



2024/2025

CORPORATE PARTNERSHIP + SPONSORSHIP OPPORTUNITIES

OperationGratitude.com

Operation Gratitude | 19748 Dearborn St. | Chatsworth, CA 91311

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A LETTER FROM OUR EXECUTIVE DIRECTOR

Dear Prospective Corporate Partner,

Thank you for your interest in partnering with Operation Gratitude. It is a pleasure to share the opportunities in this prospectus with you. Our mission is to say Thank You to our Military and First Responder communities, and to honor their service by creating opportunities for all Americans to express gratitude. This mission would not be possible without the generous contributions and unwavering support of our corporate partners.

Your partnership with us is more than just a collaboration; it is a testament to the profound difference we can make together. Each Care Package we send is a tangible expression of our collective gratitude and appreciation for those who serve our country. Our corporate partners are crucial in ensuring that these Care Packages reach our service members and first responders, bringing them comfort, joy, and a reminder of home.

We understand that entering a partnership is a significant commitment, and we are dedicated to fostering a relationship built on trust, transparency, and mutual benefit. Our team is committed to providing exceptional value to our partners, offering unique opportunities for engagement, brand visibility, and meaningful impact.

Together, we can create a lasting legacy of support for our Military and First Responder heroes, ensuring that all who serve know the American people care. We invite you to partner with us in this vital mission.

Thank you for considering this opportunity to make a difference.

Warm regards,



Meg Barron
Executive Director
Operation Gratitude



WHO WE ARE

Operation Gratitude is a 501(c)(3) non profit organization that provides meaningful opportunities for the American people to express their appreciation to our Military and First Responder communities. Since 2003, our nationwide network of Volunteers and Partners have assembled and delivered more than 4 million Care Packages containing a variety of snack foods, hygiene products and Handmade With Love items, along with personal letters of appreciation to those who serve. Every year, we send 100,000 Care Packages or more, as we nimbly respond to operational tempos and requests.

OUR MISSION

To say thank you to our Military and first responder communities by creating opportunities for all Americans to express gratitude

OUR FUTURE

We envision a future where all who serve believe the American people care

WE BELIEVE IN

- ★ Honoring the **service** of our Military and first responders
- ★ Embracing the spirit of **volunteerism**
- ★ Appreciating the **generosity** of our supporters



2023 IMPACT

143,375

CARE PACKAGES DELIVERED

54,664 DEPLOYED TROOPS

29,509 RECRUIT GRADUATES

37,882 VETERANS

21,320 FIRST RESPONDERS



“ I think the unexpected “you’ve got a box” brings a smile to everyone’s face.

SSGT R.W

“ Again, from the bottom of my hear, thank you from each child that was comforted by your hand-crafted bears. And as a spouse back home, if there is something that can be done to make your child happy at a time like this, it can mean the world.

-C.S



23,402

BATTALION BUDDY BEARS
DISTRIBUTED TO THE CHILDREN
OF MILITARY FAMILIES



313,553
LETTERS WRITTEN



654,364

HANDMADE WITH LOVE
ITEMS DONATED

HAND KNIT + CROCHETED ITEMS

PARACORD LANYARDS | AMIGURUMI

HAND SEWN ITEMS | PILLOWCASES

HANDMADE GREETING CARDS



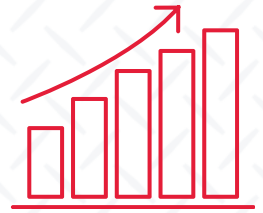
“ It’s these small tokens of appreciation that keep that drive alive to keep doing what we do.

-D.S
Fire Marshal

WHY PARTNER WITH US?

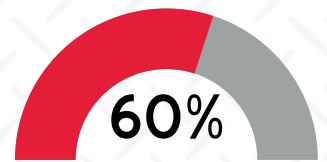
INCREASED VISIBILITY

Operation Gratitude mentions have consistently grown year over year with an average growth rate of 25.1% significantly surpassing the annual nonprofit average which ranges from 5-10%.



