



---

# STAKEHOLDER REPORT

JULY 2023- JUNE 2024

---

---

# TABLE OF CONTENTS

---

WHO WE ARE

LETTER FROM OUR EXECUTIVE DIRECTOR

BOARD AND EXECUTIVE MANAGEMENT

12 MONTH REVIEW

- FOCUS AREAS
  - SERVICE
  - VOLUNTEERISM
  - GENEROSITY

FINANCIALS

ON THE HORIZON





---

# WHO ARE WE

---

Operation Gratitude is a nationwide nonprofit dedicated to uplifting spirits and expressing heartfelt gratitude to our Military and First Responder communities. Our mission is to honor their service by creating meaningful opportunities for all Americans to participate in hands-on volunteerism.

In March 2003, Operation Gratitude sent its first four Care Packages to deployed service members in Iraq. Since then, we have delivered over four million Care Packages to Deployed Troops, Recruit Graduates, Veterans, Military Families, and First Responders. This incredible achievement is made possible by our passionate and generous network of volunteers—a grassroots movement of Americans united in their commitment to say "Thank You" to all who serve our great nation.



---

# LETTER FROM OUR EXECUTIVE DIRECTOR

---

As I reflect on my first six months as Executive Director of Operation Gratitude, I am deeply humbled by the unwavering commitment and support of our incredible community. This year, we celebrate not only 21 years of dedicated service but also a remarkable milestone: the assembly of our 4 Millionth Care Package.

What began as a grassroots initiative has grown into a powerful nationwide movement, driven by the tireless efforts of our volunteers, donors, and supporters like you. Our journey has always been about one mission—expressing heartfelt gratitude to our Military, Veterans, and First Responders. Reaching the 4 Millionth Care Package is a testament to the collective spirit of our community, inspiring us to strive for even greater impact.

As we look to the future, we are more committed than ever to expanding our outreach and creating new volunteer opportunities, ensuring every American has a chance to show their gratitude.

Thank you for being an essential part of our journey. As we embark on this exciting new chapter, we look forward to sharing more inspiring stories and initiatives with you. Together, we will continue to make a profound difference in the lives of those who serve.

With heartfelt gratitude,

**Meg Barron**  
Executive Director  
Operation Gratitude





---

# BOARD + EXECUTIVE MANAGEMENT

---



**Meg Barron**  
**Executive Director**



**Steven Willett**  
**CFO and Director of HR**



**Alan Leach**  
**Chairperson of the Board**



**Carolyn Blashek**  
**Founder and Board Member**

---

# BOARD + EXECUTIVE MANAGEMENT

---



**Sharman Borncamp**  
**Board Member**



**Marty Martin**  
**Board Member**



**Jennifer Cho**  
**Board Member**



**Joe Kristol**  
**Board Member**



**Cassie Crockett**  
**Board Member**



**Zach Beecher**  
**Board Member**



---

# 12 MONTH REVIEW

---

**178,173**

**Care Packages Sent**

**67,352**

**Bulk Shipments**

**28,736**

**Volunteer Hours- FOB**

**3,300**

**Volunteer Hours- Offsite**

**346,670**

**Volunteer Hours- HWL**

**893,192**

**Handmade Items**

**2,043,062**

**Total # Corporate  
Products Donated**



**SERVICE**



---

# 12 MONTH REVIEW- CARE PACKAGES

---

**31,157** Recruit Graduates

**24,500** Battlion Buddies

**44,297** Veteran

**48,098** Deployed Troop

**27,725** First Responder

**1,996** Wounded Hero and Caregiver

**400** Military Spouse



---

# RECIPIENT TESTIMONIALS

---

**“Good day! I wanted to send a picture and a big thank you for the care packages my team received. It always makes us smile when we receive love and support from back home. Thank you so much!!”**

**-SFC M.V.**



**“Again, from the bottom of my heart, 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. Blessings to you and your organization.”**

**-Task Force Phoenix**



---

# GLOBAL CARE PACKAGE DISTRIBUTION

---



- Australia
- Bahrain
- Bulgaria
- Colombia
- Cuba
- Cyprus
- Diego Garcia
- Djibouti
- Dominican Republic
- Egypt
- Germany
- Greece
- Guam
- Hungary
- Iceland
- Iraq
- Israel
- Italy
- Japan
- Jordan
- Kosovo
- Kuwait
- Honduras
- Latvia
- Lithuania
- Niger
- Okinawa
- Pakistan
- Philippines
- Portugal
- Poland
- Puerto Rico
- Qatar
- Romania
- Saudi Arabia
- Slovakia
- South Korea
- Spain
- Syria
- Turkey
- United Arab Emirates
- United Kingdom

