



**AMERICAN  
CORPORATE  
PARTNERS**

# 2014 Annual Report

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April 2015

Dear Friends of ACP,

American Corporate Partners has seen a year of dynamic growth, and I am pleased to have worked with so many veterans in 2014.

In January, ACP launched a public service campaign to highlight ACP AdvisorNet and enlisted the support of several of our nation's business, political and entertainment leaders in asking fellow Americans to help serve those who have served us. ACP released five PSAs this year, beginning with a message from Johnson & Johnson Chairman and CEO, Alex Gorsky. The campaign continued throughout the year with messages from *The Daily Show* host Jon Stewart and politician Sarah Palin, WWE superstar John Cena, Former President Bill Clinton, and political consultants David Axelrod and Karl Rove. Our television and radio PSAs have increased awareness for our online community and engaged Americans in a national dialogue about careers for returning veterans.

ACP AdvisorNet also underwent a full redesign, which helped the site to grow consistently through the year. Usage of the site, as measured by sessions, doubled from 2013 to 2014, owing in part to the addition of several exciting new features. The improved Community section now showcases an interactive map to allow Veterans to find nearby Advisors in their desired career field to provide advice and expand their professional networks. A new Articles section provides the space for more detailed posts relating to veterans in the corporate world. Our Featured Questions section highlights general career development questions to engage larger numbers of veterans.

In addition to the successes of ACP AdvisorNet, ACP's Veteran Mentoring Program reached new heights as we welcomed 14 new companies, bringing the number of Participating Institutions to more than 60 organizations from a variety of industries. These new Mentors allowed us to offer opportunities to more veterans than ever – 2,100 mentorships in 2014. We now have more than 5,000 veteran Alumni who have told us that their mentorship significantly impacted their transition experience.

In 2015, we look forward to an even greater year of service to our veterans. With an estimated one million military members returning to civilian life, ACP anticipates continued growth across both the Mentoring Program and ACP AdvisorNet. We plan to meet this growth by continuing to increase our staff, partnering with additional companies and further enhancing ACP AdvisorNet. ACP began with a strong dedication to our nation's veterans, and we are excited to continue to serve those who have served us.

Thank you for your support of ACP's mission.

Sincerely,

Sidney E. Goodfriend  
Founder, Chairman  
American Corporate Partners

# AMERICAN CORPORATE PARTNERS

Bridging the gap between the  
**MILITARY & BUSINESS** worlds



## MISSION

American Corporate Partners (ACP) is a nonprofit organization dedicated to assisting veterans in their transition from the armed services to the civilian workforce. As the only nationwide mentoring program that pairs veterans with corporate professionals from Fortune 500 companies, ACP offers veterans the opportunity to gain the tools and skills necessary for long-term career development. ACP's free, yearlong program creates mentorships that provide career counseling, networking opportunities and civilian business-world experience.

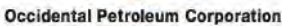
With the belief that one-on-one relationships enhance an atmosphere of mutual understanding, respect and support, ACP aims to strengthen the connection between corporate America and veteran communities.

## HISTORY

Founder Sidney E. Goodfriend launched American Corporate Partners on Labor Day 2008. With the help of six founding Participating Institutions, ACP offered 300 mentorships in select U.S. cities. Since our founding, ACP has increased the number of Participating Institutions to more than 60 companies and now offers mentorships to more than 2,100 veterans nationwide.

ACP AdvisorNet launched in 2011 and has continued to connect veterans with business leaders through an online business Q&A forum. ACP AdvisorNet has grown to include a networking Community and a library of articles to assist veterans and current service members achieve their long- and short-term career goals.

# ACP'S PARTICIPATING INSTITUTIONS



# ACP'S PROGRAMS: Veteran Mentoring Program

## YEARLONG

ACP's Veteran Mentoring Program is a yearlong mentorship connecting veteran Protégés with corporate Mentors from a variety of industries such as defense, logistics, project management, finance and sales.