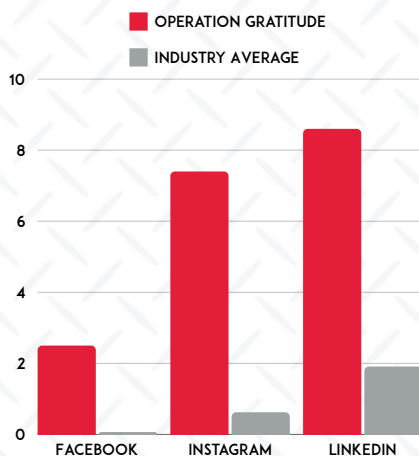
CONSISTENT POSITIVE SENTIMENT

Nonprofits face ongoing challenges in the ever changing socio-political environment. Through these challenges, Operation Gratitude maintains a positive mention rate of over 60% compared to the nonprofit sector average of 50%.



DIVERSE MEDIA COVERAGE

Operation Gratitude consistently receives extensive coverage across blogs, forums, news articles, videos, print publications and podcasts, showcasing our broad media appeal and strategic outreach.



STRONG SOCIAL MEDIA ENGAGEMENT

Engagement rates across social media platforms are significantly higher than the national average in the nonprofit sector. With over 50% of our mentions online, Operation Gratitude has a robust digital presence.

FACEBOOK

Impressions: 114,311
Engagement: 2,820
Engagement Rate: 2.5%
Followers: 229,339

INSTAGRAM

Impressions: 14,904
Engagement: 1,099
Engagement Rate: 7.4%
Followers: 23,442

LINKEDIN

Impressions: 12,359
Engagement: 1,069
Engagement Rate: 8.6%
Followers: 17,109

**Engagement statistics as of August 2024*

NOTABLE EMAIL PERFORMANCE

Operation Gratitude has a 30% email open rate compared to the nonprofit sector average of 21-21.5%.
Email Reach = 100,000



BRAND ALIGNMENT

Partnering with Operation Gratitude aligns your brand with values of community support and national pride, enhancing your reputation as a socially responsible organization.





GOT OUR GOODIES?

Please email oopgr1@gmail.com a photo - or a BUNCH of photos - of you and your buddies with our care packages and the items inside. We'll post the photos on our social media sites!

- Facebook.com/OperationGratitude
- Twitter.com/OpGratitude
- Instagram.com/opgratitude

Please tag us in the photos you post: #OperationGratitude
We'd love to hear from you!

THANKS!



OPPORTUNITIES TO PARTNER

The support of corporate partners has been critical to Operation Gratitude's success since the organization's founding, and in turn, we are committed to providing our partners with a valuable and gratifying experience. Our team works collaboratively to develop unique and innovative partnership opportunities that allows our organization to continue our mission, while simultaneously furthering the goals and objectives of our partners.

CORPORATE PARTNERSHIP

Invest in Operation Gratitude's mission, a specific program or sponsor a Care Package assembly event to provide invaluable monetary resources to honor the service of our military and first responder heroes.

EMPLOYEE ENGAGEMENT

Partner with Operation Gratitude to organize a customized volunteer activation at the location of your choice.

EMPLOYEE MATCHING

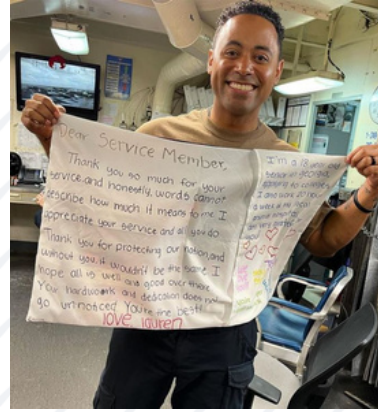
Matching employee gifts can double or even triple the impact of your employees time and financial donations.

CAUSE MARKETING

Run a co-branded charitable marketing promotion to reach consumers, provide an opportunity for support through the purchase of goods and services and build trust within the service community.

IN-KIND GIVING

Donate your company's product to fill our Care Packages.



CORPORATE PARTNERSHIPS

CARE PACKAGE SPONSORSHIP

Every Operation Gratitude Care Package, valued between \$45 and \$100, contains products donated by service-friendly companies; as well as handmade scarves and quick-deploy paracord bracelets, handwritten letters of gratitude and other "Wish List" items donated by grateful Americans.

Handmade items, Beanie Babies, snack items, hygiene kits, games, puzzles, energy shots, coffee, body wipes, hand sanitizer, and other special treats that provide reminders of home. Each Care Package is packed with love by volunteers at assembly days across the country and then individually addressed and mailed to a Service Member deployed away from home.

Just \$25 ships a Care Package to a brave man or woman who serves our nation. Sponsorship supports all general operating expenses associated with assembling and shipping each Care Package assembled at the monthly Assembly Day Events hosted at Operation Gratitude's facility (FOB) in Chatsworth, CA.

