

Heroes Among Us

What is a hero?

Growing up, many of us found our heroes in comic books or history books, on battlefields or ball fields, in the White House or in our own house. We wrote school papers extolling the heroism of Abraham Lincoln and Martin Luther King, Jr., of Eleanor Roosevelt and Joan of Arc, of Mickey Mantle and Michael Jordan, and, on occasion, of our mothers and our fathers.

While Superman and Supermom may still command our adoration today, too often our politicians and professional athletes are revealed to have feet of clay. Bravery often seems absent from the portfolios of our elected officials. And the performance of our sportsmen is often revealed as being artificially “enhanced.”

SO WHO ARE OUR HEROES TODAY? Watch television or go to a sporting event and one

answer is evident. We uniformly revere those in uniform, such as U.S. servicemen and servicewomen and first responders. They are featured on the evening news and sell products in our commercials. They receive standing ovations when recognized at football and baseball stadiums and at hockey and basketball arenas.

And why shouldn't they? Merriam-Webster's Dictionary offers the following defini-

tion of a hero: “a person who is admired for great or brave acts or fine qualities.” Those in uniform fit the bill. Many possess skills we do not have or are willing to make sacrifices that we cannot make or do not wish to make. We look up to them, applaud them, we wish we could be in their shoes, or we thank goodness that we don't have to be.

Bob and Lee Woodruff, Adam Driver, and Bill Keegan do not wear uniforms. Nor (anymore) do the members of the Congressional Medal of Honor Society. Yet they and others you will meet in the profiles that follow also are heroes. They do not protect our country from external threats, but instead help the needy—many of them active duty military or veterans—within our borders and sometimes abroad as well. For just as the military and first responders help to define America's exceptionalism, so too do those citizens in the private sector who have seen a problem and fashioned a way to address it.

THE PRIVATE SECTOR'S INVOLVEMENT IN HELPING THOSE IN NEED HAS ALWAYS BEEN IMPORTANT. Such involvement is particularly necessary in these times in which shrinking budgets of federal, state and local governments as well as bureaucratic inefficiencies threaten our social fabric and safety net.

In our article, “Battling Budget Cuts In Public Schools: The Role of Philanthropy In Preserving Educational Programs,” we highlighted efforts to enrich the lives of students who have seen in-school and after-school programs in the arts, athletics and health cut due to fiscal concerns.



But education is not the only front on which heroes can fight for us. Those not in uniform—most of them unknown soldiers—wage war every day against hunger, homelessness, and a host of other long term and immediate problems, some of which plague our active-duty and retired military heroes. Here are six such examples of charitable organizations founded and run by heroes among us. All of these organizations are eligible to receive contributions from the donor-advised funds held in Morgan Stanley Global Impact Funding Trust, Inc.

The Bob Woodruff Foundation

The website of the Bob Woodruff Foundation reminds us that: “1% of American citizens serve in the military. But 99% benefit.” With that in mind, the Foundation’s mission is to “ensure injured veterans and their families are thriving long after they return home.”

Doing so presents a challenge. Consider these numbers cited by the Foundation:

- More than 2.5 million U.S. service members have been deployed to Afghanistan and Iraq since September 11, 2001
- About 1.5 million have returned; a million more are coming home
- 90 percent of today’s service members are surviving their injuries
- One of every 50 has sustained a physical combat injury
- One in five suffers from Post Traumatic Stress, Traumatic Brain Injury, or Depression
- The number of service members who commit suicide currently outnumbers those killed in actual combat (22 suicides every day)

In addition, 13% of all adult homeless Americans are veterans, and, as Congressional hearings in 2013 revealed, most veterans must wait almost two months to book exams or consultations with Veterans Administration doctors and mental health providers. “Delayed care is denied care ... Veterans should not have another hoop to jump through,” observes Congresswoman Ann Kirkpatrick.

FOUNDATION FOUNDERS BOB AND LEE WOODRUFF KNOW FIRSTHAND THE IMPACT OF INJURY UPON SERVICE MEMBERS AND THEIR LOVED ONES. In 2006, Bob, a long-time correspondent for ABC, was seriously injured by a roadside bomb while covering the war in Iraq. He suffered a near-fatal traumatic brain injury and was hospitalized for several months. Lee was at her husband’s side through surgeries and rehabilitation. After what can only be called a “miraculous” recovery, Bob returned to ABC news just 13 months later with “To Iraq and Back: Bob Woodruff Reports.” Lee chronicled Bob’s recovery in her bestselling book, “In An Instant.”

