



2020 IMPACT REPORT






20 **IMPACT** 20

AT A GLANCE

APPROXIMATELY
1.2M
VOLUNTEER HOURS
VS 1.8M IN 2019


620.6K
HEROES
IMPACTED
VS 371K IN 2019


498K
HANDMADE
ITEMS
VS 335K IN 2019

6.8M+
 PRODUCTS
DONATED


3.48B
NEWS
REACH
+102% VS 2019



2020

VOLUNTEERISM

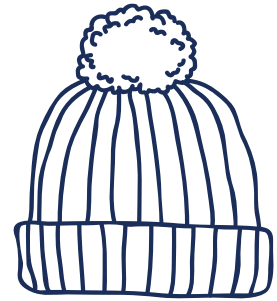
289K
PARACORD
BRACELETS
CREATED
VS 148K IN 2019



559K
LETTERS OF GRATITUDE
WRITTEN



VS 452K IN 2019



53K
HANDMADE KNITS
DONATED
VS 64K IN 2019

 APPROXIMATELY
1.2M
VOLUNTEER HOURS
VS 1.8M IN 2019

Operation Gratitude gives millions of Americans the opportunity to express appreciation through hands-on volunteerism to lift the spirits of their Military and First Responder Heroes both nationally and worldwide.

ONLINE VOLUNTEER
INQUIRIES
25,730
★★★★★★★★

VS 20K IN 2019

 **3,652**
GROUP
SERVICE
PROJECTS
VS 6K IN 2019



64K
HANDMADE CARDS
CREATED
VS 47K IN 2019



2020

PROGRAMS



620.6K
HEROES
IMPACTED

VS 371K IN 2019

Operation Gratitude lifts the spirits of Deployed Troops, recruit graduates, veterans, military families, first responders and healthcare heroes.

50.8K
DEPLOYED **TROOPS**



15.7K
MILITARY
CHILDREN



13.9K
LOCAL
TROOPS



1.8K
WOUNDED HEROES
+ CAREGIVERS



54.9K
VETERANS



16.5K
RECRUIT
GRADUATES



16K
FIRST RESPONDERS



COVID-19 RESPONSE

57.9K
VETERANS + NATIONAL GUARD



164.5K
FIRST
RESPONDERS



228.2K
HEALTHCARE
PROVIDERS



2020

DEVELOPMENT



67
LARGE-SCALE
CORPORATE
PARTNERSHIPS



209
EMPLOYEE
ENGAGEMENT
PROGRAMS



6.8M+
PRODUCTS
DONATED

INDIVIDUAL GIVING



\$446K
ONLINE FUNDS
RAISED
THROUGH CLASSY
VS \$353K IN 2019

GIVINGTUESDAYNOW
+
GIVINGTUESDAY

**OVER
\$100K
RAISED**



498K
HANDMADE
ITEMS
VS 335K IN 2019



2020

MEDIA

TOTAL MEDIA EXPOSURE

33,440

INDIVIDUAL MEDIA MENTIONS



+90% VS 2019

\$35.7M
EARNED
MEDIA



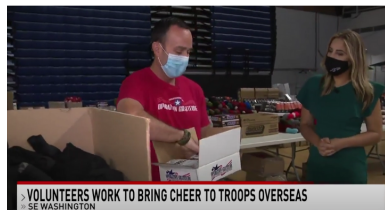
117.05M
TV + NETWORK-OWNED RADIO
REACH
+74% VS 2019

3.48B
NEWS
REACH
+102% VS 2019

400.5M
SOCIAL
REACH
+4% VS 2019

HIGHLIGHTS

BROADCAST



PRINT

People

Dr. Jill Biden joins Operation Gratitude to send holiday cheer to Deployed Troops overseas.

THE HILL

Bridging the divide happens when words meet action

NEW YORK POST

Gratitude and service through virtual volunteerism

O
THEOPRAH
MAGAZINE

Operation Gratitude bringing communities together with Halloween candy



2020

ORGANIZATION

Operation Gratitude's mission is 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.

