



40 YEARS  
1980-2020

# Special Operations Warrior Foundation

Empowering the Families of Fallen and Wounded Special Operations Forces



## MISSION STATEMENT

The Special Operations Warrior Foundation's enduring promise to America's Army, Navy, Air Force, and Marine Corps Special Operations personnel is to:

- (1) Ensure full financial assistance for post-secondary education from an accredited two or four-year college, university, technical or trade school, as well as educational counseling, preschool grants, and tutoring to the surviving children of Special Operations personnel who lose their lives in the line-of-duty and,
- (2) Provide immediate financial grants to severely combat-wounded and hospitalized Special Operations personnel and their families.

## CORE VALUES

**Integrity** – We hold ourselves, and others, to consistent standards of honesty and strong moral principles.

**Stewardship** – Transparent fiduciary practices and fiscal compliance to optimize resources prudently, efficiently, and effectively.

**Commitment** – Deliver our best daily and remain faithful to our mission.



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## Logos and Fonts

### Approved Logos

	<p>Use as much as possible on all apparel items and marketing collateral unless otherwise approved. For use on all websites and electronic communications.</p>
	<p>Use in black and white print</p>
	<p>For use in screen printing, 1 color designs</p>



## 40<sup>th</sup> Anniversary Logos

	<p>Must be used as package with logo and 40</p>
	<p>Can only be used on 2<sup>nd</sup> page and beyond</p>
	<p>Can only be used on 2<sup>nd</sup> page and beyond</p>



## Brand Fonts

### Barlow

Barlow Light

<https://fonts.google.com/specimen/Barlow>

Korolev Compressed (web)

Korolev Light (web)

<https://fonts.adobe.com/fonts/korolev>

Open Sans (web)

<https://fonts.google.com/specimen/Open+Sans>

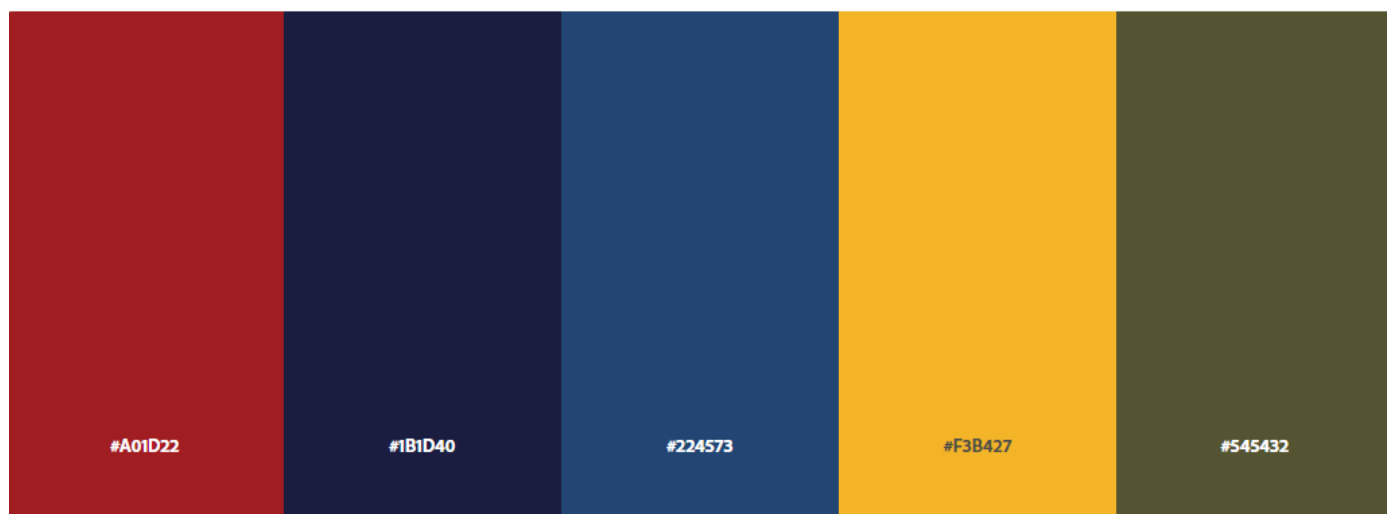
## Approved Fonts

Verdana

Calibri

Times New Roman

## Brand Colors







## Organizational Name

Special Operations Warrior Foundation is our name and does not need to be preceded with the word “the.” It should only be preceded with the word “The” when followed by a noun.