As Bob recovered, the idea for the Foundation was born. Today, the Foundation “*navigates a maze of more than 40,000 nonprofits to find, fund and shape innovative programs in communities where our vets, their families and caregivers live and work.*”

SOLUTIONS ARE FOCUSED IN THREE AREAS: education and employment, rehabilitation and recovery, and quality of life. Three examples include:

1. The Foundation works with the Institute for Veterans & Military Families at Syracuse University to help put veterans with disabilities on the path to self-directed employment as business owners and entrepreneurs.
2. The Foundation also works with SemperMax Support Fund of Montclair, Virginia, to support veterans and families as they seek to repair relationships in the wake of injury, trauma and stress.
3. Finally, quality of life is improved by

working with organizations like San Diego-based United Through Reading, which bring families of injured veterans stretched by long recovery and rehabilitation close again.

As the Foundation says: “Our cause is bigger than politics. It’s about helping veterans and their families return home to a community and nation fully prepared to help them. Not just today, or tomorrow, but for the long haul. It’s time to repay that loyalty. It’s time to stand up for our heroes.”

For further information please visit: www.bobwoodrufffoundation.org.

The Navy SEAL Foundation

The Navy SEAL Foundation’s mission is to provide immediate and ongoing support and assistance to the Naval Special Warfare (NSW) community, their families and the families of the fallen. Their programs are specifically designed to address the unique demands of the NSW community—providing support and services that promote and encourage family resiliency, educational opportunities, and assistance to families in times of loss and catastrophic injury, while ensuring that the legacy and sacrifice of these brave warriors will never be forgotten.

The Foundation currently supports 8,900 active-duty operators and their families, and 88 families to include 57 surviving spouses and 76 children.

MISSION/CORE PROGRAMS: The Navy SEAL Foundation’s mission focuses on five key pillars of support:

- **Warrior Support & Family Services:** Warrior and family support programs include resiliency and morale-building events, pre- and post-deployment retreats, summer camps for children, graduations, family days, holiday celebrations and many more.
- **Educational Opportunities:** The Navy SEAL Foundation empowers active-duty NSW personnel, their spouses and children by awarding scholarships for higher education and providing tuition assistance for active-

duty NSW personnel.

- **Tragedy Assistance:** When the ultimate sacrifice is made by a NSW service member who is killed or severely injured, the Foundation stands firmly behind the warrior and his family during their time of crisis. The Navy SEAL Foundation provides immediate financial assistance to the surviving families to help cover the costs associated with the dignified remains transfer and memorial service, as well as travel expenses for immediate and extended family. The Foundation bridges the gap of resources not already provided for by the government.

- **Survivor Support:** The Navy SEAL Foundation provides a variety of vital services to the children, spouses and parents of fallen warriors in their time of need and into the future. Mortgage and rent assistance, home maintenance programs, financial and grief counseling, legal assistance, respite childcare and bereavement camps offer help to surviving families in the years following a loss.

- **Legacy Preservation:** The history and heritage of the NSW community is one of extraordinary achievements and exceptional courage. The Foundation takes an active role in ensuring these warriors are remembered and recognized for their contributions in the defense of America's freedoms.

FISCAL FACTS: The Navy Seal Foundation consistently receives the highest rating for fiscal management and commitments to accountability and transparency from Charity Navigator, America's most well-respected charity evaluator. The Foundation is committed to efficiency and non-duplication.

Below are a few of the Foundation's 2012 fiscal totals:

- Assets: more than \$33.5 million
- Liabilities: almost \$132,000
- Support and revenue: more than \$13 million
- Spending on program services: more than \$4 million, including:

- Health and welfare: more than \$3 million
- Education/motivation: more than \$940,000

- History/heritage: more than \$41,000
- Spending on support services (fundraising and administration): nearly \$2 million

For more information please visit www.navySEALfoundation.org. The Navy SEAL Foundation is a client of Morgan Stanley.

American Corporate Partners

In his weekly radio address shortly before Veterans Day 2013, President Obama told the nation: "I've often said that my top priority is growing the economy, creating new jobs, and restoring middle-class security. And a very important part of that is making sure that every veteran has every chance to share the opportunity he or she has helped defend. In addition to the care and benefits they've earned—including good mental health care to stay strong—that means a good job, a good education, and a home to call their own."

