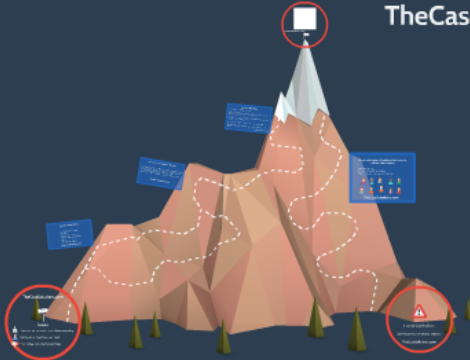


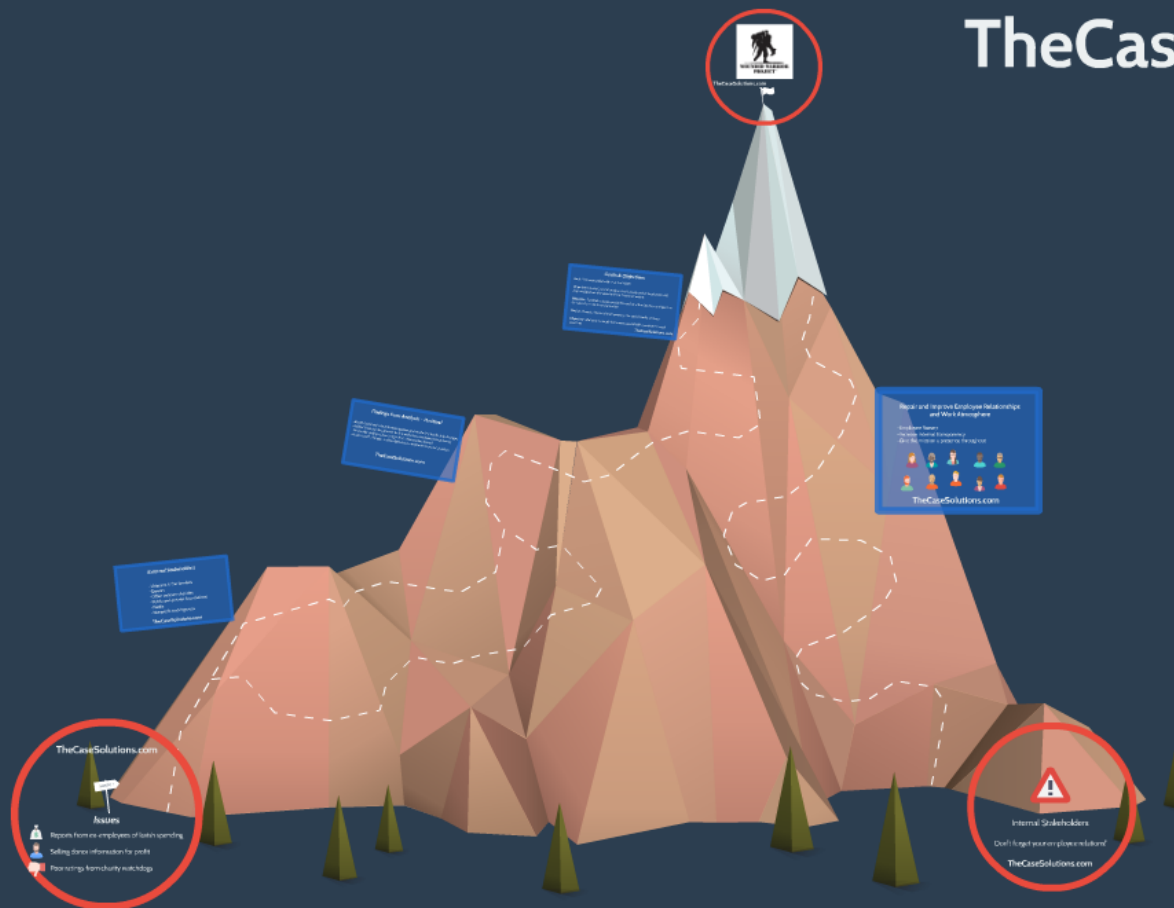
Vossloh: Restoring Trust after Two Consecutive Profit Warnings

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SUMMIT

Issues



Reports from ex-employees of lavish spending



Selling donor information for profit



Poor ratings from charity watchdogs

External Stakeholders

- Veterans & the families
- Donors
- Other veteran charities
- Public and private foundations
- Media
- Nonprofit watchgroups

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Findings from Analysis - Positive!

- Board launched internal investigation and made key leadership changes
- Added financial documents to the website to increase transparency
- Financials yield positive insight that needs to be shared
- Recent staff changes and budget cuts to improve financial situation

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Goals & Objectives

Goal 1: Increase stakeholder trust in WWP

Objective: Create financial analysis that is easily understood within 30 days and post on the website in the financial section.

Objective: Establish a donor protection policy within 30 days and post on the website in the financial section

Goal 2: Integrate financial transparency into social media strategy

Objective: Add a post a week that showcases WWP's positive financial practices

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Internal Stakeholders

Don't forget your employee relations!

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Repair and Improve Employee Relationships and Work Atmosphere

- Employee Survey
- Increase internal transparency
- Give the mission a presence throughout



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