

**About the Bob Woodruff Fund (BWFF):**

In early 2006, Bob Woodruff was nearly killed by a roadside bomb in Iraq. Embedded with the Army, he and his cameraman Doug Vogt were badly injured and both suffered traumatic brain injuries (TBI). During the long healing process, Bob and his wife Lee became determined to shed light on traumatic brain injury and to make something good out of a tragic experience. He and his family created BWFF to raise awareness about the hidden injuries of war, and assist those injured while serving.

More specifically, Bob's recovery from TBI has been nothing short of miraculous. He had excellent treatment on the battlefield, acute medical treatment at Bethesda's Naval Hospital, extraordinary rehabilitation professionals, and overwhelming support from family, friends and ABC. During the long process, Bob and his family learned that many injured service members are not always as fortunate as he.

We are hopeful that the BWFF will partner with DoD, VA and private industry to develop excellence in prevention, diagnosis, treatment, support and resources for the injured. This is obviously an enormous undertaking and why it is so important to have support from people who will assist us with raising the necessary funds to accomplish the mission. We are truly hopeful that we will help to ensure that our young heroes and their families (especially with devastating injuries) have access to a lifetime of state-of-the-art treatment options, education, employment opportunities, and other long-term support to help them reintegrate back into their communities.

**The Bob Woodruff Family Fund Mission Statement:**

The BWFF assists service members injured while serving in the United States Armed Forces. Special emphasis is placed on the "hidden signature injuries" of the wars in Iraq and Afghanistan – traumatic brain injury (TBI) and combat stress injuries including post-traumatic stress disorder (PTSD).

The Fund works with private industry and government to develop public awareness and excellence in research, education, prevention, diagnosis, treatment, support and resources for the injured and their families as they reintegrate to duty or civilian life.

**About our relationship with the Brain Injury Association of America:**

BWFF is currently affiliated with the Brain Injury Association of America (BIAA). It is our intent to complete our own incorporation papers within the next four weeks.

Swiftly establishing a new non-profit, especially with so much attention and focus on Bob and Lee, has been a large effort and we were blessed to have had the support of an established non-profit with over 25 years of experience to help us get up and running.

The Brain Injury Association of America (BIAA), the nation's oldest and largest brain injury advocacy organization. BIAA extended a lifeline to the BWFF to be a partner and share their tax-exempt status until such time as the BWFF is able to stand as an independent 501(c) 3 tax exempt organization. This assisted us considerably in our initial organizational development. By furnishing the corporate umbrella under which BWFF operates, we have all of the privileges of a public nonprofit organization but are relieved of the much of the administrative burden and related expense associated with operating one. We have a detailed agreement with BIAA and thus, BWFF donors are assured that their contributions are deductible to the full-extent of the law by utilizing the BIAA tax id number. To date, less than one-half of one percent of BWFF donations has been allocated to overhead.

In addition, while the Fund's daily programs and activities are under the direction and control of the BWFF, partnership with BIAA provides access to a wealth of knowledge and technical expertise in brain injury through BIAA's contacts.

We are grateful for the assistance provided by BIAA and we are ready now to begin the process of creating our own independent tax exempt organization. We have a dedicated group of individuals serving on our Board and as I mentioned, I was recently hired to be the BWFF Executive Director.

**About the BWFF Board:**

Currently, the BWFF Board of Directors consists of the following individuals:

Dave Woodruff  
Chairman-Bob Woodruff Family Fund  
Group Advertising Director -Hearst  
Integrated Media

Dr. Mary Hibbard  
Professor  
Department of Rehabilitation Medicine  
Mount Sinai School of Medicine

Michael Woodruff  
Avid Outdoorsman and Artist/Craftsman  
President-Zone 5 Design

Lt. Col. Rocco Armonda (MD)  
Director of Cerebrovascular Surgery,  
Interventional Neuroradiology and  
Neurocritical Care  
National Naval Medical Center

James Woodruff  
Founder-Global Event Management, Inc.  
Now CEO Woodruff Productions, LLC

