



IRAQ AND AFGHANISTAN VETERANS OF AMERICA

**Fighting to improve the lives of America's newest
generation of veterans and their families.**

[2010 ANNUAL REPORT]



IAVA'S MISSION AND VISION

Iraq and Afghanistan Veterans of America (IAVA) is the nation's first and largest nonprofit organization for our newest generation of veterans.

IAVA'S MISSION IS TO IMPROVE THE LIVES OF IRAQ AND AFGHANISTAN VETERANS AND THEIR FAMILIES.

A 21st Century veterans organization, IAVA is dedicated to standing with the veterans of Operation Iraqi Freedom (OIF), Operation New Dawn (OND) and Operation Enduring Freedom (OEF) from their first day home through the rest of their lives. By delivering impacts in health, education, employment and community, IAVA is committed to building an empowered generation of veterans that will provide sustainable leadership for our country, ensuring a better future for all Americans.

Through support in those four critical areas – health, education, employment, and community – IAVA is determined to help OEF, OND and OIF veterans recognize their potential as the New Greatest Generation.

BY LEVERAGING THE SUPPORT OF OUR CORPORATE PARTNERS, EVERY DOLLAR DONATED TO IAVA IN 2010 RETURNED MORE THAN \$10 IN IN-KIND DONATIONS TO SUPPORT RETURNING VETERANS.



IAVA'S IMPACT

- IAVA delivers critical programs, products and campaigns to 200,000 Member Veterans and civilian supporters at no charge and with no membership fee. We have a three-pronged approach to generating transformative change in the lives of veterans and their families in four critical impact areas: **health, education, employment** and **community building**. Our strategic approach includes:
 - **Assistance:** Through online and offline engagement and strategic partnerships, IAVA creates, optimizes and expands assistance to OIF/OND/OEF veterans that directly impacts the above critical impact areas. IAVA hosts hundreds of events nationwide each year, creating opportunities for veterans and their families to connect with each other and build the local community, and gain access to customized health care, education and employment services. Online, IAVA provides a unique support network that empowers veterans to connect with one another, fostering a strong and lasting community.
 - **Awareness:** IAVA advances public awareness around the unique challenges and opportunities facing veterans of Iraq and Afghanistan. Thanks to IAVA, veterans have become a part of the national conversation, shaping the media's dialogue and connecting the 99% of the population who have not served in OIF, OND or OEF with the 1% who have.
 - **Advocacy:** IAVA advocates for public policies that benefit veterans and their families by increasing support and access to mental health, education, employment and community.

I'M A MEMBER OF THE VFW, AMERICAN LEGION, DAV, VETERANS GROUPS THAT HAVE BEEN AROUND FOR GENERATIONS. IAVA IS THE ONLY ORGANIZATION THAT REALLY "GETS IT" WITH OUR NEWEST GENERATION OF VETERANS. IAVA ADDRESSES THE ISSUES THAT ARE REALLY IMPORTANT TO ME. THANKS FOR HAVING OUR BACKS, AND KNOW WE HAVE YOURS TOO.

STEPHEN S., IAVA MEMBER



ASSISTANCE | AWARENESS | ADVOCACY

LETTER FROM EDWARD VICK

IAVA CHAIRMAN, BOARD OF DIRECTORS



Friends,

On behalf of IAVA and the 2.3 million veterans of Iraq and Afghanistan, thank you for joining us in the movement to support the New Greatest Generation.

As Chairman of the Board at IAVA, it has been my privilege to foster the tremendous growth of the organization. I have watched as IAVA has come to be defined by two qualities that shape most great organizations: vision and execution. From identifying the main challenges facing this generation of veterans, to delivering services and support that address these difficulties, IAVA is an organization that recognizes needs and delivers results.

In 2010, when our Membership Team identified unemployment as the most critical issue facing returning veterans, IAVA acted. We partnered with JCPenney and Joseph Abboud for the “Welcome Home Joe – Thanks a Million” program, which provided free business suits for veterans transitioning home. Business suits that prepared our members for job interviews. IAVA organized job fairs and resume workshops, and worked aggressively to make veteran unemployment part of the national conversation, when no other organization was talking about it.

From unemployment to health care to education to resources, IAVA recognizes the needs of the veterans’ community and provides real-world solutions to veterans transitioning home.

As a Vietnam veteran, I know how critical it is to return from war knowing you’re not alone – that someone has your back. As more and more troops return from Iraq and Afghanistan there becomes an even greater need for services, support and awareness of the issues facing the hundreds of thousands of veterans returning home. In short, it means a greater need for organizations like IAVA. Now is the time for us to stand up for our veterans and invest in their future – to ensure a better future for all Americans. By supporting IAVA and their innovative programs, we can create an empowered generation of leaders to build America’s future.

These men and women have risked their lives for us. Their sacrifices must be met with our commitment to support them in their transition home.

I hope that you will continue to stand with IAVA to improve the lives of veterans and their families.

Respectfully,

Edward Vick

Chairman of the Board of Directors
Iraq and Afghanistan Veterans of America



LETTER FROM PAUL RIECKHOFF

FOUNDER AND EXECUTIVE DIRECTOR



Fellow Veterans and Supporters,

As a nation, we have a solemn obligation to ensure that every veteran has our support from their first day home through the rest of their lives. That's something everyone can understand and agree with. It's also something easier said than done. With your support, IAVA works to ensure that promise is met, by standing with the veterans of Iraq and Afghanistan to improve their lives and the lives of their families.

