

**2022**

**ANNUAL  
REPORT**

TRUENORTH

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## **CORPORATE SPONSORS**

Semper Capital Management is positioning to become a leader in showcasing how success in business and community improvement are not mutually exclusive but rather can be deeply integrated.

To help move this mission forward, Semper encourages each employee to discover and support their own veteran charity through 40 hours of paid volunteer time as well as an opportunity to apply for a charitable donation for a nonprofit of their choosing.



CAVU Securities' Impact Pledge directs 10% of gross revenue from the CAVU money market share classes to organizations making a difference for veteran and underrepresented communities.

CAVU's core mission and company ethos are built on offering best-in-class products and services while making a meaningful impact on underrepresented and veteran communities. As a certified veteran and minority-owned firm, CAVU Securities is committed to creating equitable opportunities through DEI strategies and providing support to community impact organizations.



## **PRESIDENT'S LETTER**

It has been a joy to witness the work being done in veteran communities this year, and it has been an honor to participate. As a Marine Corps veteran, I founded the True North Foundation with the hope that service members and their families receive the type of support needed during the transition to civilian life. I'm proud to say we have done that and more.

True North has become a vehicle for veteran services across education, civilian workforce reentry, physical and mental rehabilitation, and community networking. We've partnered with the best of you to provide solutions to challenges unique to those who have served in the U.S. Military and we are just getting started.

Thank you to our partner organizations for the invaluable work you do! I look forward to a year of collective growth and expansion so that no veteran is left behind.

- Greg Parsons, President and Founder

A handwritten signature in blue ink, appearing to read 'Greg Parsons', with a long horizontal flourish extending to the right.



# HISTORY OF THE TRUE NORTH FOUNDATION

**Mission Statement:** The mission of the True North Foundation is to provide services and support to veterans who are struggling with the transition from the military to civilian life. We strive to assist those veteran communities in need through volunteer work and financial efforts while also inspiring others to do the same.



## 2015

**JANUARY:** Greg Parsons starts to find ways to get involved in veteran causes

**JUNE:** First met Gaby Camargo and learned of the Stay In Step Mission



## 2019

**NOVEMBER:** Partnered with Dog Tag Inc

**OCTOBER:** Partnered with Marine Corps Scholarship Foundation and Greg Parsons joins the Board



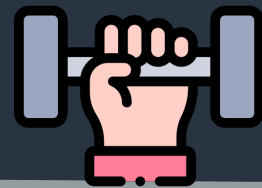
## 2021

**AUGUST:** Achieved our 501c3 status!



## 2016

**SEPTEMBER:** Became one of the first sponsors of Stay In Step Gala



## 2020

**JANUARY:** Partnered with Merging Vets and Players

**DECEMBER:** Began our Sponsorship with adaptive athlete, Luke Kittel



## 2022

**APRIL:** Became the True North Foundation!

# VETERAN NONPROFIT PARTNERS

We are so proud of everything our nonprofit partners have achieved this year and we look forward to seeing what they accomplish in the future.



Our True North compass signifies what each organization has accomplish since partnering with the True North Foundation.



The Dog Tag Fellowship Program equips veterans, military spouses, and caregivers with the tools and education to build resilience, find renewed purpose, and forge community beyond the military.



*Since 2019 Dog Tag has graduated 104 students and they recently expanded to a second location in Chicago.*



The Heroes Journey, led by Lieutenant Colonel Scott Mann, is an organization with a passion for storytelling. They work directly with veterans, first responders, and their families to help them find their voice and tell their story in their transition from service to civilian life.



*Since 2016, The Heroes Journey has touched the lives of thousands of veterans through productions of the play "Last Out: Elegy of a Green Beret." With the recent release of the filmed recording of this production, they anticipate that their impact will increase exponentially.*





Founded in 1962, The Marine Corps Scholarship Foundation provides access to affordable education for the children of Marines and Navy Corpsmen attending post-high school, undergraduate and career technical education programs.