---

# GLOBAL CARE PACKAGE DISTRIBUTION

---

## **Ships, Submarines & major units supported:**

- USS Ronald Raegan
- USS Mesa Verda
- USS Indianapolis
- USS Carl Vinson
- USS Bataan
- USS Wyoming Gold
- USS Wyoming Blue
- USS New Orleans
- USS Alabama
- USS Thomas Hudner
- USS Gerald Ford
- USS Michigan Gold
- USS Michigan Blue
- USS Maryland
- USS George Washington
- USS Carney
- USS Philippine Sea
- USNS Mercy
- USS Gravely
- USS Mason
- USS The Sullivans
- USS Mississippi
- USS William P Lawrence
- USS Dwight D Eisenhower
- USS America
- USS Delbert D Black
- USS Hopper
- USS Princeton
- USS Sterret
- USS Maine Blue
- USS Theodore Roosevelt
- USS Laboon
- USS Jefferson City
- USS Halsey
- USS Blue Ridge
- USS Somerset
- USS Virginia
- USS Daniel Inouye
- USS John S McCain
- USS Boxer
- USS Wasp
- USS Russel
- USS New York
- USS Miguel Keith
- USS Harpers Ferry
- USS Cole





# VOLUNTEERISM



---

# OUR VOLUNTEER PROGRAM

---

**332,331**

---

**Letters**

**250,833**

---

**Paracord**

**533,869**

---

**Cards**

**49,261**

---

**Knits**

**3,298**

---

**FOB Volunteers**

**812**

---

**Offsite  
Volunteers**

**87,794**

---

**HWL Volunteers**



---

# VOLUNTEER TESTIMONIALS

---

**“Being a prior military servicemember and seeing the new generation on the “First Friday” of every month is a fulfilling moment I anticipate. I remember standing shoulder to shoulder with my fellow servicemembers as a recruit but still feeling alone. I volunteer with Operation Gratitude to bridge that emotional gap, and fill it with a tangible way of showing the troops... I see you, I’m with you and I support you.” -M.B (U.S. Army Retired)**



**I am proud to volunteer at Operation Gratitude because I am dedicated to their meaningful mission and am honored to play a part in it. Contributing to such a worthy cause makes me feel valued and fulfilled. - Kat Stone**





# GENEROSITY

---

# 12 MONTH REVIEW

---

**\$685,782**

**Individual Giving Total**

**\$4,604,628**

**Corporate Donations Total**

**\$6,314,125**

**Total In-Kind Product Donations**

**\$556,529**

**Grants + Foundations**

---

# OUR CORPORATE ENGAGEMENT

---

**78,380**

---

**Paracord assembled at Corporate events**

**37,148**

---

**Battalion Buddies assembled at Corporate events**

**89,993**

---

**Care Kits assembled at Corporate events**

**40,695**

---

**Care Packages assembled at Corporate events**

\*number included in total Care Packages sent

**28,445**

---

**Volunteers at Corporate events**



---

# CORPORATE PARTNERS

---

"At CSX, we connect people and goods across our 20,000-mile transportation network, so we understand the importance of bridging community divides, creating connections, and delivering resources. As a railroad company that moves freight across 26 states, service is part of our DNA, with nearly 1 in 5 of our workforce having served. To extend that service-focused mindset, we launched Pride in Service, our community investment initiative, to deliver support and resources to military and first responder families. We're proud to partner with organizations like Operation Gratitude, who ensure that every service member and their families are directly and personally thanked for their sacrifice," - Angela Costa, Community Investment Manager, CSX.

**\$100,000+**

CSX Transportation  
Cummins  
Lockheed Martin  
Morgan Stanley  
Navy Federal Credit Union  
Niagara Bottling

Prudential HQ  
Starbucks Corporation  
Target Corporation  
The Boeing Company  
Walt Disney Company

---

# CORPORATE PARTNERS

---

## \$20,000-\$99,999

|                                    |                                    |
|------------------------------------|------------------------------------|
| AAA Northern New England           | L3Harris HQ                        |
| Charles Schwab - Lone Tree         | MetLife Foundation                 |
| Citadel Enterprise Americas        | Mercury Insurance                  |
| CNA - Continental Casualty Company | OneMain Financial                  |
| Costco                             | Owens Corning                      |
| CrossCountry Mortgage              | Safran Family Charitable Fund      |
| Fiserv Solutions, LLC              | Tarsus RX                          |
| Fortis Construction                | Trellance                          |
| Guaranteed Rate Companies          | Territorial Bank of American Samoa |
| Hasbro, Inc.                       | Veterans United Foundation         |
| Higginbotham (TX)                  |                                    |