33
EMPLOYEES
FROM 13 IN 2018

MILITARY | VETERAN | SPOUSE

45%
OF EMPLOYEES
FROM 15% IN 2018

WE BELIEVE

Actions speak louder than words



Saying "thank you for your service" is the start of a conversation that leads to a better understanding of service



Hands-on volunteerism, acts of gratitude and meaningful engagements are the best ways to bridge the civilian-service divide



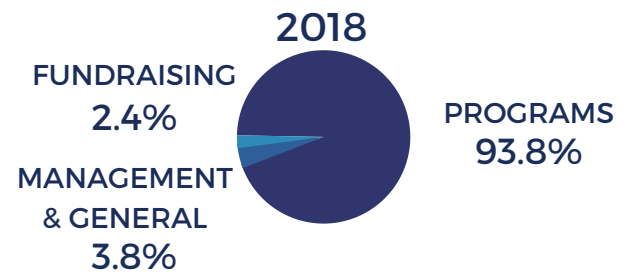
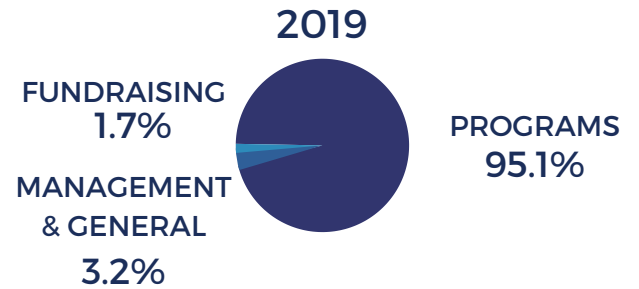
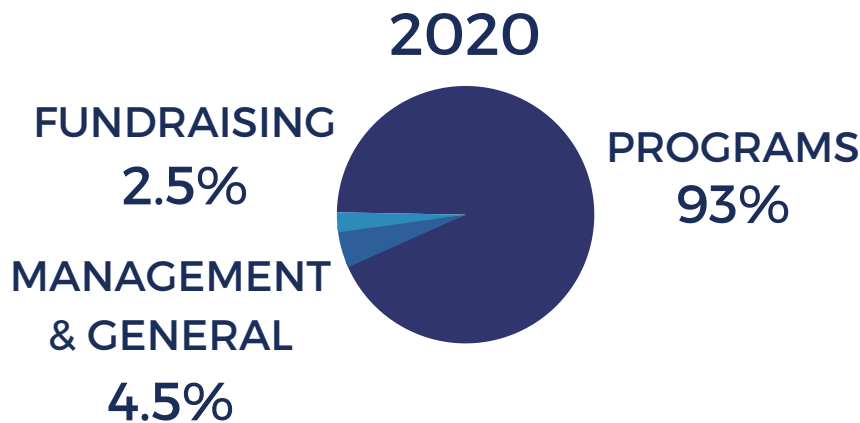
Through empathy, we will continue to encourage our volunteers, our recipients, our employees, and the communities we touch across this country to forge bonds and come together to make a difference.

2020

FINANCIALS

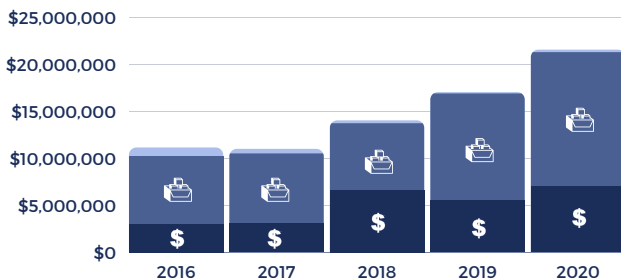
FUNCTIONAL EXPENSES

BY YEAR

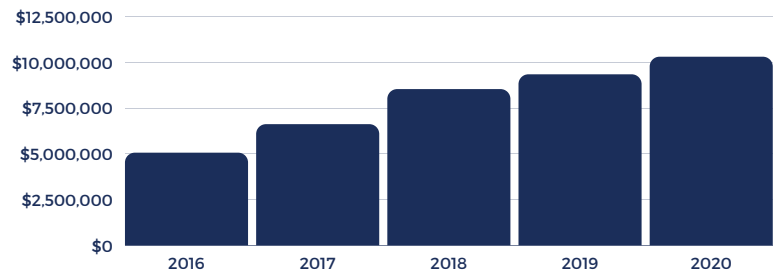


At Operation Gratitude, we are proud to have received a 4-Star rating from Charity Navigator and the coveted Platinum rating from Guidestar for five consecutive years, demonstrating our commitment to transparency and financial efficiency.

REVENUE GROWTH BY YEAR



VALUE OF GOODS DONATED BY YEAR



Complete audited financials available at <https://www.operationgratitude.com/financials/>