

PMI | U.S. U.S. Businesses  
of Philip Morris International

# VETERANS & MILITARY SUPPORT



## FOREWORD



**JoAnne "Jo" Bass,**  
19th Chief Master Sergeant  
of the United States Air Force (Ret.)

U.S. service members and veterans bring extraordinary commitment, skill, and character to every mission—whether in uniform or in civilian life. As Americans, we share a responsibility to ensure these men, women, and their families have the support they need not just to transition, but to truly thrive after service.

The shift from military to civilian life is rarely linear. Veterans and their families often navigate challenges related to housing, employment, healthcare, and benefits while also confronting visible or invisible wounds and finding a new purpose beyond the uniform. Meeting these challenges requires more than awareness; it requires committed partners willing to listen, learn, and deliver practical solutions that make a lasting difference.

As an advisor to PMI U.S., I appreciate their approach to supporting the military and veteran community reflects a principle I deeply value: listen first, then act, prioritizing substance over symbolism. The initiatives highlighted in this report focus on real needs and real outcomes: legal advocacy that unlocks earned benefits, stable housing and strong communities, care for service-connected injuries, and resilient support networks for military families and caregivers. Just as importantly, they elevate the voices of veterans and their families, ensuring solutions are informed by lived experience.

Service is a team sport. When businesses, nonprofits, academic institutions, and local leaders unite around a shared purpose, we strengthen readiness at home and honor the promise we make to those who serve. The work captured in these pages isn't about headlines; it is about dignity, stability, and opportunity, delivered one veteran and one military family at a time.

To those advancing this mission: Thank you. Let's continue listening, collaborating, and delivering outcomes worthy of those who volunteer to serve our nation. Our veterans and military families have given their best. They deserve nothing less in return.

On your wing!



## OUR COMMITMENT TO SERVING THOSE WHO SERVE

Philip Morris International's U.S. business (PMI U.S.) has deep and enduring ties to America's military community. We recognize the extraordinary sacrifices service members and their families make—and the unique challenges they face.

These men and women also represent an important audience as we work to unsmoke America. Historically, members of the military have smoked at significantly higher rates compared with the general population. Our business aims to help those aged 21+ who choose not to quit nicotine altogether switch to FDA-authorized, better alternatives and leave cigarettes—by far the most harmful way to consume nicotine—behind.

Veterans and their spouses are a particular focus. Every year, nearly 200,000 service members hang up their uniforms and begin a new mission: life after the military. Many transition easily, transferring their skills and experiences seamlessly to civilian jobs and reentering the embrace of their families and communities. But for too many others, that path is filled with barriers—from denied benefits and discharge status issues to housing, employment, and healthcare roadblocks. Some veterans carry with them trauma and injuries (physical or psychological) that can last a lifetime and all too often go unseen or untreated. We aim to serve these men and women—just as they have served us.



Our commitment to those who serve is not symbolic; it is tangible and enduring. We strive to meet the needs of the military community by supporting organizations that share our sense of purpose and obligation to those who serve or have served in the U.S. Armed Forces.

