

CALL OF DUTY ENDOWMENT™

2024 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 and under-employeed 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 2024, the Endowment placed 19,027 veterans into jobs, more than any previous year. We are making tremendous progress against our ambitious goal of getting 200,000 veterans back to work by 2030.

In 2024, our grantee organizations' average cost to place a veteran in a job was $628, about 1/15th the cost of the 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:

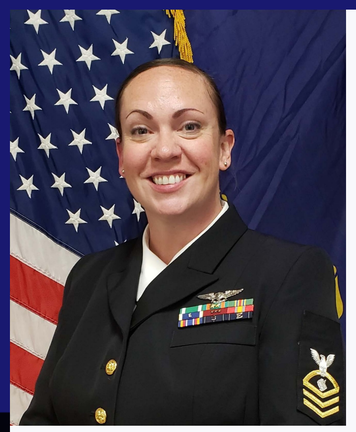
- Cost per placement
- Average starting salary
- 6-month and 12-month retention rates

In addition to supporting its grantees, the Endowment is committed to highlighting high performance in the veteran employment space by promoting our grantees' work.











DEAR CALL OF DUTY ENDOWMENT SUPPORTERS,

2024 was yet another historically successful year for the Endowment and the veterans we serve. Thanks to our funded non-profits, corporate partners, and gaming supporters, we placed 19,027 veterans into jobs, more than any previous year. With an average cost per placement of about $628, we did so at a rate that was 15 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.

2024 was also a year of achievements in driving awareness of our mission. We continued to run award-winning integrated marketing campaigns that kept focus on our mission at a time when other funders' attention was diverted elsewhere.

In honor of Military Appreciation Month, the Endowment launched the C.O.D.E. Knight Recon: Tracer Pack in Call of Duty®: Modern Warfare® III and launched an in-game event challenge titled - "U Assist Veterans." Call of Duty®: Mobile launches the C.O.D.E. Regulator Pack, the first Endowment pack on mobile to feature an operator. Treyarch launched the Call of Duty®: Black Ops 6 - C.O.D.E. Endeavour: Tracer Pack designed in collaboration with the U.K. Special Operations veterans and ThruDark founders that pays homage to the Special Boat Service teams, along with another first, a co-branded merchandise line. As a result of our work, the Endowment was recognized with 11 national awards in 2024, and we celebrated our 15-year anniversary on Veterans Day.

We could not be successful without incredible partners—through fundraising support from Pilot Company, USAA, Monster Energy, Little Caesars, Corsair, and Polaris to unprecedented operational support from Activision, Microsoft, and Sony! Building on the momentum of 2024's exceptional achievements, we remain driven and excited about the potential of 2025 to support the economic empowerment of veterans in the U.S. and U.K.

Sincerely,

DAN GOLDENBERG
President

PRIMARY GRANTEES

Forces Employment Charity

WALKING WITH THE WOUNDED
Supporting Those Who Served

OPERATION: JOB READY VETERANS

HIRE HEROES USA

AMERICAN VETERANS AMVETS

Still Serving Veterans

VETJOBS
POWERED BY CASY

U.S. VETS
SERVING THOSE WHO SERVED

JVS SoCal
Jobs.Vision.Success.

VETERANS Inc.

CALL OF DUTY
ENDOWMENT™
2024
GRANTEES



OUR IMPACT

VETERANS PLACED INTO JOBS (CUMULATIVE)	149,805	
VETERANS PLACED INTO JOBS (2024)	19,027	
AVERAGE COST PER PLACEMENT (2024)	$628	
AVERAGE STARTING SALARY (2024)	$75,221	
ECONOMIC VALUE CREATED (CUMULATIVE)*	$9.3 BILLION	
ECONOMIC VALUE CREATED (2024)*	$1.4 BILLION	

93% JOB PLACEMENTS FOR FULL-TIME WORK

89% SIX-MONTH RETENTION RATE

79% TWELVE-MONTH RETENTION RATE

87% ENLISTED (UK RANKS/RATES/NCOS) WHEN THEY LEFT SERVICE

93% PROPORTION OF POST-9/11 VETS PLACED

20% PROPORTION OF WOMEN VETS PLACED

23% PROPORTION OF BLACK VETERANS PLACED

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