

CALL OF DUTY
ENDOWMENT

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ENDOWMENT

2023 ANNUAL REPORT

ENDOWMENT
HISTORY

2003
2007
2009
2010





TABLE OF CONTENTS

1. MISSION, GOAL & APPROACH

2. TO OUR SUPPORTERS

3. 2023 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 and underemployed 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.

In 2023, the Endowment placed 17,099 veterans into jobs, more than any previous year. We are making tremendous progress against its ambitious goal of getting 200,000 veterans back to work by 2030.

In 2023, our grantee organizations' average cost to place a veteran in a job was \$601, about 1/19th the cost of U.S. Department of Labor's 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

In addition to supporting its grantees' work, the Endowment is committed to reminding civilian employers of the value vets bring to their workplaces.



DEAR CALL OF DUTY ENDOWMENT SUPPORTERS,

2023 was yet another historically successful year for the Endowment and the veterans we serve. Thanks to our funded non-profits, corporate partners, gaming supporters, and Activision Blizzard employees, we funded the placement of 17,099 veterans into jobs, more than any previous year. With an average cost per placement of \$601, we did so at a rate that was 19 times more efficient than the U.S. Department of Labor’s veteran employment programs. Because we remain laser focused on our mission, we were able to help so many veterans succeed in a tumultuous job market.

2023 was also a year of achievements in driving awareness of our mission. We continued to run award-winning integrated marketing and communications campaigns that kept focus on our mission at a time when other funders’ attention was diverted elsewhere. Our efforts also resulted in the Endowment being mentioned in more than 700 articles across the year.

In honor of Military Appreciation Month, the Endowment leveraged its partnership with the Call of Duty gaming franchise to launch the first in-game charity extraction event within Call of Duty®: Warzone™ DMZ through our Loot for Good campaign in partnership with USAA. The effort ultimately funded the placement of 1,600 veterans into jobs. Because of this and other work, the Endowment was recognized with 11 national awards in 2023, more than any previous year in its history. To commemorate the Endowment’s nearly 15 years of driving real change for veterans, we also created a permanent display at Activision headquarters in Santa Monica, depicting a timeline and highlights of the Endowment’s achievements since its founding. This display has become a very popular site that reminds Activision employees of their past achievements and ongoing commitment in helping veterans find high-quality jobs.

We could not be successful without incredible partners—through fundraising support from Pilot Company, USAA, Monster Energy, Little Caesars to unprecedented operational support from Activision Blizzard, Microsoft, and Sony! Building on the momentum of 2023’s exceptional achievements, we remain driven and excited about the potential of 2024 to support the economic empowerment of veterans in the U.S. and U.K.

