



### THE MARKET

Fisher House Foundation is a military nonprofit, best known for a network of comfort homes where families can stay at no cost while a loved one is receiving medical treatment. These homes are located at major military and VA medical centers nationwide, close to the medical center or hospital they serve. More than 60 Fisher Houses are located nationwide and in Europe, serving active-duty and veteran families whose loved ones are wounded, injured, or ill.

No service member should go through an injury or illness alone. Fisher House makes it possible for loved ones to be close by to provide support during the recovery process.

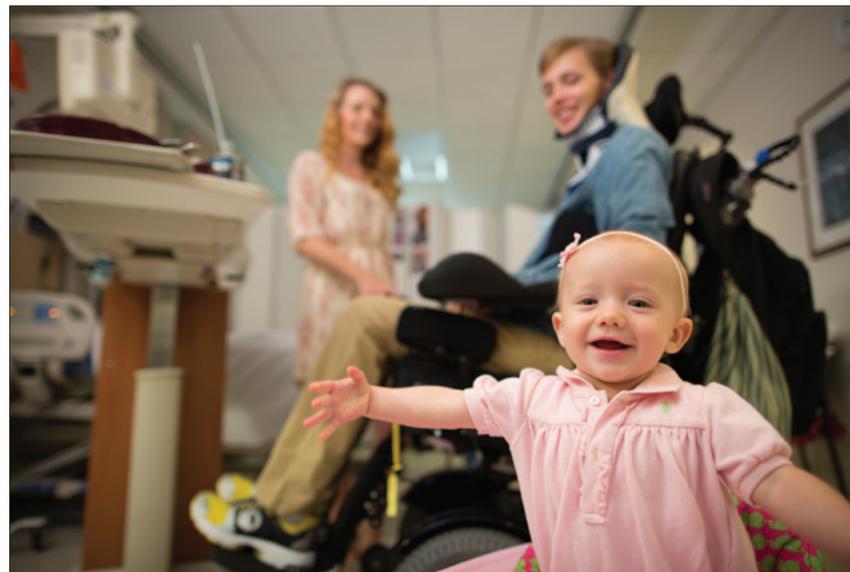
Located just steps away from the hospital, each Fisher House provides up to 21 suites, with private bedrooms and bathrooms. Each home features a common kitchen, laundry facilities, dining room, and living room to provide communal support for the families. Fisher House alleviates the financial burden, allowing families to focus on what's really important: care of their loved one.

### ACHIEVEMENTS

Since the Fisher House program began in 1990, over 5 million nights of lodging have been offered to more than 180,000 families, saving military families over \$200 million in lodging and transportation costs.



Fisher House Foundation has been awarded the highest ratings possible from the American Institute of Philanthropy and Charity Navigator, two watchdog organizations for charities. Fisher House Foundation has received an A+ rating from the American Institute of Philanthropy in its Veterans and Military category. Out of 48 charities rated, Fisher House is one of three to receive this A+ rating. Fisher House Foundation



has also received Charity Navigator's coveted four-star rating for sound fiscal management for the ninth consecutive year, a rating achieved by only 1 percent of the charities monitored.

While the main mission of Fisher House Foundation has been to provide temporary free lodging to families of service members, the program has been fortunate enough to branch out to fill other gaps in service to military families.

In 2004 Fisher House Foundation began its Hero Miles program, through which the public can donate frequent flyer miles to help provide airline tickets to wounded, injured, and ill service members and their families. Thanks to generous Americans and airline partners, over 40,000 tickets have been provided, saving service members and their families nearly \$63 million.

Due to the success of the Hero Miles program, Fisher House began the Hotels for Heroes program in 2012, allowing for the donation of hotel points to provide lodging to service members and their families where no Fisher House is available. Thanks to donors and hotel partners, this program has provided 3,000 nights of lodging to nearly 700 families for a savings of over \$400,000.

The foundation also manages a grant program that supports other military charities as well as scholarship funds for military children and spouses, and children of fallen and disabled veterans.

### HISTORY

Fisher House Foundation founder Zachary Fisher was a prominent figure in the New York real estate community and a major philanthropic benefactor for the men and women in the U.S. armed forces, as well as numerous other nonprofit organizations.

A native of Brooklyn, New York, Fisher began working in construction at the age of 16. Shortly thereafter, he and his brothers, Martin and Larry, joined forces to form Fisher Brothers, which has grown into one of the real estate industry's premier residential and commercial developers, owning more than 5 million square feet of office space.

From the earliest days of his construction career, Fisher was a strong supporter of the U.S. armed forces. Prevented from active service in World War II due to a leg injury, Fisher drew on his building skills to assist the U.S. Coastal Service in the construction of coastal fortifications. His patronage of the armed forces became an ongoing concern from that time, evolving to occupy increasing amounts of his energies.

The Fisher House program began in 1990 when Pauline Trost, wife of Chief of Naval Operations Admiral Carlisle Trost, presented to Zachary and Elizabeth Fisher the need for

temporary lodging facilities for families at major military medical centers.

