

2 May 2016

Ambassador Jon M. Huntsman, Jr.  
Chairman of the Board  
The Atlantic Council  
1030 15th Street NW  
Washington, DC 20005

Mr. Bob Woodruff and Mrs. Lee Woodruff  
Founders  
The Bob Woodruff Foundation  
1350 Broadway, Suite 905  
New York, NY 10018

Subject: ***The 2016 We Serve Award***

Ambassador Huntsman and Mr and Mrs. Woodruff:

We Serve Inc, a Washington DC based non-profit, was founded to focus a light on that most important element of the human being that government funding and government programs don't address – The Spirit. We Serve focuses on healing the bruised soul through its Fireside programs that create a safe peer supported environment inside of which Veterans can find their voice and heal.

Founded by four generations of veterans our team includes our senior Emeritus Board Member, Colonel Raymond Brim, one of the first Army Air Corps Pathfinders who flew missions over Germany in WW II, and our youngest member and President of We Serve, Ryan D. Rothman, a former U. S. Air Force Pilot and Iraq War veteran. I am a veteran of the Korean War and I am supported by Board members John D Kristoff, a veteran of the Vietnam War; Monsignor James D. Watkins, a veteran of the Gulf War and son of the late Admiral James D. Watkins, former Chief of Naval Operations; and Celia Straus, Vice President of We Serve, a military family member and New York Times bestselling author.

Each year at the beautiful Washington DC Temple Visitors Center in Kensington, Maryland, We Serve presents the Annual Veterans Concert in the magnificent theater on the grounds of the LDS Temple. On our website ([www.weserveawards.org](http://www.weserveawards.org)) you can view brief clips and pictures of the 2015 concert, award recipients, and the keynote speaker Major General Peter S. Cook (US Army ret).

The Award is presented to an organization whose efforts are focused, directly and indirectly, on providing the building blocks to healing the bruised soul. Hope and the safety of peer support are the most important building blocks in healing and successful transition. The Take Point Initiative (TPI) provides transition support to young veterans and creates long-lasting positive outcomes for our nation's wounded, ill, and injured veterans, service members and their families.

The Atlantic Council, in partnership with the Bob Woodruff Foundation, launched the Take Point Initiative (TPI) in 2014 to support post-9/11 veterans transitioning to careers as nonprofit and thought leaders in the policy field, and to provide them with a voice in key discussions shaping American foreign

policy and national security. We Serve finds this initiative provides direct value to the veteran, reinforces the veteran's feelings of self-worth, provides the veteran a voice, and creates the all-important intimate community of peers whose shared experiences provide a safe and understanding environment to transition to the civilian world. The creation of this environment is the foundation of the We Serve Fireside Program.

We Serve finds that under the leadership of the Chairman of the Board of The Atlantic Council, Ambassador Jon M. Huntsman, Jr and the founders of the Bob Woodruff Foundation, Mr. and Mrs. Bob Woodruff, the mission, goals, and structure of the Take Point Initiative are in direct keeping with the mission, values and goals of We Serve.

As Chairman of the Board of We Serve, Inc I am very pleased to share with you that in 2016 there will be two We Serve Awards presented. The 2016 We Serve Awards will be presented to Ambassador Jon M. Huntsman, Jr. Chairman of the Board of the Atlantic Council, and to Mr. and Mrs. Bob Woodruff, founders of The Bob Woodruff Foundation, whose joint leadership efforts resulted in the creation of The Take Point Initiative.

We invite you to receive the 2016 We Serve Award on Saturday the 12<sup>th</sup> of November 2016 at 6:00 pm at The Washington Temple Visitors Center, 9900 Stoneybrook Drive, Kensington, Maryland 20895. Celia Straus, Vice President of We Serve, and writer of the annual Memorial Day Concert on the Mall, produces the We Serve concert. Ms. Straus will provide details on the program.

On behalf of generations of veterans and the We Serve team I wish to express our appreciation for the important good that you do each day.

Very best regards,

Donald H. Albrecht  
Chairman of the Board  
We Serve Inc.

CC: Raymond E. Brim, Emeritus Board Member  
Ryan D. Rothman, President, We Serve Inc.  
Celia Straus, Vice President, We Serve Inc.  
Monsignor James D. Watkins, Board Member  
John D. Kristoff, Board Member