Sincerely,

DAN GOLDENBERG
EXECUTIVE DIRECTOR

PRIMARY GRANTEEES



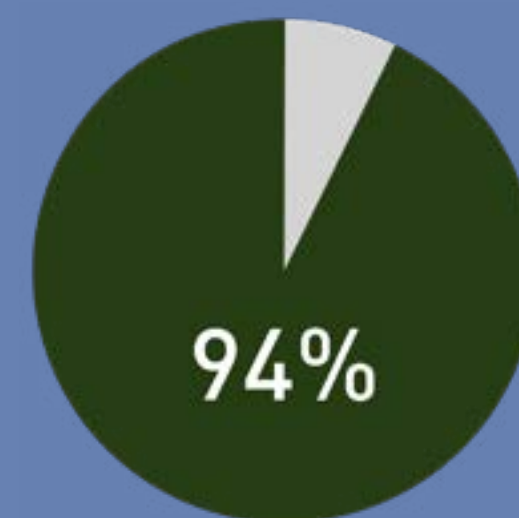
CALL OF DUTY
ENDOWMENT

2023
GRANTEES

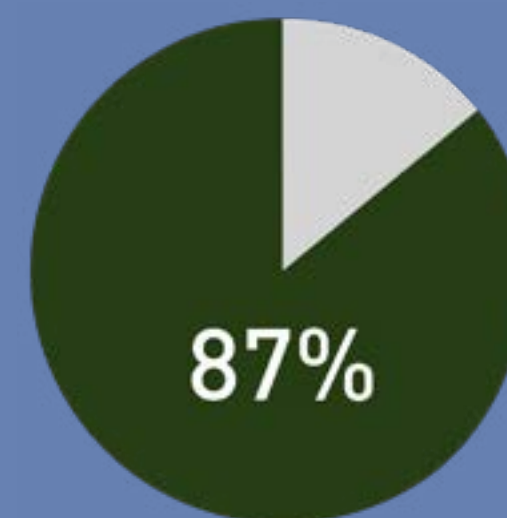


OUR IMPACT

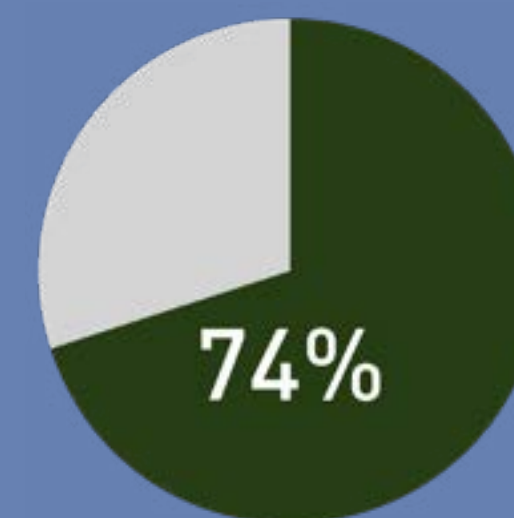
	VETERANS PLACED INTO JOBS (CUMULATIVE)	130,778		VETERANS PLACED INTO JOBS (2023)	17,099
	AVERAGE COST PER PLACEMENT (2023)	\$601		AVERAGE STARTING SALARY (2023)	\$71,209
	ECONOMIC VALUE CREATED (CUMULATIVE)*	\$7.9 BILLION		ECONOMIC VALUE CREATED (2023)*	\$1.2 BILLION



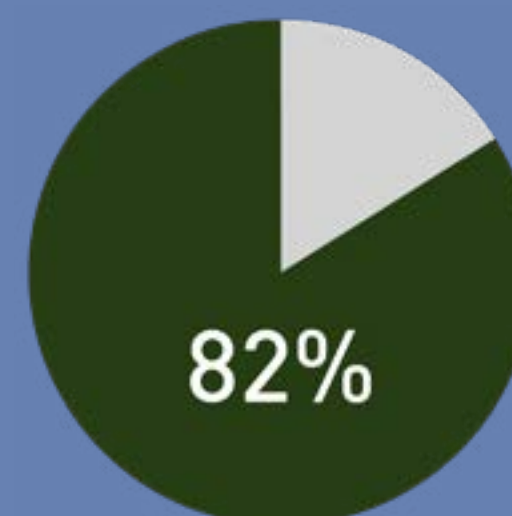
JOB PLACEMENTS FOR FULL-TIME WORK



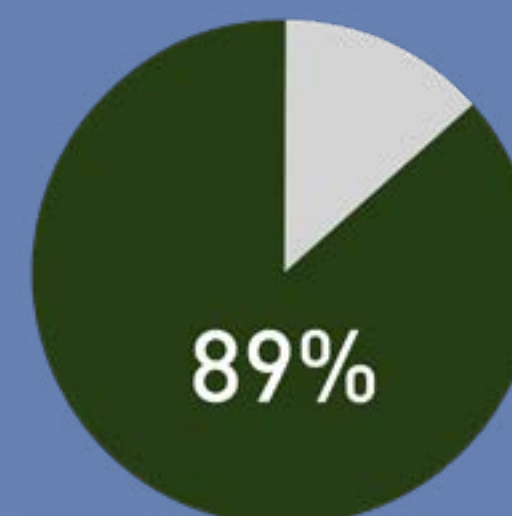
SIX-MONTH RETENTION RATE



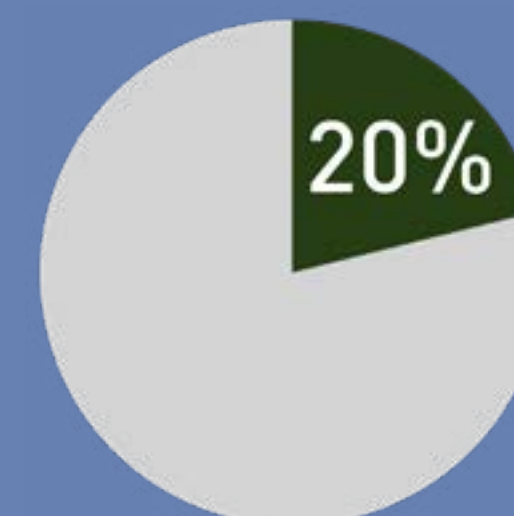
TWELVE-MONTH RETENTION RATE



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

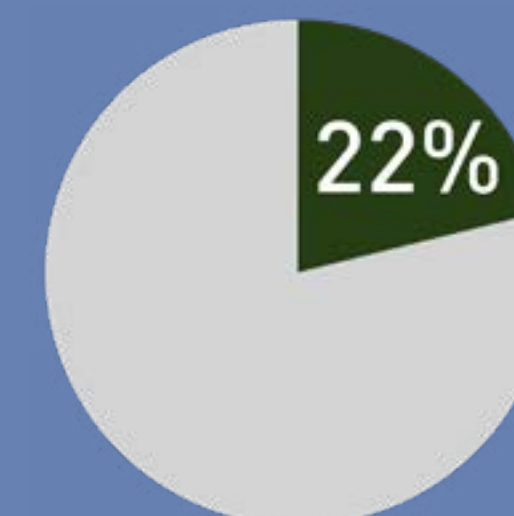


PROPORTION OF POST-9/11 VETS PLACED



PROPORTION OF WOMEN VETS PLACED

AS COMPARED TO 11% OF VET POPULATION**



PROPORTION OF BLACK VETERANS PLACED

AS COMPARED TO 13% OF VET POPULATION**

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

**SOURCE: WWW.PEWRESEARCH.ORG