

VFW Foundation Warmly Welcomes New Executive Director

Hal Roesch II brings decades of military, VFW leadership and financial advising experience to coveted role

Jan 02, 2025

KANSAS CITY, Mo. – The Veterans of Foreign Wars (VFW) Foundation is thrilled to announce Past National VFW Commander-in-Chief Hal Roesch II as its new executive director. A 501(c)3 nonprofit headquartered in Kansas City, Missouri, the VFW Foundation is instrumental in ensuring the VFW can accomplish its mission of "honoring the dead by helping the living." Roesch, who is a seasoned VFW leader, has been tasked with overseeing the foundation's accomplishment of philanthropic goals and objectives in support of VFW programs.

"The decision to bring Hal on as the VFW Foundation Executive Director was a no-brainer," said VFW National Commander Al Lipphardt. "His technical expertise combined with his drive and commitment to serving veterans, service members and families is well known, and I have full faith and confidence in his ability to lead the foundation with the same enthusiasm with which he once led the VFW itself."

Roesch served in the United States Air Force from 1982 to 2002 during which time he earned his VFW eligibility through participation in Operations Desert Shield and Desert Storm, as well as Southern Watch. During service, he earned his Associate of Arts in avionics system technology from the Community College of the Air Force. After retiring, he began an equally long career in financial advising with First Command Financial Planning, a firm that specializes in helping military service members and families build long-term financial security. An active VFW member since 1991, Roesch has held numerous elected and appointed leadership positions from the post through national levels including VFW Department of Virginia Commander from 2008-2009, National Council of Administration member from 2010-2012, and Inspector General from 2016-2017 before his election and installation as VFW Commander-in-Chief in 2020.

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"I am deeply honored to step into the role of Executive Director for the VFW Foundation," said VFW Past National Commander Hal Roesch, now VFW Foundation Executive Director. "With 34 years of experience in the VFW and the privilege of serving as Commander-in-Chief from 2020-2021, I have dedicated my life to supporting veterans and their families. During the challenging COVID-19 period, I pursued a certificate in Non-Profit Management to further enhance my ability to lead and serve effectively," Roesch continued. "I am committed to bringing my extensive VFW experience and passion for service to this position, ensuring the foundation continues its critical mission of supporting the VFW while they serve our veterans, military and their families."

He assumed his new role on Jan. 1, 2025.