

IN GR

CRIMON GRATITUME

JANUARY 2022-JUNE 2023 STAKEHOLDERS REPORT

OperationGratitude.com Operation Gratitude 19748 DEARBORN ST, CHATSWORTH, CA 91311

TABLE OF CONTENTS

- 03 WHO WE ARE
- 04 LETTER FROM OUR FOUNDER
- 05 18 MONTH REVIEW
- 06 FOCUS AREAS SERVICE VOLUNTEERISM GENEROSITY
- 19 FINANCIALS
- 20 ON THE HORIZON

WHO WE ARE

<u>Operation Gratitude</u> is a nationwide nonprofit whose mission is to lift spirits, say Thank You to our Military and First Responder communities, and honor their service by creating opportunities for all Americans to express their gratitude through hands-on volunteerism. In March 2003, Operation Gratitude sent its first four care packages to deployed service members in Iraq. Since its inception, the organization has delivered nearly 4 million Care Packages to Deployed Troops, Recruit Graduates, Veterans, Military Families, and First Responders. The Volunteers of Operation Gratitude are a generous and spirited grassroots network of Americans joined in common cause to say "Thank You" to all who serve our great nation. For more information, visit <u>OperationGratitude.com</u> or follow us on social media.



A LETTER FROM OUR FOUNDER

This year- 2023- marks the 20th anniversary of Operation Gratitude, an extraordinary and unique achievement for a grassroots, volunteer-fueled organization! We are proud of our many accomplishments over these twenty years, both in terms of the number of Care Packages sent and the countless Americans impacted by our mission—including both our Volunteers who create the packages, and the Military and First Responder members who receive them.

During the 18-month period from January 2022-June 2023, Operation Gratitude held over 60 Assembly Events nationwide to assemble and distribute 464,000 Care Packages to our nation's Service Members and First Responders. These numbers far surpassed our initial goal, increasing the number of Care Packages shipped by 110%, due primarily to the unexpected deployments to the Eastern European Theatre in response to the Ukraine crisis.

The economic environment in 2022 and 2023 was difficult across the United States. Like many non-profits and companies, our revenue was negatively impacted. Individual and corporate giving decreased while the cost of shipping packages both domestically and overseas increased immensely. Despite these challenges, and with your extraordinary generosity, we were able to continue providing critical support to our nation's Military and First Responder communities without interruption.

As we look to the future, we remain committed to our mission of saying "Thank You" and providing unique volunteer opportunities for every American to express their gratitude and support to all who serve. We also understand the importance of prioritizing financial sustainability in 2024 and beyond, to ensure we can continue to make a positive impact for many years to come.

Thank you for being a part of our journey and for your unwavering support. We look forward to sharing more stories and exciting news with you in 2024, including the assembly of our 4 Millionth Care Package!

WIth gratitude, Carolyn Blashek Founder



18 MONTH REVIEW

CARE PACKAGES

Operation Gratitude Care Packages and bulk shipments impacted 464K recipients.



738K

64K

VOLUNTEER HOURS

Our nationwide network of volunteers dedicated 496K hours of their time and support to say "thank you" to all who serve.

HANDMADE ITEMS

Volunteers worldwide crafted 738K "Handmade with Love" items, including paracord lanyards and bracelets, and knitted scarves.



PRODUCTS DONATED

Our corporate partners generously donated 8.9 million items to support and uplift our military and first responders.

SERVICE

The center of our mission is the selfless service of our nation's Deployed Troops, Veterans, Recruit Graduates, Military Families, and First Responders. We also take pride in our Operation Gratitude Volunteers across America and around the world who express their gratitude and lift the spirits of our nation's Service Members and First Responders.

54K

RECRUIT GRADUATES

We were honored to express the gratitude of the American people to 54,000 of our newest service members

111K

DEPLOYED TROOPS

We shipped 111,000 of our volunteerassembled Care Packages to Soldiers, Sailors, Airmen, Marines

81.9K

VETERANS

Operation Gratitude Care Packages were sent to 81,900 Veterans across the country, letting them know that their service and sacrifices are not forgotten..