Special Operations Warrior Foundation should be identified by its full name in first reference in all materials. The term “the Foundation” or “our Foundation” (capitalized) or “SOWF” may be used sparingly after the first reference.

### Approved

- “Special Operations Warrior Foundation”
- The Special Operations Warrior Foundation’s Board of Directors invites...
- The Special Operations Warrior Foundation’s promise is...

### Not Approved

- “The Special Operations Warrior Foundation.” The Special Operations Warrior
- Foundation was founded...
- The Special Operations Warrior Foundation provides...
- The SOWF



## Social Media

### Our Pages

LinkedIn: Special Operations Warrior Foundation

<https://www.linkedin.com/company/sowf>

Facebook: Special Operations Warrior Foundation

<http://facebook.com/warriorfoundation>

Instagram: sofwarriorfnd

<https://www.instagram.com/sofwarriorfnd/>

Twitter: sofwarriorfnd

<https://twitter.com/sofwarriorfnd>

### Third Party Events

Always tag SOWF pages and when appropriate link to SOWF website [specialops.org](http://specialops.org)

Example Text for thanking Sponsors

"Thank you :company name: for your support of the families of fallen (and wounded) special operations personnel through :event name: benefitting Special Operations Warrior Foundation"

With company logo or picture of company/sponsor signage at event.



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## Examples by Platform

### Facebook

Home Fundraisers Posts Reviews Videos

Add a Donate Button

**Special Operations Warrior Foundation** •••  
Thursday at 9:31 AM · 🌐

Thank you **Operation Lion Claws Military Simulation Series** and **Operation IRENE** for the many years of supporting Special Operations Warrior Foundation and the families of our fallen and wounded special operators while you gather to honor and commemorate Operation Gothic Serpent and the many acts of heroism and sacrifice that occurred in Somalia almost 26 years ago.

👍❤️ 45      3 Shares

Like Comment Share

### Twitter

Search ICI @ICI

Team ICI had a great time at this year's Farm to Fork Fondo raising money for the @SOFWarriorFnd. This fantastic organization provides college educations to the surviving children of Special Operations Forces who lose their lives in the line of duty.

[specialops.org](https://specialops.org)

### LinkedIn

Special Operations Warrior Foun... •••

You are viewing this page as an admin. Switch to member view.

Page Activity

**Special Operations Warrior Foundati...** •••  
2,329 followers  
4mo • Edited

Last week during the Special Operations Forces industry Conference in Tampa, Florida, Jeff Miller of L3 Technologies presented a \$100,000 donation to Special Operations Warrior Foundation (SOWF), accepting on SOWF's behalf is Board Member and 11th Commander of United States Special Operations Command, General Tony Thomas, United States Army, Retired. #sofic2019 #donation #warrior #foundation #army #support #socom #ussocom #defense #technology #goldstarfamilies #Tampa #Florida

**L3 Technologies Donates \$100,000 to SOWF - Special Operations Warrior Foundation**  
[specialops.org](https://specialops.org)

👍❤️ 52      3 Comments

### Instagram

sowarriorfnd •••

View Insights Promote

👍❤️🔍🔖

👤👤 Liked by aly\_ols and 52 others

sowarriorfnd VCC Cares presented SOWF with \$21,000.00 in memory of Major Matthew W. Worrell, Major, USA (KIA Iraq 2006) from their two Charity Golf Classics in Carrollton, TX and Little Rock, AR. Here are VCC employees with VCC President Ryan McClendon and SOWF Rep John Koren. Thank you VCC, for your continued support of SOWF and the families of fallen wounded SOF!

View all 4 comments





## Key Messaging

### Our Voice

#### **Proud**

Of our students and families for their successes and strength

#### **Grateful**

To our supporters for making it possible

#### **Enduring**

Promise to honor our fallen and wounded operators

## Messages

40<sup>th</sup> Anniversary Campaign: Enduring Promise

Enduring promise

A promise made, a promise kept

Solemn commitment

Cradle to Career

Empowering the Families of Fallen and Wounded Special Operations Personnel

Empowering the children of fallen special operations personnel

We help our students, define, plan for, and achieve their academic goals

Every step of the way

Setting students up for success

Provide every opportunity their fallen parent would want for them

Lay the pathway to success

Direct line to each one of our family members and vice versa.

