

# FOURBLOCK™

— 2017 ANNUAL REPORT —



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“The thought of leaving the security of the military terrified me. However, FourBlock was able to ease my nervousness about the process and turn it into optimism and excitement for my future career.

**FourBlock provided me an honest, worthwhile approach to my transition** and prepared me to face the rigors of searching for, applying, interviewing, and maintaining meaningful employment.”

**L. JEAN**

*U.S. Army Veteran, FourBlock Alum*

# FOURBLOCK™

Inspiring transitioning veterans to reach their potential  
and equipping them to achieve the best careers possible.

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## LETTER FROM OUR EXECUTIVE DIRECTOR

### Dear Supporters,

FourBlock's growth continues to amaze us. In just a few years, we've grown from a single class of 16 in NYC to a nationwide network of over 1,500 student veterans. Our alumni are going on to begin meaningful careers at top companies—Amazon, Pandora, PwC, Facebook, Google, The Walt Disney Company, and more—while others are 'sending the elevator back down' by returning to lead FourBlock cohorts and inspire the next generation of student veterans.

By the end of 2017, we expanded into fifteen cities, leading us to serve a record 400+ veterans in the last calendar year. We expect this number to increase exponentially in 2018 as we bring our program into even more cities and launch our first-ever online course, available for free to members of the U.S. military, veterans, and their families.

We continue to be encouraged by our impact on veteran retention, as 77% of FourBlock alumni remain at their first post-military jobs for more than a year. This is well above the national average for the general veteran population and reinforces our mission of not simply helping veterans find jobs, but guiding them toward meaningful, long-term careers that match their skills and interests.

I'd like to especially thank our National Partners who make our programs possible: PwC Charitable Foundation, Bob Woodruff Foundation, Hickey Freeman, News Corp, T-Mobile, and USAA. A special thank you to Columbia University as well for continuing to work with us on improving our curriculum to ensure FourBlock veterans are receiving the most up-to-date and effective career readiness education possible. We look forward to sharing even more exciting partnership announcements in 2018.

In addition to forging new partnerships, we also received prestigious new accolades in 2017. FourBlock became a BBB accredited charity for the first time, while also maintaining its "Best in America" distinction from Independent Charities of America, "Platinum" participant status from GuideStar, and "Top-Rated Nonprofit" title from GreatNonprofits. We take great pride in these distinctions, and I'm humbled by the great work and commitment our team displays each and every day in order to earn these accreditations.

2017 was our most eventful and impactful year yet, and it wouldn't have been possible without your ongoing support. Your dedication to our foundation and our cause has impacted the lives of over 1,000 veterans, and we look forward to working together in the years to come as we impact thousands more. Thank you.

Keep attacking,

A handwritten signature in black ink that reads "Lauren Schulz-Carnes".

**LAUREN SCHULZ-CARNES**

*Executive Director  
FourBlock Foundation*



"Before the course was even over I was already starting to see then drastic benefits my experience here has granted me. This course has given me vital skills, essential awareness, invaluable connections, and substantial increase in confidence to operate in a field (the civilian corporate sector) that struck me as overwhelmingly alien [and] impermeable. **In a word, this course was imperative.**"

**J. BELL**

*U.S. Air Force Veteran, FourBlock Alum*

# OUR MISSION

The mission of FourBlock Foundation is to inspire transitioning veterans to reach their potential and equip them to achieve the best careers possible.



## FourBlock bridges the gap between capable veterans and meaningful careers

We equip Post-9/11 service members to obtain meaningful, competitive careers that capitalize on their interests, strengths and capabilities. We also assist and advise employers with attracting and on-boarding veterans that are a skills and cultural match at their companies. Our mantra is “the right veteran, the right career.”



## Our name captures the difficulties of today’s veteran transition

On the eve of the wars in Iraq and Afghanistan, Marine Corps Commandant General Charles Krulak predicted that service members would deploy to highly populated areas and operate in environments of peace, crisis and combat. He called this phenomenon “The Three Block War.”

Service members deployed to Iraq and Afghanistan found themselves in this very predicament, oftentimes providing humanitarian assistance on one city block, dealing with a civil disturbance on the next, and then engaging in combat operations on yet another.