## \$10,000-\$19,999

|   |  |
|---|--|
| Allegis Global Solutions                      | Lionsgate                                |
| Amwins Insurance Brokerage of California, LLC | Los Angeles Charitable Association, Inc. |
| Bank of America                               | Monat Gratitude, Inc.                    |
| Blank Rome LLP                                | Mufg Union Bank N.A.                     |
| Blue Cross Blue Shield of MA                  | O'Melveny & Myers LLP                    |
| Connexus Credit Union                         | PennyMac Financial Services, Inc.        |
| Fior Scotch                                   | RunGood Poker Series                     |
| Frontier Communications                       | SCA Health - Birmingham, AL              |
| Globe Life and Accident Insurance Company     | SMBC                                     |
| Emerson                                       | Stryten Energy (Motrex LLC)              |
| Goodwin Procter LLP                           | The Home Depot (#5030)                   |
| Greeneville Oil & Petroleum, Inc.             | Wells Fargo                              |
| GSI (GeoStabilization International)          | Western Digital                          |

---

# CORPORATE PARTNERS- IN KIND

---

## \$100,000+

Girl Scout Council of Greater LA  
Girl Scouts of San Geronio Council  
Girl Scouts of Western Pennsylvania  
Gorilla Glue  
Hasbro

L'Oreal  
Living Essentials, LLC  
Starbucks  
Verde Cosmetic Labs, LLC

## \$20,000-\$99,999

Colgate-Palmolive, Inc.  
Ferrara Candy Company  
Girl Scouts of Central Texas  
Girl Scouts of Colorado  
Girl Scouts of Greater Atlanta

Girl Scouts of San Jacinto  
Gojo Industries, Inc.  
Mars Wrigley Confectionery  
W. M. Barr & Company, Inc.

## \$10,000-\$19,999

Eagle Eyes Optics/Suntiger, Inc.  
Girl Scouts of Central Illinois  
Girl Scouts of Northeastern New York  
Girl Scouts of NYPENN Pathways  
Help Heal Veterans

Kraft Heinz Company  
PepsiCo  
Power Crunch, USA  
Road Runner Sports, Inc.



---

# INDIVIDUAL AND FOUNDATION GIVING

---

**\$100,000+**

Car Donation Foundation

**\$20,000-\$99,999**

Gary Sinise Foundation  
Oarsmen Foundation  
Roberta McDaniels  
The Carol Moss Foundation

