



JOHNNY MAC  
SOLDIERS FUND

# **2018 ANNUAL REPORT**

**OPERATION FIVE YEARS OF IMPACT**

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# SITUATION

JOHNNY MAC SOLDIERS FUND

WWW.JOHNNYMAC.ORG



Dear Friends of Johnny Mac Soldiers Fund,

2018 was a GREAT year for Johnny Mac Soldiers Fund and our 700+ scholarship recipients. It was also quite busy. We held five large-scale events last year, introducing the Fund in new locations—on the West Coast in Los Angeles and in The Palm Beaches of Florida. At year end, our diligent fundraising efforts resulted in awarding \$4,238,500 in scholarships to military children of the fallen or disabled, bringing our total scholarship funding since 2014 to \$12,000,000! Once again, in 2018, ninety-five cents of every dollar we spent went toward our scholarship and education programs, and we held our administrative and fundraising expenses to just 5% of our total expenses. Along the way, we had fun! What a joy to meet and work with donors and sponsors, nonprofit partners, and especially our

Johnny Mac Scholars and their family members.

In keeping with our military roots and mission, our 2018 annual report is brought to you in the traditional military Operations Order (OPORD) format. The OPORD describes the situation a unit faces, the mission of the unit, and the supporting activities the unit will conduct in order to achieve the commander's desired outcomes. We're excited to share our 2018 results with you, along with a glimpse of some of the very special military children we're serving.

As I reflect on 2018, I attribute our sustained success to an unwavering commitment to these four hallmarks of Johnny Mac Soldiers Fund:

**TRUST** – We work hard to earn and keep your trust through transparency in all we do.

**RESULTS** – Dedicated to achieving revenue and programs growth year-over-year.

**EXCELLENCE** – Every little detail matters! We truly want to be the best we can be.

**AUTHENTICITY** – We're building genuine lasting relationships with everyone in the Johnny Mac community.

There is much more work to be done. We believe in our duty to help as many military families as we can. Thank you for joining us on our mission.



Gratefully,  
MaryEllen Picciuto  
President

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## MISSION

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Johnny Mac Soldiers Fund honors military service and sacrifice by providing scholarships to veterans and military family members, particularly to children of our nation's fallen and disabled.



Johnny Mac Scholar  
Brandi Anderson  
Stetson University '19  
Dad U.S. Navy PO2 Michael Anderson  
was KIA in Iraq on May 2, 2004.

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# MISSION

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We have a responsibility to those people who are willing to put themselves in harm's way for the rest of us.

## GLOBAL WAR ON TERROR CASUALTIES



Since 2001, our military has been continuously engaged in combat operations, and our nation has lost over 6,900 deployed service members in the defense of our country and freedom. In 2018, more service members lost their lives in training than in combat action. All of those brave men and women left behind thousands of children. Johnny Mac Soldiers Fund is committed to ensuring an education for those military kids. It's our duty.

\*DoD Casualty Report as of May 17, 2019



“Johnny Mac, by providing scholarships, is not just helping me pay a tuition bill. They gave me hope.”  
—Kelli Campbell