173K

FIRST RESPONDERS

Operation Gratitude Care Packages were received by 173,000 First Responders across the country to show appreciation for their service to our communities

41K

MILITARY FAMILIES

Volunteers hand-filled 41,000 Operation Gratitude Battalion Buddy bears to bring comfort to the children of deployed service members











RECIPIENT TESTIMONIES

We received our care packages over the weekend, and I would like to personally thank you all for everything you all do. The care packages brought so much joy to my Sailors that I wish I can convey that through email. -USS Nimitz





"The deputies and staff were absolutely THRILLED to receive the care packages!! We are so grateful for the thoughtfulness. I heard one deputy say "the most important thing out of this entire box is the handwritten note that truly makes you feel like you're appreciated and making a difference." Several others said "Man, this is some really cool stuff!" and "after a long day of shift work, this really filled me up." They happily traded paracord bracelets and beanie babies and just increased morale in general. "

GLOBAL CARE PACK



SHIPS SUPPORTED

USS George W Bush USS Truxton USS Delbert D Black USS Michigan USS Leyte Gulf USS Nitze USS Farragut USS Gerald R Ford USS The Sullivans USS Makin Island USS Chancellorsville USS Sampson USS Tripoli USS Michigan Blue USS Kearsarge USS Forrest Sherman USS Gunston Hall USS New Mexico USS New Hampshire USS San Jacinto

USS Spruance USS Rushmore USS Mobile Bay USS Harry S Truman USS Fitzgerald USS Nimitz USS Abraham Lincoln USS Gridley USS Frank Cable USS Benfold USS Russell USS Antietam USS Ronald Reagan USS Wyoming USS Bainbridge USS Cole USS Gravely USS Ashland **USS** America

USS Jason Dunham USS Ralph Johnson USS Arleigh Burke USNS Able USNS Effective USNS Impeccable USNS Loyal USNS Victorious USNS Arctic

08 | January 2022-June 2023 Stakeholders Report

AGE DISTRIBUTION

Major Units Supported

101st Airborne Division 1st Battalion 502nd Infantry Regiment 1st Security Force Assistance Brigade 2nd Battalion 108th Infantry 2nd Battalion 7th Cavalry Regiment 3rd Battalion 3rd Marines 3rd Battalion 4th Air Defense Artillery Regiment 3rd Battalion 501st Regiment
746th Combat Sustainment
Support Battalion
3rd Brigade Combat Team
Electronic Attack Squadron VAQ134
Naval Marine Construction Battalion 11
Patrol Squadron VP10

VOLUNTEERISM

Operation Gratitude Volunteers are a nationwide network of enthusiastic Americans who share a common goal of expressing gratitude to all who serve our nation. Our volunteers participate in various activities such as assembling Care Packages, writing letters, knitting scarves and hats, making paracord bracelets and lanyards, and sharing their passion for service.

243.8K LETTERS OF GRATITUDE

Americans of all ages wrote 243,800 letters of gratitude which were included in our Care Packages to Service Member and First Responders

223K

PARACORD BRACELETS

Handmade with Love Volunteers created 223,000 functional and meaningful paracord bracelets and lanyards for our Care Packages.

222K

HANDMADE CARDS

Operation Gratitude Volunteers put their crafting skills to work making 222,000 greeting cards that our deployed troops can use to write home to their loved ones.

49K

HANDMADE KNITS

During cold winter months, we include a lovingly handknit scarf or hat in the Care Packages we send to our Service Members and Veterans. Our Handmade with Love Volunteers created 49,000 of these handmade knits this year.

3,481 GROUP SERVICE PROJECTS

3,481 volunteers participated in hands-on events to support our nation's heroes.











VOLUNTEER TESTIMONIES

"I love serving as an Operation Gratitude volunteer because the organization provides many opportunities for me to demonstrate my appreciation to many of our country's Heroes. Volunteering also enables me to carry on the legacy of selfless service of my family's fallen Hero, Captain Jesse Melton III, USMC. I am determined to seize every opportunity to assure our Heroes that I along with many others are very grateful for their service.

