.7 million disabled veterans, the coronavirus created a unique set of challenges—not only did service-connected illnesses place these individuals in a higher risk category, but many also faced a dire financial situation due to lost income.

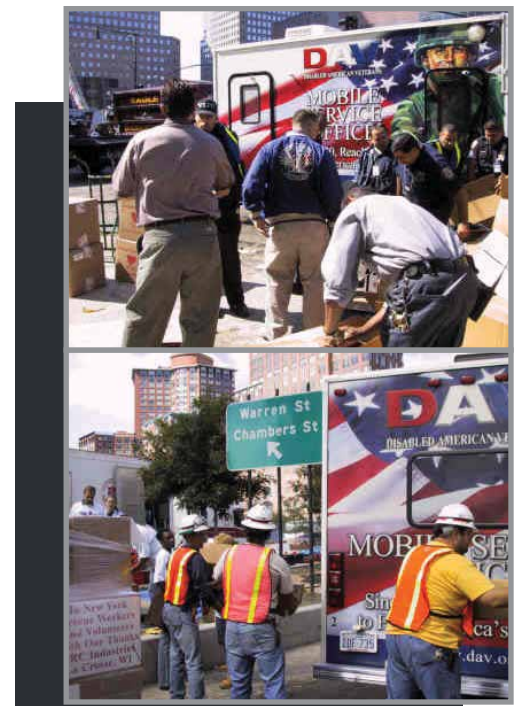
While the Disaster Relief Program normally operates in reaction to natural disasters, COVID-19 demanded a proactive expansion once the scale of its effects was recognized. Thousands of disabled veterans were in need, and DAV stepped in to help by establishing the COVID-19 Unemployment Relief Fund in April 2020. The relief fund provided a one-time financial aid payment to service-connected disabled veterans who lost employment or income in the wake of the virus's outbreak.

In 2020, almost \$2 million in COVID-19 unemployment relief was distributed nationwide to nearly 8,000 veterans in need.

Since the Disaster Relief Program's inception in 1968, nearly \$16 million has been disbursed as a result of our relief efforts.

State Service Program

DAV also helps fund services that our state-level departments provide to veterans and their families. In some cases, these department programs




2001 | DAV dispatches a mobile service office to the World Trade Center disaster site to distribute clothing, comfort kits and other items to first responders. DAV issues nearly 300 disaster relief grants and provides claims assistance to veterans and their families who fell prey to the attacks on the World Trade Center.

extend, supplement or dovetail services we provide through our nationwide programs. In other cases, departments have created entirely new programs to meet the unique needs of veterans in their states. Grants to departments under this program totaled \$3 million in 2020. //

Disaster Relief Program

DAV provided emergency relief drafts totaling **\$901,000** and roughly **350** supply kits



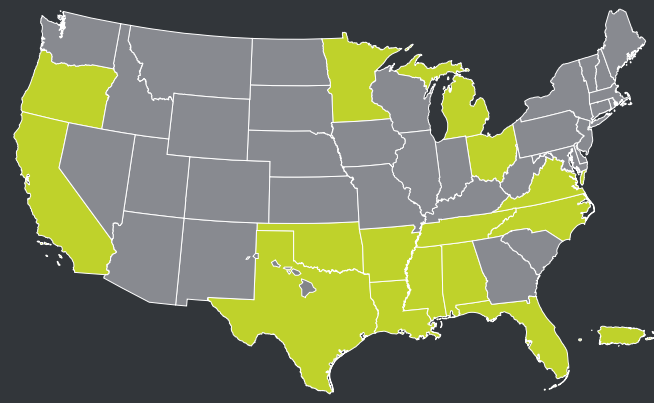
Since 1968, nearly

\$16 million

has been disbursed to **victims**

16

states or territories received aid from DAV in 2020



COMMUNICATIONS PROGRAM



DAV's internal and external communications activities include, but are not limited to, publications, media relations, digital content production and numerous outreach efforts—to bring to life DAV's story and support our initiatives.

A bimonthly magazine informs our members on important issues and policies impacting the federal benefits and services veterans have earned through their service. And by producing public service announcements, news releases, brochures, speeches, op-eds, print messages, educational videos, the DAV Podcast and other content, DAV is able to spread information

about our organization and the full scope of free services that help create more victories for veterans.

Furthermore, DAV has continued to grow its social media presence through Facebook, Twitter, LinkedIn and Instagram. On Facebook, DAV provides daily information to more than 1.4 million followers, and in 2020, DAV's posts received more than 136,000 impressions each day. On Twitter, DAV has more than 100,000 followers and DAV's content on Twitter achieved a 16% increase in click-through rate versus 2019. Also, DAV tweets were seen by

2020 | "The Battle Never Ends" premieres on the HISTORY Channel during Veterans Day week. The hourlong documentary highlighting the origins of DAV and its accomplishments throughout the past century is narrated by combat-wounded Marine veteran and DAV member Capt. Dale Dye (inset).

more than 5.6 million individuals, an increase of 20% over the year prior. Engagement on Twitter was also up by 41% compared to 2019. DAV's Instagram profile surpassed the 53,000-follower threshold, representing a 23% increase from 2019. DAV's Instagram posts reached over 7 million users in 2020. With a continued strategic emphasis on the growth of DAV's LinkedIn presence, our following grew to over 96,000 users, which highlights an astounding 75% increase from 2019.