Through online outreach and on-the-ground efforts, IAVA empowers this generation of veterans to recognize their potential as the New Greatest Generation. Our Storm the Hill Program delivers expert leadership training, ensuring

those who have led in combat go on to lead in their communities. IAVA's Membership Program provides direct support to veterans, guiding them through health care, education and employment challenges and making sure they know we have their backs. The Rucksack, a groundbreaking online platform launched in July, distributes real-world experiences to Member Veterans, building the community and connecting veterans to a network of support. All of these services are provided to members at no cost, with no monthly fees.

IAVA has a proven track record of turning policy goals into legislative victories. IAVA fought for the Post-9/11 GI Bill that delivers expanded educational benefits to our returning heroes. In 2010, we helped veterans figure out how to use it, thanks to the most comprehensive benefits calculator on the web and policy experts on staff – mostly veterans themselves. Last year, we answered over 3,600 requests from veterans to ensure they receive the benefits they deserve. In 2011, we'll build on these legislative successes and innovative programs to get vets back to work.

IAVA has an engaged, accessible and powerful membership, a dynamic business model, motivated leadership and unparalleled expertise in the new veterans' service sector. We leverage relationships with private and nonprofit partners – in 2010 receiving more than \$49 million in in-kind donations – to ensure every dollar invested in IAVA multiplies its impact in the veterans' community. With your continued support we will build on our health, education and employment programs and expand into new areas to serve this new generation of veterans as their needs change.

Your support of our work is critical, particularly as more and more troops return from Iraq and Afghanistan to the classrooms and boardrooms of America.

Thanks for having our backs.

Sincerely,

A handwritten signature in cursive script that reads "Paul".

Paul Rieckhoff

Founder and Executive Director
Iraq and Afghanistan Veterans of America



IMPACT MADE POSSIBLE BY IAVA SUPPORTERS



CARE FOR TRACEY

“I’ve been using VA Health Care since I returned home in 2003. When I first enrolled in the local VA there were no women specific clinics or waiting areas. Routine appointments would take months to schedule.

IAVA has been on the forefront in making sure the VA is more inclusive of its women veterans. The VA facility that I use now has a women’s clinic in the building with a separate wait area, and psychiatrists, doctors, & counselors who are in the clinic 2-3 times a week for appointments & follow up care.”

Tracey deployed in 2002 in support of Operation Enduring Freedom (OEF) to provide veterinary care to Military Working Dogs. Since returning home, she has faced a myriad of challenges in seeking health care and support from the VA. Luckily, Tracey has been an active IAVA Member Veteran, sharing her story with other members at events and advocating on behalf of female veterans at Storm the Hill, IAVA’s annual advocacy week in Washington, D.C. to bring about change. Tracey is a champion for female veterans, and for veteran service dog programs as the proud new companion to a service dog, Blaze.

EDUCATION FOR ANTHONY

“When I came home from Iraq, I started school and began using my original GI Bill. The benefits and the time were lacking and were not going to support me as I began to work toward my degree. IAVA fought for the Post-9/11 GI Bill, and the GI Bill calculator they built allowed me to understand the improved education benefits, giving me the information I needed to switch to the Post-9/11 GI Bill.”



After joining the Marine Corps in 2000, Anthony served his country honorably, deploying to Iraq twice. Following his military career, Anthony enrolled at Westminster College. Using his Post-9/11 GI Bill benefits, Anthony saved \$45,000 towards tuition and additional costs and received his Bachelor of Science degree. Anthony joined IAVA to advocate on behalf of his fellow veterans during Storm the Hill 2010, worked for IAVA as an intern, and has since become an integral staff member serving IAVA’s national membership.



A JOB FOR MARIA

“The hardest thing to do when you come home is to believe that you have the skills to get the job done. IAVA was there when I needed the help, giving me the support I needed to feel empowered—empowered enough to let anyone know a veteran within an organization is an asset. IAVA did that for me and I will make sure that I relate that everywhere I go.”

Maria was deployed to Balad, Camp Anaconda in support of Operation Iraqi Freedom (OIF) from October 2005 to 2006. She served with the 266th Finance Command out of Germany where she was assigned to provide finance support to the Forward Operating Base. Maria joined IAVA’s Storm the Hill Program in 2010, where she received invaluable leadership and networking skills. Maria is now an IAVA local leader who works to raise awareness about the challenges she and other veterans face finding full-time employment during the economic crisis.

HOPE FOR SHERMAN

“If you’re stuck in a rut because of what you’ve been through, IAVA’s got your back. I’m happier now thanks to them. They put the foundation down, and I walked the path to a better life.”

Sherman Watson joined the Marine Corps in June of 2002 and served with the 3rd Battalion, 5th Marines in support of Operation Iraqi Freedom. He deployed to Iraq on three different occasions, serving one ten month and two seven month tours. He sustained several injuries during his deployments, and suffered a Traumatic Brain Injury in 2006 when his vehicle was hit by a roadside bomb. After returning home, Sherman struggled with his TBI and the isolation that many veterans face living with invisible wounds. Since becoming an IAVA Member, however, Sherman has participated in events across the country and has shared his story with millions from California to Capitol Hill. He currently resides in California with his wife and two daughters. He recently threw out the first pitch at an LA Dodgers game as an IAVA representative.



