




## 2020 ANNUAL REPORT



A person in a military uniform, wearing a camouflage cap and jacket, is shown in profile, looking out over a city at night. The city lights are blurred in the background, creating a bokeh effect. The person's face is partially in shadow, and the overall tone is somber and contemplative.

# TABLE OF CONTENTS

1. MISSION, GOAL & APPROACH
2. TO OUR SUPPORTERS
3. 2020 GRANTEES
4. OUR IMPACT



# MISSION, GOAL & APPROACH

---

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

---

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.

---

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

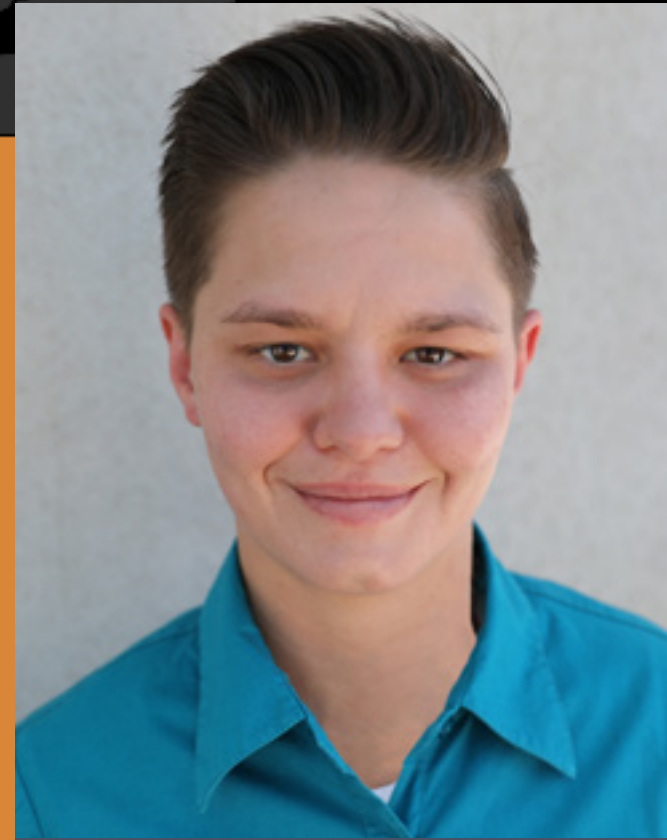
---

In 2020, our grantee organization's average cost to place a veteran in a job was \$515, about 1/6th 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 by promoting our grantees' work.





## DEAR CALL OF DUTY ENDOWMENT SUPPORTERS,

Under the most difficult circumstances, 2020 was a critically successful year for the Endowment and the veterans we serve. Through our funded non-profits, corporate partners, Activision Blizzard employees and gaming community supporters, we shattered all our previous annual performance records, surpassing **81,000 cumulative placements**, funding more than **15,000 veterans** into high quality jobs, driving **\$942 million** in economic value and raising more than **\$10 million** to support future efforts. We also innovated our fundraising efforts in the COVID-19 environment, including a massive expansion of “CODE Bowl” to include 8 military teams in a virtual, Trans-Atlantic charity stream, which was watched by **1.7 million viewers**.

We could not be successful without incredible partners—from non-profit assessment performed pro bono by Deloitte to major fundraising programs with Humble Bundle, Pilot Flying J, USAA, Ram Trucks, Gamestop, Costco, and Burst to unprecedented support from Activision Blizzard, everyone has delivered to back our critical work!

Thanks to this record breaking performance, we’re optimistic about 2021 and ultimately achieving our goal of 100,000 high quality placements by 2024.

Sincerely,

**DAN GOLDENBERG**  
EXECUTIVE DIRECTOR



# PRIMARY GRANTEEES









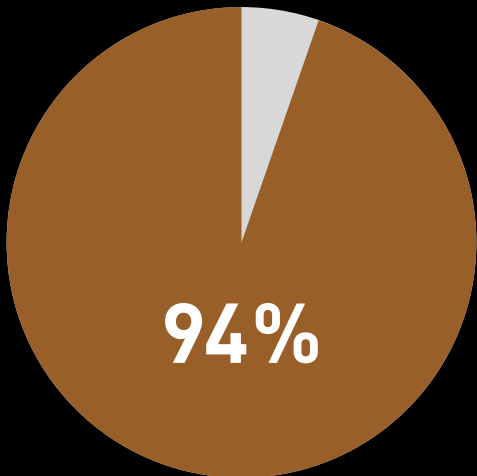
**CALL OF DUTY**<sup>TM</sup>  
ENDOWMENT

