



# The Code of Support foundation

BRIDGING THE GAP BETWEEN CIVILIAN AND MILITARY  
AMERICA

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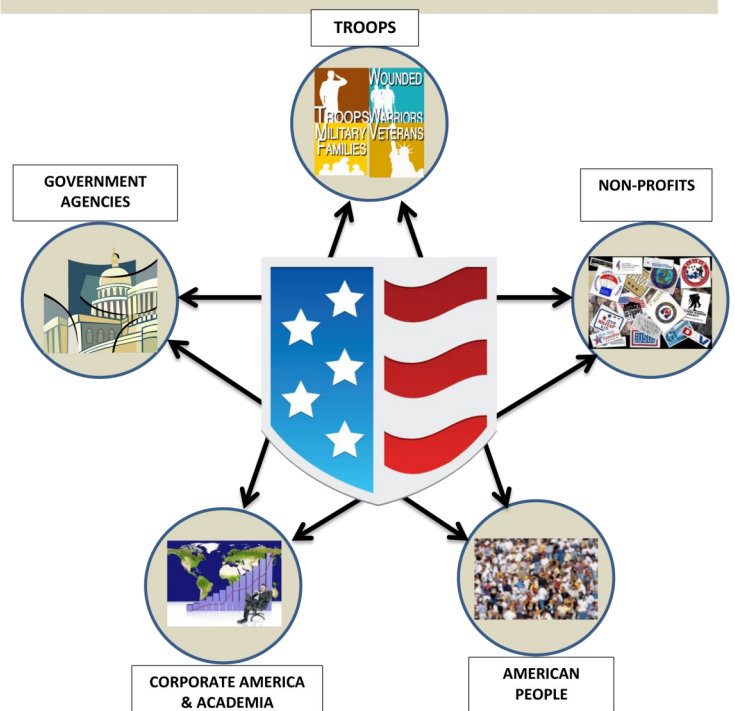
## About the COSF

**PURPOSE:** The Code of Support Foundation was founded in 2010 to promote the Code of Support for our troops — a set of six simple promises that Americans are asked to make — to help bridge the gap between civilian and military America.

**MISSION:** To ensure that all Americans understand and appreciate the service and sacrifice of the less than 1% who serve in uniform, **are committed to sharing responsibility for defending our freedom**, and are actively involved in supporting our troops, veterans and military families.

**FUNCTIONS:** In support of its mission, the Foundation (1) identifies critical and under-resourced troop and family support needs and works to close those resource gaps; (2) facilitates communication and cooperation within the non-profit troop support community and government agencies to increase their collective effectiveness; and (3) serves as an advocate for the needs of our troops and for the community of organizations that address those needs.

## COSF: Bridging Gaps & Joining Forces



**VISION:** The Code of Support Foundation will play an indispensable role in bridging gaps between the American people, private organizations, government agencies, and the military community. The result will be that all Americans will, each in their own way, share the burden of defending our freedom.



# About the Code of Support.....

In the first article of the military Code of Conduct, our troops pledge that they are prepared to give their lives in our defense. What do the rest of Americans owe them in return for this profound commitment? The "Code of Support" is a simple set of promises that all of us should be prepared to make in return for their selfless service and sacrifice on our behalf!



## Code of Support For Our Troops

*I - I am an American. I know that the men and women in our Armed Forces are prepared to give their lives to defend my country, my way of life and the blessings of liberty throughout the world. I am committed to their perpetual recognition, appreciation and support.*

*II - As they have sworn to defend me and protect our country, so will I pledge to support them in every way that I can, and to avoid any action that would increase their risk. I will further do my part to ensure that they are never sent into harm's way without all of the necessary resources to protect them and to fulfill their mission.*

*III - If they become prisoners of war, are missing in action, are wounded, or lose their lives, I will keep faith with them and their loved ones. I will not rest until we find them, heal them, and return them to their comrades, their loved ones and their nation.*

*IV - For our military veterans, I pledge unfailing recognition and appreciation for their contributions to our national defense and our welfare. I will not forget my nation's responsibility to provide for their continued well-being, and meaningful compensation for their sacrifice.*

*V - I understand that our service men and women do not make national policy, but are sworn to obey their civilian leadership and defend the constitution. I will respect their faithful service to the nation and always give them my unqualified support.*

*VI - I will never forget that our service men and women are fighting for my freedom and are dedicated to the principles which make our country free. I will share the responsibility for preserving that freedom with those who proudly wear the uniform of the United States of America.*

Our troops are bound by a "Code of Conduct." The "Code of Support" is intended for the other 99% of Americans!



## The Story Behind the COS Shield

The emblem of the Code of Support follows the principles of military heraldry. The five white stars represent the services, Army, Navy, Air Force, Marines and Coast Guard. The three red stripes signify the three components, Active, Reserves, and National Guard. The

field of blue honors the Veterans of all services and components, while the field of white honors the Families of the Fallen, the Families of our Service Members, and the Families of our Veterans. It is this entire spectrum of service members and families that the Code of Support honors





# COSF “Year 1” Accomplishments & Next Steps

COSF got off to a running start as a new foundation in September 2011 with the coast-to-coast **“Patriots and Heroes Relay,”** carrying the Code of Support across eleven states in 9 days and making some 40 stops along the way for rallies and presentations, while collecting thousands of signatures endorsing the Code. The Relay was escorted by the national Patriot Guard Riders, with en route events conducted in cooperation with our Red Cross and American Legion partners. Media coverage was extensive, including local newspapers, radio and TV stations, as well as national coverage on CNN. At the conclusion of the relay on the 10th anniversary of 9/11, the Code of Support scroll was presented to ADM Mike Mullen in a special Pentagon ceremony. This relay provided a solid “proof of concept” for the Code of Support and demonstrated the eagerness of the American people to become more involved in tangibly supporting the troops and sharing the responsibility for defending our freedom.