*Since 2019 the Marine Corps Scholarship Foundation has awarded 7,170 scholarships, with \$30,000 sponsored by our corporate partner, Semper Capital Management*



Merging Vets and Players (MVP) empowers combat veterans and former professional athletes by connecting them after the uniform comes off; providing them with a new team to assist with transition, promote personal development, and show them they are never alone.



*Since 2020 MVP has added three locations; for a total of eight, and created a virtual platform giving participants the ability to obtain support from anywhere.*



Stay In Step is a veteran founded and run organization that provides long term rehabilitation and therapy to both veterans and civilians that suffer from a spinal cord and/or traumatic brain injury, or any other neurological disorder resulting in paralysis in the Greater Tampa Bay and surrounding areas.



*Since 2016 Stay In Step has expanded to a new facility allowing them to service over 130 clients per week.*





## SVA Conference with MVP

1

In January, MVP hosted a large workout and huddle at the Student Veterans of America Conference in Orlando, FL. To help support MVP, the True North Foundation donated water bottles and wristbands and foundation staff volunteered their time at the event.



## MCSF in San Francisco

2

In April, the True North Foundation hosted a cocktail party to kick off the Marine Corps Scholarship Foundation's board meeting week. This event brought together veteran advocates in the greater San Francisco area.

## MCSF Leatherneck Ball

3

In May, representatives from the True North Foundation attended the Marine Corps Scholarship Foundation's Leatherneck Ball in New York City. It was a beautiful event that helped highlight the record numbers that the foundation hit in 2021. They awarded 2,505 scholarships amounting \$9.2 million!



## Stay In Step New York Week

4

In May, the True North Foundation sponsored a week of fundraising for our nonprofit partner, Stay In Step. The foundation hosted two events with the help of Pride Global in New York City and the South End Restaurant in New Canaan, CT, resulting in over \$41,000 raised for their organization.



## Stay In Step Gala

5

In September, representatives of the True North Foundation attended the annual Stay In Step Gala in Tampa Bay, FL. The event highlighted all the wonderful work Stay In Step does in the brain and spinal cord rehab community as well as celebrated the opening of their brand new facility!



## True North Volunteering

6

Throughout the year, True North has donated their time through hands-on volunteering of **150+ hours** to our partners and additional organizations around the nation!



# IMPACT

## Dog Tag Volunteer Work

**7** Throughout the year, members of the True North family donated their time and expertise to Dog Tag, Inc.'s Workshops, Learning Labs, and Capstone Projects.

## Luke Kittel's 2022 Journey

**8** This past year, True North Foundation was proud to sponsor para-athlete, Luke Kittel. Luke has been crushing competition after competition! Over the year, Luke has competed in 8 races, including the Navy Seal Frogman Swim.

## Maria Carlin and the Soldiers' Angels

**9** Maria Carlin, Director of Investor Relations with Semper Capital Management, has led the charge in both fundraising and volunteering with the Soldiers' Angels. Semper Capital Management LLP hosted four food distributions in Orlando, FL this year and Maria volunteered over 70 hours to the organization.

## True North at the MCM

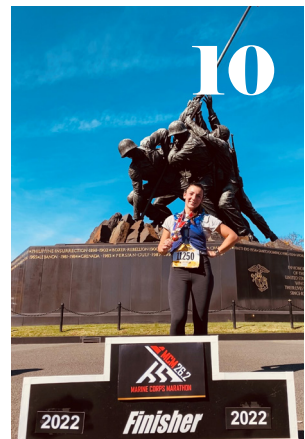
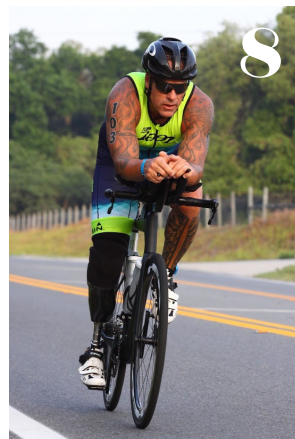
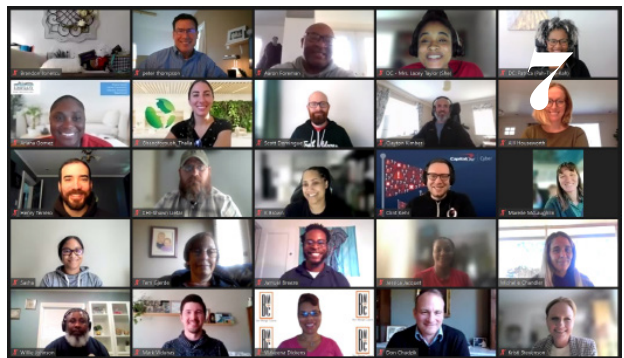
**10** At the end of October, True North Foundation's Director of Strategic Partnerships, Riley Gregoire, ran in the Marine Corps Marathon in Washington D.C. As part of her training she decided to fundraise for their partner, the Marine Corps Scholarship Foundation, and was able to raise over \$2,300 for the organization.