-Janice Chance, Owings Mills. MD

BOB D. Los Angeles, California

"When I volunteer at Operation Gratitude, at the end of the day I always feel like I'm cheating because no matter how much I give, I always feel that I got more out of the experience. There is no doubt in my mind that you meet the finest people when you volunteer. I have made lifelong friendships, including with many people who are from stations higher than mine and normally our paths may not have crossed. Being a Veteran, I know the value of a letter or a package when you are away from home. Most assume that everyone has family and friends that provide that touch of home with letters and packages, but that is just not the case. Operation Gratitude fills that gap. I encourage nearly everyone I meet to at least give it a try; most will continue to return to Operation Gratitude."

Myles, Brown Reston, Virginia

"My favorite thing about volunteering is the positive impact I can have on those in need.

I have always wanted to support the men and women who serve our nation in the armed services. My Eagle Scout project involves assembling 800 comfort kits and 800 hygiene kits for distribution through Operation Gratitude. I am excited about and grateful for the opportunity to supply active duty military personnel with these comforts and reminders from home."



We want to put smiles on the faces of our Military personnel and First Responders and let them know their sacrifices are recognized and appreciated. While I love helping pack the care packages, assemble the Battalion Buddies and make the paracord bracelets, my favorite thing is being able to hand a care package directly to a New Recruit as they graduate from Basic

training at Lackland AFB.

-Karen Mueller, San Antonio, Texas

My favorite thing is being able to hand a care package directly to a New Recruit as they graduate.

Our Care Packages are a culmination of our 20 years of experience. We take great care and thought in selecting useful and appreciated products for our recipients. We are grateful for the generosity of both individual grass-roots donors and corporate partners who contribute products to our cause.

GENEROSIT

\$1.2M

The selfless spirit and generosity of individuals across the country and around the world raised \$1.2 million in individual giving to fulfill our mission.

\$941K GRANTS & FOUNDATION GIVING

The generosity of family and corporate foundations provided invaluable support, amounting to \$941,000.

\$6.1M

CORPORATE DONATIONS

Through generous corporate financial contributions totaling \$6.1 million, we were able to honor the service of our military and first responders.

\$15.3M PRODUCTS DONATED

Corporate donors provided products valued at \$15.3 million for our Care Packages.









CORPORATE

\$100,000 +

- Avanti Press, Inc
- Bayer Healthcare
- CNA
- Conair Professional
- Cummins
- CSX
- Ferrara Candy Company
- Girl Scout Council of Greater Los Angeles
- Girl Scout of Central California South
- Girl Scouts in the Heart of Pennsylvania
- Girl Scouts of Greater Atlanta
- Girl Scouts of San Gorgonio Council
- Gojo Industries, Inc.
- Gorilla Glue
- Haleon
- Hasbro (Wizards of the Coast)

- Johnson & Johnson Consumers, Inc.
- L'Oreal
- Liquid I.V.
- Living Essentials, LLC
- Lockheed Martin
- Mars-Wrigley Confectionary
- Maurices
- Navy Federal Credit Union
- Niagara Bottling
- Owens Corning
- O'Melveny & Myers
- Power Crunch, USA
- Prudential
- SA Company
- Starbucks
- Target
- W. M. Barr and Company

\$20,000-\$99,999

- AbbVie
- Cabeau, Inc.
- CarMax Auto Super Stores Inc.
- Chapstick (Glaxo Smith-Kline)
- Compeer Financial
- Connexus Credit Union
- Core Training
- Cross Country Mortgage
- CVS Health
- Eagle Eyes Optics/ Suntiger, Inc.
- Fiserv (First Data Corporation)
- Girl Scouts of Central Illinois
- Girl Scouts of Colorado
- Girl Scouts of NY Penn Pathways
- Girl Scouts of San Jacinto
- Girl Scouts of Western Pennsylvania

- Hasbro
- Kate's Real Food
- L3 Harris
- Mercury Insurance
- Monat Gratitude Inc.
- Morgan Stanley
- Motley Fool
- OneMain Financial
- Penny Mac Financial Services
- Savage Services
- Southern Glazers Wine & Spirits
- Teksystems Inc.
- The Veteran Holistic Group (Guru Nanda)
- Veterans United Home Loans
- VGW Luckyland Inc.
- Walt Disney Company

PARTNERS

From donating products that our military and first responders will enjoy, to rallying employees to join our compassionate force of volunteers, we are grateful for all of our corporate sponsors that make our Care Packages so special.