### VETERANS/MILITARY SUPPORT BY THE NUMBERS\*

**100**

charitable partners

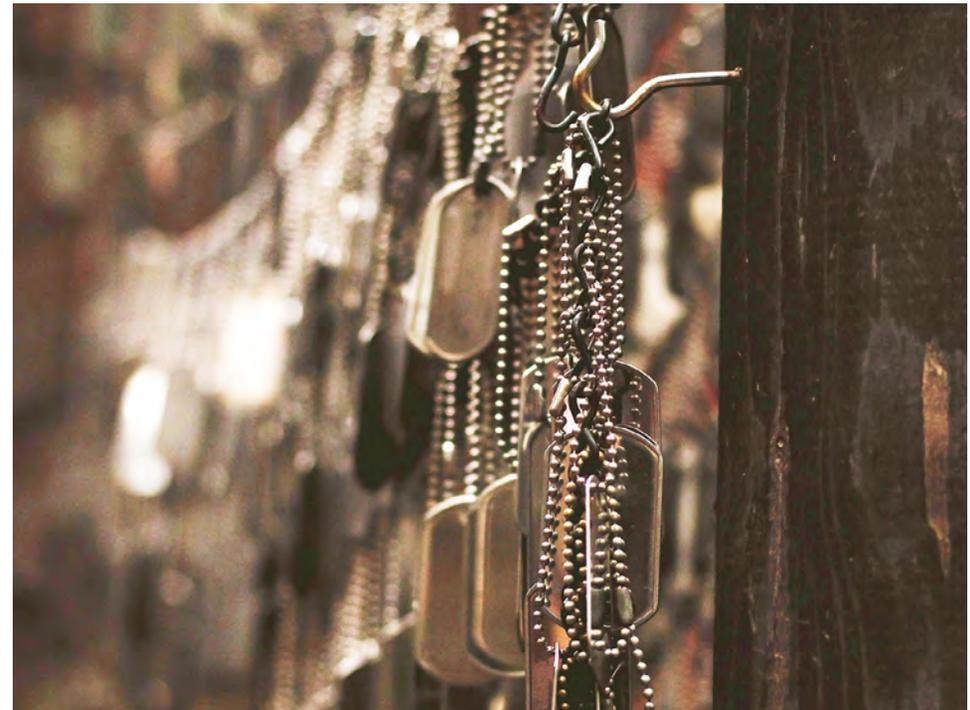
**~\$7M**

invested

**27**

states and D.C.  
served

\*Since 2024



## GIVING PILLARS & PARTNERSHIPS

In 2025, PMI U.S. donated nearly \$4 million to 86 organizations supporting veterans and the military community across 27 states. Our giving focused on four areas of need:

- Access to **pro bono legal services** through donations to selected university legal clinics (\$568,850)
- **Housing and transitional living assistance** in Colorado, Kentucky, and Wisconsin, via partnerships with Veterans Community Project (\$250,000) and Lady Veterans Connect (\$150,000), among others
- Veterans living with **service-related injuries and conditions** through the Bob Woodruff Foundation (\$1 million), Wounded Warrior Project (\$62,500), K9s For Warriors (\$42,500), and Florida's Wounded Veterans Relief Fund (\$100,000), among others
- **Military families in need of aid**, in cooperation with American Gold Star Mothers (\$20,000), Tragedy Assistance Program for Survivors (\$150,000), and the relief societies of four military branches (\$440,000), among others

A full list of partners is provided in the appendix.



*“Through your grant, we are launching the Heal Center, a completely free telehealth portal delivering trauma-informed care from our behavioral health team. ... Also launching in January 2026 is Mission: Launch, a six-week hybrid virtual and in-person entrepreneurial program that will assist veterans to take them from the ideation phase to startup or take their existing business and give them the tools to scale.”*  
**—Andrew Ward, Acadiana Veteran Alliance**

## DEFENDING THOSE WHO DEFENDED US

We support organizations and pro bono clinics that assist veterans facing legal challenges. These include the Veterans' Advocacy Law Clinic at the University of Arizona James E. Rogers College of Law, the Connecticut Veterans Legal Center, the Veterans and Servicemembers Legal Clinic at the University of Florida Fredric G. Levin College of Law, and the Rocky Mountain Veterans Advocacy Project.

These organizations bring law students, attorneys, and volunteers into courtrooms, communities, and even remote corners of the country, where they set up mobile legal clinics equipped with laptops, printers, and Wi-Fi. Through the work of these groups, thousands of veterans have won long-overdue benefits, discharge upgrades, and access to healthcare, housing, income, and stability.