DAV content surpassed 3 million impressions on LinkedIn, marking an 82% increase over 2019.

To ensure America's fallen veterans and service members were not forgotten on Memorial Day in the wake of COVID-19, the DAV Honor Wall Mosaic was launched digitally to bring together the military and veteran communities. Users were invited to honor a service member who died as a result of their service to the nation by adding a photo and message of remembrance to the interactive mosaic. The program saw over 19,000 sessions on its site and over 1,200 submissions. It was promoted through social and earned media efforts, generating over 5 million impressions.

DAV is always looking for new and exciting partnerships to help us reach more veterans and their families. In 2020, DAV maintained a consistent presence online through digital placements and editorial content across top-tier publishers such as YouTube, USA Today, Hearst, Military.com and Military Times. An ABC partnership continued for its fifth consecutive year and included significant exposure for DAV through an integrated TV, radio, online and social media program. The relationship with ESPN and the Ultimate Fighting Championship continued for the second year, including custom video content, special DAV shoutouts and recognition during two broadcast pay-per-view events and social media promotion around DAV's centennial and Veterans Day. All in all, the digital and national media campaigns generated over 692 million impressions and 15 million video views.

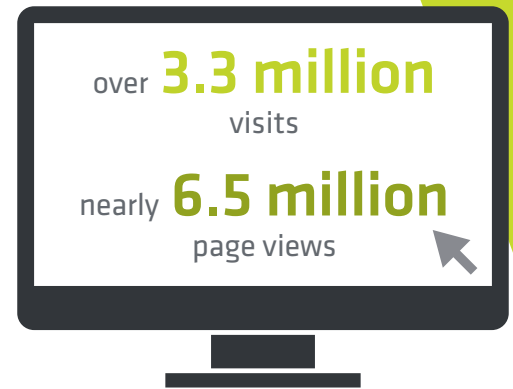
DAV's centennial was a momentous occasion that was marked in part with an hourlong documentary, "The Battle Never

Ends." The film is narrated by Marine Corps legend Dale Dye and highlights the origins of DAV and its accomplishments throughout the past century. Through a partnership with the HISTORY Channel, the documentary premiered around the Veterans Day time frame and included additional airings across the Military HISTORY Channel. The partnership included broadcast and online promotion, social and earned media support, as well as a continued on-demand placement through April 2021. The full-length documentary can also be found on DAV's official website at dav.org/learn-more/media. The partnership has resulted in over 10 million impressions and nearly 130,000 video views.

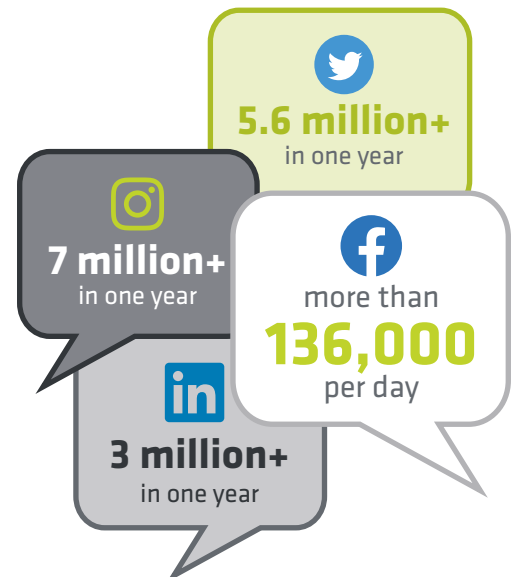
Our website, dav.org, is another valuable informational and educational tool for veterans and the general public. The site continues to develop ways to connect veterans to DAV's free services; spread awareness of legislative issues; and educate and inform our members, veterans and the public. It also allows veterans and citizens to make their voices heard on important public policy issues through an email feedback feature. In 2020, the organization's official website was visited more than 3.3 million times and received nearly 6.5 million page views.

With such an immense collection of programs and services, DAV is able to provide detailed research and resources to best explain issues with facts, applicable examples and important context. As a result, our educational public service and outreach programs continue to promote awareness of veterans issues and honor veterans' service to our nation. A total of over \$9 million was spent on internal and external communications programs in 2020. //

DAV.ORG



SOCIAL IMPRESSIONS



TRADITIONAL MEDIA



PUBLIC SERVICE ANNOUNCEMENTS AND DONATED MEDIA



2001 | Actor and Navy veteran Paul Newman donates his time to record public service announcements aimed at recruiting volunteers. DAV's history of celebrity partnerships has included well-known actors, singers and other public personalities to help bring awareness to the important work the organization does for veterans and their families. Other celebrities have included Rudolf Valentino, Gary Sinise and Ed Harris.