IAVA'S MEMBERSHIP PROGRAM: EASING THE TRANSITION HOME

Many Iraq and Afghanistan veterans face serious challenges when they return home. Nineteen percent screen positive for Post-Traumatic Stress Disorder (PTSD), depression, or suffer from a probable Traumatic Brain Injury (TBI). In 2010, more lives were lost to suicide than in combat in Iraq and Afghanistan. And the veteran unemployment rate continues to be unacceptably high.

To help veterans overcome these challenges and build a support community IAVA organizes thousands of veterans through programs and events every year. Events include meet and greets, resume workshops, hiring fairs and national sporting events. IAVA empowers local leaders to mobilize for Pat's Run in honor of Pat Tillman and gives back to the community by organizing service projects for holidays like Memorial Day and Veterans Day.

IAVA events take a holistic approach to easing the transition home for veterans by providing an opportunity to share their experiences in a safe, supportive environment with other veterans and their families. At IAVA events, we provide:

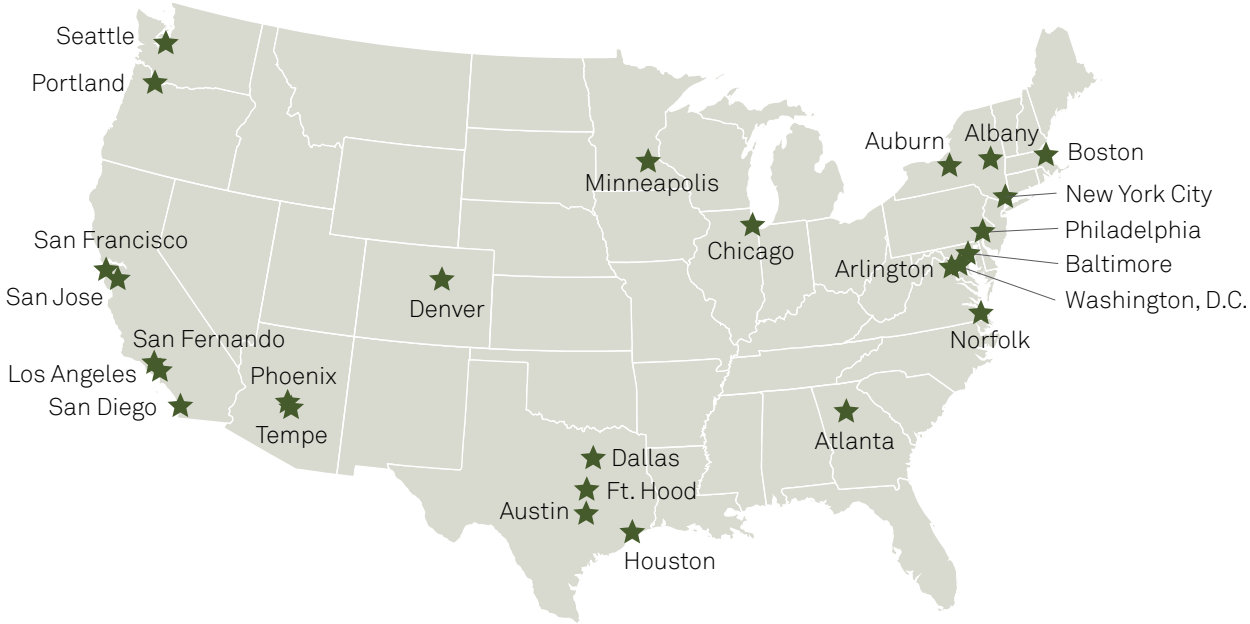
Connection To Community: Many returning veterans face isolation when they come home, and don't feel they can share their struggles with others who have not served in combat. IAVA provides a connection to other veterans in environments where veterans are free to be themselves.

Connection To Resources: At these events, members receive information about mental health resources, suicide prevention, educational opportunities and family support. Many events also include an employment component or resources to receive employment assistance.



IN 2010, IAVA BROUGHT OVER 8,500 MEMBER VETERANS AND FAMILY MEMBERS TOGETHER AT MORE THAN 40 LOCAL EVENTS NATIONWIDE.

ON THE GROUND IN 2010



FEBRUARY

Storm the Hill 2010 Celebration



MARCH

IAVA's First West Coast Tour with Meet and Greet Events



APRIL

Team IAVA's Annual Pat's Run in Honor of Pat Tillman



MAY

Memorial Day Ceremony in Arlington Cemetery



JUNE

Seattle and Portland Meet and Greets



JULY

Restrepo Film Screenings Across the Country



San Diego Padres and LA Dodgers Rucksack Events



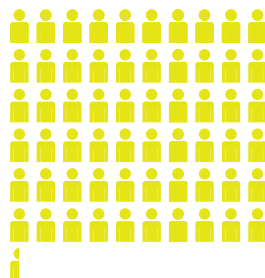
AUGUST

Baltimore Orioles, Washington Nationals and Norfolk Tides Rucksack Events



SEPTEMBER

Chicago White Sox Game, Colbert Report Taping, Rucksack Events



NOVEMBER

Veterans Week Events Across the Country



DECEMBER

Arlington National Cemetery "Wreaths Across America"



KEY

= 50 member veterans

ASSISTANCE

REACHING THE 21ST CENTURY VETERAN

The Community of Veterans program (COV) is IAVA's online social network exclusively for Iraq and Afghanistan veterans. COV provides mental health resources, dynamic discussions and a group of fellow veterans that ease feelings of isolation. In COV, members interact with one another in a private space, share their struggles and triumphs, and locate resources and employment opportunities through COV's jobs board. Since its launch, over 15,000 veterans have joined, and the site has been visited more than 1 million times.