## But what happens after the Third Block?

Post-9/11 veterans are incredibly capable at dealing with the difficult challenges posed by the notion of the Three Block War. Yet they are unprepared to successfully transition and meet the challenge of the fourth and final block: returning home and beginning new, meaningful careers.

FourBlock exists to enable veterans to successfully navigate this fourth and final block. We’ve learned that veterans are more than able to get any job done. FourBlock provides the education and the opportunity for them to do so.

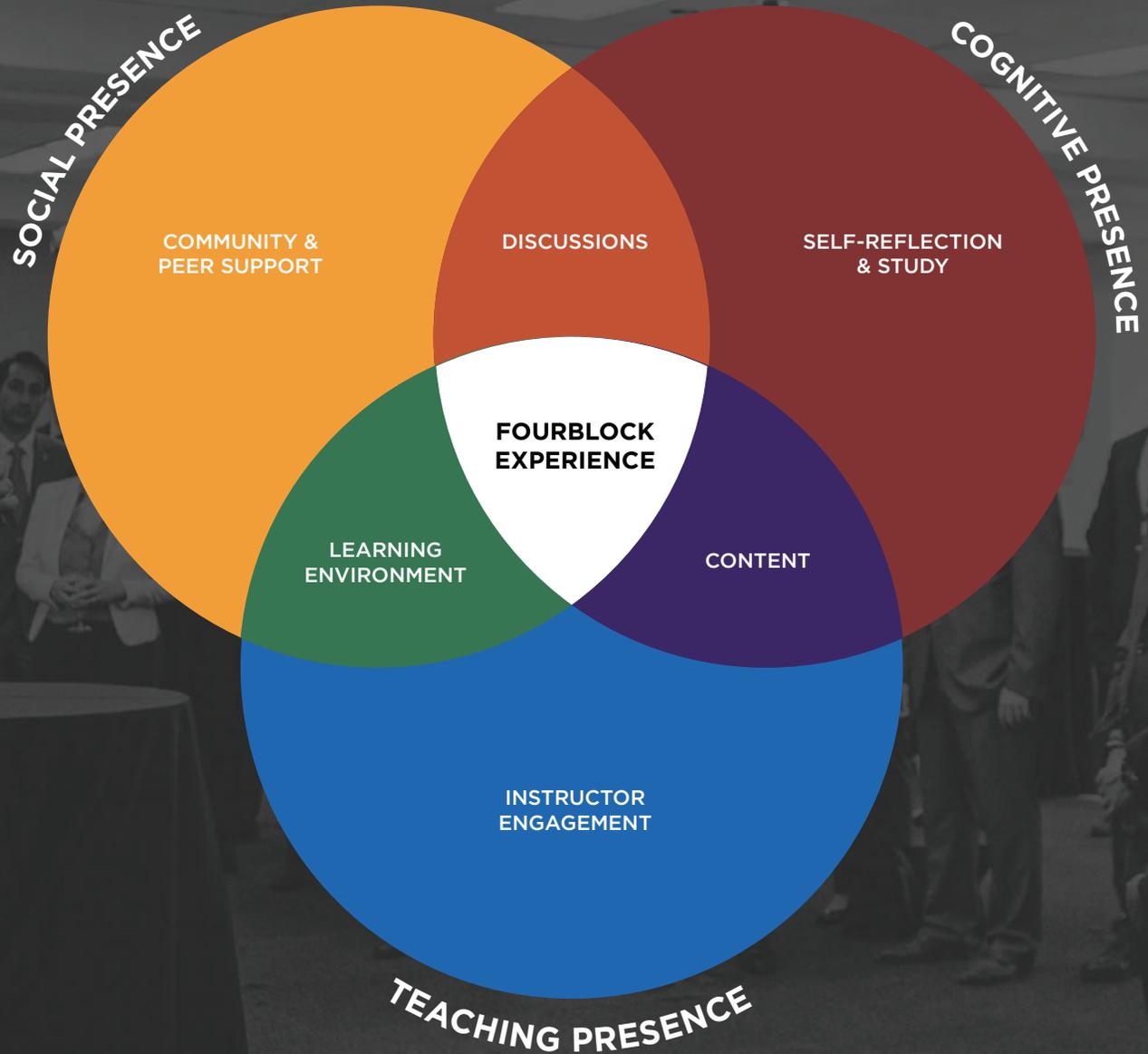


“FourBlock helped me to better compile, adjust, and refine my resume; worked with me to greatly improve my LinkedIn account; develop an ever-evolving ‘elevator speech’ to market myself; helped me to network more effectively; and most importantly, **helped me to truly understand what I have a passion for post-retirement.**”