In 2020, DAV's mission of service to all veterans was front and center in our national and local placements, thanks to our public service announcement campaign. Television, print, radio and out-of-home messages helped raise awareness of the programs and free services we provide to veterans and their families. These timely and inspiring messages also raised public awareness of DAV and the service, sacrifices and needs of those we serve.

In the increasingly busy and competitive ad spaces of network radio, television and other media, DAV stood tall during a time when it was critical for veterans to know about resources available to them. In 2020, our program generated \$70 million in estimated donated media value. This program relies on donated media from television, radio, print, outdoor and transit outlets. The widespread media exposure resulted in more than 9.7 billion impressions, representing 12% growth over 2019. This was made possible through extensive outreach, relationship building and cultivation with top media outlets, and it includes support from national television networks ABC and CBS as well as national and regional print placements in The Wall Street Journal, USA Today, AARP and First for Women.

The Victories for Veterans campaign, first released in 2016, is now in its third iteration to continue inspiring veterans to overcome challenges and achieve personal victories while emphasizing the life-changing services DAV provides to veterans and their families at no cost.

As the gap between our military and civilian populations continues to widen, these messages help to serve as testaments to an American public too often unaware of the sacrifices of men and women in uniform. //



To view or download DAV's public service messages, visit davpsa.org.



MEMBERSHIP PROGRAM



1921 | More than 1,000 disabled veterans from every U.S. state and territory travel to Detroit to participate in the organization's first national convention.



2020 | On Sept. 8, DAV honors its founder, Cincinnati and Judge Robert S. Marx, for his advocacy and commitment to the care of disabled veterans. At a somber wreath-laying ceremony at his grave in Walnut Hills Cemetery, a part of the Jewish Cemeteries of Greater Cincinnati, representatives from DAV National Headquarters and the Department of Ohio gather to pay tribute and recommit their dedication to his legacy.

The lifeblood of DAV is its membership. When veterans join DAV, they enlist in a fight to ensure our nation keeps its promises to those who've served. The unwavering devotion that members dedicate to our mission has made DAV the premier veterans service organization, and our commitment has spanned a century.

DAV is recognized by Congress as the leading voice for our nation's wartime injured and ill veterans, regardless of service era. This commitment is also expressed in our mission statement and makes DAV unique among other organizations.

DAV was founded in the immediate aftermath of World War I, as no group then existed to provide and advocate for veterans forever changed by their military service. Our legacy has evolved to meet the changing needs of DAV members, families and caregivers amid the historical journey of our nation. Our military and American society continue to change, and DAV embraces those changes to

ensure veterans of all service eras and genders are able to have their chance at the American dream.

Perhaps no year in recent history has created more changes and challenges than 2020. The grassroots concept of veterans helping veterans proved critical to the successful year DAV had despite some of the obstacles 2020 set forth. Time and time again, the bond between DAV members proved invaluable during a challenging year that created a lot of social isolation. DAV members worked hard to safely maintain the local services and programs they could in order to serve their fellow veterans and their families.

Furthermore, social networking and other technological advancements have changed how Americans communicate and have helped DAV members play a

larger role than ever as advocates for the unique needs of the veteran community. DAV members, united in purpose and acting in concert, can petition our government in Washington to take a course of action that is in the best interests of America's service-connected disabled veterans, their dependents and survivors.

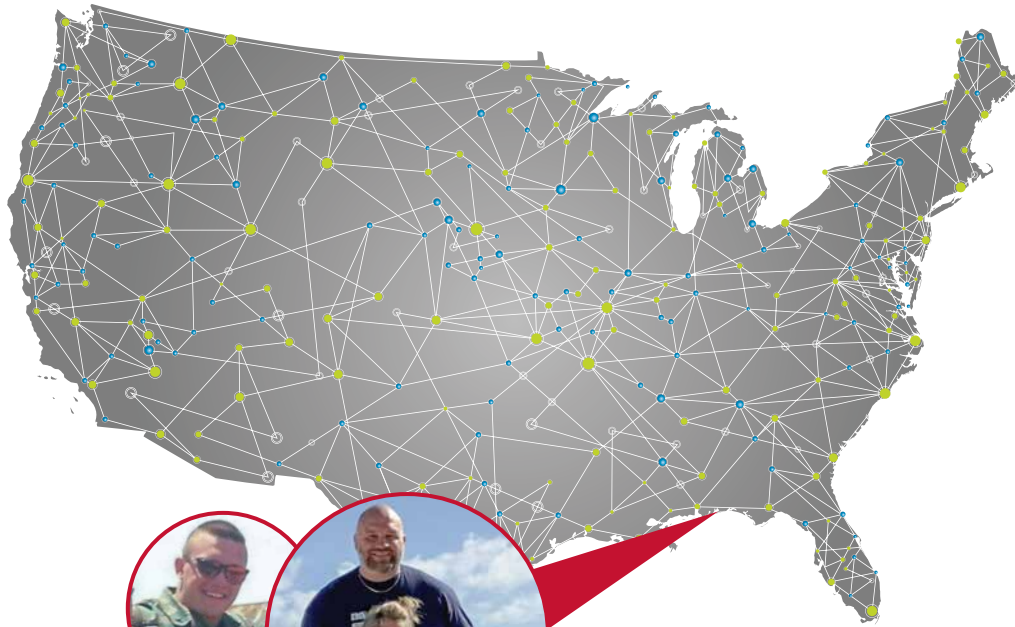
DAV has over 4,500 members dedicated to recruiting veterans so that we can maintain our strong voice and credibility with lawmakers, now and well into the future. And with 52 state-level departments and more than 1,200 chapters nationwide, we closed the 2019–2020 membership year with more than 1 million veterans in DAV, ensuring a strong, unified and living embodiment of DAV's mission of service to veterans, their families and survivors. //

