



# 2022 ANNUAL REPORT







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# MISSION, GOAL & APPROACH

The Call of Duty Endowment identifies and funds the most efficient and effective organizations that help get unemployed and underemployed veterans high-quality jobs.

The Endowment uses a performance-driven approach to fund organizations delivering the highest standards of quality and cost-efficient veteran job placement services. Beyond funding, we partner with our grantees to provide an array of advice and support aimed at maximizing their impact.

In 2022, the Endowment hit its ambitious goal of getting 100,000 veterans back to work by 2024, two year ahead of schedule.

In 2022, our grantee organizations' average cost to place a veteran in a job was \$618, about 1/13th the cost of U.S. Government efforts. This is made possible by a commitment to high performance standards that are measured on a quarterly basis, including:

- Cost per placement
- Average starting salary
- 6-month and 12-month retention rates
- Full-time vs. part-time employment

**In addition to supporting its grantees, the Endowment is committed to highlighting high performance in the veteran employment space by promoting our grantees' work.**





## DEAR CALL OF DUTY ENDOWMENT SUPPORTERS,

2022 was a historically successful year for the Endowment and the veterans we help. Thanks to our funded non-profits, corporate partners, Activision Blizzard employees and gaming community supporters, we achieved our long-term goal of funding the placement of 100,000 veterans into high-quality jobs two years early. At the same time, we had the second-best year of placements in our history and drove the most economic value (first year salaries gained) we've achieved for veterans and their families in a single year. Given the economic challenges of 2022, it was also a major achievement that our veterans set a record for the highest annual starting salaries in the Endowment's history.

2022 was also a year of achievements in driving awareness of our mission. We continued to run award-winning integrated marketing and communications campaigns that placed additional focus on our mission at a time when other funders' attention was diverted elsewhere. As a prime example, we used the 100,000-placement milestone to highlight our mission by launching the first-ever charity run inside a video game, called Call of Duty Veterans, the event which challenged millions of players to run 100KM inside of Warzone. It was a smashing success for raising awareness and has already been recognized by several national awards. Simultaneously, our public policy work to ensure former military medics and hospital corpsmen do not encounter barriers when trying to obtain civilian EMT licensure continues—with several state legislatures deeply interested in updating their regulations.

We could not be successful without incredible partners—from non-profit assessment performed pro bono by Deloitte to major fundraising programs with Pilot Company, USAA, and Papa John's to unprecedented support from Activision Blizzard, Sony, and Microsoft!

In the shadow of 2022's record-breaking performance, we are not complacent and are even more energized for 2023's possibilities to improve the economic well-being of our veterans.