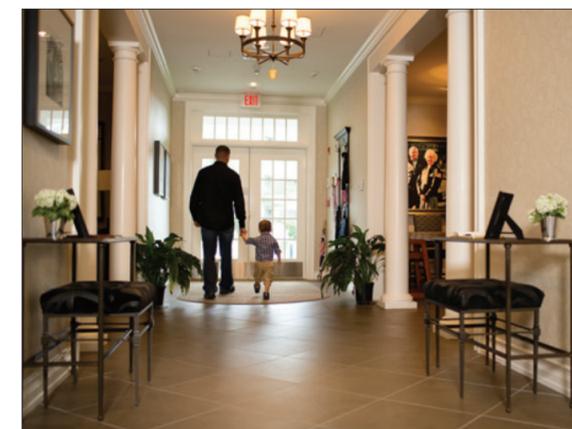
In 1990 the Fishers began the Fisher House program, dedicating personally more than \$20 million to the construction of comfort homes for families of hospitalized military personnel.

Throughout his life, Fisher held a number of posts on a variety of charitable and arts organizations and military charities throughout the country. He served as honorary chairman of the board of directors of the Marine Corps Law Enforcement Foundation and was a supporter of the Coast Guard Foundation, the Navy League, and other military charities. Fisher also established the annual Chairman of the Joint Chiefs of Staff Award for Excellence in Military Medicine.

In 1998 Fisher received the Presidential Medal of Freedom from President Bill Clinton in honor of his wide-ranging contributions on behalf of the young men and women in the U.S. armed forces. He also received the Horatio Alger Award, the Volunteer Action Award, the Presidential Citizens Medal, the Senior Civilian Award from the Chairman of the Joint Chiefs of Staff and the Secretary of Defense, as well as the top awards a civilian can receive from each branch of the military.

Separately, Presidents Gerald Ford, Jimmy Carter, Ronald Reagan, George H. W. Bush, and Bill Clinton, as well as Margaret Thatcher and Yitzhak Rabin, recognized Fisher for his support of charitable organizations throughout the United States.

In December 1999 President Clinton signed Public Law 106-161 conferring upon Zachary Fisher the status of an honorary veteran in the U.S. armed forces. He was recommended for this honor prior to his death on June 4, 1999.



Zachary Fisher's grandnephew Kenneth Fisher currently serves as Fisher House Foundation chairman and CEO. Under Ken Fisher, the foundation has added over 30 Fisher Houses.

### THE PRODUCT

**Fisher Houses.** Fisher House Foundation builds comfort homes and donates them to the military or VA to serve families for years to come.



**Team Fisher House.** Team Fisher House is the online, grassroots fundraising program of Fisher House Foundation. Team Fisher House participates in all the major military races, hosting runners and volunteers who raise funds and awareness for Fisher House Foundation.

**Hero Miles and Hotels for Heroes Programs.** Fisher House Foundation operates the Hero Miles and Hotels for Heroes programs, where the public can donate their airline miles and hotel points, respectively, to help provide flights and hotel stays for service members and their families.

**Newman's Own Awards.** Newman's Own, Fisher House Foundation, and *Military Times* (Gannett Government Media Corporation) join together in presenting \$100,000 in grants to the most creative plans for improving quality of life for the military.

**Scholarship Programs.** Fisher House helps administer several scholarship programs, including Scholarships for Military Children; the Heroes' Legacy Scholarships, for children of the disabled or fallen; and Scholarships for Military Spouses.

**RECENT DEVELOPMENTS**  
Thanks to the American public, Fisher House Foundation was able to gift the families of the fallen affected by the government shutdown a total of \$700,000. The \$25,000 gifts to each family were made in addition to the military death benefits that had been temporarily withheld due to the shutdown.

### PROMOTION

Fisher House has only a 5 percent administrative cost, with 95 cents of each dollar supporting the mission. A small portion of that administrative cost goes to advertising.



### BRAND VALUES

"Because thanks for your service is no longer enough."

— KEN FISHER, CHAIRMAN AND CEO, FISHER HOUSE FOUNDATION

Although thanking a service member for the sacrifices made for our nation is nice, it is no longer enough. Less than 1 percent of our nation has served in the military to fight for this country. In appreciation for their sacrifices, and the sacrifices of their families, the mission of Fisher House Foundation is to provide a lasting service to U.S. veterans and their families. Long after the current conflicts are over, service members will enter into the VA system for a lifetime of care. To ensure that their families will never face the financial burden of a hotel during the treatment process, more Fisher Houses are being added to continue to fulfill the needs of those who support this nation.

### THINGS YOU DIDN'T KNOW ABOUT FISHER HOUSE FOUNDATION

- In 2013 Fisher House Foundation helped over 20,000 families.
- Fisher House Foundation constructs and furnishes each Fisher House, then gifts the home to the military or VA, which is then responsible for staffing and maintenance.
- Each Fisher House has a manager to run the house, but volunteers are always appreciated. Visit [www.fisherhouse.org](http://www.fisherhouse.org) for more information.
- Fisher House Foundation has provided over 5 million nights of lodging.
- Fisher House Foundation is one of the highest-rated military charities.