**FORGOTTEN WARRIOR
PROJECT
JOHN P. WILSON, Ph.D.**

**Funded Under Grant From
Disabled American Veterans**

1977 | The DAV-funded Forgotten Warrior Project defines the issue of post-traumatic stress disorder among war veterans. The research results in the creation of DAV's Vietnam Veterans Outreach Program, which will ultimately be adopted by the Department of Veterans Affairs and serve as the model for today's Vet Center program.





With the health and wellness of its participants at the forefront, DAV transitioned its traditional in-person 5K in Cincinnati to a virtual-only event in 2020. The first-ever virtual DAV 5K featured more than **3,400 participants** taking part in every state across the country. Marine veteran Kurt Oehlstrom Frascchetti and his family participated in the 2020 DAV 5K from Pensacola, Florida. Oehlstrom Frascchetti had difficulty pursuing his benefits until chance led him to meet DAV benefits advocate Jacob Drost.

When our heroes return home from military service, many struggle to regain a sense of normalcy. They must start the long and often difficult process of healing and rehabilitation so that they can begin to rebuild the lives they once knew. They must find jobs and often housing, as well as relearn how to relate to their families after having been away for long periods of time. Accessing basic health services can be daunting. That's why DAV is here to help them every step of the way.

Too many of our wounded, ill and injured veterans haven't accessed the benefits and services they've earned. Most simply aren't aware of their rights and benefits or the free help

our National Service Program can provide with filing for benefits from the Department of Veterans Affairs and other government agencies.

Neither are they aware of the wide range of other programs we offer to wounded, ill and injured veterans and their families. This program supplements the outreach efforts already built into our other program services. It offers the American public an even greater opportunity to become personally involved in identifying and assisting the men and women who have served our nation. In 2020, \$23.9 million was spent on this large-scale outreach effort—an investment that's making a real difference in the lives of veterans and their families. //

Thank you to our
2020 DAV 5K Sponsors

PRESENTING

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HONOR BIB

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TOTAL QUALITY LOGISTICS

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Naturals

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Cintas

Ethicon Endo Surgery

RPT Realty

Carrier Inc.

Covelli Enterprises dba Panera Bread

DAV 5K

Walk, Roll, Run and Ride to
HONOR AMERICA'S VETERANS

FUNDRAISING



1922 | The Forget-Me-Not fundraising campaign is established. The little blue flower is chosen as a reminder of those who fought and became disabled in the Great War. The symbolism is obvious: Our nation must never forget those who sacrificed their blood and their health for our country's cause.

Last year presented many challenges to DAV and our nation, but in spite of the adversity we faced, we continued to serve injured and ill veterans. Like other periods in our nation's history when our veterans were challenged by wars, depressions and pandemics, DAV was here when veterans reached out for assistance in order to help them get through the challenges of 2020. However, this was only made possible by our wonderful and loyal donors who once again demonstrated their caring and compassion for the men and women who served and sacrificed for our country.

Like the veteran community, many of our supporters faced their own daunting hardships because of the COVID-19 pandemic, yet they still made their own sacrifices and selflessly gave contributions to help our nation's heroes. The outpouring of support that we received was remarkable and heartwarming. While we have not personally met many of the 1.9 million guardian angels who donated to us this past year, we extend our most sincere thanks for their kindness, and we are extremely grateful to them for once again standing alongside us to ensure the sacrifices of our veterans are not forgotten.

One such couple is Harry and Dorothy Headley, who have been giving to DAV for 11 years and counting. When asked why they support DAV, they said, "The sacrifices these men and women

made were for us. All of America's disabled veterans have our gratitude and deserve whatever help we are able to give them."

It is because of compassionate and generous friends of DAV, like the Headleys, that we are able to continue to be there to support the millions of disabled veterans whenever they turn to us for assistance. In fact, our donors in 2020 raised nearly \$121.2 million in contributions to help veterans get the benefits they've earned, obtain the medical care they need, gain meaningful employment and get relief in the aftermath of natural disasters.