Created in 2012, the federal government's Transition Goals Plan Success program helps veterans develop tools and build skills to move into the civilian workforce. Since the president took office in 2009, the federal government has hired about 300,000 veterans. Still, those transitioning out of the military—especially women—often find it difficult to find work and, in some cases, to adjust to a non-military workplace.

Enter the American business community, which in concert with Michelle Obama and Jill Biden, has helped 290,000 veterans and military spouses get trained or hired, according to the president.

One example? American Corporate Partners (ACP). "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," ACP's website explains, adding: "With the help of business professionals nationwide, ACP offers veterans tools for long-term career development through mentoring, career counseling, and networking opportunities." The organization's Veteran Mentoring Program "connects Veteran Protégés with Corporate Mentors for a yearlong mentorship. Paired based on their career objectives and professional experience, Mentors and Protégés define the goals of their mentorship together."

ACP has also established AdvisorNet. Here, an online network of volunteer Advisors "share their business expertise and advice with military veterans and their immediate family. Veterans can post questions related to employment, career development and small business."

The list of ACP partners includes many of the nation's top businesses, including Morgan Stanley. In recent months, our participation has included accepting applications to our 2013 US Military and Veterans Undergraduate Early Insights Program, which offers an opportunity to explore the financial services industry as well as career opportunities at Morgan Stanley.

Some in the Morgan Stanley family also serve as mentors. This fall, our own An-

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thony D’Souza and his protégé Frank Conroy completed the Tough Mudder Challenge, a grueling endurance event.

For more information please visit: www.acp-usa.org.

Arts in the Armed Forces

Adam Driver does not wear a uniform, at least not anymore. The Emmy-nominated actor, who co-stars on HBO’s hit series “Girls,” enlisted in the military shortly after 9/11 when he was 18. After a stint in the Marines, he left the theater of war for the stage and screen. But he has not forgotten his roots. In 2006, he and his wife, Joanne Tucker, founded Arts in the Armed Forces (AITAF). They now serve as artistic directors, assisted by an advisory board that includes Laura Linney, Susan Sarandon and Eric Bogosian.

Like the military, AITAF has a mission: “To honor, educate, inspire, and entertain all active duty and veteran members of the United States Armed Forces and their families by engaging them in the power and social service of the performing arts.”

How? “AITAF bridges the cultural gap between the United States Armed Forces and the performing arts communities by producing theatrical and musical performances for mixed military and civilian audiences.”

Why theatre? As famed playwright Oscar Wilde explained long ago: “Theatre (is) the

greatest of all art forms, the most immediate way in which a human being can share with another the sense of what it is to be a human being.”

And why veterans? As AITAF explained as it raised money for a four-day tour of Germany in late 2013: “We can think of no group more deserving of the best the arts has to offer than injured US soldiers, their families and the soldiers, sailors and airmen who take care of them. These members of the Armed Forces are your neighbor, your cousin, your 6th grade teacher, and are all experiencing the ups and downs and stresses of war.... Our audience will be inspired by theater’s ability to arm society’s members with a new means of self-expression.”

AITAF’s performances typically involve no lighting or sound. Actors sit in a semicircle on stage and read monologues by such playwrights as David Mamet, Charles Fuller and John

Patrick Shanley. The performances are accompanied by music. Among those joining Driver and Tucker for a 2013 Veterans Day performance in New York City were Amy Ryan, David Schwimmer and Michael Shannon. A month earlier AITAF per-

formed at Walter Reed Medical Center in Bethesda, Maryland.

Driver says his military service benefited him professionally as well as personally. Now, he and AITAF hope that military audiences exposed to “the communal experience of theatre” will be equally well-served.

For more information please visit: www.aitaf.org.

CONGRESSIONAL MEDAL OF HONOR FOUNDATION

There is no higher military recognition in

the United States than the Medal of Honor (MOH). Since the decoration’s inception in 1861, fewer than 3,500 medals have been awarded. In conjunction with the Congressional Medal of Honor Society, which consists exclusively of living MOH recipients, the Congressional Medal of Honor Foundation promotes “an awareness of what the Medal of Honor represents and how ordinary Americans through courage, sacrifice, selfless service and patriotism can challenge fate and change the course of history.” Congressional Medal of Honor recipients, who have already served their country so valiantly, serve as ambassadors and carry this message to people across the country, particularly the young.

