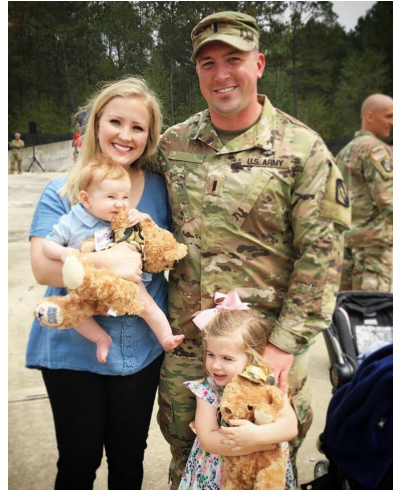


# OPERATION GRATITUDE



## Who We Are

Operation Gratitude is the largest and most impactful nonprofit in the country for hands-on volunteerism in support of Military, Veterans, and First Responders.

## Our Mission

To forge strong bonds between Americans and their Military and First Responder heroes through volunteer service projects, acts of gratitude and meaningful engagements in communities nationwide.



## Why We Exist

Since 2003, Operation Gratitude has provided tangible ways for millions of Americans to say “thank you for your service” to more than 2.5 Million active duty service members, Veterans, First Responders and their families. Building on that foundation, the organization is uniquely positioned to solve an issue that threatens America’s national security -- the civilian-military and larger civilian-service divide. This divide increasingly impacts our ability to effectively recruit and sustain an all-volunteer military and viable police and fire forces that serve and protect our communities. As our nation’s longest war continues and deployments increase, it’s time to stop talking about “what” the divide is and “why” it needs to be solved. It’s time to take action and do something about it. Americans clearly appreciate service men and women and their families and want to bridge this divide. They have demonstrated that through their positive actions serving as Operation Gratitude volunteers -- Millions of grateful citizens have donated their time, talent, and treasure for the past 17 years. We give them a tangible way to say “thank you” and make meaningful connections with those who serve - we are the “how.”

**2.5M+**

CARE PACKAGES DELIVERED  
SINCE 2003

**1M+**

VOLUNTEERS IN 2019

**385M**

SOCIAL REACH

**10,000**

SERVICE PROJECTS ACROSS  
THE NATION IN 2019

# We Believe

- That actions speak louder than words
- That saying “thank you for your service” is the start of a conversation that leads to a better understanding of service
- That hands-on volunteerism, acts of gratitude and meaningful engagements are the best ways to bridge the civilian-service divide



# Our Impact

Since 2003, Operation Gratitude has delivered more than 2.5 Million Care Packages, providing opportunities for countless Americans to say “thank you” and forge strong bonds with their Military and First Responder Heroes through volunteer service projects, acts of gratitude, and meaningful engagements in communities nationwide. In 2019 alone, more than 1 Million volunteers participated in 10,000 Operation Gratitude Service Projects in all 50 states and DC, uniquely positioning the organization to bridge the civilian-service divide. Awarded a 4-Star rating from Charity Navigator and a Platinum rating from Guidestar, 94 percent of Operation Gratitude’s expenditures go directly to programs that support our nation’s men and women in uniform at home and abroad.

# Actions = Impact


*"Thank you so much! I am in the Middle East and will be over the 4th of July, Thanksgiving, Christmas, Halloween, New Years Eve, and my birthday; so this package really made me smile and turned my mood around. It was perfect. You guys are amazing, and from a deployed member, please know you made my deployment that much better knowing I have people who care and still remember us. Semper Fi"*



# Media Assets


- Media approved images and b-roll available here.

# Social Media

 @OperationGratitude

 @OpGratitude

 @opgratitude

 [www.operationgratitude.com](http://www.operationgratitude.com)

# 2019 Media Mentions

- 812 TV spots including Fox & Friends and The Today Show
- 3020 News articles





# WHO WE SERVE



**Deployed Troops:** Volunteers assemble thousands of Operation Gratitude Care Packages containing hundreds of thousands of snack, hygiene, and handmade items at our main facility in Chatsworth, CA, and in organized large scale assembly events across the nation. We ship them, individually addressed, to Soldiers, Sailors, Airmen, Marines, and Coast Guardsmen, who are deployed overseas.