EVENT SPONSORSHIP

Opportunity to sponsor Operation Gratitude's signature engagement event assembling Care Packages to support our nation's deployed troops, veterans, wounded heroes, recruit graduates and first responders nation and worldwide. Each package contains the items needed to share a token of gratitude for our military and first responders.

Event sponsorships are customizable and focus on bringing the community together to honor our nation's heroes. Event sponsorship may include care package sponsorship, depending on the level. Benefits could include onsite recognition and branding opportunities, pre, during and post event media and social media acknowledgement, speaking opportunities and more.



OG PROGRAMS

PROGRAM OVERVIEW

Donate to support Operation Gratitude's yearlong initiatives designed to honor our military and first responder heroes. Sponsorships are customizable and designed to meet the evolving needs of all communities we serve.

Deployed Troops

A Connection to Home

Every year thousands of service members are deployed around the world, separated from family, friends, and the comforts of home. At assembly events across the nation, our Volunteers assemble thousands of Operation Gratitude Care Packages containing handwritten letters of gratitude, snack, hygiene, and handmade items that are shipped directly to those serving at home and abroad.

Veterans

Their Service Will Never Be Forgotten

Regardless of how or when veterans served, Operation Gratitude is committed to honoring their service in a very personal way. We coordinate with VA hospitals, veterans and nursing homes, Veterans Service Organizations and other best-in-class nonprofits to provide care packages to veterans of all generations. With our actions we let them know that their service and the sacrifices they made are appreciated and will never be forgotten.

Military Families

Standing By Our Brave Young Warriors

Of 1.9 million Military children, approximately 225,000 will experience the challenge of having a parent/guardian deployed or absent for an extended period of time. We seek to celebrate and support as many of these amazing and resilient children as we can. Working closely with Family Readiness Groups, our trademarked "Battalion Buddy" bears are hand-filled by volunteers and given to the children of deployed service members. Our cuddly Battalion Buddies show our brave young warriors and their parents that a grateful nation stands with them during difficult times.

Recruit Graduates

The First Touch Point

The Recruit Graduate program is the first of many ways Operation Gratitude impacts individuals across the span of their military career. This program sends a heartfelt message, from grateful Americans everywhere, that the new Service member's decision to serve their country is recognized, valued and will never be forgotten. The Recruit Graduate program serves as the first "touch point" for more than 100,000 recruit graduates annually.

First Responders

Trained, ready, and responsive to our communities in emergencies

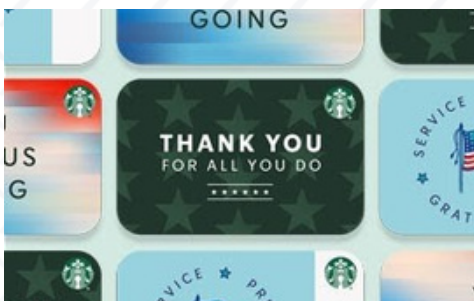
Every day there are millions of first responders courageously serving here at home to keep our communities safe. The delivery of our signature care packages to hundreds of departments across the country gives Operation Gratitude supporters the opportunity to thank those who serve and protect them where they live and work.

CAUSE MARKETING

Cause marketing campaigns with Operation Gratitude provide companies with unique opportunities to drive awareness in support of the service community, making a positive impact, while engaging consumers in social good. Partner with us to organize a customized, co-branded charitable marketing promotion.

Here are a few examples of our partners making an impact for our nation's heroes:

STARBUCKS EGIFT CARD CAMPAIGN



For every Starbucks eGift Card in the Military Appreciation Month category sold, Starbucks donated \$5 to be divided evenly between two key nonprofits, Blue Star Families and Operation Gratitude, in support of the mental health and well-being of our military community.

VETERANS UNITED HOME LOANS SOCIAL MEDIA CAMPAIGN



VUHL donated \$1 per reaction to Operation Gratitude during the campaign period, for a total donation of \$120,000. The campaign ended up being their most popular post in their history on both Facebook and Instagram and helped Operation Gratitude ship 8,000 Care Packages for deployed service members. Facebook had a reach of 700,637 with over 99,000 likes and reactions and Instagram had a reach of 197,103 with over 14,000 likes and comments.

BUMBLE BEE FOODS BOGO CAMPAIGN



Bumble Bee Foods hosted a Buy One Give One (BOGO) campaign where Bumble Bee donated one snack pack product for each product sold. This campaign resulted in the donation of 200,000 tuna and chicken salad snack packs donated to be included in Operation Gratitude care packages.