Sincerely,

**DAN GOLDENBERG**  
EXECUTIVE DIRECTOR



# PRIMARY GRANTEES



**CALL OF DUTY**<sup>TM</sup>  
ENDOWMENT

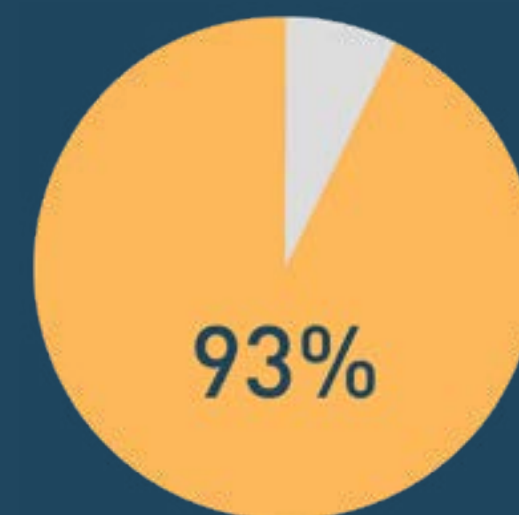
**2022**  
GRANTEES



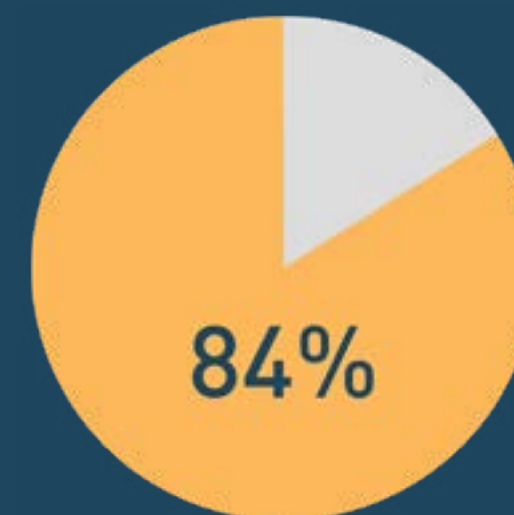


# OUR IMPACT

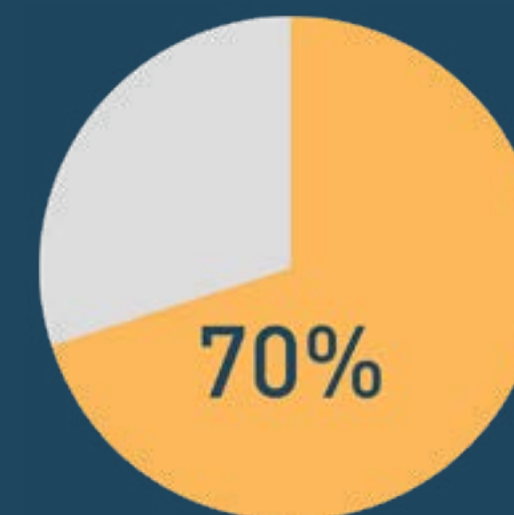
	VETERANS PLACED INTO JOBS (CUMULATIVE)	113,679		VETERANS PLACED INTO JOBS (2022)	15,987
	AVERAGE COST PER PLACEMENT (2022)	\$618		AVERAGE STARTING SALARY (2022)	\$65,144
	ECONOMIC VALUE CREATED (CUMULATIVE)*	\$6.4 BILLION		ECONOMIC VALUE CREATED (2022)*	\$1.04 BILLION



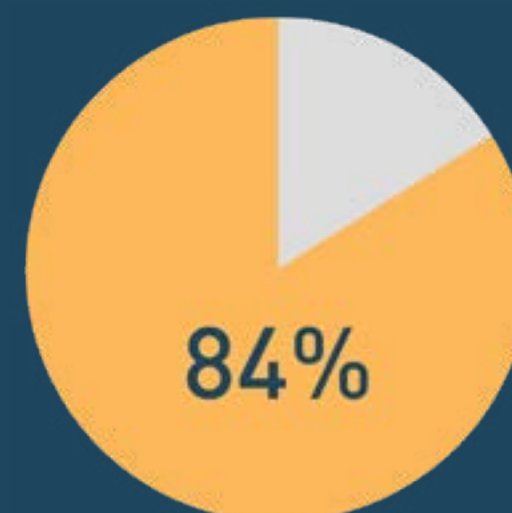
JOB PLACEMENTS FOR FULL-TIME WORK



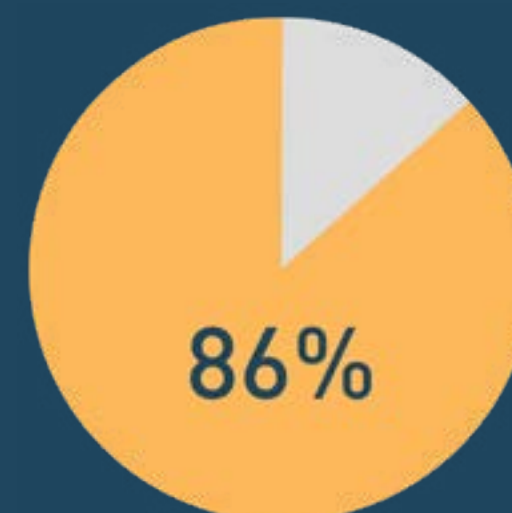
SIX-MONTH RETENTION RATE



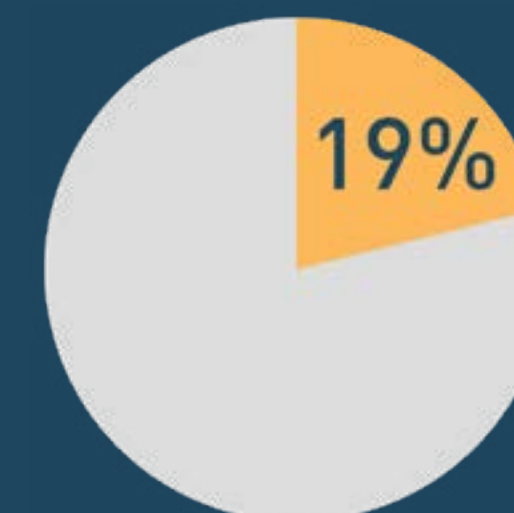
TWELVE-MONTH RETENTION RATE



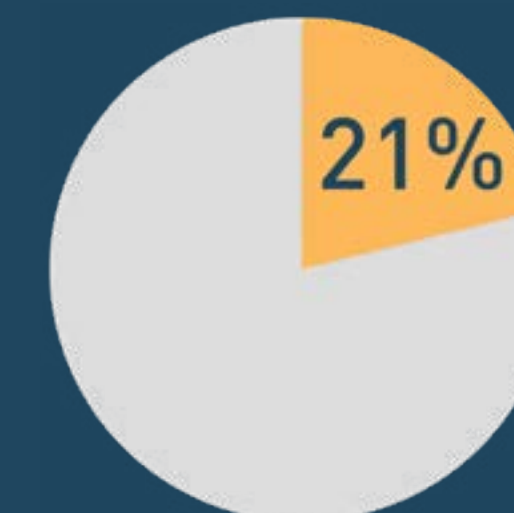
ENLISTED (UK RANKS/RATES/NCOS) WHEN THEY LEFT SERVICE



PROPORTION OF POST-9/11 VETS PLACED



PROPORTION OF WOMEN VETS PLACED



PROPORTION OF BLACK VETERANS PLACED

\*VALUE OF FIRST YEAR SALARIES WE'VE HELPED VETERANS CAPTURE.