"I found a community; friends, support, good advice, constructive criticism and networking to other activities. This site saved my life more than once when I couldn't remember why I was carrying on."

Teri, OIF Veteran

There are more than 2,000 discussion topics in COV and over 400 affinity groups. Within these topics are thousands of posts that community members frequently update – giving advice and support to fellow veterans. Categories of conversations range from 'Art and Entertainment' to 'Readjustment', a topic that has garnered more than 500 discussions and thousands of posts on COV.

COV is also a critical hub for employment assistance. Members seeking employment can ask their peers for assistance, and veterans who have been successful in gaining employment can provide fellow members with helpful tips and resources. In addition to providing peer-to-peer support, IAVA also connects veterans directly to vetted job openings through COV, with over 70 job descriptions from corporate partners posted within the community in 2010.

IAVA staff also hosted live chats with members to provide professional guidance, and answered questions about external services. Along with fellow members in the community, staff have supported veterans in their darkest hours and prevented suicide. Personal and direct interaction with IAVA's dedicated staff veterans ensures the integrity, privacy, and committed support within this community.

2010 MONTHLY MEMBERSHIP GROWTH



GIVING BACK TO OUR NATION'S VETERANS

IAVA's leadership role in improving the lives of veterans and their families has attracted the interest of socially conscious, forward-thinking private sector partners. Through unique initiatives, IAVA and partners provide veterans with assistance, resources and once-in-a-lifetime community experiences.



THE RUCKSACK PROGRAM: CONNECTING VETERANS WITH RESOURCES, SERVICES AND EACH OTHER

Launched in June 2010, The Rucksack (TheRucksack.org) is a groundbreaking online system that serves as a tool to connect confirmed veterans of Iraq and Afghanistan with tangible products, services and experiences through IAVA's partners. IAVA members who confirm service can log on and request free tickets, giveaways, resources, workshops and more – all free of charge. IAVA is the only Veteran Service Organization that verifies service, which ensures that only confirmed veterans will benefit from partner programs. In 2010, over 11,000 rewards were distributed to IAVA members across the country – and once they sign up Member Veterans are plugged into IAVA's network of fellow vets and IAVA's full range of unique health, education and employment services.



IAVA AND MILLER HIGH LIFE: "GIVE A VETERAN A PIECE OF THE HIGH LIFE"

IAVA and iconic American brand Miller High Life launched "Give a Veteran a Piece of the High Life," a groundbreaking effort that provided up to one million dollars in "High Life Experiences" to veterans through The Rucksack. Miller High Life generously donated 10 cents for every specially marked tab or cap returned, with proceeds going directly to providing thousands of unique experiences for Iraq and Afghanistan veterans and their families, including tickets to Major League Baseball and National Football games, fly fishing events, concerts, NASCAR races, outdoor adventures and much more.

"These programs not only give veterans an opportunity to relax and have a good time, but they are a reminder that we are not alone and are a reaffirmation to our loved ones that their sacrifices did not go unnoticed." — J.C.N., Member



JOSEPH ABBOUD AND JCPENNEY'S "WELCOME HOME JOE"

IAVA partnered with Joseph Abboud and JCPenney in the fall of 2010 for the "Welcome Home Joe" program. "Welcome Home Joe" provided 5,000 IAVA members with \$200 certificates towards the purchase of professional attire in JCPenney stores nationwide.

At a time when thousands of new veterans are struggling to find employment, this innovative partnership was a critical component in providing veterans the material assistance they need to ensure a bright future.

"The campaign puts a suit on a vet that he can go to an interview with, and it's also symbolic... a symbol of that welcome home." — Anonymous Member

ASSISTANCE

TELLING THE STORY IN THE MEDIA

IAVA SERVES AS THE VOICE OF THIS GENERATION OF VETERANS

IAVA empowers veterans from all branches of service and all walks of life to educate the public on the difficulties of transitioning home. IAVA Member Veterans breakdown stereotypes through media appearances and highlight the important issues facing the veterans' community – and our country.

In 2010, IAVA contributed to over 2,000 national and local media reports about the wars and new veterans' issues, reaching thousands and garnering over \$172 million in earned media coverage.



STARS AND STRIPES

The New York Times



THE HUFFINGTON POST

ArmyTimes

SOCIAL MEDIA INNOVATORS

Across social media platforms like Facebook and Twitter, IAVA provides the most current news and analysis about the wars and veterans issues. IAVA grew our presence on Facebook and Twitter by multiples in 2010, reaching more than 195,000 Facebook fans and 15,000 Twitter followers, advancing the discussion surrounding veterans' concerns and building a robust social network for veterans to connect.

Facebook Fans, Twitter Followers, and Email Subscribers



IAVA's email subscribers grew by **70%** from 2009 to 2010



Through **Facebook**, IAVA reached over 195,000 'fans' in 2010

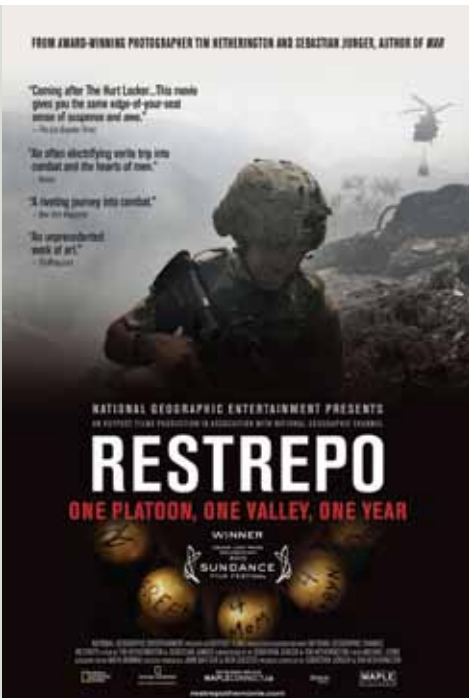


Through **Twitter**, IAVA reached **15,000 followers** in 2010



In January, IAVA competed in the **2010 Chase Community Giving Challenge** on Facebook. More than 2 million people voted for their favorite nonprofits nationwide.