Direct marketing

There is a saying: "Giving is not about making a donation; it is about making a difference." The nearly 2 million contributors to DAV in 2020, of whom almost 298,000 were new supporters, help to make a difference in the lives of 1 million veterans each year. Through their generosity, \$93 million was raised this past year through direct mail, telephone, direct-response television and digital channels, with an average donation of \$25. We are grateful for all of the individuals in communities across the country who responded to our call to ensure America's promises are kept to veterans.

While direct mail continues to be our largest source of fundraising revenue, with \$87.3 million generated through this channel, we continue to focus on diversifying our fundraising sources to ensure we are able to adapt and take advantage of emerging trends and environmental and demographic shifts in giving. Digital marketing is one such area of focus. Through our continued refinement of initiatives and implementation of new strategies,



"All of America's disabled veterans have our gratitude and deserve whatever help we are able to give them."

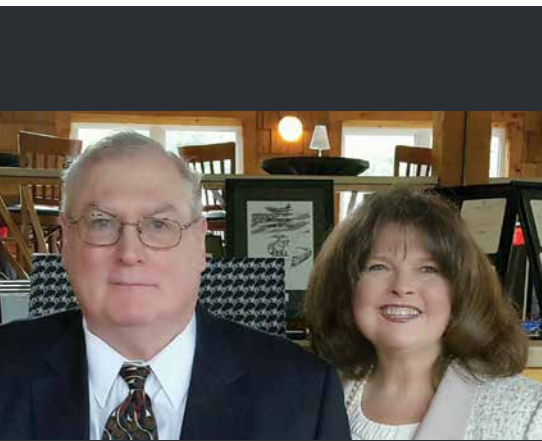
Marine veteran Harry Headley and wife Dorothy, DAV supporters

we continue to see growth in online revenues. Direct-response television is another outreach medium we have increasingly invested in to reach new audiences and broaden our base of support—particularly our number of monthly donors. We are very pleased to have garnered 29,000 new monthly donors from our various outreach efforts this past year.

Gift planning

Every year, hundreds of individuals choose to leave a lasting legacy by including DAV in their will. This compassion and generosity is inspirational and will help ensure future generations of injured and ill veterans are able to live their lives with respect and dignity. We do not take this gesture of kindness lightly, and we are extremely grateful to the individuals who choose to honor those who serve in this manner. Two such individuals are Steven





“We included DAV as a major part of our legacy plan to serve as both a **thank-you for all the help** the organization provided to us over the decades as well as a **pay it forward** to support other veterans and their families in the future.”

*Steven T. Centore
and Linda D. Sutter,
DAV supporters*

Bequest gifts provided

\$18 million

in support for DAV programs
to help ill and injured veterans



T. Centore and Linda D. Sutter, who left a bequest gift to DAV.

This past year, \$18 million was generated from bequests. We are very thankful and honored by all of the individuals who chose to pay tribute to our nation’s heroes by ensuring that their kindness is paid forward through our programs and services.

Corporate partnerships

A partnership occurs when parties come together to advance their mutual interest. We are honored to have a family of corporations who join us in our shared mission of improving the lives of injured and ill veterans and their families. These corporations have chosen to put their own stake in the ground to ensure the sacrifices of those who served are not forgotten, and we are extremely grateful for them standing alongside us in this very important endeavor.

Despite corporations across the country facing their own financial challenges this year, many of our corporate partners did not waver in their commitment to supporting our programs and services. This past year, through the efforts of our corporate friends, \$2.5 million was donated to DAV. In addition to their financial support, our partners also ran campaigns that significantly increased awareness of DAV, which will help ensure that more of our injured and ill veterans gain access to the benefits they’ve earned and need. Our partners also answered our call when we asked for their help in assisting veterans’ families impacted by the COVID-19 crisis. We are very thankful for all of the ways that our partners have stood with us this past year and for the countless number of veterans’ lives that have been positively impacted through their generosity.

The Ford Motor Co. and Ford

Motor Company Fund exemplify what it means to be a part of our family, standing by us in support of our mission since 1922, when Henry Ford provided 50 Model T vehicles to help disabled World War I veterans attend the organization’s national convention. Ford continues to lend its support today by donating vehicles for use in our nationwide DAV Transportation Network. Last year, through Ford grants, eight vehicles were purchased, and over the life of the program, 239 vehicles have been purchased and donated to the Department of Veterans Affairs from Ford’s generous contributions. During 2020, Ford also donated personal protective equipment valued at \$750,000 to ensure that our volunteers and front-line health care workers could safely continue serving our veterans. We are extremely grateful for Ford’s continued generosity and friendship as we begin our next century of serving our nation’s veterans.