## ONE-ON-ONE

ACP's Veteran Mentoring Program provides one-on-one mentorships allowing veteran Protégés and corporate Mentors the ability to define the goals of their mentorship together. Common goals include résumé writing, networking and career advancement.

## CUSTOMIZED

Each ACP Protégé and Mentor is personally paired by a dedicated Operations Associate. Protégés and Mentors are paired based upon career interests to ensure that all veteran Protégés receive the assistance and guidance they need to develop in their careers.

## NATIONAL



**61** Participating Institutions from around the country

## SUCCESS



**96%** of Protégés would recommend our program to a friend

## ACHIEVE



More than **5,000** alumni have completed our program

# ACP'S PROGRAMS: ACP AdvisorNet



**ACP AdvisorNet** is an online Q&A forum that connects veterans with business leaders for help with their career development. Advisors play a meaningful role by offering career guidance to veterans as they transition from the military to the corporate world. ACP AdvisorNet is a space for professionals to provide career tips, review résumés and share industry knowledge. By volunteering their time to answer questions, Advisors help veterans get real advice from real professionals.



A **Direct Messaging System** helps users network with the ability to upload documents or privately ask for advice from members of the Community.



An **Interactive Map** allows users to search for Veterans or Advisors by geographic location.

The **Top 10 Companies List** features the companies with the most volunteer Advisors.

# PSA CAMPAIGN

**ACP AdvisorNet** experienced impressive user growth this year, a success that can largely be attributed to a campaign of Public Service Announcements that ran through 2014.

## 2014 CAMPAIGN

Johnson & Johnson Chairman and CEO, **Alex Gorsky** announced a PSA campaign in support of ACP AdvisorNet in January. In a video produced with the help of ACP Participating Institution Omnicom, Gorsky encouraged business professionals to share their knowledge with returning veterans.

**Sarah Palin & Jon Stewart** took up the message in a radio PSA that began airing in April, and agreed that there is a need to help veterans start their new careers.

**John Cena and WWE** promoted ACP AdvisorNet to veterans in a PSA that began airing in May. Cena encouraged servicemembers to connect with corporate Advisors for help transitioning into the civilian workforce.

**President Bill Clinton** continued the campaign for ACP AdvisorNet and spread the message to Americans to "serve those who have served us."

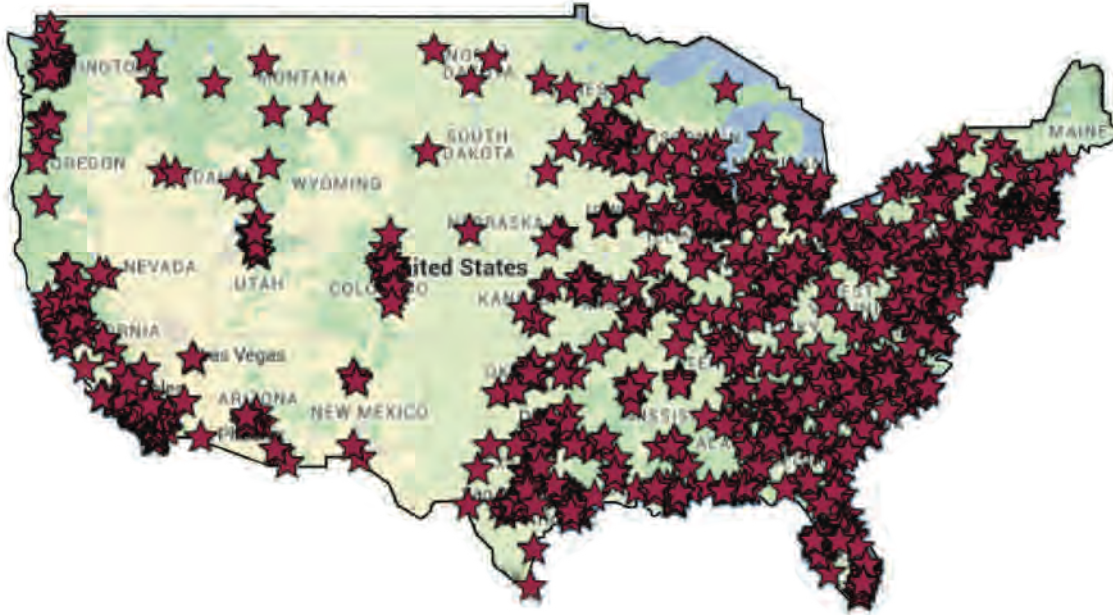
**David Axelrod & Karl Rove** admit that while they do not agree on much, they do agree on assisting our nation's veterans in finding their next career.