Martha Raddatz  
Chief White House Correspondent  
ABC News

Lee Woodruff  
Freelance Writer and Public Relations  
Executive

Susan Connors  
President and CEO  
Brain Injury Association of America

Edward Toptani, Esq.  
Toptani Law Offices

**About the BWFF Executive Director:**

René Bardorf is the Executive Director of the Bob Woodruff Family Fund. Previous to becoming Director of the Fund, René was the senior civilian advisor for injured support to the United States Marine Corps' Marine for Life Program and the newly formed Wounded Warrior Regiment. In that capacity, René advised senior leaders within Headquarters Marine Corps on an extensive array of issues related to injured service members. These included non-medical case management, benefits and entitlements, quality of life initiatives, legislative affairs, and charitable organizations affiliated with the U.S. Armed Forces. She served as a liaison and strategic planner with senior leaders at the Departments of Defense and Veterans Affairs for injured service member programs and issues.

In early 2004, René co-founded the Injured Marine Semper Fi Fund, a non-profit established to provide financial assistance to injured service members and their families. René was instrumental in raising more than \$10 million for injured service members and their families.

René's background is in marketing management, however, for the last 13 years, she has been committed to improving the quality of life for service members and their families. She has been featured on 60 Minutes, Hardball with Chris Matthews, National Public Radio, and CNN Headline News. Her numerous honors include the prestigious George Alexander Congressional

Volunteerism Award from the Blinded American Veterans Foundation, awarded at the U.S. Capitol in June 2007.

René currently resides in Northern Virginia with her two small children and is married to a United States Marine who is currently training for his third deployment to Iraq. She holds a BA in Psychology and Marketing Management from Salve Regina University in Newport, Rhode Island.

**What has BWFF done so far (Jul-Aug 2007)?**

Since my arrival on board we've been a fast moving train, ensuring that we get to work on our mission and intent. Here are some of what we've have done in the past month:

- Testified on Capitol Hill at the House Veteran Affairs Committee Traumatic Brain Injury Symposium
- Participated in the joint DoD/VA Case Management Summit by funding and attending with five injured service members and their families to influence the development and re-writes of policies affecting the injured
- Worked with ABC News to assist in providing content and personnel for a follow-on piece documenting the recovery of several injured service members and their families  
Link to the piece:  
<http://abcnews.go.com/WN/WoodruffReports/story?id=3487073&page=1>
- Conducted on-going participation in weekly DoD/VA working group meetings on clinical and non-clinical case management of the injured
- Met with Mr. Arnold Fisher (Fisher Foundation) to discuss ways we may collaborate with him to support the injured and discussed the need to work together on a Center of Excellence for TBI and PTSD
- Met with Secretary England, General Casey (USA), General Cody (USA), General Conway (USMC), General Magnus (USMC), Allison Barber (America Supports You), and others in DoD to express our interest in collaborating with them on future plans to develop a Center of Excellence for TBI and PTSD
- Just this week we were accepted into the DoD's America Support You network of charitable orgs that assist service members. Will participate in the ASY Freedom Walk and hope to have Good Morning America cover the walk
- Began an effort to provide very discrete Individual Giving to service members and their families. Held a small fundraiser and committed \$14,000. to be granted to two individual soldiers injured in Iraq to assist with a home modification and help paying a mortgage
- Joined as an advisor to the Brain Trauma Foundation's TBI consortium, consisting of scientific and clinical experts in TBI, funded by the McDonnell Foundation, for the purpose of studying the neurobiological basis of mild TBI symptoms using advanced neuroimaging and cognitive assessments
- Participated in a Combat Operational Stress discussion group at the University Club in Washington DC
- Working to update the information and resources on our website
- Finally, we're planning a large fundraising event on 7 Nov in NYC: *Stand Up for Heroes: A Benefit for the Bob Woodruff Family Fund*. This is a comedy show event and we're very excited about it. It will be hosted by NBC's Conan O'Brien. The chairs for the evening are Bob Iger, Jeff Zucker, Les Moonves, Peter Chernin and Richard Parsons. The growing Benefit Committee list includes Tom Brokaw, Tina Brown, Connie Chung, Katie Couric, Harry Evans, Charlie Gibson, Janice Min, Dan Rather, Cokie Roberts, Diane Sawyer, Greta Van Susteren, Barbara Walters and Brian Williams. We also hope to request that DoD and VA leaders join us.