- When the family of a veteran of the First Gulf War was denied full death benefits, the Veterans and Servicemembers Legal Clinic worked with medical experts to demonstrate that the veteran's musculoskeletal, optical, pulmonary, and skin conditions were service related. His family was retroactively granted full compensation for his injuries.
- Adam, a Navy veteran, struggled for years to maintain stable housing despite receiving disability income and healthcare from the U.S. Department of Veterans Affairs (VA). Due to a mismatch between his disability pay timing and the rent due date, he faced eviction. An attorney with the Connecticut Veterans Legal Center supported Adam in court to request a reasonable accommodation and found financial resources to help him close out his debts. Adam is now on track to stay housed and out of debt moving forward.

*“Every week, we hear from veterans who are out of options. With PMI U.S.'s support, we're able to provide expert legal guidance and connect veterans to the resources they need.”*  
**—Shannon Mykins, Connecticut Veterans Legal Center**



## SERVING THOSE WHO SERVED

PMI U.S. prioritizes meeting veterans' needs at the local level. We are proud of and grateful for the work of our charitable partners in several states, including those who provide housing and transitional living assistance.

In Colorado, Wisconsin, and other states, Veterans Community Project (VCP) provides tiny homes, counseling, and skills training to veterans struggling with the transition to civilian life.

*“Being at VCP restored my sense of dignity and a belief in myself. In the year I spent in the Village, I found myself again, and I realized I actually liked that person. Today, I’m a homeowner, graduated from college with honors, have a family, and most importantly, have my dignity.”* —Chris, a Marine Corps veteran and former resident of a Veterans Community Project Village

The Kentucky-based Lady Veterans Connect (LVC) provides emergency shelter to female veterans. With PMI U.S.’s help, this organization expanded the number of clients reached through in-person and virtual events and commenced construction on additional cottages to house veterans in need.

*“About six years ago, I fell upon some hard times, and my health issues put me in the hospital. ... I lost my house. I applied [to LVC], and they sent me a bus ticket to come here, and I’ve never had this kind of support and caring. The resources I didn’t know existed have been accessed, and I’m on my way to home ownership. The staff is awesome; the facility is wonderful. ... I highly recommend it for any of my fellow female veterans who are struggling and need a warm, kind, loving, and helpful environment.”* —Shirley, an Air Force veteran and Lady Veterans Connect shelter resident

PMI U.S. supports veterans living with service-related injuries and conditions through the Wounded Warrior Project, K9s For Warriors, and Wounded Veterans Relief Fund (WVRF).

*“I was in need of dental surgery. ... I had severe issues that needed to be corrected. My dentist advised that the issues were life-threatening. ... I was able to get everything done in just one day. That’s just amazing.”* —Sherwin, a veteran and beneficiary of the Wounded Veterans Relief Fund

## STANDING WITH THOSE WHO SERVE TODAY

PMI U.S. supports service members and military families in need of emergency aid via contributions to American Gold Star Mothers and the aid societies of four military branches: Air & Space Forces Aid Society, Army Emergency Relief, Coast Guard Mutual Assistance, and the Navy-Marine Corps Relief Society (NMCRS).

NMCRS, for example, steps in when Sailors, Marines, and their families face sudden financial crisis, whether it’s the inability to pay for food, housing, utilities, transportation, medical and dental expenses not covered by TRICARE, or education assistance.

Our funding has helped the organization expand services for members facing family tragedy. For instance, a Marine Staff Sergeant turned to NMCRS after he lost his spouse and two young children in a tragic accident and was left to care for his two surviving children as a single parent. Overwhelmed with grief and the immediate pressure of funeral and travel expenses, he feared he would have to sell his car to cover the costs. Instead, NMCRS stepped in with a \$2,800 grant, so he and his children could travel out of state for the burials, and a \$21,000 bridge loan to cover funeral expenses while he waited for life insurance benefits to be processed.



## SUPPORTING THOSE WHO SERVE ON THE HOME FRONT

PMI U.S. recognizes that the men and women who volunteer to join America's armed forces don't serve alone. It is often a spouse or partner who keeps the home fires burning, and their commitment helps make military service possible.