# ACP'S NATIONAL PRESENCE

Since 2010, ACP Protégé Alumni have come from more than **1,600** towns and cities across the country.



## 2014 PROTÉGÉ STATISTICS

### Age

25 and younger	11%
26 - 30	31%
31 - 35	23%
36 - 40	13%
41 and above	22%

### Education

Graduate Degree	26%
Bachelor's Degree	35%
Associate/Technical Degree	11%
Some College	24%
High School/GED	4%

### Branch of Service

<b>U.S. Army</b>	<b>49%</b>
Army	33%
Army Reserves	11%
National Guard	5%
<b>U.S. Navy</b>	<b>21%</b>
Navy	20%
Navy Reserves	1%
<b>U.S. Marine Corps</b>	<b>15%</b>
Marine Corps	14%
Marine Corps Reserves	1%
<b>U.S. Air Force</b>	<b>14%</b>
Air Force	12%
Air Force Reserves	1%
Air National Guard	1%
<b>U.S. Coast Guard</b>	<b>1%</b>
Coast Guard	1%
Coast Guard Reserves	0%

### Gender

Male	84%
Female	16%

### Enlisted vs. Officer

Enlisted	65%
Officer	35%

### Wounded Disclosure

Service-Connected Disability	17%
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# IMPACT: Protégés

**Protégés** share how the ACP Mentoring Program has affected their lives and contributed to their professional growth.



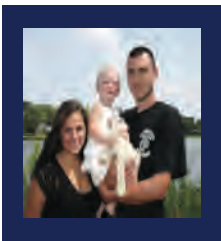
"I am so grateful for the ACP mentorship program. The mentorship that I am receiving from Christine on a daily basis is priceless!"

- Xarviera Appling, **U.S. Air Force**, San Antonio, Texas



"A Mentor within the ACP program can take on many forms – a life coach, connector, industry expert, or academic advisor but, the one form that I will hold dear to my heart for the time I have spent paired with Kevin is that of being a friend."

- Matthew Born, **U.S. Air National Guard**, New Market, Minnesota



"Jim has shown me that I am more than capable and he consistently instills confidence and positivity in my life. I am unable to fully put into words how thankful I am for ACP and also for the commitment and participation on Jim's behalf."

- RJ Clawson, **U.S. Coast Guard**, Key West, Florida



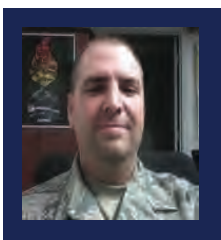
"Gavin is a true coach, mentor and advocate. I am sincerely grateful to Gavin and American Corporate Partners for arranging this program for transitioning Veterans."

- Matt Hoeft, **U.S. Army National Guard**, Salem, Oregon



"I couldn't have asked for a better mentor. His guidance, insight and generosity have most definitely played a significant role in my ability to navigate the recruiting process."

- Andrew Machado, **U.S. Navy**, Fort Lee, New Jersey



"My experience with Mr. Williamson has been outstanding. Outstanding professional and an excellent match for my own goals."