**K. WHITCOMB**

*U.S. Army Veteran, FourBlock Alum*

# OUR LEARNING MODEL



Garrison, Anderson, & Archer.  
*The Internet and Higher Education*

# CAREER READINESS PROGRAM

## Shaping the future, together

FourBlock is re-shaping veteran transition and veteran career readiness by inspiring veterans to achieve more after their military service. Our community brings together high-potential veterans and top companies to provide the professional development, career exploration, and network that today's veterans need to make the right career choices and to be ready for competitive careers.

In 2017, thanks to our partnership with Columbia University, we've continued to enhance our world-class professional development curriculum for veterans that is delivered in a hybrid learning model, consisting of online assignments, in-person meetings, lectures, and practical application. Over the course of a semester, our veterans are taken through lessons meant to enhance their personal and professional understanding of themselves and their careers as they make the transition to professional civilian careers.

## **Our Career Readiness Program is the most comprehensive professional development program available for Post-9/11 veterans.**

We offer our program twice a year in major metropolitan cities across the country during each fall and spring academic semester. Our veterans join a cohort and meet once a week throughout a semester, receiving over thirty hours of in-person lectures, networking events, and practical application. Furthermore, one-on-one mentorship is provided to each veteran in order to address personal transition and career search strategies.

Each week, our cohorts visit different companies and organizations throughout their city, offering a real-world, corporate learning environment. Prior to these in-person classes, the cohorts will have participated in weekly assignments and online discussions with their instructors in order to practice and reinforce lessons, as well as share best practices with each other. During the class, lectures are given by senior executives from leading industries in that city, allowing veterans to learn from today's leaders how the week's lesson applies in the real world. Furthermore, exposure to companies and the guest lecturers allow veterans to discover how their interests might align with an industry they may never have considered previously. After each lecture, the remainder of each meeting is devoted to practical application, such as networking events, resume workshops, and mock interviews, all involving professionals from the host company.

# 2017: A YEAR OF GROWTH

Thanks to our partners, we nearly doubled our engagement and presence with results that show real impact.



**400+**

**Veterans Completed  
FourBlock Programs in 2017**

Thanks to our programs, our veterans were introduced to challenging careers at industry-leading companies such as Google, The Walt Disney Company, Facebook, PwC, and Amazon. FourBlock alumni also went on to pursue graduate degrees, law degrees, and MBAs at top universities.



**225**

**FourBlock Classes  
Were Offered in 15 Cities**

Last year, we worked to provide the most effective career education by assembling industry leaders at JPMorgan Chase, LinkedIn, Coca-Cola, T-Mobile, Deloitte, and more to teach over 225 classes across the country.



**525**

**Executives at Top Companies  
Met with FourBlock Veterans**

In the span of two years, we went from offering our programs in five cities to fifteen. With a greater presence, we inspired 80% of alumni to pursue more challenging careers and opened up new career paths for over 87% of alumni.



**1500+**

**Veterans are Now in the  
FourBlock Alumni Network**

More high-potential veterans and top executives join FourBlock each semester. With over 60 top companies involved in 2017 and FourBlock alumni giving back in record numbers, we grew our prestigious national professional network while maintaining the familiarity of a local community.

