

WWP News & Media: Veteran Group Outings, Charity Events, Helping Vets

Wounded Warrior Project Announces Changes to Maximize Impact

New CEO Pledges Substantial Changes to Streamline WWP and Continue Important Work to Support Wounded Service Members, Veterans and Their Families

JACKSONVILLE, Fla., Aug. 31, 2016 /[PRNewswire-USNewswire](#)/ -- The new CEO of the Wounded Warrior Project® (WWP), Lieutenant General Mike Linnington, United States Army, Retired, is announcing changes to the structure of the organization to fulfill its mission to provide quality care and support to America's wounded service members and veterans.

Linnington, a career soldier with 35 years of service, is a veteran of Iraq and Afghanistan. A graduate of the U.S. Military Academy at West Point, he is a recognized leader who knows firsthand the challenges that wounded warriors face. Since his appointment on July 18, he has worked closely with the WWP leadership team to conduct an extensive review of the organizational structure and staffing model.

"We are focused squarely on providing our nation's post-9/11 wounded warriors with the best services and programs that when integrated with other government and nongovernment support, will address their current and emerging needs. Leading Wounded Warrior Project with rigor and discipline, while being transparent and fiscally responsible is - and will remain - a priority as we make organizational changes to better serve those who need this organization most. Our nation's wounded warriors depend on WWP and they have my commitment that we will continue to fully honor and empower them." said, Linnington.

A strategic review and reorganization of WWP continues, however as a first step, Linnington has outlined the following areas of focus:

- **Redouble efforts to provide the most critical support services to wounded warriors and their families:** Increase investments in mental health care for those with the signature wounds of these conflicts: Post traumatic Stress (PTS) and Traumatic Brain Injury (TBI).
 - Long-term support
 - Community engagement activities to connect warriors with one another
 - Lifelong independence and financial resilience
- **Engage with national and local community organizations:** Increase synergy in relationships and partnerships with non-profit organizations, businesses, and government entities that serve warriors and their families.
- **Improve accountability, transparency, trust:** Continued focus on organizational efficiency and effectiveness.
 - Clear, consistent reporting
 - Accountability to America's warriors, their families, the public, and WWP employees

The needs of America's wounded veterans are substantial, and continue to grow. Responding to these growing needs, and to maximize the impact of its life-saving programs and services, WWP is taking the following immediate steps:

- Immediately reduce the WWP executive staff by nearly 50 percent
- Consolidate operations to reduce administrative costs
- Streamline the WWP workforce to focus on areas identified as greatest in need

While WWP will reduce its total workforce, the organization will add staff in the areas of mental health, long-term in-home support, warrior engagement, and other roles essential to its mission.

"We are strengthening our programs to better serve our warriors and their families, and will strengthen relationships with community partners in caring for our military community, as well as facilitating partnerships with organizations and businesses doing great work in the civilian sector. We owe it to our donors and our service members, veterans and their families, who have supported us throughout the years, to demonstrate the benefits their generous contributions make in the lives of our nation's heroes," said Linnington.

As evidence of change, WWP has earned the GuideStar Platinum approval - the highest level of recognition offered by GuideStar. GuideStar is the world's largest source of information on nonprofit organizations. As a standard practice, WWP will continue to share data that reflects the changes it's making in the military and veteran community.

"We will remain committed to this generation of wounded warriors," said Linnington. "It is our sacred responsibility as an organization, and as a nation, to support our wounded service members, veterans and their families for the long term."

About Wounded Warrior Project

The mission of Wounded Warrior Project® (WWP) is to honor and empower Wounded Warriors. WWP's purpose is to raise awareness and to enlist the public's aid for the needs of injured service members, to help injured servicemen and women aid and assist each other, and to provide unique, direct programs and services to meet their needs. WWP is a national, nonpartisan organization headquartered in Jacksonville, Florida. To get involved and learn more, visit woundedwarriorproject.org.

Photo - <http://photos.prnewswire.com/prnh/20160831/403285>

SOURCE Wounded Warrior Project

For further information: Joanne Fried, Public Relations Director, jfried@woundedwarriorproject.org, 904.646.6860

Additional assets available online: [Photos \(1\)](#)

<https://newsroom.woundedwarriorproject.org/2016-08-31-Wounded-Warrior-Project-Announces-Changes-to-Maximize-Impact>