



2021 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 veterans high-quality jobs.

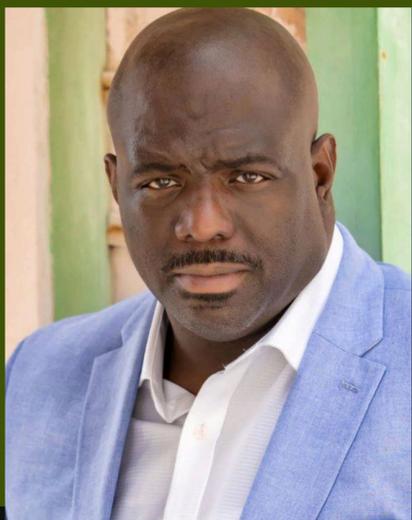
The Endowment uses a performance-driven approach to fund organizations delivering the highest standards of quality and cost-efficient veteran job placement services. Beyond funding, we partner with our grantees to provide an array of advice and support aimed at maximizing their impact.

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

In 2021, our grantee organization's average cost to place a veteran in a job was \$547, about 1/9th 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,

Despite the trying challenges of the ongoing pandemic, 2021 was another successful year for the Endowment and the veterans we serve. Thanks to our funded non-profits, corporate partners, Activision Blizzard employees and gaming community supporters, we beat our previous annual performance record, funding the placement of more than 16,000 veterans into high-quality jobs and, for the first time in a single year, driving over \$1 billion in economic value. Given the major economic volatility of 2021, it was not surprising that while our veterans earned the highest annual starting salaries in the Endowment's history, they also experienced turnover that was the highest we've seen in our 12-year existence.

2021 was a year of other first for us on stimulating the demand side of the veteran employment equation, notably through our award-winning #CODEMedicalHeroes integrated marketing and communications campaign that drew attention to the plight of former military medics and hospital corpsmen. Specifically, half of those who want to work in the healthcare industry cannot find jobs there. Disgraceful, particularly in the midst of a pandemic. Our campaign and supporting research are changing the game in this space with more to come in 2022.

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, Gamestop, Amazon, T-Mobile and Papa John's to unprecedented support from Activision Blizzard, Sony, and Microsoft!

Thanks to this record breaking performance, we're excited for 2022 to be a landmark year, when we hit the milestone of 100,000 high quality placements--two years early.

Sincerely,

DAN GOLDENBERG
EXECUTIVE DIRECTOR

PRIMARY GRANTEES



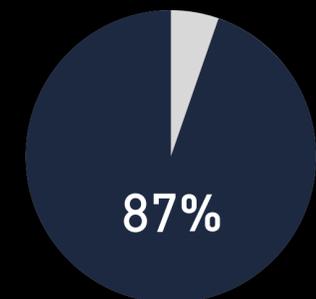
CALL OF DUTYTM
ENDOWMENT

2021
GRANTEES

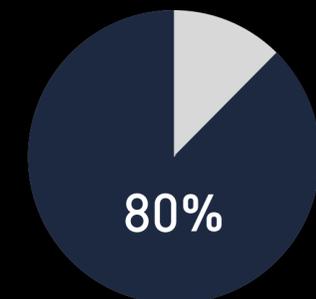


OUR IMPACT

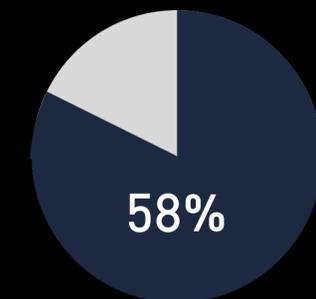
	VETERANS PLACED INTO JOBS (CUMULATIVE)	97,962		VETERANS PLACED INTO JOBS (2021)	16,138
	AVERAGE COST PER PLACEMENT (2021)	\$547		AVERAGE STARTING SALARY (2021)	\$64,163
	ECONOMIC VALUE CREATED (CUMULATIVE)*	\$5.59B		ECONOMIC VALUE CREATED (2021)*	\$1.04B



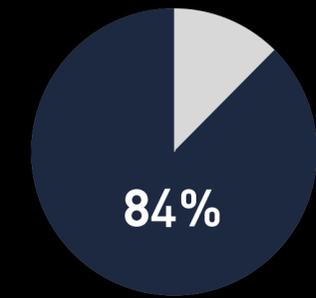
JOB PLACEMENTS WERE FOR FULL-TIME WORK



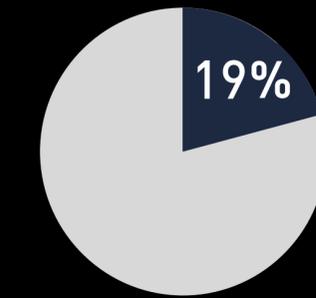
SIX-MONTH RETENTION RATE



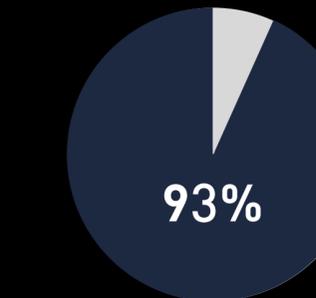
TWELVE-MONTH RETENTION RATE



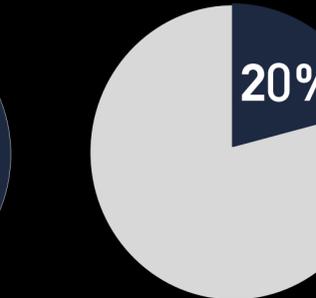
ENLISTED (UK: RANKS/RATES/NCOS) WHEN THEY LEFT SERVICE



PROPORTION OF WOMEN VETS PLACED



PROPORTION OF POST-9/11 VETS PLACED



PROPORTION OF BLACK VETERANS PLACED

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