We are proud to partner with these organizations to ensure spouses and caregivers are supported:

- The Elizabeth Dole Foundation empowers more than 8,000 military and veteran caregivers across all 50 states, connecting them to peer networks, resources, and community.
- Tragedy Assistance Program for Survivors (TAPS) is there in the darkest moments, answering calls to its 24/7 Survivor Helpline and providing compassionate care to those grieving the loss of a loved one.
- The Veteran Spouse Network at the University of Texas at Austin builds community and resilience among military spouses and partners, offering peer connection and vital resources to more than 800 individuals over the past year.

*"[Members of the Elizabeth Dole Foundation] have been the only ones who provided real guidance and tangible tools that helped me begin to make sense of everything. In the middle of such a difficult and painful situation, you've been a light in the tunnel for me and my family. I've been knocking on so many doors, searching for answers, and it's only through EDF and this wonderful [support] group that I've found hope. Your support reminds me that I can keep going. Thank you from the bottom of my heart." —Participant in an Elizabeth Dole Foundation peer support group*



## LISTENING TO LEARN AND FILL GAPS IN SUPPORT

PMI U.S. strives to be a leading voice in advancing solutions for veterans and military families. We do this by convening discussions and commissioning research that brings attention to the challenges and opportunities facing those who serve and their loved ones.

### *Serving Those Who Served*

In 2024, PMI U.S. held listening sessions across the country with members of the military community and their advocates to identify gaps in support and determine the best ways to fill them.

We captured insights from these sessions, along with supplemental research, in a white paper: *Serving Those Who Served: Empowering U.S. Veterans and Their Families to Create Better Futures.*

Our efforts to provide veterans with meaningful support continue to be guided by the following learnings:

- We need to listen to veterans to find out what they need.
- In helping veterans, substance matters more than symbols.
- Veterans are most interested in working and building a strong future for themselves and their families.
- The transition back into civilian life requires careful navigation and individualized support, including legal counsel.
- Long-term health needs are more complex for post-9/11 veterans.



## LISTENING TO LEARN (CONT'D)

### On the Home Front

Our listening tour taught us that no one serves alone. Spouses at home help make a career of military service possible. These home-front heroes can face significant challenges. For some, it's life on the economic edge—struggling to cover daily expenses. Active-duty spouses may have to navigate frequent relocations, solo parenting, and their own careers. Veteran spouses may struggle to build a new life alongside their transitioning service members, some of whom come home with visible or hidden injuries.

We explored the unique economic, social, and emotional hurdles active-duty and veteran spouses face in *On the Home Front: Addressing the Needs of U.S. Military Spouses*. The paper outlines recommendations for addressing the challenges these women and men face, including:

- Expanding state and federal occupational license portability for military families
- Increasing remote work opportunities and flexible scheduling to accommodate frequent relocations
- Developing mentorship and paid apprenticeship programs tailored to military spouses transitioning to new careers
- Providing targeted mental health and wellness resources to support veteran spouses and other unpaid caregivers



## AFTERWORD



**Anne Marie Dougherty,**  
CEO, Bob Woodruff Foundation

At the Bob Woodruff Foundation, we receive every donation with a promise to translate that generosity into outcomes that restore dignity, stability, and opportunity to those who have served and the families who stand beside them.

The pages of this report document that promise in action across a multitude of organizations: investments used to open doors to earned benefits through legal advocacy, deliver care, and contribute to stronger communities and futures.

We are grateful to PMI U.S. for its longstanding partnership and for the breadth of veterans and military organizations it supports. Listening to learn, identifying gaps in support, and then working to fill them is how progress is made.

For the military service organizations PMI U.S. supports, our charge now is to scale what works and measure what matters. For BWF, that includes creating faster pathways to care, stronger employment ladders, expanded caregiver support, and coordinated community ecosystems that meet people where they are. That is how we honor service with solutions.

