



## 2019 ANNUAL REPORT





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# MISSION, GOAL & APPROACH

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

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The Call of Duty 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.

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The Call of Duty Endowment has set an ambitious goal of getting 100,000 veterans back to work by 2024.

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In 2019, our grantee organization's average cost to place a veteran in a job was \$499, about 1/6<sup>th</sup> of 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 through its Seal of Distinction program, which provides both a \$30,000 prize and national recognition to winners of the award.





## Dear Call of Duty Endowment Supporters,

2019 was another great year for the Endowment's work and the veterans we support! Thanks to our funded non-profits, corporate partners, Activision Blizzard employees and gaming community supporters, we surpassed 66,000 cumulative placements, funding more than 11,000 veterans into high quality jobs in just this past year. To support our mission, we also innovated in the fundraising function, including launching our first ever "CODE Bowl" charity stream, which was watched by 1.3 million viewers. In short, we're very excited about our momentum.

We could not do our work without fantastic partners—from our signature Seal of Distinction vetting performed pro bono by Deloitte to major fundraising programs by Gamestop, Humble Bundle, Costco, Flying J/Petro and GAME to record breaking corporate support from Activision Blizzard, everyone has delivered to back our critical work!

Thanks to this incredible base, we're optimistic about the year ahead and ultimately achieving our goal of 100,000 high quality placements by 2024.

Sincerely,

**Dan Goldenberg**  
EXECUTIVE DIRECTOR



# 2019 WINNERS



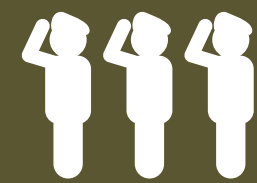
# PRIMARY GRANTEEES



# 2019 SEAL OF DISTINCTION WINNERS & GRANTEES



# OUR IMPACT



VETERANS PLACED INTO  
JOBS (CUMULATIVE)

66,098



VETERANS PLACED  
INTO JOBS (2019)

11,661



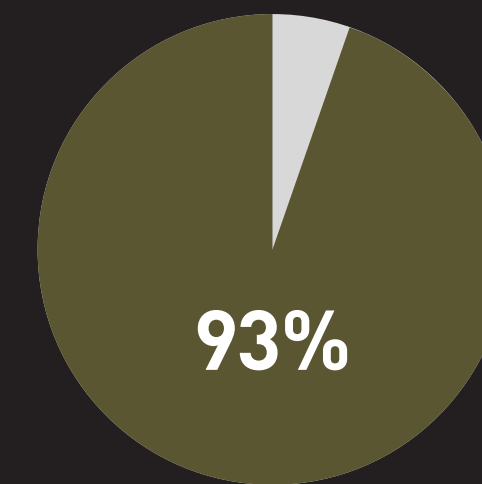
AVERAGE COST PER  
PLACEMENT (2019)

\$499

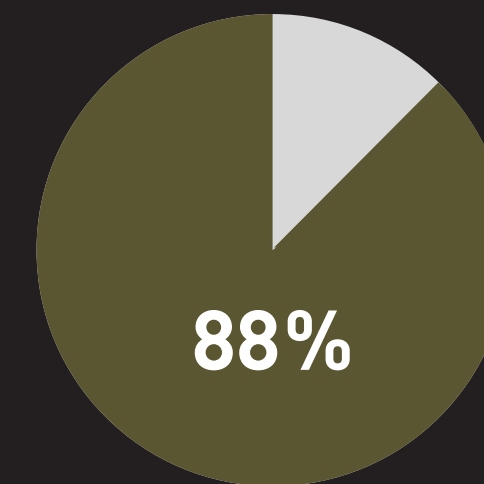


AVERAGE STARTING  
SALARY (2019)