# RIGHT TALENT & GREAT CAREERS

## Our Veterans Come from Top Universities



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## Our Veterans Get Hired By Top Companies



# 2017: POWERED BY COMMUNITY



**22 associate instructors have joined our team, and alumni are teaching in 15 cities**



**An alumnus, in partnership with The Walt Disney Company, helped launch our program in Los Angeles.**



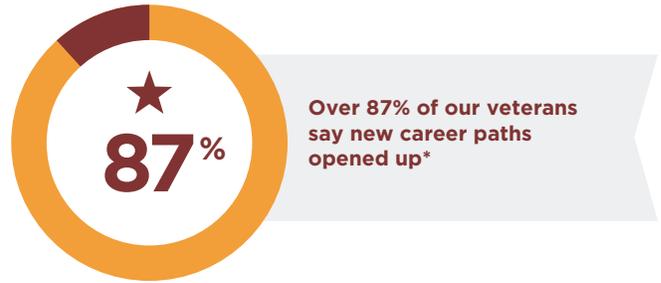
**Over 200 guest lecturers from top companies engaged with our veterans, including:**

**Arnon Kraft**, General Manager, Microsoft

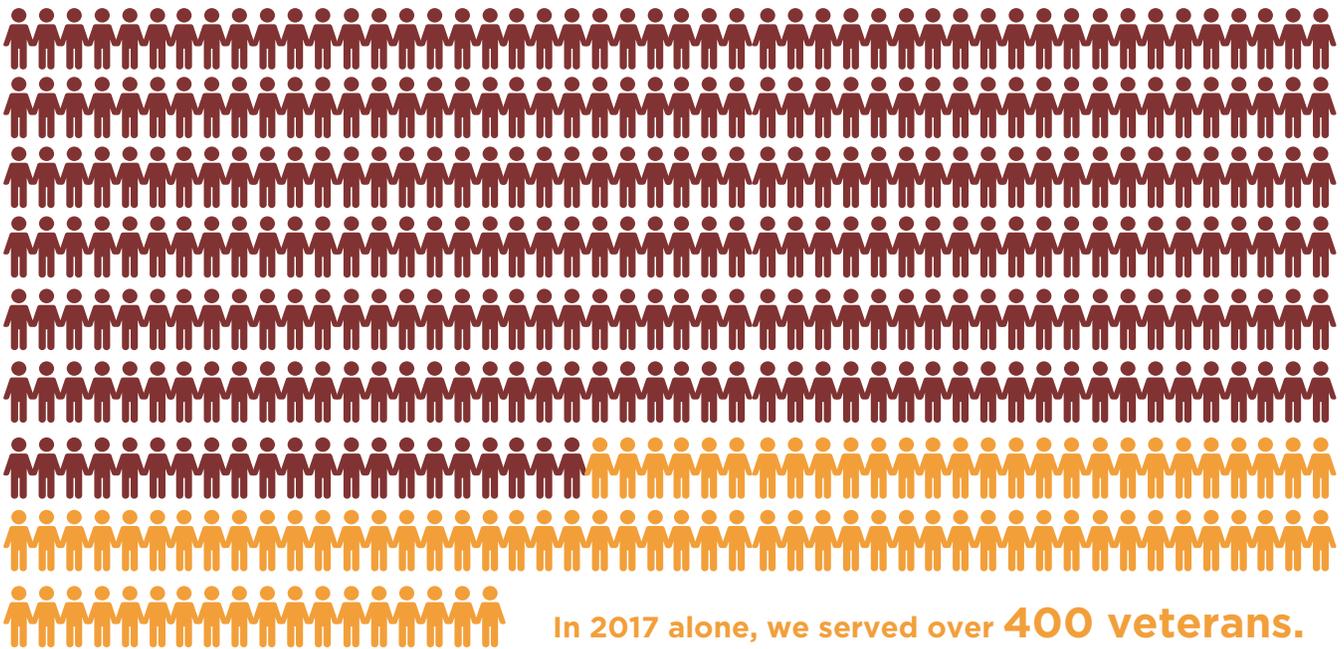
**Peter Pin**, VP Sales, Verizon

**Kim Ruple**, Director Operations Optimization & Strategic Vendor Relations, Coca-Cola

# DID YOU KNOW?



Our community has grown to over 1,500 alumni.



\* From our FourBlock Alumni Survey. Our remaining alumni are still finishing their senior year or have transitioned directly into graduate school.