To every veteran, service member, spouse, caregiver, and survivor: We see you, we hear you, and you are not alone. To every partner in these pages: Thank you for standing the watch. Let's keep moving lives forward—together.

## INVESTED IN AMERICA

Since 2022, PMI U.S. has contributed approximately \$35 million to national and local charities—from veterans organizations to not-for-profits focused on economic empowerment and disaster relief. We invest in communities across the nation through partnerships with philanthropic groups that efficiently and effectively support people in need.

These funds represent just a fraction of the commitment we are making to America, a commitment that includes creating hundreds of jobs, building new and expanded production facilities, and engaging thousands of suppliers and vendors.

An American company, we are proud to be long-term investors in the United States—the world’s largest economy and most philanthropic nation—and look forward to making our contribution felt as a business and a civic partner for many years to come.

To learn more, visit [uspmi.com](https://uspmi.com).



# APPENDIX



## OUR GIVING PARTNERS

### NATIONAL

#### 9/11 Memorial & Museum

Mission: To honor the victims of the 9/11 attacks and those who risked their lives to save others

#### Air & Space Forces Aid Society (AFAS)

Mission: To support Airmen and Guardians by providing emergency financial assistance, education support, and community programs

#### American Legion

Mission: To honor recipients of the Medal of Honor and support veteran recognition and engagement through formal public ceremonies

#### Army Emergency Relief (AER)

Mission: To provide financial assistance, educational scholarships, and enduring support to soldiers as well as retired soldiers and their families, helping them overcome financial obstacles and regain financial stability

#### Bob Woodruff Foundation

Mission: To ensure that veterans, service members, and their families thrive long after they return home by investing in programs that meet their needs

#### Coast Guard Mutual Assistance (CGMA)

Mission: To promote the financial stability and general well-being of Coast Guard people through interest-free loans, grants, and financial counseling

#### Elizabeth Dole Foundation

Mission: To empower military and veteran caregivers, their families, and their communities through programs, partnerships, and advocacy that drive innovation and sustainable solutions

#### Gold Star Mothers

Mission: To find strength in the fellowship of other Gold Star Mothers who strive to keep the memory of their sons and daughters alive by working to help veterans, those currently serving in the military, their families, and our communities

#### Navy-Marine Corps Relief Society

Mission: To provide, in partnership with the Navy and Marine Corps, financial, educational, and other assistance to members of the Naval Services of the United States, eligible family members, and survivors when in need

#### Robert Irvine Foundation

Mission: To honor the men and women defending our country through wellness and community support programs

#### Tragedy Assistance Program for Survivors (TAPS)

Mission: To provide comfort and care for the families of America's fallen heroes via a 24/7 peer network, grief resources and counseling, benefits navigation, as well as seminars, camps, and retreats that bring survivors together

## OUR GIVING PARTNERS (CONT'D)

#### Trust for the National Mall

Mission: As the leading nonprofit, nonpartisan philanthropic partner of the National Park Service, the Trust for the National Mall is dedicated to restoring, enriching, and preserving the National Mall

#### Veterans Community Project

Mission: To support veterans by providing transitional housing as well as assistance with permanent housing transitions; assistance includes 1:1 support and wraparound services targeting issues such as health and wellness, employment, financial literacy, and education

#### The Veterans Consortium Pro Bono Program

Mission: To provide veterans across the country with free legal services and help them get the benefits they have earned; partners with America's premier law firms, top corporations, and best law schools and provides volunteer attorneys with expert mentorship and robust resources

#### Warriors Ethos

Mission: To aid in the career planning, professional development, and placement of service members, veterans, their spouses, and caregivers throughout their transition

#### White House Historical Association

Mission: To enhance the understanding and appreciation of the Executive Mansion by acquiring and preserving its history, conducting research, and educating the public through publications, digital resources, and programs

#### Wounded Warrior Project

Mission: To honor and empower wounded post-9/11 warriors via services ranging from mental health and physical wellness to VA benefits assistance and peer support

#### Wreaths Across America

Mission: To remember the fallen, honor those who serve, and teach the next generation the value of freedom by coordinating wreath-laying ceremonies at veterans' cemeteries across the U.S.