**2020**  
**GRANTEES**

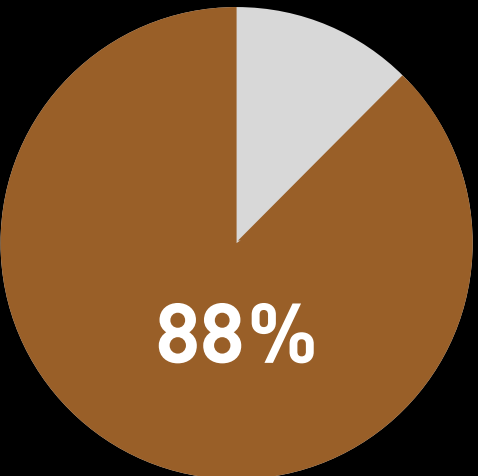


# OUR IMPACT

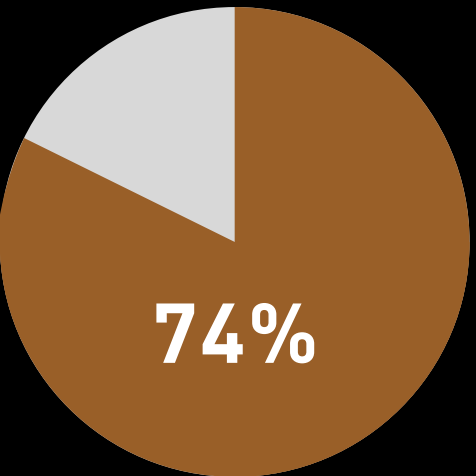
	VETERANS PLACED INTO JOBS (CUMULATIVE)	81,544		VETERANS PLACED INTO JOBS (2020)	15,446
	AVERAGE COST PER PLACEMENT (2020)	\$515		AVERAGE STARTING SALARY (2020)	\$61,050
	ECONOMIC VALUE CREATED (CUMULATIVE)*	\$4.56B		ECONOMIC VALUE CREATED (2020)*	\$942M



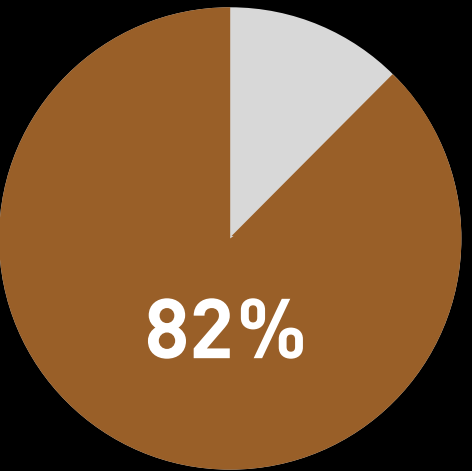
JOB PLACEMENTS WERE FOR FULL-TIME WORK



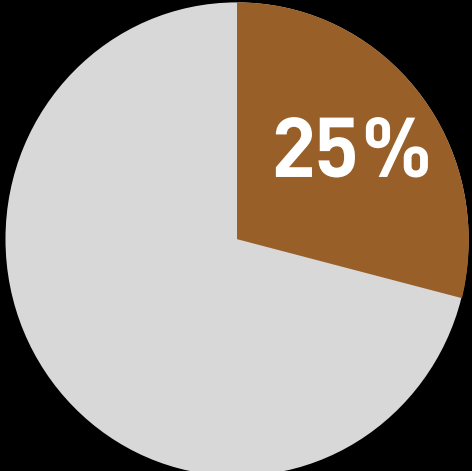
SIX-MONTH RETENTION RATE



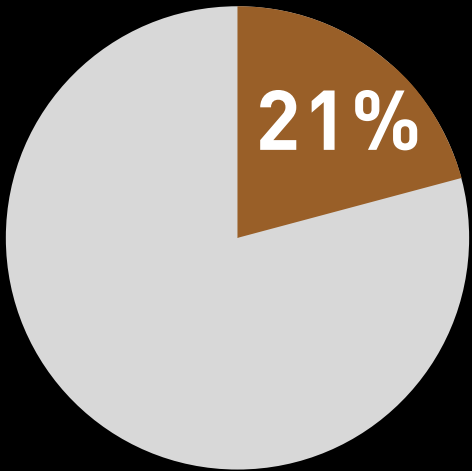
TWELVE-MONTH RETENTION RATE



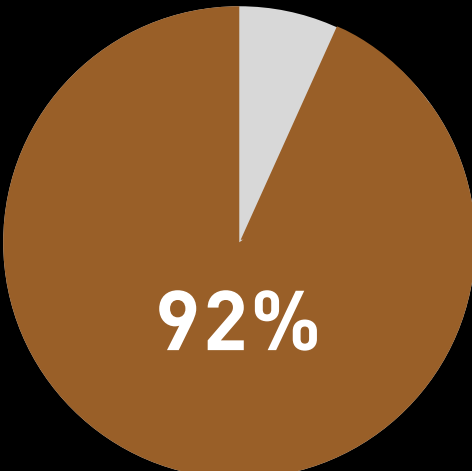
ENLISTED (UK: RANKS/RATES/NCOS) WHEN THEY LEFT SERVICE



PROPORTION OF WOMEN VETS SERVED



PROPORTION OF WOMEN VETS PLACED



PROPORTION OF POST-9/11 VETS PLACED

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