**\$10,000-\$19,999**

Fred and Peggy Harley Family Foundation  
Joe Hinrichs  
Martin Family Trust

# JULY 2023 - JUNE 2024 FINANCIALS

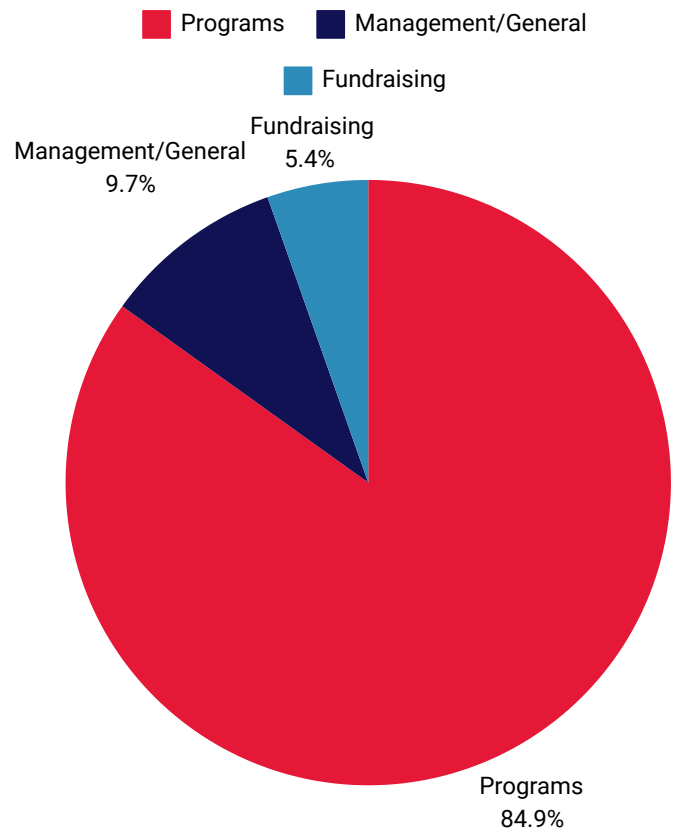
## How We Steward Your Contributions

Operation Gratitude is proud to allocate **nearly 85%** of all financial contributions directly to program services, ensuring that the vast majority of resources support our mission to express gratitude and serve those who protect and defend our nation. Our commitment to financial stewardship and responsible resource management has earned us consistent recognition from leading charity evaluators. Charity Navigator, the nation's largest and most-utilized evaluator of nonprofits, has awarded us their prestigious **4-Star rating**, a distinction given to organizations that exceed industry standards in accountability, transparency, and efficiency. In addition, Guidestar has honored us with their **Platinum Seal of Transparency** for five consecutive years, their highest level of recognition.

### WHERE YOUR CONTRIBUTIONS GO

#### BREAKDOWN OF EXPENSES

| CATEGORY             | AMOUNT       | % OF TOTAL |
|----------------------|--------------|------------|
| PROGRAMS             | \$13,228,000 | 84.9%      |
| MANAGEMENT & GENERAL | \$1,508,000  | 9.7%       |
| FUNDRAISING          | \$836,000    | 5.4%       |
| TOTAL EXPENSES       | \$15,572,000 | 100%       |



# JULY 2023 - JUNE 2024 FINANCIALS

## How We Manage Our Revenue and Support

|                                    | FY 2024<br>(in 000's) |               |
|------------------------------------|-----------------------|---------------|
| <b>Revenue &amp; Support</b>       |                       |               |
| Contributions                      | 6,009                 |               |
| Contributed Goods for Distribution | 6,314                 |               |
| Contributed Services               | 87                    |               |
| <b>Total Contributions</b>         | <b>12,410</b>         |               |
| Investment Income                  | 533                   |               |
| <b>Total Revenue &amp; Support</b> | <b>12,943</b>         |               |
| <b>Functional Expenses</b>         |                       |               |
| Programs                           | 13,228                | 84.9%         |
| Management & General               | 1,508                 | 9.7%          |
| Fundraising                        | 836                   | 5.4%          |
| <b>Total Functional Expenses</b>   | <b>15,572</b>         | <b>100.0%</b> |
| Change in Net Assets               | (2,629)               |               |
| Net Assets, Beginning of Year      | 14,559                |               |
| <b>Net Assets, End of Year</b>     | <b>11,930</b>         |               |



**84.9% allocated directly to programs**

**Income Statement Overview:** Operation Gratitude generated \$12.9 million in total revenue for the fiscal year, with nearly 85% allocated directly to programs supporting our nation's heroes.

## Our Financial Position

|   | 6/30/2024<br>(in 000's) |  |
|---|-------------------------|--|
| <b>Assets</b>                             |                         |  |
| Cash and equivalents                      | 4,240                   |  |
| Investments                               | 3,574                   |  |
| Other current assets                      | 4,406                   |  |
| <b>Total Current Assets</b>               | <b>12,220</b>           |  |
| Property and equipment, net               | 105                     |  |
| Right of Use Asset, operating lease       | 1,131                   |  |
| <b>Total Assets</b>                       | <b>13,456</b>           |  |
| <b>Liabilities &amp; Net Assets</b>       |                         |  |
| Accounts payable & accrued expenses       | 381                     |  |
| Right of Use liability, current           | 434                     |  |
| <b>Total Current Liabilities</b>          | <b>815</b>              |  |
| Right of Use Asset, long term             | 711                     |  |
| <b>Total Liabilities</b>                  | <b>1,526</b>            |  |
| Net Assets without donor restrictions     | 10,745                  |  |
| Net Assets With donor restrictions        | 1,185                   |  |
| <b>Total Net Assets</b>                   | <b>11,930</b>           |  |
| <b>Total Liabilities &amp; Net Assets</b> | <b>13,456</b>           |  |



**Balance Sheet Overview:** A snapshot of our assets, liabilities, and net assets as of June 30, 2024.



---

# THOSE WHO SERVE NEED YOU MORE THAN EVER.

---

Now more than ever, those who serve our nation—Military, Veterans, and First Responders—need our support. The challenges they face, from increased deployments to the demands of protecting our communities, have only intensified. Operation Gratitude stands ready to ensure they feel the appreciation they deserve, providing them with tangible reminders that their sacrifices are not forgotten. By coming together to express our gratitude, we can uplift their spirits and strengthen the bond between those who serve and the communities they protect.