### ARIZONA

#### Veterans' Advocacy Law Clinic (University of Arizona)

Mission: To provide pro bono legal support to veterans so they can gain access to the benefits they deserve; faculty attorneys and veteran practitioners tackle cases, public policy initiatives, community outreach, and education

### CALIFORNIA

#### For the Troops

Mission: To support U.S. military members by providing them with care packages that include basic necessities, games, and a show of support; this all-volunteer-run nonprofit organization aims to send these packages to troops around the world

#### VetFund Foundation

Mission: To support projects and programs that enrich the lives of California veterans and their families, as well as active-duty service members, and to advocate for veterans' issues and services in the state

## OUR GIVING PARTNERS (CONT'D)

### Women Vets on Point

Mission: To address critical needs and barriers to mental health care for women veterans; this independent, not-for-profit program is designed and informed by women veterans

### COLORADO

#### Colorado Freedom Memorial Foundation

Mission: To recognize the contributions of those who gave their lives in the service of their country

#### Folds of Honor—Colorado Patriots

Mission: To provide educational scholarships to the spouses and families of military members who have fallen or been disabled while serving in the United States Armed Forces

#### Hire Heroes USA

Mission: To help U.S. servicemen and servicewomen, and their spouses, achieve success here at home via a rewarding career path

#### Rocky Mountain Veterans Advocacy Project

Mission: To serve veterans and military service members by providing high-quality legal representation and advocacy

#### Soldiers' Angels (Denver)

Mission: To support a monthly food distribution program

### CONNECTICUT

#### Connecticut Veterans Legal Center

Mission: To empower, support, and improve the lives of Connecticut veterans by providing free legal assistance to help them overcome legal barriers to housing, healthcare, income, and recovery

### FLORIDA

#### Bay of Pigs Museum and Library

Mission: To maintain and strengthen the unity among the 2506 Brigade Veterans through fundamental programs inspired by the same ideals displayed on April 17, 1961

#### Blue Angels Foundation

Mission: To support wounded veterans by providing funding for critical services and access to care as they transition back to the civilian community

#### K9s For Warriors

Mission: Determined to end veteran suicide, K9s For Warriors provides highly trained service dogs to military veterans suffering from PTSD, traumatic brain injury, and/or military sexual trauma

#### Operation BBQ Relief

Mission: To equip volunteers, including heroes in uniform and their families, with invaluable culinary skills and the support of our purpose-driven community, empowering them to continue serving their communities by feeding those in need

#### South Tampa Chamber of Commerce

Mission: To provide a forum that enriches the South Tampa community with programs that assist active-duty households and military families

## OUR GIVING PARTNERS (CONT'D)

### Veterans and Servicemembers Legal Clinic (University of Florida)

Mission: To represent veterans in claims before the VA regional office, appeals before the U.S. Court of Appeals for Veterans Claims and Board of Veterans' Appeals, and discharge upgrade petitions before the military branches' boards of correction of military records and review boards

### Wounded Veterans Relief Fund

Mission: To provide urgent financial assistance and critical dental care to qualified, service-connected disabled veterans in Florida

### HAWAII

#### Hawaii Island Veterans Memorial Inc.

Mission: To serve as a development entity for the island's many veterans and veterans groups

#### Kauai Veterans Center & Museum

Mission: To promote and enhance the delivery of benefits to all veterans, their families, and dependents; to serve as a standing monument that honors their service, promotes their military heritage, and serves as a meeting place for all military functions, veterans events, and family programs

### U.S.VETS Barber's Point

Mission: To end veteran homelessness and support veterans in achieving independence and stability

### KENTUCKY

#### Disabled American Veterans Charitable Service Trust

Mission: To ensure veterans and their families can access the full range of benefits they deserve by providing care and support during tough times, advocating for the veteran community on Capitol Hill, and connecting veterans with meaningful opportunities