Proactively reach out to families



## Key Words

Empower

Endure

Success

Sacrifice

Commitment

Family

Strength

Heroes

Goals

Warrior

Service

Education

Honor

## SOF Truths/ SOWF Truths

### **Humans are more important than Hardware.**

SOWF is more than a check, more than a computer, more than just the resources we provide. SOWF is about setting each child of a fallen service member and every family of wounded SOF up for success. We care about every member of our SOWF family.

### **Quality is better than Quantity.**

No matter how much the Foundation grows, or how many families we inherit, the quality of service and attention to each family will not waver.

### **Special Operations Forces cannot be mass produced.**

SOWF gets to know each one of our students and provides a customized plan for their educational success.

### **Competent Special Operations Forces cannot be created after emergencies occur.**

Special Operations Warrior Foundation has been around since 1980 and was born out of tragedy. Operation Eagle Claw proved that this resource was necessary and its survivors built the foundation for SOWF to be there for all the tragedies to follow.

### **Most Special Operations require non-SOF assistance.**

Special Operations Warrior Foundation supports every person contributing to a special operations mission. No matter how near or far from the target. We know how important every person is to a successful mission. We also know that there are many important foundations and resources out there for our fallen and wounded. We help connect our families with other resources, based on their needs.



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## Who we serve

### A Commitment to the child

Our commitment begins when tragedy strikes. No matter what age the child is at the time they lose their parent, SOWF is with them from that moment on.

### Comfort to the spouse

The surviving spouse is left to handle everything. SOWF lets them know that their child's education is one thing that they will not have to worry about or figure out. SOWF will be there with them every step of the way.

### A promise to the service member

SOWF makes a promise to every service member serving under U.S. Special Operations Command: if something happens to them, we will take care of their families.



## Feedback from Families

### Surviving Spouse

"I knew all along that SOWF would be available to help us when the boys were ready for school. What I wasn't quite prepared for was all the ways they supported us leading up to that time. They showed we are not forgotten. The personal touch each member of SOWF placed in handling our questions. Many of the employees have become like family." – Rebecca Eggers, Surviving Spouse

The biggest thing I've gained because of SOWF's support is peace of mind. I know that our family will be taken care of and they will continue to be with us every step of the way. – Rebecca Eggers, Surviving Spouse

### Preschool

"Thank you so much for the incredible support for my children's early childhood education. Their education is so important to me and SOWF's support is beyond words. I am still struggling, but SOWF's level of outreach and extreme generosity is inspiring me each day." – Nancy Gass, Surviving Spouse

"I don't have words. You are making such a difference in Declan's quality of life and giving him a chance at really being able to succeed. Somehow, even though Matthew doesn't get to be here, he's still looking out for our son and I just can't tell you what it means." – Alexandra McClintock, Surviving Spouse

### Tutoring

SOWF has been paying for my children's tutoring for many years. I was afraid tutoring would only be provided for children who were behind other children their age. SOWF helped my children not only succeed but excel. – Cathy Chay, Surviving Spouse

"Because of the tutoring offered by SOWF, I now get my school work turned in on time and I have all A's and B's. I have never done this before." – Jocelyn Bohle, Child of Fallen

### Student

Many of the organizations supporting the families of the wounded or fallen only help for a little while; SOWF is there all the time helping us become stronger and heal." – Jocelyn Bohle, Child of Fallen

### Graduates

**Mark Wilson Jr, Johns Hopkins c/o 2018**

"I don't remember finding out about SOWF helping with my college tuition, because they have been with me and my mom all along."

"In an ideal world there is no need for SOWF. We would all trade everything for our dads to have come home. But there is a price to be paid for the freedoms that we all enjoy each day. When a parent pays that price, Special Operations Warrior Foundation is there every step of the way"





Keely Quinlan, NYU c/o 2018

"It means the world to me to be able to live my dream in honor of my father's memory."

### Wounded

Due to my husband's Injury and my need to take off time from work to be with him in the hospital, the \$5000 we were given was such a stress reliever. – Spouse of WW

During this difficult time, it eases my husband's worries knowing that we have the care of so many. --Spouse of WW

This injury I've suffered overseas has put myself and my family in a tail spin. This gift has been much needed and extremely helpful. Gestures like these are a relief and a source of motivation. WW



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## What we do

Special Operations Warrior Foundation is dedicated to empowering the families of fallen special operations warriors by ensuring a fully funded education to every child of a fallen special operations service member. From cradle to career, Special Operations Warrior Foundation funds all educational expenses including early childhood education, tutoring, educational counseling, test preparation, a college preparation course and full-tuition expenses to any college technical or vocational school, public or private.