"This event helped remind us of the sacrifices made by our servicemembers every day. It helped bring our department together because we know the recipients do so much for this Nation and appreciate these small Care Kits while deployed away from home. It reinforced the selfless service of our military personnel."

\$10,000-\$19,999

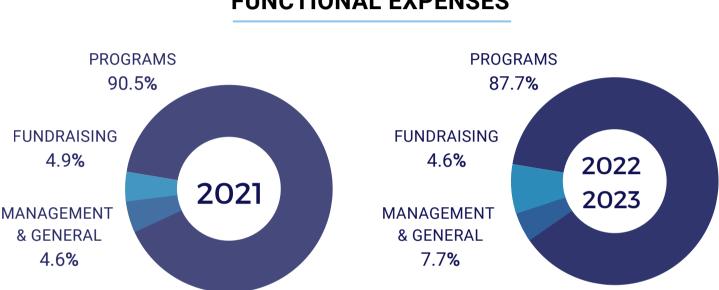
-Diane (Lockheed Martin)

- 84 Lumber Company
- Bristol Myers Squibb
- Business Solver
- Cigna
- Citadel
- Colgate-Palmolive Inc.
- Dot's Pretzels
- Duke Cannon
- Express Scripts
- Girl Scouts of California Central Coast
- Girl Scouts of Citrus Troop #1630
- Girl Scouts of Green & White Mountains
- Girl Scouts of Maine
- Girl Scouts of Mix Council
- Girl Scouts of Northeastern New York

- Girl Scouts of Northern New Jersey
- Girl Scouts of Oregon & SW Washington
- Girl Scouts of Western New York
- Globe Life & Accident Insurance
- Good Suite
- HD- Supply
- Hormel Foods Corp
- Irresistible Foods
- JP Morgan Chase
- Kia America
- Lexis Nexis Risk Solutions
- Lund Food Holding Inc.
- Pilot Corporation of America
- Road Runner Sports
- Santander Consumer
- Ultra- Herley
- Verizon
- Yahoo

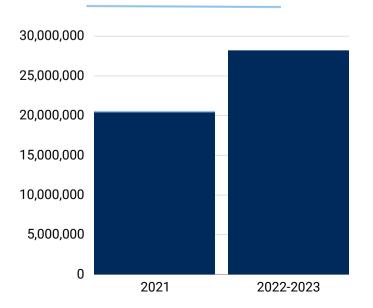
JAN 2022-JUN 2023 FINANCIALS

Operation Gratitude allocates nearly 90% of all financial contributions to program services. Our strong financial stewardship has been recognized by Charity Navigator, awarding us a 4-Star rating, and Guidestar, awarding us the prestigious Platinum rating for five consecutive years. This demonstrates our unwavering commitment to financial excellence and transparency.

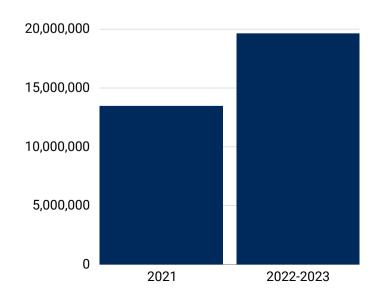


FUNCTIONAL EXPENSES

TOTAL REVENUE



VALUE OF GOODS DONATED



18 | January 2022-June 2023 Stakeholders Report

THOSE WHO SERVE NEED YOU MORE THAN EVER.

Since the delivery of our first four Care Packages in March 2003, we have successfully delivered nearly four million Care Packages to courageous individuals who chose to serve our nation. Our primary aim is to express unwavering support to Deployed Service Members, their children at home, Recruit Graduates, Veterans, and First Responders. We stand united in honoring their bravery and service while offering Americans nationwide an opportunity to say "thank you" to all who serve.

OperationGratitude.com

Operation Gratitude 19748 DEARBORN ST, CHATSWORTH, CA 91311