**First Responders:** We are on a mission to say "thank you" to the men and women who serve as Police Officers, Firefighters, and EMTs in communities nationwide. The direct delivery of our signature red Care Pouches to hundreds of departments across the U.S. gives Operation Gratitude team members, volunteers, donors, and corporate partners the opportunity to thank their local First Responders in person.

**Veterans:** We coordinate with VA hospitals, Veteran and nursing homes, Veterans Service Organizations and other best-in-class nonprofits to provide care packages to Veterans of all generations and to provide them with a sense of purpose as volunteers. With our actions we let them know that their service and the sacrifices they made are appreciated and will never be forgotten.

**Recruit Graduates:** Together with devoted community volunteers, we hand deliver Care Pouches to our nation's newest Service Members at Boot Camp graduations across the country. Operation Gratitude congratulates and serves as the first "touch point" for more than 100,000 Recruit Graduates annually, including Airmen at Lackland AFB, Sailors in Great Lakes, IL, Coast Guardsmen in Cape May, NJ and Marines at MCRD in San Diego.

**Wounded Heroes & Caregivers:** We recognize the commitment and dedication of Wounded Heroes and Caregivers from all eras and with our custom designed Care Packages acknowledge and thank each of them in a special and individualized way for their sacrifices. Together with our partners, we continue to serve this community through Care Package deliveries as well as community-building events.

**Military Families:** We send our trademarked "Battalion Buddy" stuffed bears to the children of deployed service members. Our cuddly Battalion Buddies wear tags that say "Hi Brave Young Warrior! I am your Battalion Buddy. I am here to cuddle with you while your Mommy or Daddy is away."

## 2019 STATS

**150,000  
Care Packages**  
to active duty  
Troops, Veterans,  
Wounded Heroes &  
Caregivers

**17,000 Battalion  
Buddies delivered**  
to children of a  
deployed Service  
Member

**175,000 Signature  
Care Pouches**  
to Recruit Graduates,  
Police Officers,  
Firefighters, and EMTs

# MEDIA COVERAGE

## National News

- Fox and Friends - 12 Days of Giving, December 23, 2019
- Fox and Friends - New York City Assembly Day, September 5, 2019
  - JFK JetBlue Hangar
  - Paracord Bracelets
  - Handmade with Love
  - Letter Writing
  - Beanie Babies
- Military Times - Kevin Schmiegel and Patrick Burke co-authors, September 10, 2019
- MarthaStewart.com - Red Scarf Challenge, April 12 2019
- Ty Bentli Show - Podcast with CEO, December 3, 2019



## Local News

- San Diego Assembly Day - USS Midway Museum, May 26, 2019,
  - KUSI News Part 1, Part 2, Part 3, Part 4, Part 5
  - NBC 7, KGTV ABC 10, KSWB FOX 5
- Baltimore Assembly Day - CSX, June 1, 2019, B&O Railroad Museum
  - WBAL TV 11 (in studio), WBFF Fox 45 Part 1, Part 2, Part 3, Part 4
- Baltimore Sun article Philadelphia Assembly Day - July 11, 2019
- Philadelphia Police FOP #5 - ABC
- Nashville Assembly Day - CSX/August 17, 2019, Music City Center - The Tennessean article
- New FOB Opening, KTLA 5, February 28, 2020, CA



## Operation Gratitude Assembly Days

- 5-min Operation Gratitude film of our history and Vision 2020
- Baltimore Assembly Day
- Los Angeles Assembly Day
- San Diego Assembly Day
- D.C. Assembly Day
- Philadelphia Assembly Day
- NYC Assembly Day