## Annual Whiskey for Warriors Event

**11** For Veterans Day, True North Foundation brought together veterans, veteran advocates, and representatives of veteran nonprofits from the greater New York City area for an epic Happy Hour. Guests had the opportunity to network with each other and speak with ambassadors from Dog Tag, Inc. and the Marine Corps Scholarship Foundation.

## FOUNDATION STATUS

In April 2022 Semper Capital Management, LLC proudly announced that its corporate giving initiative was being spun off into its own entity - the True North Foundation.





**President  
Greg Parsons**

Former Captain and Infantry Officer in the United States Marine Corps. The genesis of True North is rooted in Greg’s transition story and the challenges and obstacles he faced as he tried to translate an entrenched military mindset to his post-combat personal and professional journeys. Greg is currently the CEO of Semper Capital Management and CAVU Securities.

**Treasurer  
Susan Hamman**

During the inception of True North as a corporate initiative, Susan helped set the groundwork and mission of the organization. Working alongside Greg and Tom within the veteran community, she continued to give back to the organization by providing her expertise towards the True North Foundation’s goal of reaching its nonprofit status and eventually becoming a 501c3.

**Vice President  
Tom Donnelly**

During his time working with CAVU Securities Tom assisted in the launch of the True North Foundation and is a founding board member. His passion for giving back to the veteran community has motivated him to give both his time and money to our Foundation. Tom currently is a Senior Managing Director with i(x) Securities, LLC.

## WHAT WE’VE DONE AND WHERE WE’RE GOING



**\$128,528**



**2,300  
HOURS**

We are so proud for completing our first year as a foundation. In 2022, the True North Foundation raised \$128,528 and accumulated over 2,300 hours of work towards veteran causes across the country.

In 2023, we are excited to continue to build and grow the foundation to allow us to better help veterans through donations, sweat equity, and programming!

A big thank you to those who have been part of our journey this last year!



## DONATE

Your financial support allows us to continue investing in individuals and organizations that serve the veteran community. Visit us at:

[www.truenorth4heroes.com/donate](http://www.truenorth4heroes.com/donate)

# HELP US BUILD IN 2023?

## How to get Involved:

As we head into 2023, here are five ways you can help the True North Foundation achieve its mission.



## FUNDRAISE

Interested in helping raise funds for our cause? Ask friends and family if they would like to contribute to our mission.



## ATTEND AN EVENT

Our partner organizations host many events throughout the year. Consider attending one of these or join us at True North's own "Whiskey for Warriors" party in November.



Volunteer Knitwear Daily Tee  
VL45  
Volunteer  
\$25.00



District Made Mens Perfect Tri  
Long Sleeve Crew Tee  
District Made  
\$30.00

## SHOP

Proceeds from our online store go directly to the Foundation, helping veteran organizations across the country. Find the link at the bottom of our website.



## BUILD AWARENESS

Help us by sharing our mission with your family, friends, and professional connections.

# Follow Us!



A large American flag is the central focus of the image, waving in the wind. The background is a blurred city street scene with a police officer and other people visible.

## Questions?

If you're interested in learning more about the foundation and what we do, please don't hesitate reach out to me! I am always looking to connect with veteran advocates and supporters.

- Riley Gregoire  
Director of Strategic Partnerships  
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