YESTERDAY'S WARS.
TODAY'S VOICES.
Friends,

The U.S. government spends nearly $800 billion annually on defense and veteran affairs, which accounts for more than 60 percent of the U.S. budget. Yet investigative journalism about military and veterans issues makes up less than 5 percent of all news coverage.

That’s where you come in.

In 2016, our nonprofit newsroom was brought to life by 550 Kickstarter donors, hundreds of people who agreed that journalism focused on military and veteran affairs is more crucial than ever. Their generosity fueled the growth of our team and made it possible for us to publish fact-based, public service journalism that benefits more than 4 million Post-9/11 veterans, their families, and our fellow citizens.

The War Horse is an award-winning nonprofit newsroom focused on the Departments of Defense and Veterans Affairs. Within our first 18 months of publication, our reporting changed military law and sparked federal investigations into pandemic sexual exploitation in the Defense Department. Our exclusive investigation was covered by every major global news outlet.

The War Horse is the only military and veteran-focused newsroom to partner with Vanity Fair and the Center for Investigative Reporting. Recently, we won an Excellence in Features Journalism Award for our multimedia storytelling about the medical recovery of the youngest living Medal of Honor recipient. Our team hosted our inaugural writing seminar at Columbia University’s Graduate School of Journalism. In February, we will host an invitation-only writing seminar at Boulder Crest Retreat for women veterans.

The sustainable future of The War Horse is within reach with your commitment of support. The positive impact we can share together is timeless. Thank you in advance for supporting our crucial reporting.

Semper Fidelis,
Thomas, Anna, and Lindsey
**OUR SUCCESS**

**THE WAR HORSE RECAP : 2016 – 2017**

**JOURNALISM MAKING AN IMPACT**

**MARINES UNITED INVESTIGATION**

_The War Horse’s_ exclusive investigation into Marines United revealed pandemic online sexual violence and harassment, and led to congressional and federal investigations. Our reporting led to changes in military law and sparked global debate on gender discrimination and non-consensual pornography, giving voice to countless survivors of sexual exploitation and assault.

**WEEK-LONG WRITING SEMINAR IN NYC**

_The War Horse_ hosted a five-day writing seminar at Columbia University’s Graduate School of Journalism, bringing together leading military reporters, veteran advocates, nonprofit leaders, and educators to mentor 15 Post-9/11 veterans and family members. Our fellows have since published more than 30 stories with _The War Horse_ and other news outlets such as _The New York Times_ and _CNN_.

**VETERANS ADDING VALUE**

Thanks to a generous donation from the Schultz Family Foundation, our pilot Veterans Adding Value series debuted in July and highlighted positive stories of veteran reintegration into academia, entrepreneurship, and social impact work.

**THE KYLE CARPENTER STORY**

_The War Horse_ was given unprecedented access to document the recovery of the youngest living Medal of Honor recipient, Kyle Carpenter. By compiling doctors’ records, family photos, and videos, our team’s intimate retelling of his wrenching story doesn’t fetishize the graphic details, but seeks to show Kyle’s grueling road to recovery.
"I would say simply that (The War Horse's story) is a piece that Vanity Fair is proud to have run, and that it exemplifies the highest values both of journalism and of national service."

Cullen Murphy, Editor-at-Large, Vanity Fair

The majority of Carpenter's injuries are to the right side of his body, including the loss of his right eye. Kyle has several prosthetic eyes, each hand-painted, including a Purple Heart eye shown above.

Kyle Carpenter compares his scars in photographs taken shortly after the injury occurred to the way they exist now while at his parent's house in Gilbert, S.C., in 2016.
"The story was raw, emotionally charged and captivating, just like my recovery. I've never seen my story told with such detail and accuracy. I've never read my own story as if I didn't know the end but with this I did. I'll forever be thankful and appreciative that I have this story to help share my journey."

Kyle Carpenter, Medal of Honor recipient
During our first 18 months of publication, we sparked congressional inquiry, changed military law, and empowered thousands of survivors of sex crimes in the military and veteran communities.

Because of *The War Horse*’s exclusive investigation into the orchestrated stalking and the deliberate collection and distribution of photographs of active duty and veteran women, a bill to criminalize the sharing of non-consensual images was unanimously passed by the House of Representatives.

**HISTORY**

**MAY 2017**

*The War Horse* broke the Marines United nude photo scandal—an investigative exposé that uncovered the collection and distribution of photographs of active duty and veteran women. Dozens of victims were identified in the collection by their names, ranks, and duty stations. Within days of us publishing our story with the *Center for Investigative Reporting*, the Secretary of Defense, Commandant of the Marine Corps, and members of Congress rebuked the Marines who were involved and vowed to take action to hold both active duty service members and veterans accountable.

**APR 2017**

Within two weeks of our story’s publication, 12 senators co-signed a letter to the Secretary of Defense demanding accountability, and one month after publication, victims spoke with the bipartisan Women’s Caucus on Capitol Hill. Facebook also pledged to increase efforts to combat revenge pornography. Six weeks after publishing our story, non-consensual photo sharing became illegal in the Navy and Marine Corps.

**MAR 2017**

The U.S. House of Representatives unanimously voted to criminalize the non-consensual sharing of intimate photographs. In the following weeks, nearly 100 commanders and active duty service members were held accountable for their involvement in the sexual exploitation of countless women.
The Commandant of the Marine Corps testified a second time before the Senate Armed Services Committee and reaffirmed the Corps and Defense Department’s “zero tolerance” policy for sexual violence. Weeks earlier, the Marine Corps released its first commercial showcasing a woman Marine in a combat role. One unnamed Marine pleaded guilty at a Summary Courts Martial in connection to the Marines United Facebook group.