COSF also participated in the **Army 10-Miler Expo** in DC in early October. Once again, the Code was warmly received and people lined up to add their signatures of endorsement.

In December, COSF partnered with the Semper Max Fund to conduct a first-of-its-kind meeting of non-profits (some 25 organizations participated) supporting wounded warriors. For COSF, this was a precursor to a more comprehensive effort to create the **“Warrior & Family Support Network” (WFSN)** of troop support non-profit organizations (see page 4) which will be a major focus of the foundation in the coming year.

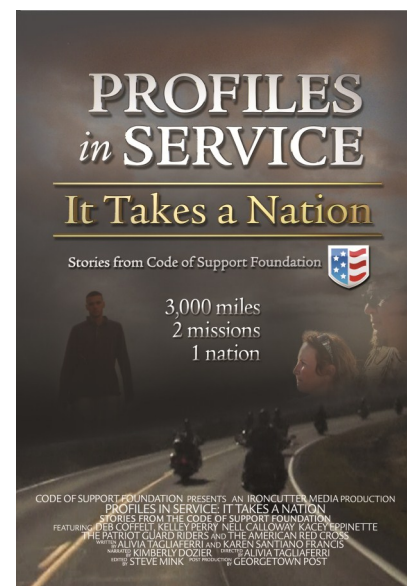
Executive Director Kristy Kaufmann was much in demand as a speaker and writer, beginning with an invitation to write an article for the **New York Times** on the mental health challenges facing military families. She was also invited to participate as a family mental health subject matter expert panelist for a **VA Caregivers’ Conference** and facilitated communications among the troops, non-profits and government agencies as a moderator for the **Military Family Congressional Summit**. These and other similar activities serve to validate the recognition that the COSF is playing a trusted and valued role.

COSF organized the **“Flag Day Give-Back-24 Challenge”** in Washington over the weekend of June 9-10, with events that raised just under \$40,000 for a selected (and vetted) beneficiary group of non-profits all providing treatment and support for PTSD and Traumatic Brain Injury (TBI). This is one of the areas COSF has identified as a “critically under-resourced need” in the military community. To cap off our involvement in this issue, COSF played a key role in organizing **“PTSD Awareness Day,”** arranging for the key speakers (including Kristy, all three service Surgeons General and the Sergeant Major of the Army) for this Capitol Hill event.

One major accomplishment for this first year was the completion of a 30-minute documentary film, **“Profiles in Service: It Takes a Nation.”** Using the Patriots & Heroes Relay as a story vehicle, the film documents a series of profiles of individuals emblematic of the service and sacrifice of the military community. The objective is to give the average American an in-depth insight into the military community, well beyond the simple listing of names and photos of the casualties that appear in many of the nation’s newspapers. We held a highly successful premiere showings of the film for some VIP attendees at the Women in Military Service for America Memorial at Arlington National Cemetery in June, and for the public at the National Archives in November.

## Next Steps

The focus of COSF efforts as we head into 2013 will be on four high-impact projects. The first of these is the wide-spread distribution of the documentary and promoting it as a vehicle to foster a national dialogue on service and bridging the civilian-military divide. In mid-February we are planning a major concert program in Washington to promote the hiring of veterans which is a critical needs area. Our third thrust will be to expand the Give-Back-24 project nationwide in June 2013 to increase its reach and impact in support of mental health. Finally, we are planning a major WFSN conference in 3Q 2013 to launch this high-potential network.



# The “Warrior & Family Support Network” & “Featured Organizations”



In conjunction with several partners, COSF is inviting selected 501(c)(3) non-profits supporting the troops to participate in the **Warrior & Family Support Network (WFSN)** of organizations that cooperate with one another to optimize

our collective ability to provide the best possible support to our troops, wounded warriors, military families and veterans. This network will provide the American people, corporations and other organizations a trusted and vetted community of organizations that are worthy of their financial support and volunteer efforts.

As the COSF identifies critical support needs of the military community, especially those needs which are underserved by current non-profit resources and capabilities, it selects a limited number of network organizations that address these needs and identifies them as **“Featured Organizations”** which will receive additional support from the COSF to help them expand their resources and grow their capacity to fulfill these needs. Featured organizations undergo additional vetting to ensure the quality and scalability of their operations.

The WFSN provides participants with the ability to share best practices, as well as an increased capability to serve client needs through partnerships with other organizations that have complementary capabilities. As a network of service providers, it offers the potential for adding some structure to the field where none currently exists.

To complement the network of provider organizations, COSF is also establishing on-line virtual focus groups comprised of representatives of the troops, wounded warriors, veterans and their families. While there are other sources of information regarding the needs of these groups and how they are being met, this virtual network of user/customer representatives will provide first hand inputs regarding current situations, capabilities and limitations, as well as “consumer reports” insights into how the combined government/NGO (public/private) support system is working.

## COS SPONSORS:

The Code of Support Foundation welcomes corporations and organizations that would like to become sponsors of the Code of Support and its on-going programs. Financial contributions from sponsors are used to help us achieve our major campaign goals and objectives, fund foundation activities, events and programs, and to provide funds for matching individual donations to our “Featured Organizations.” Sponsors and major donors are recognized at the following “Star Sponsor” levels:

- \* 1-Star: \$2,500-\$4,999
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**Code of Support Foundation**

**2050 Ballenger Ave, Suit 400**

**Alexandria, VA 22314**

**571-527-3232**

**[www.codeofsupport.org](http://www.codeofsupport.org)**