Over 65% of veterans leave their first job in the first year



77% of FourBlock alumni STAY with their first employer beyond 12 months

# 2017: RECOGNIZED FOR OUR IMPACT

**We have been awarded top nonprofit ratings and are the only nonprofit at Walter Reed National Military Medical Center to earn formal sponsorship from the United States Navy and United States Marine Corps commands.**



## Best In America Seal of Excellence

Fewer than 2,500 nonprofits have received the “Best in America” Seal of Excellence by Independent Charities of America. FourBlock is one of the .0025% out of the one million charities currently operating in America to meet the ICA standards.



## GuideStar Platinum Rating

FourBlock is one of the first nonprofits to be awarded a GuideStar Platinum rating. With this rating, we are proud to say that our progress and results show actual and significant impact in the veteran community. These are the real metrics that matter for veterans.



## CFC Approval

To earn this approval, FourBlock completed the CFC’s rigorous application process, which requires organizations to provide services in 15 states over a three-year period. The privilege is shared by less than 2,000 national and international nonprofits worldwide.



## GreatNonprofits Top-Rated

GreatNonprofits is a crowd-sourced and publicly reviewed nonprofit rater. To earn the 2017 Top-Rated award, at least 10 reviewers had to write a review of our services within ten months, with a 3.5-star average rating. We received 47 reviews with an average of 5 stars.



## BBB Accredited Charity

In order to earn this accreditation, FourBlock underwent an extensive review process, resulting in BBB’s determination that the foundation meets all 20 of its Standards for Charitable Accountability. These standards evaluate an organization’s finances, governance, effectiveness measuring, and fundraising information.



“FourBlock is a great resource for student veterans, as well as transitioning soldiers searching for a clear understanding of their professional end goals. I have personally met amazing people, both peers and professionals, that have helped me to **gain better insight of the corporate world and self-growth.**”

**A. ELLIS**

*U.S. Army Veteran, FourBlock Alum*

# EMPLOYER ENGAGEMENT

**Companies want to find the right veterans. Veterans want to find the right careers. FourBlock bridges this gap.**

## Joining Forces to Win the Fourth Block

In 2017, more companies took advantage of the FourBlock opportunity to participate in a meaningful, results-oriented career development and transition program that has a significant impact on the lives of transitioning veterans and their families. Over 60 companies partnered to participate in delivering a substantive program to their local veteran community. In return, those corporations that have embraced a strategic relationship with FourBlock are benefiting from a consistent pipeline of veteran talent as well as opportunities for their employees to engage with members of the local community in a meaningful way. Thanks to this targeted, high-touch, end-to-end model, we are seeing our veterans and corporate partners organically determine their fit, avoiding the expensive costs of hiring, on-boarding, and lost innovation potential.



## Our PwC Charitable Foundation Relationship

Through a multi-year grant, PwC Charitable Foundation joined FourBlock in expanding into two key markets: Atlanta and Washington, D.C. However, what started as top-down support has resulted in grassroots involvement throughout the country.

- PwC offices in **7** different cities hosted **35** classes
- Nationwide, over **120** PwC employees volunteered over **500** hours with FourBlock
- **PwC NYC Tax** and **D.C. Metro Advisory Leaders** participated as guest lecturers
- PwC hosted our D.C. **end-of-semester event at Nationals Park**
- PwC Washington Metro volunteers supported our **Walter Reed** and **Capitol Hill** programs



## Our Microsoft & LinkedIn Relationship

LinkedIn and Microsoft increased their support of FourBlock in 2017. LinkedIn's veteran employees remained an integral part of our program.

- Microsoft and LinkedIn offices in **5** different cities hosted **10** classes
- LinkedIn hosted FourBlock classes in **Chicago, D.C., NYC, and San Francisco**
- LinkedIn Chicago raised **\$1,350** during an in-office fundraising event
- LinkedIn's Veterans Employee Resource Group in 4 different cities held **1:1 profile workshops**



## Our Coca-Cola Relationship

Coca-Cola invested in FourBlock and our veterans through a \$50,000 grant, which will impact over a hundred veterans across multiple cities in the Southeast.