Esquire’s July cover story recounted how our reporting of Marines United unfolded, and detailed systemic cultural issues that complicate ongoing efforts to change a culture which has long permitted sexual harassment and violence. The feature exposed how Marine Corps leadership seemed more concerned with deleting evidence than disciplining those involved in order to strike at the root of the problem.

Within six months of publishing our exclusive investigation, hundreds of survivors of military sexual trauma came forward to share their stories with criminal investigators and media. In response, our newsroom has begun fundraising to launch our Trauma Reporting Unit, a team of journalists focused on human rights, mental health, discrimination, sexual violence, and other traumas associated with military service. Much like our Marines United reporting, our Trauma Reporting Unit will give voice to survivors of trauma and wrongdoing.
Through rigorous investigative journalism, *The War Horse* contextualizes war and service to create a sense of urgency around the importance of addressing military and veteran affairs.

*The War Horse* works to humanize war and trauma. Our team aspires to challenge the "broken veteran" narrative and highlight positive veteran reintegration through empathic, vivid storytelling.

*The War Horse* aims to build and strengthen community by providing a platform for those who are serving and have served and who want to share their stories with an audience that wants to read them.
Our Trauma Reporting Unit will be the first dedicated team focused on trauma and military service, and will be developed with guidance from the Dart Center for Journalism and Trauma, a project of Columbia University's Graduate School of Journalism. This unit will become the foundation of our newsroom. The specialized team of reporters will focus their trauma reporting on topics such as gender discrimination, sex crimes, mental health, brain injury, and human rights within the military and veteran communities.

- GENDER DISCRIMINATION
- SEX CRIMES
- MENTAL HEALTH
- BRAIN INJURY
- HUMAN RIGHTS
CHALLENGING STEREOTYPES

The Veterans Adding Value and Blue Star Families multimedia series challenge stereotypes often associated with veterans and military families by focusing storytelling on positive transitions from military service and life into academia, entrepreneurship, and social impact work. The series aim to bridge the military-civilian divide through in-depth reporting and vivid storytelling.

RACHAEL MAKES BISCUITS
Photographs by April Greer

Rachael Harris makes biscuits, which she named for her mom, in the kitchen of Washington, D.C.’s Dog Tag Bakery in 2017. She recently graduated the bakery’s entrepreneurship program and plans to open her own restaurant.
FIRST-PERSON REFLECTIONS

*The War Horse* publishes personal essays by veterans and civilians reflecting on their experience of Post-9/11 conflict and its aftermath to ensure that those who have served and who are most affected by war continue to have a prominent voice in the national conversation. In the first 18 months of publication, *The War Horse* has published 65 reflections.

WRITING SEMINARS

*The War Horse* Writing Seminar is a semiannual community building program that brings together veterans and military family members through immersive writing seminars and networking opportunities with world-class military reporters, editors, authors, and influential guest speakers. Our seminars nurture and develop the next generation of military writers.

30+

Our inaugural writing fellows have published more than 30 stories with *The War Horse* and other publications, like *The New York Times* and CNN.
We're looking for partners to support our nonprofit newsroom. Here are four ways you can help.

**FULL NEWSROOM SUPPORT**
Your donations empower *The War Horse* team to build a sustainable newsroom and to develop writers and their stories.

**TRAUMA REPORTING UNIT**
Your tax-deductible donation helps our team provide a public service by holding the Departments of Defense and Veterans Affairs accountable.

**WRITING SEMINARS**
Your support of our writing seminars helps our newsroom to teach and mentor the next generation of military reporters and writers, and to publish their stories.

**CHALLENGING STEREOTYPES**
Your support helps us highlight positive stories of transition and bridge the military-civilian divide through vivid multimedia storytelling.
BY THE NUMBERS
OUR GROWTH OVER THE LAST 18 MONTHS

FACEBOOK AUDIENCE 35,000+
NEWSLETTER SUBSCRIBERS 7,500+
WAR HORSE STORIES 75

NEXT STEPS

As The War Horse continues to raise funds for both long-term growth and sustainability, our immediate objectives are to build our board of directors, further refine our business strategy, and establish a strong and resilient organizational infrastructure. We plan to invest in our future by hiring new essential team members and continuing to develop partnerships across the industry, all in service of reporting and publishing rigorous, insightful journalism.
OUR ADVISORS

Robert Rosenthal
Bruce Shapiro
Karen Stabiner
Kevin Cullen
Kathy Roth-Douquet
Finbarr O’Reilly
Daniel Ellsberg

Newsroom Development
Ethics and Standards
Immersive Storytelling
Investigative Journalism
Military Families and Caregivers
Visual Storytelling
Whistleblower Protection

OUR DONORS

Jonathan Logan Family Foundation
Reva & David Logan Foundation
Craig Newmark Philanthropic Fund
DJ Edelman Family Foundation
Schultz Family Foundation
The Atlantic Council
Institute of International Education
Marine Corps Heritage Foundation
Gerry Lenfest
Goggin Family
550 Kickstarter donors

FEATURED IN

THE WAR HORSE 2017
“Veterans sharing their stories are afraid of two things: that no one will listen, and that they won’t be understood. *The War Horse* team helped me capture the essential parts of my story, and I know my story will be heard.”

Peter Lucier, Marine Veteran

“The story *The War Horse* wrote about the loss of my husband gave me the closure I worried I’d never find.”

Veronica Ortiz-Rivera, Gold Star Widow