#### Lady Veterans Connect

Mission: To empower and improve the lives of women and children experiencing homelessness by providing temporary shelter, basic needs, safety, support, education, as well as tools and resources

#### Veterans Empowered Together

Mission: To help veterans better cope with civilian life through community, resources, and camaraderie

### LOUISIANA

#### Acadiana Veteran Alliance

Mission: To unite veterans, veteran-owned businesses, and companies to support veteran job creation and work placement

## OUR GIVING PARTNERS (CONT'D)

### The Boot

Mission: To help military members thrive in Louisiana after their service concludes; works 1:1 with veterans to understand their dreams, needs, and talents and connects them with opportunities and networks to secure their futures

### MASSACHUSETTS

#### Cape & Islands Veterans Outreach Center

Mission: To provide comprehensive life-sustaining services for veterans and their families

#### Veterans Association of Bristol County

Mission: To serve all who have served or are still serving in the Armed Forces of the United States of America; collaborates with community partners to provide meaningful support to veterans and their families by fostering healing, growth, and their ability to thrive in the community during and after active duty

### MICHIGAN

### VETLIFE

Mission: To provide veterans with sustainable solutions while promoting a safer, healthier, and prosperous civilian lifestyle; offers a variety of resources, programs, and events to veterans and their families, all at no cost

### MISSISSIPPI

#### Wounded Warriors of Mississippi

Mission: To help veterans reconnect with society; assists veterans mentally, physically, financially, and spiritually by organizing events for camaraderie, aiding with daily tasks, helping with financial needs, and offering spiritual support

### OKLAHOMA

#### Folds of Honor Foundation

Mission: To provide educational scholarships for the spouses and children of military members who have fallen or been disabled while serving in the United States Armed Forces

### PENNSYLVANIA

#### Pennsylvania Wounded Warriors

Mission: To provide emergency financial assistance to veterans via support for housing, utilities, and transportation

#### Veterans Leadership Program

Mission: To ensure every veteran of the United States military reaches their fullest potential as citizens of the nation they have served; serves all who served, regardless of VA eligibility, discharge status, or length of service

## OUR GIVING PARTNERS (CONT'D)

### VetPets of SWPA

Mission: To empower veterans, first responders, and community members affected by PTSD, traumatic brain injuries, and neurological conditions by providing access to professionally trained assistance dogs

### SOUTH CAROLINA

#### Hidden Wounds

Mission: To bring combat veterans together to strengthen, to share, and to improve their lives; to empower them to make choices using biblical principles; to heal themselves and to enable them to help other veterans

### TENNESSEE

#### Hope For The Warriors

Mission: To deliver unparalleled services that uplift individuals and their families as they navigate the complexities of military life

### TEXAS

#### American Legion (T/SGT Jack D. Levy American Legion Post 573)

Mission: To enhance the well-being of America's veterans, their families, the military, and the community

#### Soldiers' Angels—San Antonio

Mission: To provide aid, comfort, and resources to the military, veterans, and their families

### Texas Military Forces Historical Foundation

Mission: To provide financial support for the development of the Texas Military Forces Museum at Camp Mabry, Austin

### Veteran Spouse Network (UT Austin)

Mission: To facilitate a community of peer support for military and veteran spouses and committed partners, providing opportunities to engage and connect to helpful resources and a community of support

### VIRGINIA

#### Beyond Boundaries

Mission: To guide veterans, participants with disabilities, underserved youth, and those in recovery programs on outdoor adventures

#### Leashes of Valor

Mission: To provide highly trained service dogs to post-9/11 veterans to help with symptoms of PTSD, traumatic brain injury, and other "unseen wounds" of military service

### WISCONSIN

### Wisconsin Veterans Network (VetsNet)

Mission: To help veterans navigate, access, and receive the benefits and programs earned through their service



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