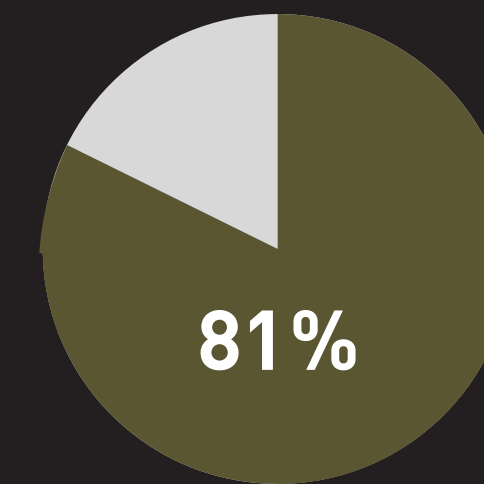
\$60,733



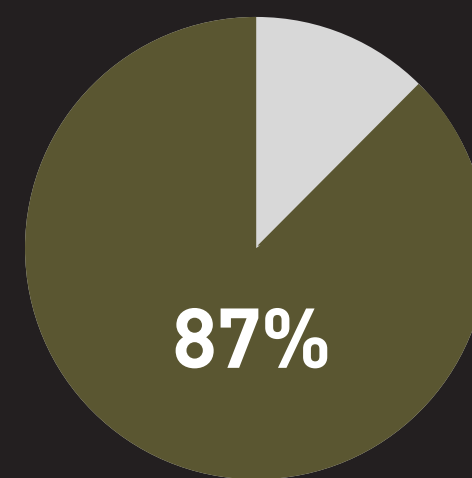
JOB PLACEMENTS  
WERE FOR  
FULL-TIME WORK



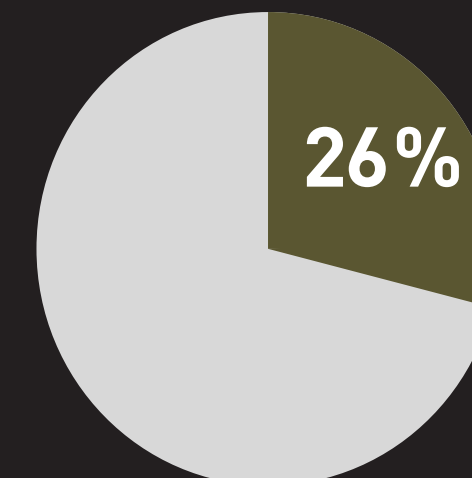
SIX-MONTH  
RETENTION RATE



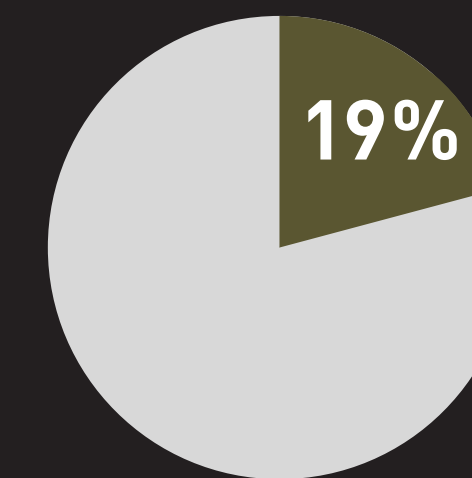
TWELVE-MONTH  
RETENTION RATE



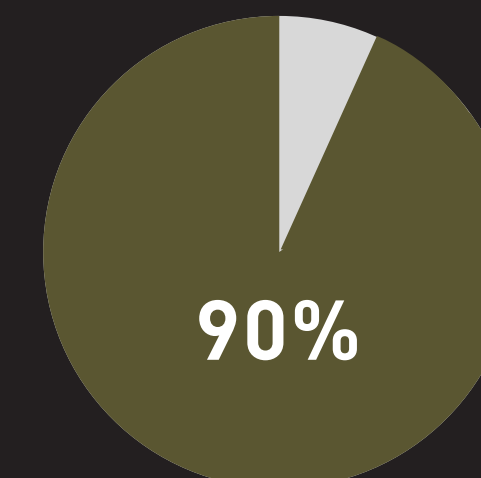
ENLISTED  
(UK: RANKS/RATES/NCOS)  
WHEN THEY LEFT  
SERVICE



PROPORTION OF  
WOMEN VETS  
SERVED



PROPORTION OF  
WOMEN VETS  
PLACED



PROPORTION OF  
POST-9/11 VETS  
PLACED