

TRUENORTH

2021 ANNUAL REPORT



CAVU
SECURITIES, LLC

www.truenorth4heroes.com



SEMPER
CAPITAL MANAGEMENT



True North is the philanthropic arm of Semper Capital Management L.P. and CAVU Securities. Our mission is to help veterans in their transition from the military to a civilian lifestyle. We focus on four pillars of transitional help; education, adaptive sports, rehabilitation and employment. Through our mission, we strive to help those communities in need through volunteer work and financial efforts while also inspiring others in the financial field to do the same.

True North accomplished many feats in 2021, including the accomplishment of becoming our very own 501c3 this last August! But the achievements don't stop there! With over **30%** of our employees volunteering this year, True North has donated over **120** hours of volunteer work that has spanned over multiple different veteran causes. As a Foundation we have donated over **\$275,000** to various veteran nonprofits across the country.

We had the opportunity to attend three Galas, two Conferences and host two of our own events to help raise awareness and funding for veteran causes. Our sponsored athlete, Luke Kittle, was also able to attend various events this year competing in both a half and a full Ironman! We are so grateful for this last year and the opportunities to help so many different veteran nonprofits and we look forward to seeing what the next year brings!

Message from the Founder

“True North was inspired by the difficulty I had in my own personal transition out of the Marine Corps and in the recognition that an increasingly shrinking portion of the population is connected to the veteran community. It is our attempt to help others more efficiently re-integrate into the civilian world. Early work in supporting other veterans in their own transition out of the service has grown into dedicated support of the community across targeted pillars of focus – education, transition, physical/mental rehabilitation and adaptive sports. I believe that our veteran population is one of the greatest resources that our great country has. If given access to opportunity and help navigating their post military path, our veterans will continue to be leaders in our communities, our workforce and our society at large.”

- Greg Parsons



2021 Achievements

True North looks to help the veteran community in multiple areas of need. Whether that is through sponsoring food distributions or helping in Resume Building workshops.

Below are some ways we help veteran causes outside our nonprofit partners.



Our sponsored athlete, Luke Kittle, completed both his first half and full Ironman this last year! Finishing with a time of 15:23:05.



During the withdrawal from Afghanistan this last year, True North, donated to the great organization, No One Left Behind, to help assist in the evacuation process in Afghanistan.

True North donated over 80 hours with Soldiers Angels through our sponsored Food Distributions in Orlando, FL.



True North helped sponsor two shooting events this last fall. One helping the American Veterans Center and the Young Marines, and the second helping the Green Beret Foundation.



True North was able to attend two conferences this year to help increase awareness and to learn about new ideas and needs in the veteran community.



True North had over 60 attendees at our Annual Whiskey for Warriors Event this Veterans Day who helped us celebrate our veterans and veteran nonprofit partners.



This year, True North started a quarterly meeting schedule with our partners. Bringing everyone together, virtually, to share ideas, events and helpful tips.

NONPROFIT PARTNERS



<https://www.dogtaginc.org/>

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.

HOW ARE WE INVOLVED?

Both Semper Capital Management and CAVU Securities employees have volunteered with Dog Tag Inc over the year in their skill building workshops, Learning Labs and Capstone presentations.

The Semper True North Foundation volunteered over 36 hours!



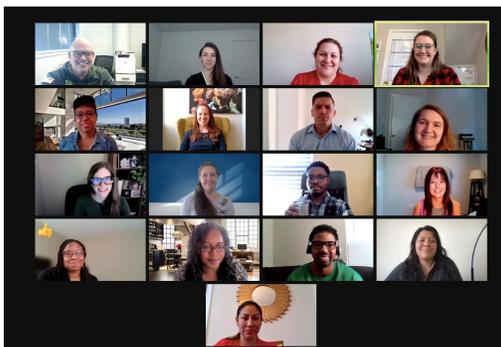
2.5 hours in the Learning Labs



17.5 hours in Mock Interviews & Resume Building



10 hours in Capstone Presentations



Program Elements

Certificate in Business Administration from Georgetown University's School of Continuing Studies

On-the-job training rotations (within their bakery & non-profit)

Capstone Project: develop and pitch your own business plan

Learning Labs with guest speakers (entrepreneurs, executives, veterans, etc.)

Networking Opportunities

Skill Building Workshops

Monthly Stipend and laptop provided during the program



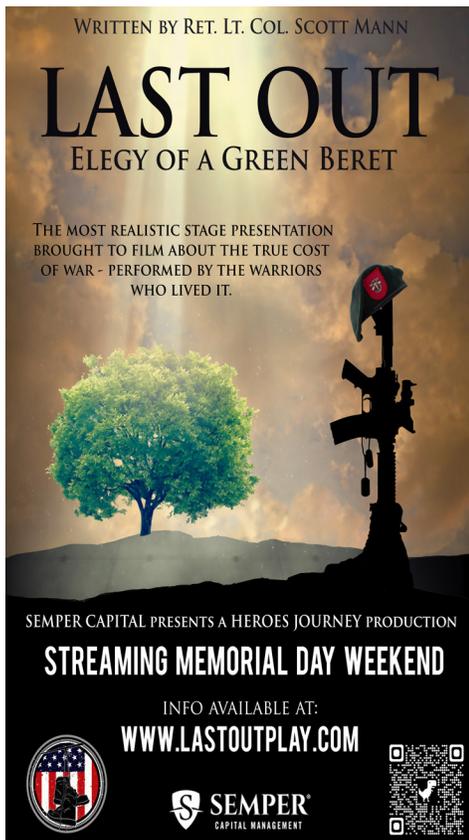
THE HEROES JOURNEY

★ FIND YOUR VOICE TELL YOUR STORY ★

<https://www.theheroesjourney.org/>

The Heroes Journey is a veteran nonprofit 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.