- Coca-Cola offices in **2** different cities hosted **5** classes
- Coca-Cola hosted FourBlock classes in both **Atlanta** and **Washington, D.C.**
- Coca-Cola's \$50,000 grant will impact veterans in **Atlanta** and **Tampa**
- The grant will also assist with the launch of **FourBlock Orlando**

# EMPLOYER ENGAGEMENT



## 1. SPONSOR

Companies are sponsoring Career Readiness Programs in specific cities. Further, if they so wish, partners have the opportunity to be an anchor partner in a new city.



## 2. HOST

Companies are hosting classes and networking events at their corporate offices. Oftentimes, those same companies have benefited so much that they have asked to host more classes and events in additional cities.



## 3. HIRE

Companies are seeing their relationship with FourBlock as their principal partner in attracting, hiring, retaining, and maximizing the potential of high-performing military veteran employees.



# EMPLOYER ENGAGEMENT

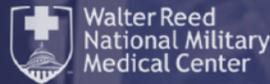
Shaping the future, together

## NATIONAL PARTNERS



HICKEY FREEMAN

T-Mobile



News Corp

## PROGRAM PARTNERS

Accenture

AIG

Amazon

BCG

CBS

Citigroup

Coca-Cola

Cognizant

Comcast

Council on Foreign Relations

Deloitte

Expedia

EY

Facebook

Fidelity

GE

Goldman Sachs

Google

Home Depot

JPMorgan Chase

KPMG

Marsh

MetLife

Microsoft

National Football League

NBCUniversal

QBE America

Samsung

Slalom

Starbucks

Starr Companies

State Street Bank

T-Mobile

UPS

Wellington Investments

Wells Fargo

# WHAT OUR PARTNERS SAY

We conducted a nationwide survey of our corporate participants. Below are some featured responses to the question, “What would you say is the greatest value that FourBlock provides to you and your organization?”



“A means to help veterans with a specific purpose. There are dozens of charities that ‘help’ veterans, but in very general ways. This is a **specific and tangible result** that requires the veteran put in time to get the result.”

**DAVID CONNORS**

*Senior Financial Associate, RBC Wealth Management*



“FourBlock is a great organization, and that is easily visible by how passionate the students and alumni are and how they have **developed a true community.**”

**KATE KRIVITZKY**

*Recruiter, Global Business, Google*



FOURBLOCK

VETERAN CAREER READINESS

TRANSITION BETT

ACHIEVE MOR

HICKEY FREEMAN

## DRESS FOR SUCCESS

Hickey Freeman is investing in the next generation of veterans. The American luxury clothing manufacturer provided 389 men and women from our Fall 2017 graduating class with tailored suits at no cost—a contribution worth over \$300,000. These suits will play an important role in our veterans' career readiness as they move on from our program and begin their search for meaningful employment. We're grateful for Hickey Freeman's generous contribution, and we're honored to have the company join us as a National Partner in 2018.



# RECOVERING WARRIOR PROGRAM

**FourBlock is the formal mentorship program for all wounded, injured, and ill Marines and Sailors at the Walter Reed National Military Medical Center.**

## **Recovering Warriors Are More Than Capable**

Severely wounded service members are more than able to pursue any career paths that they choose. Despite significant physical and psychological injuries, they are able to attend and graduate from prominent universities, start their own businesses, compete at the highest levels of national athletics, and even become professional race car drivers. These returning warriors are just getting started! They have so much more to offer their local communities after leaving military service and it is our mission is to support these heroes in the pursuit of their dreams once they return home.

## **Recovering Warriors at Walter Reed**

FourBlock is the only nonprofit command sponsored by the U.S. Marine Corps Wounded Warrior Regiment and the U.S. Navy Wounded Warrior - Safe Harbor program at Walter Reed National Military Medical Center in Bethesda, MD. We work with the leadership to prepare and support severely wounded, recovering Marines, Sailors, and their families for life after the military. After being assigned a service member by his or her unit's command at Walter Reed, FourBlock works one-on-one with the Marine or Sailor and their family to craft and execute a personalized plan for their successful transition out of the military. Our relationships with service members may last several years as some have endured 10+ surgeries and lengthy rehabilitation periods before retiring from active service and transitioning into the civilian world.