- William Page, **U.S. Air Force**, Mocksville, North Carolina

# IMPACT: Mentors

**Mentors** play an important role in their Protégé's professional development and feel a sense of accomplishment.



"It's been an amazing experience to watch all the changes that have transpired in his life and career within this year."

- Rick Corbin, **The Home Depot, Inc.**, Atlanta, Georgia



"The mentorship with Matt is going very well. Given his work ethic and focus to date, I am confident that Matt will be successful in whatever career path he ultimately pursues."

- Gavin Holles, **Wells Fargo**, San Francisco, California



"Laura is always prepared with questions. She's a wonderful mentee for me and you did a great job placing me with someone who can really benefit [from] my knowledge."

- Kathe Kennedy, **UBS**, Weehawken, New Jersey



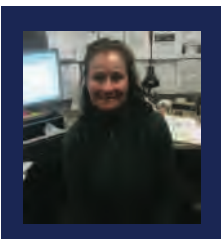
"Keep ACP going strong. I think it is super for the Veterans supported, and has great value for mentors, making them think outside their personal corporate box. A true win-win for all."

- Steve Mahoney, **Caterpillar**, Mossville, Illinois



"I think this is a great program to be involved in and a good cause to help those transitioning from the military to civilian life."

- Melissa Myer, **MasterCard**, Purchase, New York



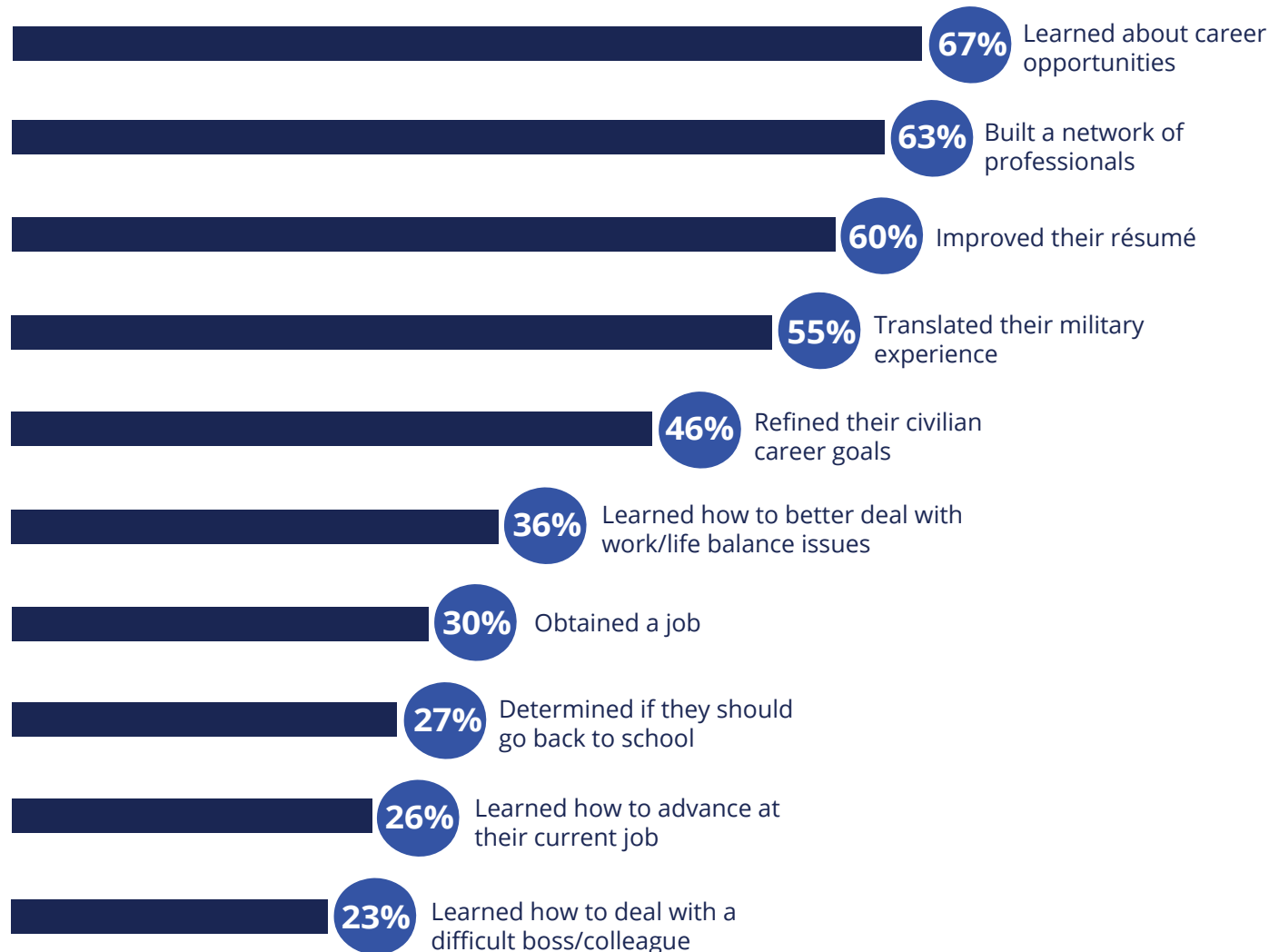
"I am very proud of Jennifer as she is extremely motivated and a joy to mentor. She has eleven more college classes before she graduates with her paralegal degree. I have offered to escort her to her graduation to show support of all she has done."