Their services include therapeutic storytelling workshops, online learning courses, and books on the transition from service to civilian life for veterans, first responders, and their spouses and children. They help our warriors explore their narrative through all means of storytelling, like music, writing, acting, and comedy.



LAST OUT Sponsored by Semper Capital Management L.P.

This year, The Heroes Journey produced and distributed the film “Last Out”. Before COVID-19, “Last Out” was a play that was on a national tour, healing families and veterans all over the nation. When the tour had to come to a halt, The Heroes Journey decided that this story needed to continue and reach as many people as possible, so, they made it into a film. The film now has 60,000 views spanning across the states.

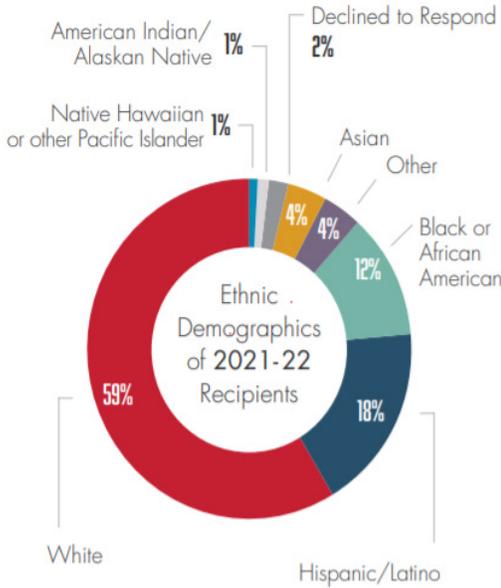


MARINE CORPS SCHOLARSHIP FOUNDATION

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, under-graduate and career technical education programs.

<https://www.mcsf.org/>

In this year...



Over **2,510 scholarships** awarded to recipients from all 50 states, Washington, DC, and overseas



\$9,200,000 in scholarship support awarded



100 percent of eligible applicants receive scholarship support

HOW ARE WE INVOLVED?

This year True North had the opportunity to help the Marine Corps Scholarship Foundation in person. We not only were able to attend their Annual Leatherneck Ball in NYC this year but we also got to host a Cocktail Party in D.C. to help bring awareness to their mission.

Greg Parsons is also a board member and part of the Scarlet and Gold Committee. True North has also set up a mentorship program with The Marine Corps Scholarship recipients allowing them to pair a recipient with a mentor in the financial industry.





<https://vetsandplayers.org/>

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.

This is accomplished through their weekly sessions where members work out in a group setting, followed by “The Huddle” - a trusted circle where they embrace vulnerability and discuss challenges, obstacles, and successes that deal with the transition from sports and service.

With this program, MVP has been able to re-create the team environment often missed, allowing members to gear up for the new mission, transition into civilian life.



SEVEN
in-person locations around the nation.

Continues to help over **1,300** combat veterans and over **750** former professional athletes.

90%
retention rate of MVP participants



HOW ARE WE INVOLVED?

Much of this last year, MVP has worked on expanding their team while also expanding the number of locations in the nation.

True North helped assist MVP in expanding into the Seattle location by connecting them with corporations such as the Seattle Mariners and Amazon.

Through promoting the organization on our social channels and during our Whiskey for Warriors Event, we are eager to be more involved with MVP next year!



Stay In Step

BRAIN AND SPINAL CORD INJURY RECOVERY CENTER

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.

<https://stayinstep.org/>



AT CAPACITY

Stay In Step is currently working at capacity, servicing over 45 clients.



2 NEW PROGRAMS

This last year, Stay In Step has put together two new programs to help assist people suffering from brain and spinal cord injuries.



+\$250,000

Over \$250,000 was raised this last Gala to help assist with Stay In Step and their facility.

HOW ARE WE INVOLVED?

Every year True North attends the Annual Stay In Step Gala, held in Tampa Bay, FL. This year we were able to be a presenting sponsor at the event! It was such a great night filled with dancing, raffles, and live auctions.

During this last year we also helped Stay In Step develop a social media plan and outlined some important marketing techniques to help them grow their social presence.

We were also very blessed to have Gaby Camargo herself attend our Whiskey for Warriors Event, connecting her with potential donors for the future.



WHAT'S NEXT?

Stay In Step is looking to expand!!

Romy and Gaby are looking for locations in the Tampa Bay area to expand their facility. With commercial real estate being a hot commodity, they are on the look out for a good place in a great location!

The Heroes Journey is moving to a Black Box Theater!

This year, the Heroes Journey is going to move into a theater space. This will allow them to have a home for veterans to come to and a space to perform and host their services.

MVP = Events!

Merging Vets and Players are looking to expand their services across the country to reach more former professional athletes and veterans! To do this they are ramping up their event calendar! Make sure to check in on them to find some really cool events to attend.

Dog Tag Chicago!

This last fall, Dog Tag was able to accept applications for their brand new location in CHICAGO. They will be starting the new cohort this January!!

Marine Corps Scholarship Foundation Gala in MAY!!

This year, the MCSF will be hosting their annual Leatherneck Ball in May! They also have many events planned for the new year, including their famous golf tournaments!



Contact Us:
info@truenorth4heroes.com



www.truenorth4heroes.com