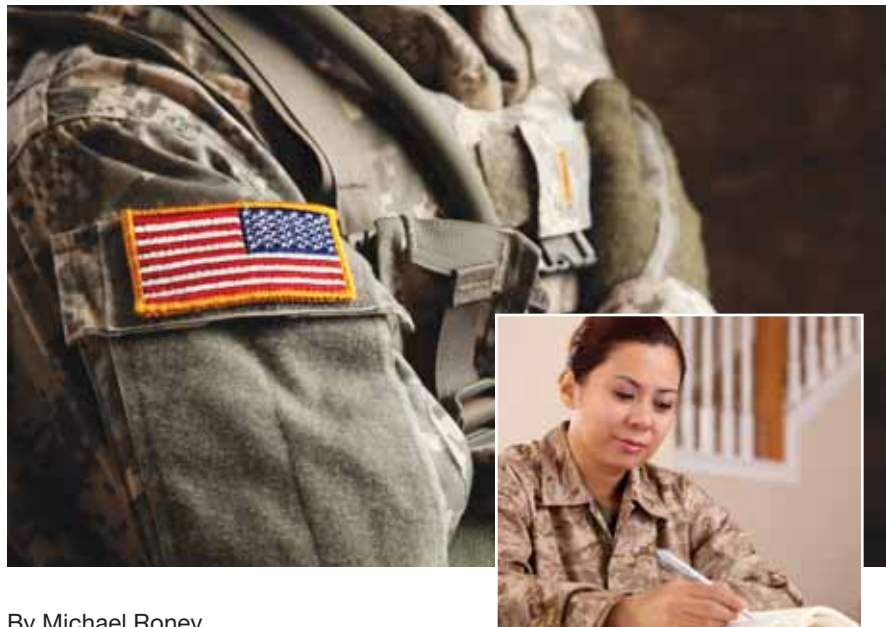


Bank of America and Wounded Warrior Project Tap Into Veterans' Skills



By Michael Roney

As the United States continues to draw down some of its military commitments overseas, now more than ever, supporting active-duty service members returning home is increasingly important.

The unique collaboration between Wounded Warrior Project® (WWP) and Bank of America underscores that need. When two partners work well together, they can yield great results. Both organizations jointly support a successful mix of awareness, fundraising, financial coaching, education, career placement and other programs for U.S. veterans.

"We like what veterans bring to the table," says Jeff Cathey, senior military affairs executive at Bank of America as well as a 29-year Navy veteran. "They've got a very elegant mix of skills, and their military training reflects a high level of responsibility and accountability. When they leave the service, it's a good time for corporate America to pick them up and to take advantage of their hard skill

sets and leadership capabilities."

Lisa Stern, WWP's economic empowerment executive vice president, underlines Cathey's sentiments.

"Bank of America helps to generate an enormous amount of public awareness and support for WWP," she says. "Their efforts have grown enormously over the years, in addition to providing generous financial support in excess of \$1 million."

Diverse Outreach

WWP's economic empowerment and engagement focus includes four key programs:

- **Education services** that help current and prospective student veterans create a personalized road map to ensure educational and workplace success.
- **TRACK**, a whole-life approach to education, focusing on academic and vocational needs for wounded warriors who are interested in returning to school.
- **Transition Training Academy**, which provides IT skills and certification training for veterans interested in pursuing that vocation as a career.

- **Warriors to Work**, which offers career guidance and job placement support services.

Among the many ways Bank of America supports these efforts is through a series of free financial workshops provided by its Merrill Lynch division, which schedules sessions throughout the country, from New York City to Seattle. "Our Wounded Warriors will continue to work with those coaches as time goes on to get them closer to where they want to be financially, with assistance in setting up a budget, doing taxes and other needs," Stern notes.

From September 2012 to November 2012, Bank of America organized "Express Your Thanks," a wide-reaching campaign centered around a web site that curated images and messages of gratitude for America's veterans. The campaign raised more than \$330,000 for WWP in 2012, and the bank plans to increase the expressions of thanks this year to continue its support for military men and women.