- Lisa Roy, **Travelers**, Blue Bell, Pennsylvania

# IMPACT

## ACP Mentorships focus on **career development**

When asked about the results of their mentorships, Protégés in 2014 listed that they had:



## ACP Mentorships are **mutually beneficial**

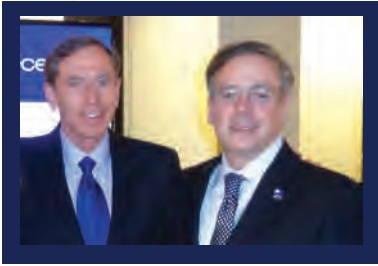
When surveyed about their experience in the Mentoring Program:

**99%**  
of Mentors said they are proud their company supports ACP

**99%**  
of Mentors said they would recommend ACP to a colleague

**96%**  
of Mentors said they would participate again

# 2014 NOTABLE MOMENTS



## THE WALL STREET JOURNAL.

General David Petraeus and ACP Founder and Chairman, Sid Goodfriend co-authored an op-ed published in *The Wall Street Journal* titled "Enlisting Companies to Invest in Veterans" in January. The piece highlighted the opportunities that Fortune 500 companies have to provide veterans with long-term career development tools.



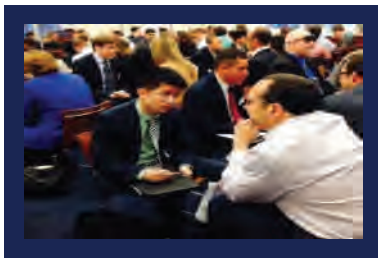
In February, ACP recognized General Electric for its commitment to veterans and presented the first ACP Award for Excellence in Veteran Engagement and Integration to GE Chairman and CEO Jeffrey R. Immelt.



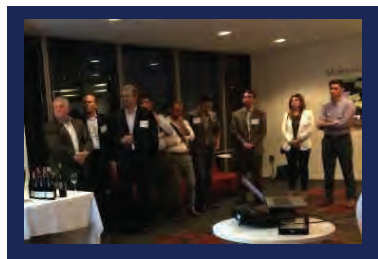
ACP partnered with The Mission Continues, Student Veterans of America, and Iraq and Afghanistan Veterans of America to coordinate a second television production immersion program with "The Daily Show with Jon Stewart" this spring.



PepsiCo hosted a luncheon and round-table discussion for 40 ACP Mentors and Protégés at their headquarters in Chicago, before volunteering to serve dinner for more than 325 service members and their families at the USO of Illinois.