Special Operations Warrior Foundation also provides immediate financial assistance to wounded and injured special operations personnel who are hospitalized and separated from their families.

## What does fully fund mean?

SOWF funds early childhood education and preschool programs, professional tutoring at any age, college prep including a preparatory workshop called Operation EPIC (Education Preparation Information Conference), ACT/SAT prep, college applications, college visits, full tuition, books, fees, room and board, travel, and miscellaneous expenses.



## Programs

**Preschool-** SOWF provides funding for accredited early childhood education programs (from ages 3-5) including preschool and prekindergarten programs.

**Private Tutoring-** Fully funded professional, private tutoring for students from kindergarten through college graduation anywhere in the country. Whether the child is having trouble learning to read, or struggling in acing their AP exams to get into their dream college, private, one on one tutoring and educational services are provided at no cost to the student.

**College Planning Conference – Operation EPIC** Special Operations Warrior Foundation hosts a comprehensive, week-long college planning conference for our high school students in their sophomore and junior years. Held in Tampa, this conference is designed to help high school students understand the college admissions process, the steps necessary to get into the school of their choice, and to help determine the right school and program. It is also a unique opportunity to spend time with other students and graduates who can relate to the distinctive struggles that come with losing a parent.

**College Application Fees-** Special Operations Warrior Foundation reimburses application fees for three colleges

**College Visits –** Choosing the right college is critical to the success of our students. SOWF funds college campus visits for high school students and a guardian so they can be confident in their decision when choosing their college.

**College Scholarships –** SOWF covers the full cost of a college education including tuition, fees, room and board, books, tutoring, computer, printer, and supplies. Our scholarships are guaranteed, without an application, and can be used for private universities, state or community colleges, vocational/technical training, and career institutions.

**Internship Program-** SOWF connects our college students and recent graduates with internship opportunities to assist with building professional skills and confidence for job seeking. SOWF facilitates this by connecting corporate sponsors and supporting companies with students who are studying a relevant industry.

**College to Career Mentoring-** Our college students have access to career mentoring services, including interview strategies, resume building, social media presence, etc. When they graduate, our students are ready to enter into their careers confidently and seamlessly.

**Wounded Support –** Special Operations Warrior Foundation coordinated with U.S. Special Operations Command (USSOCOM) to ensure immediate financial assistance to wounded, ill, or injured special operations personnel who are hospitalized. Once notified by USSOCOM of a candidate for support, SOWF will immediately overnight mail a check to the service member (or designated recipient) to underwrite initial and unexpected expenses.



## Facts and What Sets Us Apart

### Fast Facts

Special Operations Forces make up less than 2% of the Department of Defense but suffer over 2/3 of the casualties

The average age of a child entering our program is 8 years old

89% of our high school graduates enter college

92% of our college freshman complete college in less than 6 years

The average cost for one child's education from preschool through full college education is \$100,000.

### What about the VA/GI Bill/ Gov Benefits?

Our scholarship program is designed to fund the difference between the Forever GI Bill and the total cost of attending the school of the student's choice.

This includes paying the difference when tuition exceeds the max amount allowed by the Department of Affairs and ensuring full funding past the maximum of 36 months of education.

Funding is customized to each student and also covers tuition, room & board, books, supplies, computer, transportation and other expenses

### What sets us apart?

No Applications for educational or wounded support

More than just a check

No limitations on college or trade school choices and associated costs

Proactively reaches out to families and maintains contact for duration of child's education

Provide resources beyond our programs for families of fallen and wounded

It is a true SOWF Family

40 years of consistent accountability, transparency, results, and positive brand recognition





## Leadership

Formal (Introductions/listed in programs)

- ✓ General Raymond "Tony" Thomas III, USA Retired
- ✓ Major General Clayton M. Hutmacher, USA Retired
- ✓ Colonel Sean Corrigan, USA Retired

In all official correspondence (written):

- ✓ MG Clay Hutmacher, USA (Ret.)
- ✓ MG Hutmacher
- ✗ The General
- ✗ General Hutmacher
- ✗ Maj. Gen. Hutmacher

- ✓ GEN Tony Thomas
- ✓ General Thomas
- ✗ Gen. Thomas

- ✓ COL Corrigan
- ✓ Colonel Corrigan
- ✗ Col. Corrigan

When addressing or discussing military members (active or retired) please make sure you are using the correct abbreviations and titles for their corresponding branch of service.