IAVA's supporters voted IAVA into 22nd place out of 500,000 charities. As a result, IAVA received \$125,000 from Chase to expand New GI Bill outreach and support.



TELLING THE STORY: RESTREPO

“The next time somebody asks me what combat is like I’m going to tell them to go see Restrepo. This is a film that gets it.” — J.H., IAVA Member, Texas

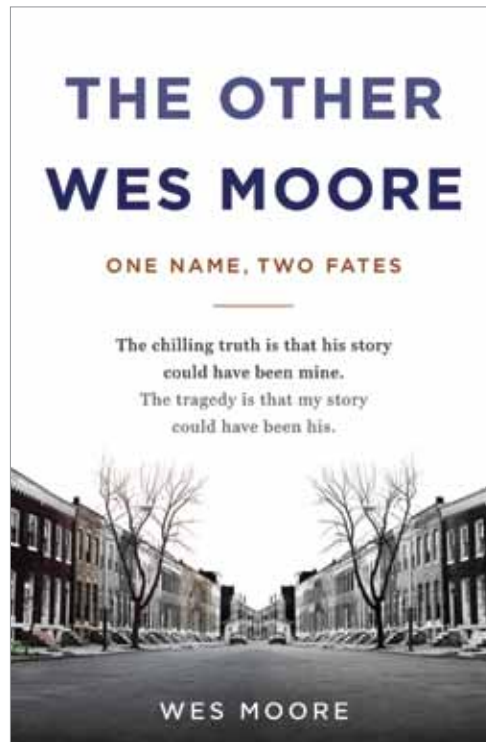
In 2010, IAVA partnered with National Geographic and the filmmakers of the Academy Award nominated documentary *Restrepo* to encourage dialogue between veterans who have experienced combat and the general public. *Restrepo* chronicles the deployment of a platoon of U.S. soldiers in Afghanistan’s Korengal Valley. The filmmakers slept, ate and patrolled with the soldiers to capture their intimate and intense stories. In June and July, IAVA invited Member Veterans and civilian supporters to attend 15 free screenings of *Restrepo* including Q & A sessions with filmmakers Sebastian Junger and the late Tim Hetherington.

“I served in the Korengal Valley. Seeing this movie with my dad helped explain to him what it was like better than I ever could.” — W.A., IAVA Member, Kentucky

THE OTHER WES MOORE

In April, IAVA celebrated the publication of “The Other Wes Moore,” the anticipated debut memoir by Afghanistan veteran and IAVA Board Member Wes Moore. “The Other Wes Moore” is the powerful true story of two boys with the same name—one becomes the first African-American Rhodes Scholar from Johns Hopkins University while the other serves a life sentence in prison.

IAVA promoted Moore’s inspirational message of service by bringing members to stops on the book’s media tour and to special events Moore held for local changemakers from the business, entertainment, political, sports, and education communities. The events in six cities around the country highlighted Moore’s “Generation E” message: the importance of our country’s new generation of young people to be educated, empowered, entrepreneurial, environmental, and have an elevated commitment to service.



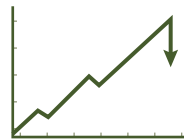
LEADING THE FIGHT ON CAPITOL HILL

As the first nonpartisan advocacy organization for America's newest veterans, IAVA has worked with both parties in Congress, the White House, the Departments of Defense and Veterans Affairs, corporations and nonprofit organizations alike to meet the needs of service members, veterans and their families. On Capitol Hill, IAVA staff and Member Veterans proudly represent the 2.3 million veterans of Iraq and Afghanistan, testifying 35 times before the 111th Congress on critical issues ranging from the Post 9/11 GI Bill and veteran unemployment, to erasing the stigma of mental health injuries and fighting for improved health care for female veterans.

PRIORITIES FROM IAVA'S 2010 LEGISLATIVE AGENDA



Modernize the outdated disability claims process



Reduce veteran unemployment among Iraq and Afghanistan veterans



Eliminate the stigma associated with mental health care



Eliminate homelessness among new veterans



Improve the Post-9/11 GI Bill



Improve care and benefits for female veterans



Increase support for the caregivers of wounded warriors

VICTORIES FOR VETERANS

IAVA's leadership and advocacy led to the passage of major legislation and significant progress on many critical issues to our community.

EDUCATION

Improvement to the New GI Bill 2.0.

Ever since IAVA led the fight to pass the New GI Bill, we have been working to improve it. In 2010, IAVA led the way in changes to the legislation that expanded the benefits to 400,000 additional veterans. IAVA helped construct a coalition of Veteran Service Organizations to support these changes, established liaisons with Congressional leadership, and worked directly with the legislative council to draft the language of the bill. In addition to advocating for passage of New GI Bill 2.0, the IAVA team contributed to its success by creating an online calculator to help veterans determine their benefits, and answering hundreds of questions for veterans through weekly 'Office Hours' inside IAVA's Community of Veterans.