IN-KIND GIVING

In-kind donations from generous corporate partners are the heart and soul of our Operation Gratitude signature Care Package programs. Every year, these product donations enable us to send thousands of care packages filled with millions of donated items. Whether your company is looking to liquidate excess, obsolete inventory, or looking for an opportunity to sample its products to military and first responder recipients, we can help!

WHY DONATE YOUR PRODUCTS?

Through partnership with Operation Gratitude you can:

- Drive social impact.
- Engage your employees by demonstrating your company's appreciation and commitment to the military and first responder communities.
- Build brand affinity by growing sales and increasing market share as a socially responsible brand.
- Cut costs through donations of inventory that would otherwise be costly to warehouse or destroy.
- Reduce your environmental impact to achieve sustainability goals and keep perfectly good products from ending up in landfills.
- Develop lifelong brand loyalty by sampling your products to 150,000+ service members annually.



EMPLOYEE ENGAGEMENT

LETTER WRITING

Handwritten letters are the most cherished items in our care packages. Organizations can provide branded stationery, printable templates, decorative stationery or plain paper for their participants or ask employees to use cards and stationery they have available at home. These events are flexible and can be hosted in-person, virtually or in a hybrid format. Letter writing programs can be hosted in conjunction with any of the other engagement programs or as a standalone and are great for personalizing the event for your participants.

DIGITAL LETTER WRITING

Operation Gratitude has launched a digital letter writing platform! Participants in this program will be able to select their postcard artwork and submit their message of gratitude digitally on a custom, co-branded landing page, to be printed and included in our care packages. The landing page will include your sponsor logo and program instructions (which can be customized) with Operation Gratitude's proprietary digital letter writing platform directly embedded. All printed

PARACORD SURVIVAL LANYARDS

Hand-crafted paracord bracelets are a functional and meaningful part of every one of our care packages. Paracords can hold up to 550 lbs. of weight and have hundreds of uses in an emergency situation. Crafting a lanyard takes less than ten minutes, making it a very scalable program and ideal for virtual, hybrid and in-person gatherings regardless of the setting. Paracords can be purchased and shipped in bulk or individually kitted and sent to participant's homes.

CARE KITS

Care kits contain an assortment of hygiene items that are assembled by employees at your site and then sent to Operation Gratitude to be included in final care packages. These care kits can be customized by the sponsor to include sponsor-branded stickers or small branded item(s) (such as lip balm). Care kit events are a great way to engage employees in an assembly program at a smaller scale.

EMPLOYEE ENGAGEMENT

BATTALION BUDDIES

We send our trademarked “Battalion Buddy” stuffed bears to comfort the children of our nation’s Deployed Troops. Battalion Buddies are dressed in a camo jacket and cap with a note tied around their neck. As a Battalion Buddy sponsor, Operation Gratitude provides you with the materials needed for your employees to hand stuff and dress these meaningful bears at your location. There is no sewing involved as these bears have a Velcro closure on the back. This is an incredibly meaningful program and way to support our nation's youngest heroes!

CARE PACKAGES

Bring your group together to participate in Operation Gratitude’s signature engagement activity where they can assemble and complete care packages, pouches or expo bags containing all items needed to share a token of gratitude to our military and first responder heroes. Each year, Operation Gratitude delivers hundreds of thousands of packages containing over a million hygiene and handmade items.