Barclays Capital hosted two mock interview and networking events in March and October 2014. Approximately 80 ACP Protégés benefitted from two rounds of mock interviews and professional feedback from Barclays Mentors and employees.



## Deloitte.

Deloitte Regional Manager, Ken Avery, hosted a networking event in November at Deloitte Facilities in San Francisco, CA. Approximately 50 ACP Mentors and Protégés heard remarks and program highlights before networking with other ACP participants.



## BOARD OF DIRECTORS

Sidney E. Goodfriend  
Daniel H. Bayly  
Jack D. Bergen  
Devon Cross  
Lori B. Feinsilver

Amy O. Goodfriend  
Lawrence Jacobs  
Robert J. Kueppers  
Alain Lebec  
Linda McMahon

Joel Molinoff  
John H. Myers  
Michael A. Neal  
Robert Norsworthy  
Barbara Scanlon

## ADVISORY COUNCIL

Roger Ailes  
John R. Allen  
Jesse Angelo  
David Axelrod  
Robert J. Dole  
Christy Ferer  
Dr. John J. Hamre  
John P. Havens  
Karen Hughes

Jack H. Jacobs  
Mark “Ranger” Jones  
John M. Keane  
William Kristol  
Joseph I. Lieberman  
Chris Matthews  
Mary Jo Myers  
Richard B. Myers  
Peter Pace

David H. Petraeus  
Karl Rove  
James A. Runde  
Peter J. Schoomaker  
Henry Hugh Shelton  
Jon Stewart  
Lawrence H. Summers  
Paul Wolfowitz

## ACP STAFF

Sidney E. Goodfriend, Chairman and Founder  
Colleen Deere, Vice President  
Samantha Calonita, Manager  
Ali Hoban, Manager  
Gina Hwang, Manager  
Rachel Providence, Manager  
Kara O’Brien, Senior Operations Associate  
Katie Wilt, Senior Operations Associate  
Dencie LeVeen, Corporate Relations Associate

### Operations Associates:

Parker Blue  
Emily Bremer  
Trevor Dombeck  
Kathleen Dunn  
Samantha Greenberg  
Brent Jones

Diana Leondis  
Melissa McCauley  
Lily Moaba  
Tamara Oppliger  
Chelsea Schmidt  
Samantha Schwarz

Katelyn Swayne  
Marcin Szudek  
Marcus Taylor  
Evan Usher  
Andrea Williams

# 2014 FINANCIAL STATEMENT

Below is a financial summary for the fiscal year ending December 31, 2014. A copy of the complete audit is available upon request.

## ASSETS

Cash and cash equivalents	\$2,689,959
Restricted cash - certificate of deposit	\$100,521
Prepaid expenses and other assets	\$41,817
Property and equipment, net of accumulated depreciation of \$358,362	\$102,512
<b>Total Assets</b>	<b>\$2,934,809</b>

## LIABILITIES AND NET ASSETS

Total Liabilities (Accounts payable and accrued expenses)	\$42,925
Net Assets (Unrestricted)	\$2,791,363
Net Assets (Restricted)	\$100,521
<b>Total Liabilities and Net Assets</b>	<b>\$2,934,809</b>

## CONTRIBUTIONS AND OTHER INCOME

Grants in Cash	\$2,727,168
In Kind Donations	\$91,176
Interest Income	\$3,892
<b>Total Contributions and Other Income</b>	<b>\$2,822,236</b>

## EXPENSES

Programs	\$2,320,028	98%
Support Services	\$47,348	2%
<b>Total Expenses</b>	<b>\$2,367,376</b>	<b>100%</b>

## CHANGE IN NET ASSETS

Net Assets, Beginning of Year	\$2,437,024
Net Assets, End of Year	\$2,891,884
<b>Change in Net Assets</b>	<b>\$454,860</b>