We were very pleased to have EG America, one of the largest convenience-store retailers in the country, continue its support of our program and services. EG America team members and guests have truly embraced the DAV mission and the veterans and families that we serve, and their support over the last two years has been phenomenal. Through this past year’s campaign conducted in over 1,680 of their convenience stores nationwide across its various brands, including Cumberland Farms, Certified Oil, Fastrac, Kwik Shop, Loaf ‘N Jug, Minit Mart, Quik Stop, Tom Thumb and Turkey Hill, more than \$478,000 was raised for DAV. This outpouring of support during such challenging times was truly heartwarming and reflects the deep commitment EG America has to honoring and giving back to those

Some of our corporate partners include:



“We are proud to have supported DAV for the second year in a row in 2020 as a way to thank the men and women who have served, and over the past two years, we have raised almost \$1.5 million. The \$478,000 that we raised in 2020 was almost double the original company goal. Given the pandemic and all of its challenges, the fact that we were able to raise this much money was an even greater achievement. We want to thank our guests for their generous donations to support the needs of our veterans. We are honored to be able to give back to those who have bravely served our country through our partnership with DAV.”

*George Fournier, President
EG America*

who have given so much to protect our freedoms. We look forward to our continued work together to help uplift and ensure veterans live better lives with respect and dignity.

We were extremely happy to welcome Humana to our family of partners in 2020, as our national Medicare Advantage, Prescription Drug Plan and Medicare Supplement sponsor. Humana understands the sacrifices that veterans have made on behalf of our nation and shares our deep commitment to supporting the veteran community and ensuring veterans have the resources to live healthy and fulfilled lives. This past year, Humana expanded its commitment to veterans by donating to DAV. This included a contribution to our COVID-19 Unemployment Relief Fund, and Humana also served as the presenting sponsor of the DAV 5K. We look forward to all that we will accomplish working with Humana to better the lives of our nation’s veterans in the coming years. “Humana is proud to offer the unique health



*Bruce Broussard,
Humana President
and CEO*

care services that enable our country’s veterans to achieve their best health,” said Humana President and CEO Bruce Broussard. “Our veterans face challenges

that require a personalized approach, and partnering with DAV strengthens our capabilities in uplifting this honorable population.”

We very much appreciate our partners’ significant support for our mission and the veterans that we serve, and we look forward to the accomplishments we achieve together to better the lives of veterans injured during their service to our country.

All of the corporations and organizations that stand with us every day to support those who serve are certainly deserving of our gratitude and sincere thanks. //

2020 FINANCIALS

SUPPORT AND REVENUE

Support

Contributions, primarily direct mail solicitations and bequests	121,190,048
National per capita dues	8,989,607
Contributed services and facilities, primarily services	24,747,973
Contributed media and materials, primarily media	70,815,998

Total support \$225,743,626

Revenue

Interest and dividends	9,035,193
List royalties	368,682
Miscellaneous revenue	398,355

Total revenue \$9,802,230

Realized investment gains 13,652,592

TOTAL SUPPORT AND REVENUE \$249,198,448

EXPENSES

Program services

Service program	40,758,081
Employment program	1,121,220
Legislative program	1,987,882
Voluntary Services program	24,802,446
Relief assistance and program grants	7,075,017
Communications program	9,430,025
Public service announcement program, primarily contributed media	70,923,171
Membership program	5,302,757
Public awareness outreach	23,921,138

Total program services \$185,321,737

Supporting services

Fundraising costs	33,185,778
Administrative and general	9,337,552

Total supporting services \$42,523,330

TOTAL EXPENSES \$227,845,067

Excess of support and revenue over expenses \$21,353,381

Change in unrealized appreciation of investments 31,274,155

Excess of expenses and change in unrealized appreciation of investments over support and revenue 52,627,536