'The Power of One'

WWP programs are always free and remain focused on the individual. "Everything we do is about what I call 'the power of one'—working with one warrior at a time," Stern explains. "It's not about asking an employer to hire millions, but about offering one warrior one opportunity and going from there."

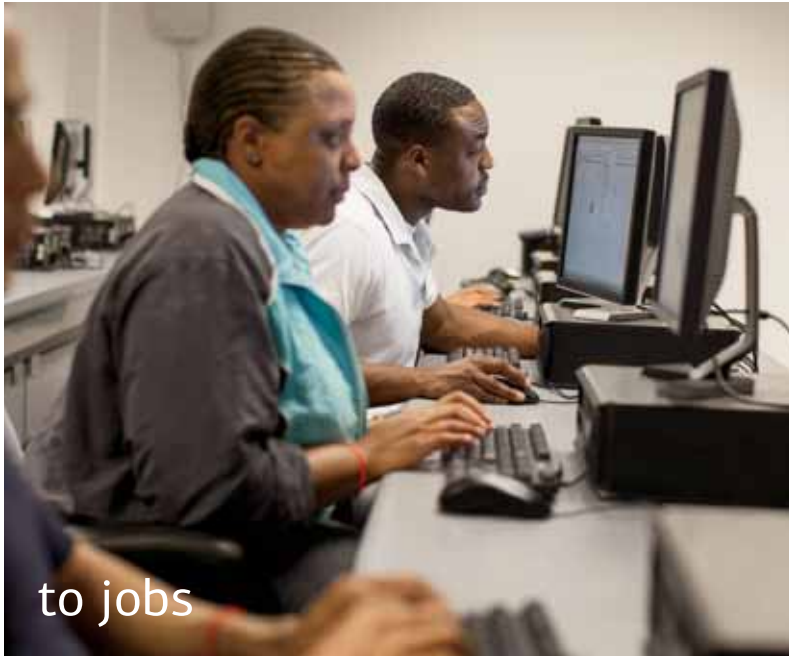
In conjunction with the economic benefits that veterans bring to the table, it's WWP's explicit vision that drives the partnership for both parties.

"The mission of WWP is really very simple, which is to honor and empower wounded warriors," Stern says. "We want to do our very best to foster the most successful, well-adjusted generation of service members in our nation's history."

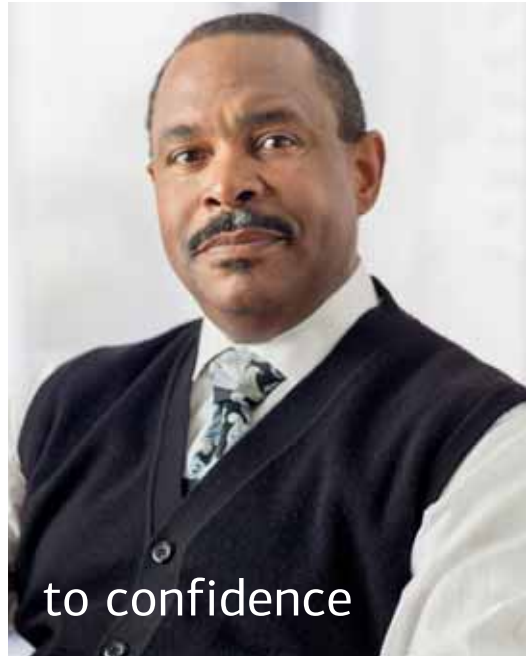
www.bankofamerica.com/troopthanks
www.woundedwarriorproject.org



to skills



to jobs



to confidence



to experience

Every day, military men and women make enormous sacrifices by serving our country. In doing so, they develop the leadership skills and discipline that can help them succeed in the civilian workforce. It's why we're proud to employ thousands of veterans and reservists — and plan to hire 2,000 more veterans this year.

Learn more about Bank of America's commitment at bankofamerica.com/militarysupport