## **Recovering Warrior Career Readiness**

In 2017, we launched our first-ever Career Readiness Program at Walter Reed National Military Medical Center. The program was offered in addition to our established mentorship program and provided wounded Marines and Sailors access to the same world-class curriculum offered in FourBlock cities across the country. Each week, classes were led by guest speakers from various top companies, such as Accenture and Lincoln Financial.

200+

Engagements with wounded, injured, and ill Marines and Sailors to date



Successfully completed first Career Readiness Program for all recovering patients and spouses



“FourBlock was by far the single most beneficial thing I did during my transition. Where others were telling me or just showing me what to do, FourBlock immersed me from day one and walked alongside me. They taught me how to navigate my transition. Even when I had a job offer but was concerned about salary, [FourBlock] took time to walk me through my approach. Were it not for FourBlock, I would not be anywhere near where I am today. **[FourBlock] epitomizes the values and provides the support that veterans should be seeking as they prepare for transition.** I am a true advocate for FourBlock. I can't recommend it enough.”

**FEMALE NAVY VETERAN**

*Navy Wounded Warrior - Safe Harbor*



## INSPIRE GAMES

In 2017, we hosted the third annual Inspire Games, an annual hockey event held with the New York City insurance industry in support of our foundation and our military veterans. As a result of the event, we raised over \$100,000 for our veterans, including Marine veteran Ralph DeQuebec, a FourBlock alumnus who, at the time, was training for the 2018 Winter Paralympics. We're pleased to announce Ralph has since won a gold medal as part of the U.S. National Sled Hockey Team!

Top sponsors for the event were CNA, Marsh, Ironshore, Starr Companies, Chubb, FM Global, XL Catlin, Liberty Mutual, Zurich, and JetBlue.

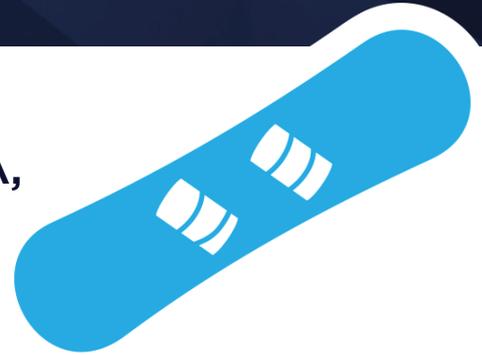
We look forward to hosting the fourth annual Inspire Games in May 2018, with an expected attendance of over 350 people.



2018  
U.S. PARALYMPIC TEAM

Out of the 18 veterans on Team USA,

**2** ARE FOURBLOCK  
ALUMNI



Out of the 8 Marine Corps veterans,

**2** ARE FOURBLOCK  
ALUMNI



Out of the 6 Winter Paralympic sports,

FOURBLOCK ALUMNI **2**  
WILL COMPETE IN



**RALPH  
DEQUEBEC**

**JIMMY SIDES**



# FINANCIALS

**86%**

86% of all expenses in 2017 went directly towards serving our veterans

**INVESTING IN FOURBLOCK  
IS AN INVESTMENT IN A  
NEW GENERATION OF VETERANS**

# 2017 FINANCIALS

Support & Revenues	
Contributions	\$363,206
Grants	\$335,000
Contributions In-kind	\$311,200
<b>Total Support &amp; Revenues</b>	<b>\$1,009,406</b>



Expenses	
Program Services	\$863,381
Management & General	\$69,977
Fundraising	\$65,114
<b>Total Expenses</b>	<b>\$998,472</b>



Assets	
Change in Net Assets	\$10,934
Net Assets, Beginning of Year	\$723,828
<b>Net Assets, End of Year</b>	<b>\$734,762</b>



## BBB STANDARDS

We have met BBB's 20 Standards for Charitable Accountability and have officially been named a BBB Accredited Charity Seal Holder.