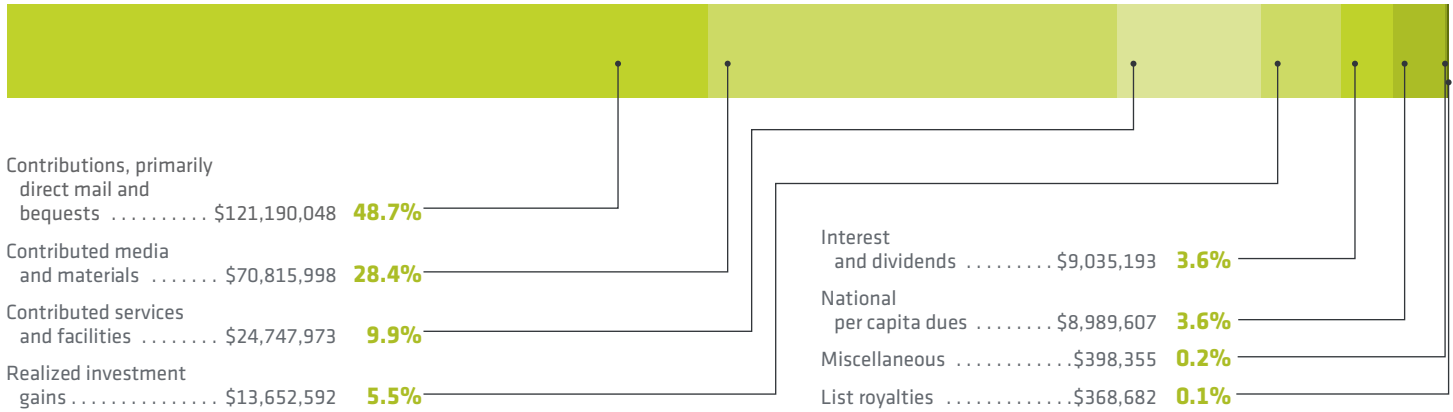
Other change in net assets -2,252,193

Change in total net assets \$50,375,343

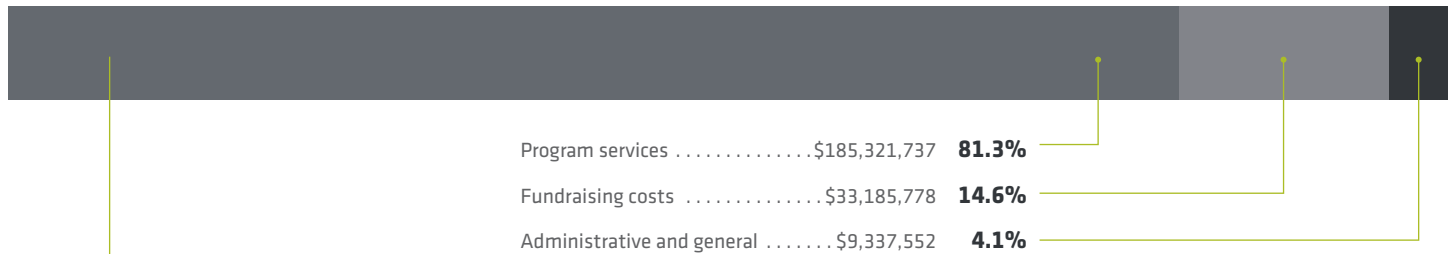
NET ASSETS, beginning of year \$364,875,204

NET ASSETS, end of year \$415,250,547

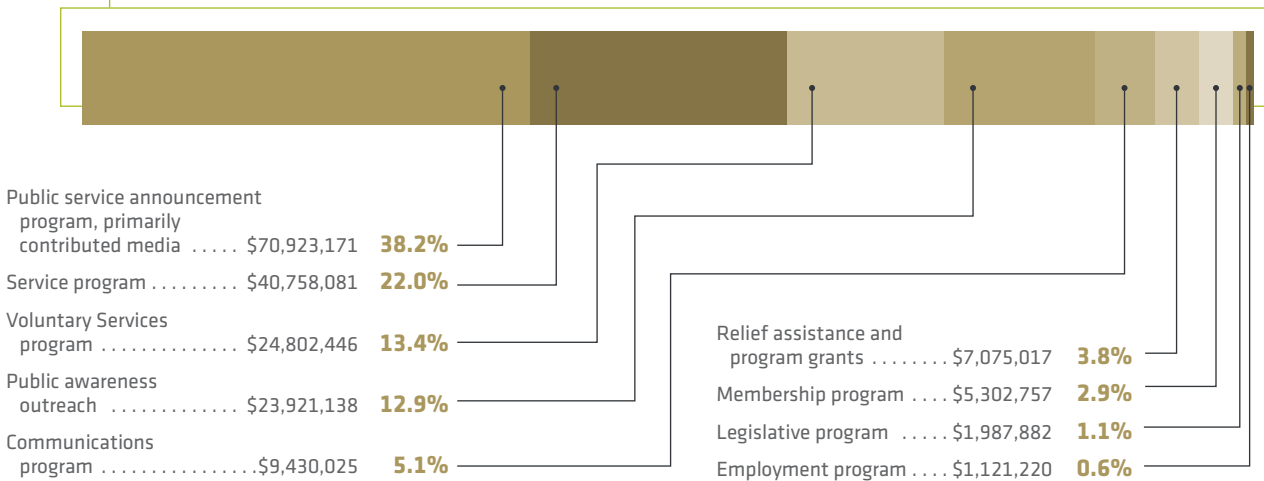
SUPPORT AND REVENUE



EXPENSES



Breakdown of expenses by program



Complete financial statements have been audited and received an unqualified opinion.

Copies of the statements are available from our national headquarters upon request.

Nonprofit Status

Disabled American Veterans is a tax-exempt organization, and contributions made to DAV are tax deductible. DAV is a federally incorporated, nonprofit organization. It was incorporated by an Act of Congress on June 17, 1932. The organization's Congressional Charter can be found at 36 U.S.C. § 50301 et seq. DAV is recognized by the Internal Revenue Service as tax exempt under 26 U.S.C. § 501 (c)(4). Contributions are deductible pursuant to 26 U.S.C. § 170 (c)(3).