**Remember:** Many SOWF Board Members are retired Military

[https://www.va.gov/vetsinworkplace/docs/em\\_rank.html](https://www.va.gov/vetsinworkplace/docs/em_rank.html)

<https://specialops.org/who-we-are/board-staff/>



## History

Special Operations Warrior Foundation started in 1980 with a battlefield promise to provide college educations for the 17 children left behind by the eight men who lost their lives during Operation Eagle Claw, the daring attempt to rescue the 53 American hostages being held in Iran.

Today, Special Operations Warrior Foundation (SOWF) ensures full financial assistance for a post-secondary education, as well as tutoring and educational counseling, to all children of special operations service members who lose their lives in the line of duty. SOWF also provides immediate financial assistance to all severely wounded and hospitalized special operations service members.



## About Special Operations Forces

SOWF makes a promise to every service member serving under U.S. Special Operations Command: if something happens to them, we will take care of their families.

U.S. Special Operations Command is made up of approximately 70,000 service members including, but not limited to, the groups listed below.

### **ARMY – All service members assigned or attached to U.S. Army Special Operations Command (USASOC)**

- Special Forces (Green Berets)
- Rangers
- Special Operations Aviators
- Civil Affairs
- Military Information Support Operators
- Training Cadre
- Sustainment

### **NAVY – All service members assigned or attached to a Naval Special Warfare Command (NAVSPECWARCOM)**

- Sea, Air, Land (Navy SEALs)
- Special Warfare Combatant-craft Crewmen (SWCC)
- Enablers

### **AIR FORCE – All service members assigned or attached to Air Force Special Operations Command (AFSOC)**

- Special Tactics Airmen
- Special Operations Aviators
- Support Air Commandos

### **MARINE CORPS – All service members assigned or attached to Marine Special Operations Command (MARSOC)**

- Critical Skills Operators
- Special Operations Officers
- Special Operations Capabilities Specialists
- Special Operations Combat Services Specialists

### **Average Special Operator**

- Is married and has at least two kids
- Average age is 29 years-old for enlisted; 34 years-old for officers
- Receives cultural and language training
- Has attended multiple advanced tactical schools
- Is well educated and likely to have a college degree



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## Terminology

✗ Special Forces - Special Forces refers only to Army Special Forces or Green Berets

✓ Special Operations Forces

✗ soldiers - Army Only

✓ military personnel

✓ service members

casualty ≠ death

casualty = dead, whereabouts unknown, missing, ill, or injured.

Use Fatalities and Wounded to differentiate





## Military Acronyms

AFB Air Force Base

AFSOC Air Force Special Operations Command

CENTCOM Central Command (Middle East)

CCT Combat Controller (Air Force Special Operations)

DoD Department of Defense

JSOC Joint Special Operations Command

JSOU Joint Special Operations University

KIA Killed in Action

KIT Killed in Training

LOD Line of Duty

LOD Pending – Line of Duty investigation is in process

MARSOC Marine Corps Forces Special Operations Command

MISO Military Information Support Operations

NCO Noncommissioned Officer

NG National Guard

NSWC Naval Special Warfare Command

NSWG Naval Special Warfare Group

PCS Permanent Change of Station (orders to move transfer to new duty station)

PJ Pararescueman (Air Force Special Operations)

PSYOP Psychological Operations

SO Special Warfare Operator (Navy SEAL)

SF Special Forces (Army Special Forces/ Green Berets)

SFG(A) Special Forces Group (Airborne)

SOCAFRICA Special Operations Command-Africa



SOCENT Special Operations Command-Central (Middle East)

SOCEUR Special Operations Command-Europe

SOCKOR Special Operations Command-Korea

SOCNORTH Special Operations Command-North

SOCPAC Special Operations Command-Pacific

SOCSOUTH Special Operations Command-South

SOF Special Operations Forces

SOG Special Operations Group

SOW Special Operations Wing (Air Force SOF)

ST Special Tactics

SR Special Reconnaissance

SWCC Special Warfare Combatant-craft Crewman

TACP Tactical Air Party

TSOC Theater Special Operations Command

USASOAC U.S. Special Operations Aviation Command

USASOC U.S. Army Special Operations Command

USSOCOM U.S. Special Operations Command

If you come across an acronym not listed, you can check the list linked below.

<\\SOWF-DC01\\Shared\\Resources\\JSOU Acronym List.pdf>