EMPLOYMENT

Jobs for our Nation's Heroes

IAVA successfully pushed for legislation that allowed veterans to file USERRA complaints against federal agencies. Congress also passed a joint resolution that extended

employment protections to veterans applying for certain jobs on Capitol Hill. As a result of our efforts with Department of Labor's VETS program, the Transition Assistance Program also received a long overdue audit.

HEALTH CARE

Support for Caregivers of Wounded Warriors

IAVA was a leader in the fight to pass the Caregivers and Veterans Omnibus Health Services Act of 2010 (S. 1963). This historic law establishes a program that offers training to thousands of spouses and parents who provide full-time care for severely wounded warriors. The legislation also guarantees living stipends for caregivers, access to VA health care and 30 days of respite care per year.

Better Care for Female Veterans

IAVA fought to ensure female veterans receive more comprehensive services to assist in their transition home. The Women Veterans Health Care Improvement Act in the Caregivers and Veterans Omnibus Health Services Act of 2010 includes VA health coverage for newborn children, training programs for medical professionals to improve treatment of PTSD and Military Sexual Trauma (MST), and pilot programs to provide women-only readjustment counseling and retreats.

COMMUNITY

Equality for All Veterans

IAVA's annual survey revealed that members supported the repeal of Don't Ask Don't Tell (DADT). Members found the policy to be exclusionary and unfair. IAVA served as an informed voice for Congress, the Administration and the Department of Defense (DoD), ensuring that veterans' voices were part of the conversation. IAVA was the first and only veterans service organization to stand up for the repeal of DADT, calling for equality for all service members and veterans.



ADVOCACY

STORM THE HILL PROGRAM: LEADERSHIP DEVELOPMENT FOR THE NEW GREATEST GENERATION

IAVA's innovative Storm the Hill Program is an expert leadership training initiative designed to empower veterans of Iraq and Afghanistan to become the leaders, stewards and spokespeople for the New Greatest Generation.

IN 2010, MORE THAN TWO DOZEN IAVA MEMBER VETERANS MADE THEIR WAY TO WASHINGTON, D.C. DESPITE RECORD SNOWFALLS. IAVA VETERANS HELD 65 PRIVATE MEETINGS WITH CONGRESSIONAL OFFICES TO ADVOCATE FOR IAVA'S 2010 LEGISLATIVE AGENDA.



Member Veterans undergo an intense three-day training period where they are taught media skills, digital engagement, and interview and debate techniques for business and political meetings. Veterans then meet with members of Congress, staffers and journalists to tell their story and advocate for support of critical veterans' issues. In 2010, Member Veterans met with Senators Specter, Coburn, McCaskill and Baucus among others. Storm the Hill Veterans were also interviewed by Politico, Military.com, CNN.com, Stars & Stripes, and Federal News Today as well as many local media outlets.

IAVA engaged supporters and veterans who couldn't be on Capitol Hill to take part in the historic undertaking online. Throughout the week Member Veterans posted photos and videos and tweeted in real time on www.StormtheHill.org, the gateway for IAVA's tens of thousands of online supporters following along from home. Supporters followed along and were encouraged to "Make Their Mark" on a site map that showed their voting district, thereby voicing their support of IAVA before their members of Congress.

After storming the hill, IAVA ended the week with a large celebration in downtown Washington attended by nearly 200 local Member Veterans and supporters. The event celebrated the accomplishments of the week and set the stage for IAVA and Storm the Hill veterans to make an impact in local communities throughout the year.

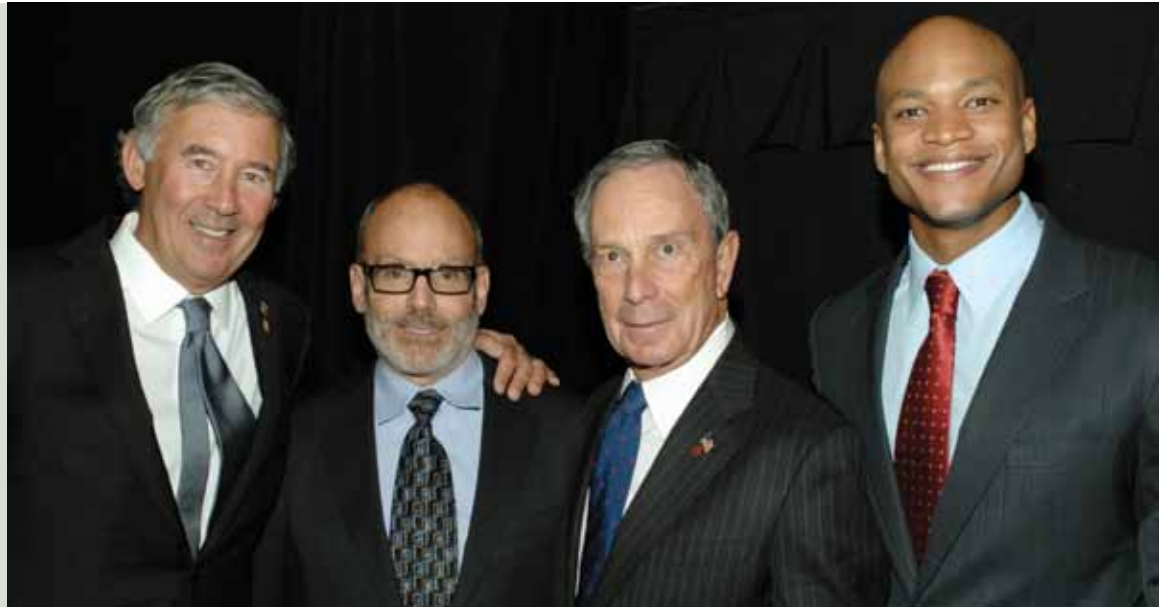
IAVA ACTION FUND CONGRESSIONAL REPORT CARD

IAVA Action Fund, the sister organization to Iraq and Afghanistan Veterans of America (IAVA), is a 501(c)4 nonprofit organization. IAVA Action Fund helps direct solutions for the issues facing our troops, veterans and military families.