CHAIRPERSON
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 Texas

VICE CHAIR
Andrew Marshall
 Florida

TREASURER
Robert D. Cox
 Virginia

SECRETARY
J. Marc Burgess
 Kentucky

DIRECTORS
John F. Donovan
 Arkansas

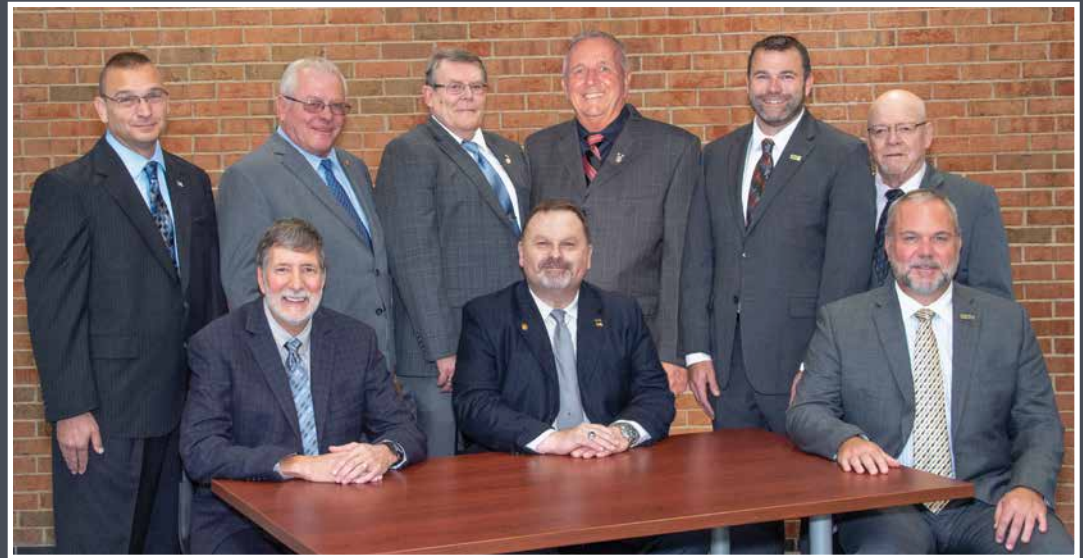
Terry W. Sanders
 Indiana

Kevin J. Walkowski
 Wisconsin

ADVISERS
Stephen "Butch" Whitehead
 Minnesota

Michael E. Dobmeier
 North Dakota

BOARD OF DIRECTORS



Back row, from left: John F. Donovan, Michael E. Dobmeier, Terry W. Sanders, Andrew Marshall, Stephen "Butch" Whitehead, Dennis R. Nixon. Front row, from left: Robert D. Cox, Kevin J. Walkowski, J. Marc Burgess

NATIONAL EXECUTIVE COMMITTEE

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 Florida

1st Junior Vice Commander
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James Dempsey
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NEC 11th District
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Kevin J. Walkowski
 Wisconsin

NEC 13th District
Terry W. Sanders
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Warren Tobin
 North Dakota

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 California

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 Texas

NEC 18th District
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 Arizona

NEC 19th District
Saranna Rae Hack
 Alaska

NEC 20th District
Thomas Parker
 Texas

NEC 21st District
John F. Donovan
 Arkansas



DAV STRUCTURE

DAV continues to be the country's **premier charity** **supporting veterans,** thanks entirely to our members. Our membership's strength and dedication are unrivaled and integral to ensuring veterans and their families are able to live fulfilling lives with respect and dignity.

DAV's professional staff oversees all of the organization's national programs, under the leadership of National Adjutant J. Marc Burgess. In his position, Burgess serves as the chief executive officer and as the secretary of the DAV board of directors. The board approves the annual budget and is responsible for the management and investment of DAV's assets.

The board is composed of seven DAV members who serve as uncompensated volunteers. The lone exception is the national adjutant, who is a DAV employee. Two of these volunteer directors serve based on their election to national office by DAV's membership each year at the organization's national convention. The remaining four directors are selected by and from the ranks of DAV's National Executive Committee.

DAV's national commander—elected at each national

convention—serves as the organization's official representative. The national commander chairs the National Executive Committee, which includes five vice commanders and 21 district representatives. Vice commanders are elected annually and serve for one year in their respective office. District representatives serve for two years, with yearly elections alternating between even- and odd-numbered districts. Each year, DAV's immediate past national commander also serves on the committee.

DAV's business structure is designed to provide its membership with the majority of control and to consistently evaluate the proficiency of our various programs. Our mission of service to wounded, ill and injured veterans and their families depends on the dedication and commitment of our membership. Our intentions are to ensure the greatest degree

of operational efficiency possible in the delivery of services to these veterans and their loved ones. The national organization funds and operates programs that serve veterans throughout the United States and its territories.

DAV has 52 departments and more than 12,000 chapters across the nation that provide additional support through the service programs of the national organization on a local level. They also provide the essential framework for our membership activities.

DAV continues to be the premier veterans service organization in the country, thanks entirely to the devotion of our members, volunteers, supporters and staff. The strength and dedication of our membership are unrivaled and integral in continuing to ensure veterans and their families are able to live fulfilling lives with respect and dignity.



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dav.org/membership/documents.