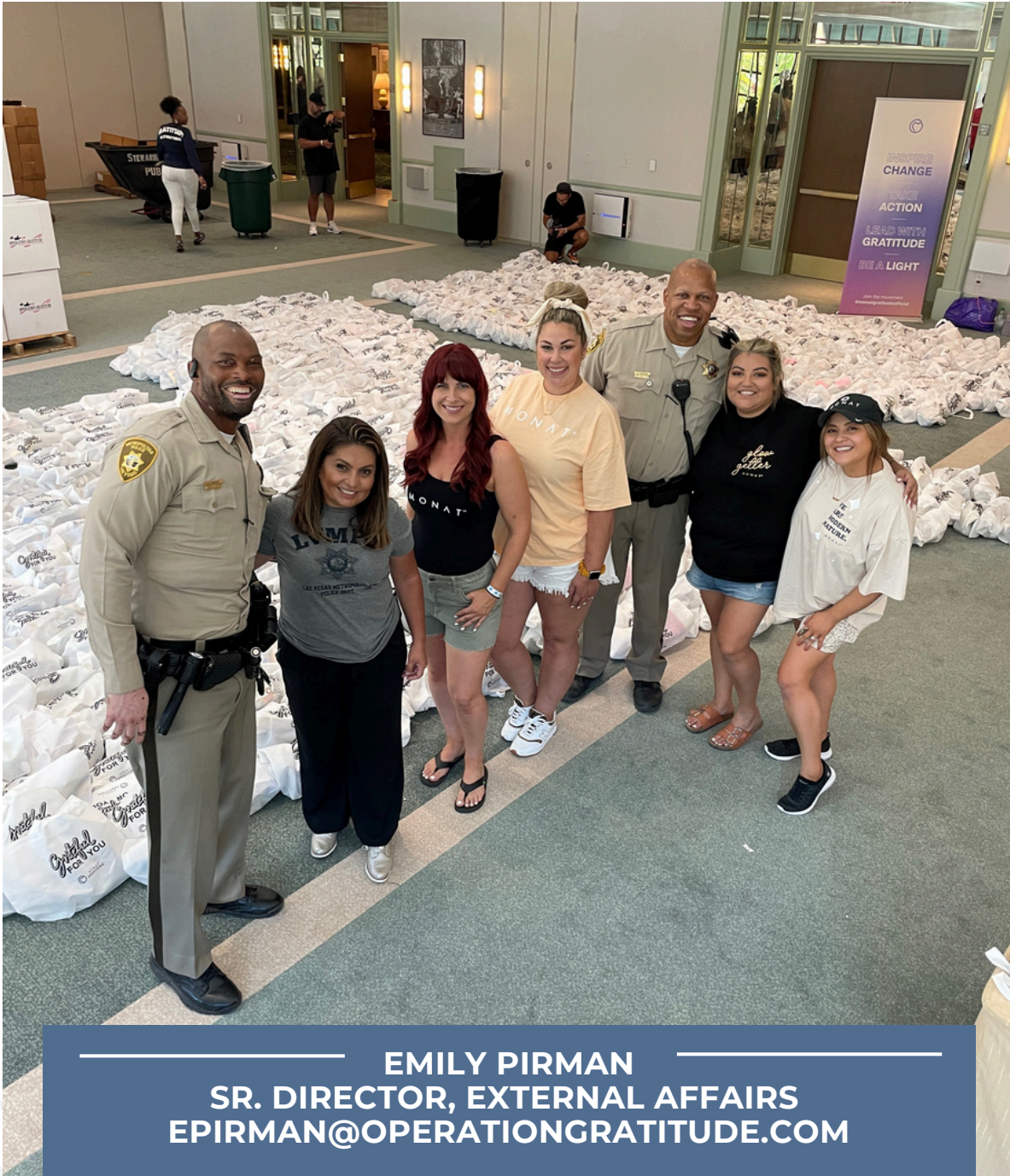
COLLECTION DRIVES

Host a collection drive to collect some of the most needed items for our Care Packages. Collection drives can be hosted virtually or in person and are designed to have impact on all Operation Gratitude Care Package recipients. Drop off locations can be designated in your facility or employees can be directed to your organization's virtual collection drive page where they can select from a curated product list.

START A FUNDRAISER

Create an online fundraising page to help us ship care packages to Deployed Troops, Military Families, Veterans and First Responders serving both overseas and here at home. You can invite your employees, family and friends to join this effort by setting up a simple fundraising page with a unique URL. Fundraisers are a great opportunity for some healthy competition or a way to track employee donations that can be matched by your organization.

PARTNER WITH US



EMILY PIRMAN
SR. DIRECTOR, EXTERNAL AFFAIRS
EPIRMAN@OPERATIONGRATITUDE.COM

KIRSTEN ADAMS
DIRECTOR OF CORPORATE PARTNERSHIPS
KIRSTEN@OPERATIONGRATITUDE.COM



THOSE WHO SERVE NEED YOU MORE THAN EVER.

Since we sent our first four Care Packages on March 20, 2003, we've sent over 4 million more to those who selflessly raise their hands to serve. And with the help of our compassionate fellow Americans, we're on a mission to deliver over 1 million personally addressed, customized care packages each year.

We stand determined together to show our support to those who deserve it most, until every single service member, veteran, recruit graduate, and first responder knows that America collectively salutes their service and bravery.

Join us on the journey.

OperationGratitude.com

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