In the fall of 2010, IAVA Action Fund published the 2010 Congressional Report Card to hold legislators in the 111th Congress accountable for their votes on items critical to veterans as outlined by IAVA Action's legislative priorities. These included votes on bills ranging from support for caregivers to mental health screenings, combating veteran unemployment and homelessness and reducing the stigma attached to mental health treatment. The Report Card serves as a resource for voters, the media, elected officials and, most importantly, the 2.3 million veterans of Iraq and Afghanistan.



CELEBRATING OUR HEROES



IAVA'S FOURTH ANNUAL HEROES GALA: NEW YORK CITY

IAVA's Fourth Annual Heroes Gala was held on November 10, 2010 at Gotham Hall in New York City. The evening, a cornerstone event to our Veterans Week activities, was hosted by Master of Ceremonies Brian Williams, and included powerful speakers including New York City Mayor Michael Bloomberg, former NFL Head Coach Bill Cowher, and wounded warrior J.R. Martinez.

For their unprecedented impact on the new veterans' community, IAVA honored David Gelbaum with the *IAVA 2010 Civilian Service Award* and IAVA Board Member, author and veteran Wes Moore with the *IAVA 2010 Veterans' Leadership Award*. Corporate sponsors included Google, Microsoft, Prudential, Health Net and Citi. The event was IAVA's largest fundraiser of the year, raising more than \$700,000 to support veterans. With a special performance by the talented PS 22 Chorus, it was an inspiring evening for over 350 attendees.



IAVA'S SECOND ANNUAL HEROES CELEBRATION: LOS ANGELES

On April 29, 2010 IAVA held its Second Annual Heroes Celebration in Los Angeles at the headquarters of Creative Artists Agency (CAA). With hosts Cameron Diaz, Ron Meyer, Norman Lear, and Nick Styne, IAVA brought together 175 supporters, friends and Member Veterans to pay tribute to our nation's newest generation of heroes. The evening was sponsored by MillerCoors, CNN, Google and Facebook.

LOOKING AHEAD TO 2011

IAVA will work tirelessly in 2011 to make strides for Iraq and Afghanistan veterans and their families by focusing on the priorities outlined by our members in 2010, including employment, education and mental health support.

THE COMBAT TO CAREER PROGRAM: SECURING JOBS FOR OUR NATION'S HEROES

The unemployment rate for Iraq and Afghanistan veterans continues to rise; among IAVA members, nearly 20% reported looking for work in the last year. In 2011, IAVA will launch the Combat to Career program to help Iraq and Afghanistan veterans successfully transition from the military to the civilian workforce.

COMBAT TO CAREER PROVIDES DIRECT OUTREACH AND SERVICES TO OUR MEMBERSHIP THROUGH LOCAL EVENTS, DIGITAL ENGAGEMENT AND INNOVATIVE PARTNERSHIPS IN ORDER TO LOWER THE UNEMPLOYMENT RATE FOR IRAQ AND AFGHANISTAN VETERANS.

IAVA will work with public sector partners to establish policies that create more supportive environments for companies to value and hire veterans.

In the private and nonprofit sectors, IAVA will build and execute critical partnerships that deliver employment resources to IAVA members through programs and services like resume-building workshops, interview training, veteran hiring initiatives, hiring fairs and direct job opportunities.

EXPAND IAVA'S MENTAL HEALTH SUPPORT PROGRAM

With more troops dying from suicide daily than the wars in Iraq and Afghanistan, it is IAVA's mission to provide direct mental health support to veteran's struggling with life-threatening mental health injuries. By expanding outreach, increasing direct support through Community of Veterans, and providing more robust resources, we can save lives in 2011.

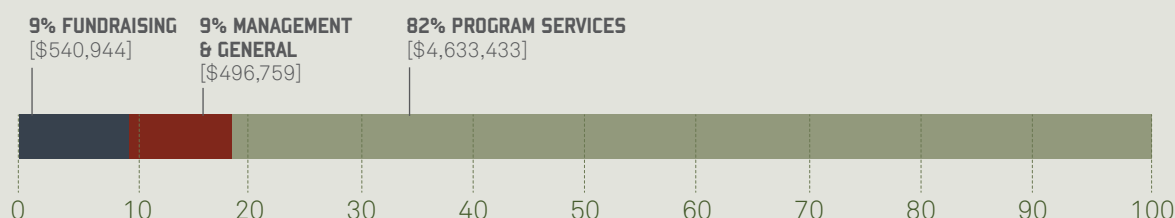


IAVA IN 2011

IRAQ AND AFGHANISTAN VETERANS OF AMERICA FOUNDATION, INC. 501(C)3 STATEMENT OF FINANCIAL POSITION

In 2010, IAVA leveraged more than \$49 million in in-kind donations to ensure each dollar invested in our programs is maximized to benefit the veterans' community. With 82% of expenses directed to programmatic services, IAVA is distinguished among Veterans Service Organizations – and the nonprofit sector – for efficiency and accountability.