The Foundation has undertaken a broad range of initiatives aimed at increasing awareness of the Medal of Honor and what it represents. These include:

- Character Development Program for middle and high school students
- Scholarship Program
- Kiosks
- Medal of Honor Book: Portraits of Valor Beyond the Call of Duty
- Medal of Honor Commemorative Coins
- Films
- Exhibits
- Medal of Honor Legacy Corporate Character Training
- Living Histories Project

In describing this latter project, the Foundation explains: “The Foundation, in partnership with Citi Smith Barney (now Morgan Stanley Smith Barney) has captured on video the stories of living Medal of Honor recipients, told in their own words, for future generations to learn from and enjoy. More than 100 recipients have been interviewed and had their stories recorded for history. These interviews have been synthesized into five- to eight-minute vignettes that tell the recipient’s individual story.”

The members of the Medal of Honor Society may have taken off their uniforms, but their service continues. In May 2013, three Medal of Honor recipients traveled to Newtown, Connecticut, to present the Congressional Medal of Honor Society's highest civilian award, the Citizen Honors Medal, posthumously to six teachers and staff members who died trying to protect children during the Sandy Hook Elementary School shooting in December 2012.

For more information please visit: cmohfoundation.org.

HEART 9/11

As the not-for-profit Healing Emergency Aide Response Team, known to many as HEART 9/11, so poignantly observes, since the 2001 attack on the World Trade Center, “eight letters, recognized the world over, have come to define the safety, security and spirit of New York City: FDNY, NYPD.” Led by experts who are assisted by more than 500 volunteers from the New York City Fire Department, the New York City Police Department, the Port Authority Police Department, and NYC Building Trade Members, HEART 9/11 rebuilds lives in three ways: emergency response to disaster stricken communities, facilitation of mental health and building housing for wounded returning veterans. Founded in 2007, the organization is extremely well-suited to its mission: “Because

“A hero is someone who understands the responsibility that comes with his freedom.”

our members were experienced being victims (9/11), we understand the challenges in turning victims into survivors.”

Retired PAPD lieutenant Bill Keegan, the founder and president of HEART 9/11, knows more than a little about such a mission. He was one of four Operation Commanders of the World Trade Center who led the rescue and recovery effort at Ground Zero from September 11, 2001 to May 30, 2002. (His book, “Closure: The Untold Story of the Ground Zero Recovery Mission,” chronicles the effort.)

Keegan recently explained the inspiration for HEART 9/11 to DNAinfo New York: “There were so many of us hanging around after the work was done at Ground Zero, I thought the government had spent hundreds of thousands of dollars making us the best trained people we could be, so why not get together and do on a voluntary basis what we were trained to do?”

Recently, the volunteers of HEART 9/11 have rebuilt some 170 homes devastated by Hurricane Sandy in 2012. Other efforts involve: rebuilding a firehouse in rural Haiti; restoring the headquarters of the All American Soccer Club in Gerritsen Beach, Brooklyn; traveling to Arizona, to honor the 19 firefighters who died in the Yarnell fire; and responding to Hurricane Irene and natural disasters on the Gulf Coast, to the tornadoes in Oklahoma, and massive flooding in Nashville.

As one homeowner assisted by the organization after Sandy wrote to Keegan: “Bill, I thank you all so much for swooping in and helping me get through those first couple of days. You do such amazing work and I’m so proud to be a part of the Heart 9/11 family!”

For more information, please visit: www.heart911.org.

What is a hero?

Bob Dylan has observed: “A hero is someone who understands the responsibility that comes with his freedom.”

The men and women involved in the organizations profiled above and countless other organizations across the country understand that responsibility to help those in need of physical, psychological or spiritual healing—be they victims of war or natural disasters—through mentoring, art, education and a variety of other means.

Ralph Waldo Emerson has written: “A hero is no braver than an ordinary man, but he is brave five minutes longer.”

Whether in or out of uniform, part of the 1% or the 99%, we all have the potential to act upon the responsibility that comes with freedom. And we all have five minutes.

Information contained herein has been obtained from sources considered to be reliable, but we do not guarantee their accuracy or completeness.

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