



CHARACTER

DOES

MATTER_

POWERED BY  FREEDOM

UNITING COMMUNITIES TO STRENGTHEN AMERICA'S NATIONAL CHARACTER

The Challenge_

55% of veterans feel disconnected from civilian life

1 in 3 young people never had a positive adult mentor

Our Solution_

Character Does Matter

TMF empowers veterans and families of fallen heroes to develop character in future generations. The Character Does Matter program provides mentorship for students and a renewed sense of purpose and camaraderie for veterans and survivors. We provide the training, support, and materials for these CDM mentors to bring our research-based character curriculum to schools and youth groups at no cost.

Character Presentations

- Interactive discussions, presented to school assemblies, sports teams and youth groups.
- Focuses on four character strengths, chosen to suit the needs of the school or youth group.
- Features real-world examples of people using character strengths.

Character & Leadership Courses

- Courses range from one-day intensive sessions to multi-week engagements.
- Introduces an expanded array of character strengths through activities, discussion and mentorship.
- Modifiable to fit the needs of the school or youth group and the TMF Mentor team.

INSPIRED BY 5 SIMPLE WORDS

“IF NOT ME, THEN WHO...”



CDM Mentor Training & Commitment

Veterans, active duty personnel, first responders, and families of the fallen are all eligible to serve as CDM Mentors. Every mentor will:

- Pass a thorough background check before engaging with youth
- Complete a training to learn our curriculum and best practices
- Complete a minimum of two CDM programs per year

Objectives for Youth

Through the Character Does Matter program, TMF believes that youth will:

- Be inspired to live by the “If Not Me, Then Who...” ethos
- Understand their personal character strengths
- Value and apply character strengths in their every-day lives



Impact

Through the Character Does Matter program...

- 83% of young adults feel a greater sense of purpose through serving others.
- 85% of young adults report improved relationships.
- 84% of young adults have a better understanding of their personal character strengths.

Visit travismanion.org to Join The Mission



Travis Manion Foundation is a 501(c)(3) organization CFC No. 15968