2010 EXPENSE BREAKDOWN: TOTAL EXPENSES [\$5,671,136]



ASSETS	2010	2009
Cash	\$291,527	\$861,255
Investments	68,346	28,575
Accounts receivable	398,216	-
Prepaid expenses	42,041	1,043
Due from related party	16,986	-
Property and equipment	44,310	23,854
Other assets	21,942	2,750
TOTAL ASSETS	\$883,368	\$917,477

LIABILITIES AND NET ASSETS

Liabilities:

Accounts Payable	80,458	82,463
TOTAL LIABILITIES	80,458	82,463

Net Assets:

Unrestricted	802,910	835,014
TOTAL LIABILITIES AND NET ASSETS	\$883,368	\$917,477

STATEMENT OF ACTIVITIES

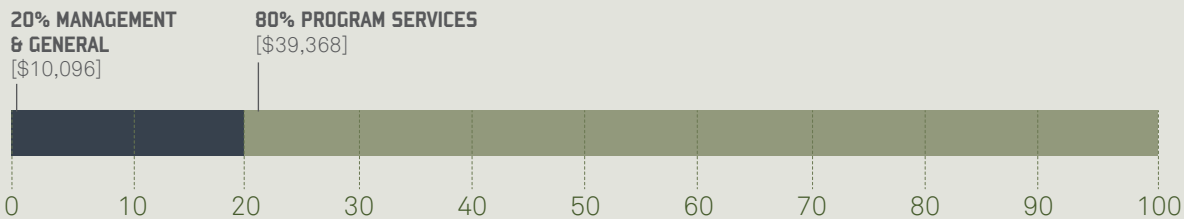
CHANGES IN UNRESTRICTED NET ASSETS:

Support and Revenue	2010	2009
Contributions	\$4,394,486	\$3,679,206
Special Events	921,395	599,655
Non-cash Donation	313,000	175,000
Unrealized Gain on Investment	10,151	3,262
TOTAL SUPPORT AND REVENUE	\$5,639,032	\$4,457,123
Expenses		
Program Services	4,633,433	3,006,601
Management and General	496,759	335,627
Fundraising	540,944	238,889
TOTAL EXPENSES	\$5,671,136	3,581,117
INCREASE IN NET ASSETS	(32,104)	876,006
Net Assets, Beginning of the Year	835,014	(40,992)
Net Assets, End of the Year	802,910	\$835,014



IRAQ AND AFGHANISTAN VETERANS OF AMERICA ACTION FUND 501(C)4 STATEMENT OF FINANCIAL POSITION

2010 EXPENSE BREAKDOWN: TOTAL EXPENSES [\$49,464]



ASSETS	2010	2009
Cash	9,616	\$195
TOTAL ASSETS	9,616	195
LIABILITIES AND NET ASSETS		
Liabilities:		
Accounts Payable	16,986	8,296
Net Assets:		
Unrestricted	(7,370)	(8,101)
TOTAL NET ASSETS	9,616	195
TOTAL LIABILITIES AND NET ASSETS	9,616	\$195

STATEMENT OF ACTIVITIES

CHANGES IN UNRESTRICTED NET ASSETS:	2010	2009
Support and Revenue		
Contributions	50,195	\$1,538
Other Income	-	-
TOTAL SUPPORT AND REVENUE	50,195	1,538
Expenses		
Program Services	39,368	10,655
Management and General	10,096	2,140
Fundraising	-	-
TOTAL EXPENSES	49,464	12,795
CHANGE IN NET ASSETS	731	(11,257)
Net Assets, Beginning of the Year	(8,101)	3,156
Net Assets, End of the Year	\$(7,370)	\$(8,101)

THANK YOU

MAKING IAVA POSSIBLE

As a 501(c)3 organization, IAVA is accountable not only to its Member Veterans, committed staff and Board of Directors, but also to the individuals, corporations and foundations that sustain the organization financially. In the economic downturn of the last two years, IAVA has diversified income streams to include annual support from the Combined Federal Campaign, robust corporate partnerships and earned income.

IAVA would like to thank its Member Veterans, dedicated supporters, Board of Directors, benefactors and trusted advisors for their commitment to our mission. On behalf of Iraq and Afghanistan veterans and their families, thank you for having our backs.

CHAMPION SUPPORTERS: \$10,000 AND MORE

Abigail Disney

Amed Khan

Bill Cowher

The Iraq Afghanistan Deployment Impact Fund
of The California Community Foundation

The Charles and Helen Schwab Foundation

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IAVA is grateful to our in-kind supporters for delivering services and support that will have a lasting impact on the veterans' community. From office space to programmatic marketing to once-in-a-lifetime experiences for veterans and their families, IAVA's in-kind supporters changed lives in 2010.

2010 IAVA BOARD OF DIRECTORS

IAVA's Board of Directors, a distinguished group of exceptional veteran and civilian leaders representing diverse private and public sector experiences, is vital in shaping the organization's development, and ensuring the success of our mission to improve the lives of Iraq and Afghanistan veterans and their families.

Paul Rieckhoff

Executive Director & Founder, IAVA
Iraq veteran, US Army

Edward Vick (Chairman)

Former CEO, Young & Rubicam
Vietnam veteran, US Navy

Leslie Gelb

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Author, *The Other Wes Moore*
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Founder & Customer Service Representative, Craigslist.org



THANK YOU



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