# BOARD OF DIRECTORS



**GENERAL CHARLES KRULAK**  
**- Honorary Chairman -**  
*Commandant, USMC (Ret.)*



**BILL MURRAY**  
**- Chairman -**  
*Colonel, USMC (Ret.)*



**RICK MINERS**  
**- Treasurer -**  
*Author & Entrepreneur*



**RICHARD STEHL**  
**- Secretary -**  
*Chairman, Otterbourg P.C.*



**MISSY OWENS**  
**- Director -**  
*Director of Public Affairs & Government  
Relations, Coca-Cola Company*



**DARREN SUMTER**  
**- Director -**  
*Key Account Manager, LinkedIn*



**MICHAEL ABRAMS**  
**- Founder -**  
*Chairman Emeritus*



## **WELCOMING GENERAL CHARLES C. KRULAK**

In 2017, we were honored to welcome General Charles C. Krulak, 31st Commandant of the U.S. Marine Corps and President Emeritus of Birmingham-Southern College, as FourBlock's Honorary Chairman. General Krulak inspired the FourBlock name with his visionary war-fighting strategy, titled *The Strategic Corporal: Leadership in the Three Block War*. In this piece, General Krulak tells the story of a young corporal leading his squad through a foreign city. Each city block represents a unique challenge that young service members would encounter in the future battlefield of the 21st century. The message of the article was very clear: we need to prepare and train our young leaders to win the next conflict, not the last one.

FourBlock builds off General Krulak's vision to include the transition from the battlefield back to our communities. Wars are not exclusively won on the battlefield; ultimately, they are won and concluded by how we help returning service members to successfully integrate back home and become contributing members of our communities.

FourBlock's message to returning service members is that the same principles and values that made you successful overseas, such as responsibility, hard work, and attention to detail, will make you successful here at home when pursuing a new career. Our message to corporate partners is that our community is not exclusive to veterans, and they too can join as an ally to help win the Fourth Block.

We sincerely thank General Krulak for his stalwart service to our country for over 36 years and his continued commitment to ensuring returning service members transition into meaningful careers.



## VICTORIA'S WORK CONTINUES

At times, we cross paths with the uncommon friend whose legacy shines just as bright, if not brighter, than those of our veterans. Victoria McGrath was such a person, working hard to support veteran transition as a key FourBlock volunteer in Boston. In March 2016, Victoria passed away, leaving behind a legacy of determination, humility, kindness, and empathy. In a society that abundantly supports our troops but often lacks true understanding, Victoria's voice was one that contained rare empathy, which comforted and motivated many.

In her memory, and to ensure her work continues, the Victoria McGrath Volunteer of the Year Award was established in 2016. In 2017, in front of nearly 350 FourBlock community members, it was awarded to Michael Pett during our Year End Celebration in NYC. Michael was instrumental in the launch of FourBlock Chicago in 2016, helping our programs reach veterans in the Midwest.



**“The desire to help veterans goes far beyond my own transition.** For me, it did not start after I left active duty or even within the walls of Accenture or FourBlock. For me, it started at home and as a child. I watched both my father and grandfather (USMC veterans) struggle to conform and adapt after leaving the military. They both changed jobs as often as we change socks. College-educated and driven individuals, yet lacking the access to resources. Having laid witness to the challenges veterans have faced that came before me, I vowed to roll up my sleeves and pick up a shovel.”

**MICHAEL PETT**

*Accenture, Military Recruiting Lead  
U.S. Army Veteran  
FourBlock Chicago Associate Instructor*

# FOURBLOCK TOMORROW



## New Tools

In 2018, we'll be working with our partners at Columbia University and T-Mobile to launch our Massive Open Online Course (MOOC), which will provide our world-class career readiness curriculum to all veterans for free. We're also working alongside PwC to bring our community closer than ever before with the development of a FourBlock community app.



## New Partnerships

To strengthen our program offerings and develop new entry points into different industries, we will be growing our partnerships with more organizations, including Citibank, Columbia Center for Veteran Transition and Integration, T-Mobile, and USAA.



## New Cities

In 2017, we launched our flagship Career Readiness Program in Los Angeles and Tampa. Thanks to our sponsors and our returning alumni, we have plans to expand into additional cities, including Dallas, Denver, Orlando, and San Diego.



## New Moments

We are once again partnering with Marsh to host our fourth annual Inspire Games in NYC, with over 350 fans expected to attend. In the fall, we will be awarding the third Victoria McGrath Volunteer of the Year Award during our flagship fundraising gala in NYC to honor our veterans and volunteers.

FOURBLOCK™