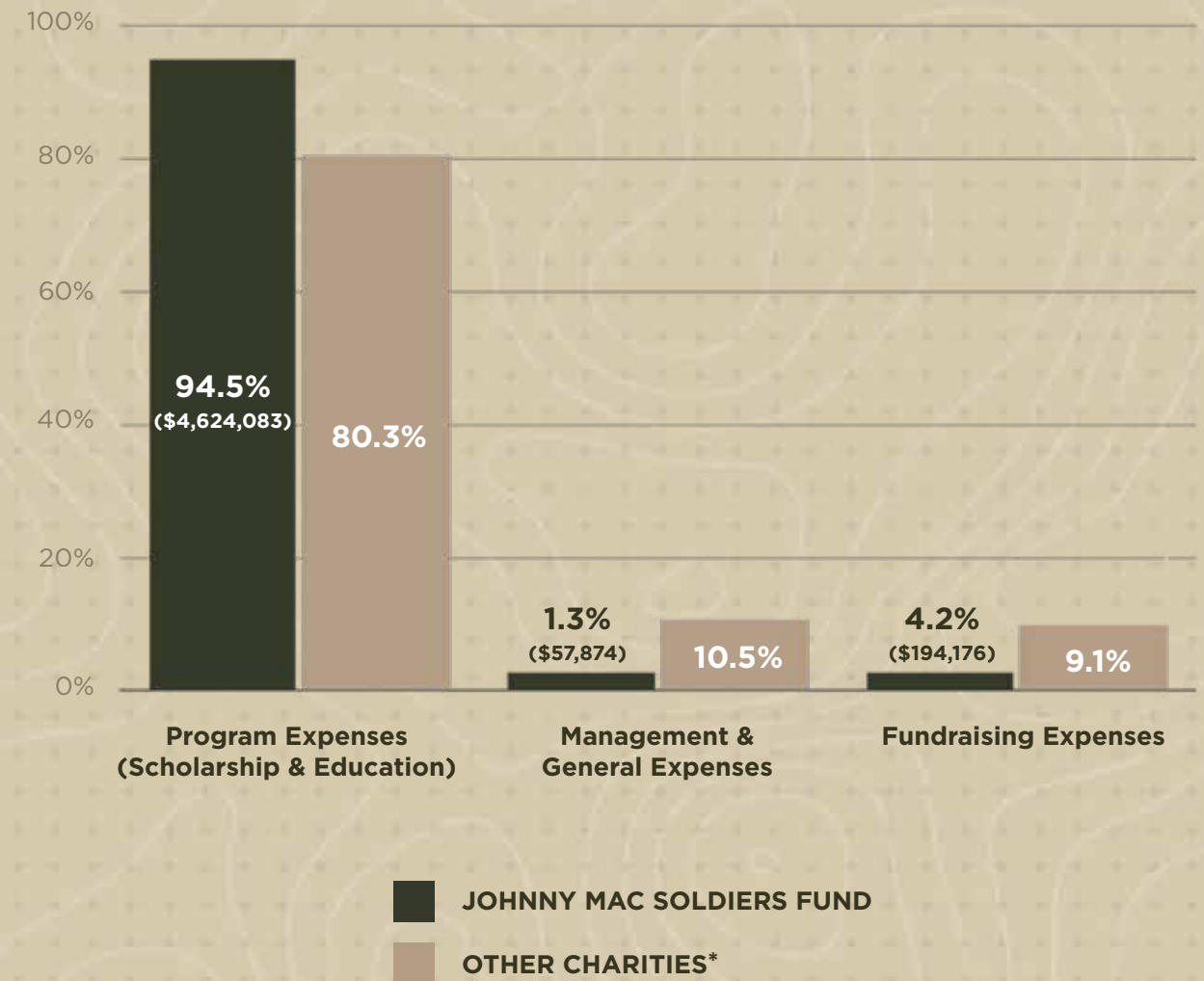
**Kelli Campbell and Family**  
U.S. Marine Major Shawn Campbell died on January 14, 2016, in a helicopter collision while training off the coast of Hawaii.

# Our 2018 Impact and Financials

\$5,651,797 Raised for scholarships and operations  
 800+ Donors and sponsors  
 1,207 Donations made to Johnny Mac Soldiers Fund  
 700+ Scholarships funded

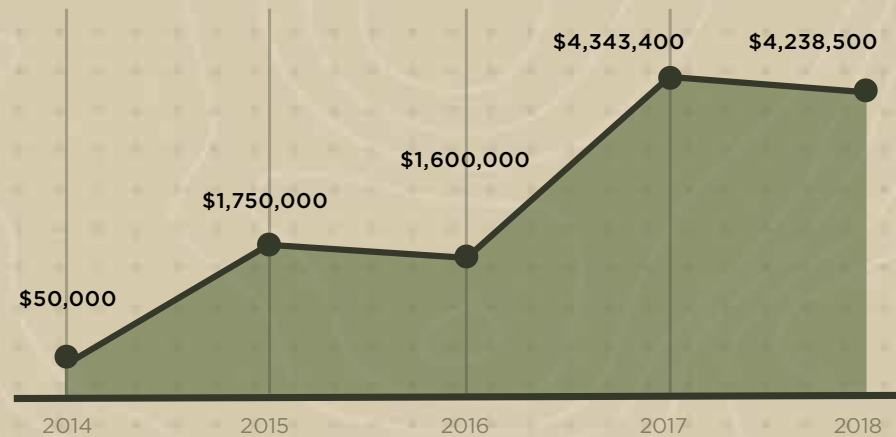
In 2018, Johnny Mac Soldiers Fund devoted nearly 95 cents of every dollar to college scholarships and education programs. The remaining five cents funded our organization’s management and general expenses (payroll, office equipment, and supplies, etc.) and fundraising expenses.

## OUR FINANCIAL EFFICIENCY



\*According to Charity Navigator’s average of 8,649 evaluated charities.

# Five Years of Impact



**Scholarship Funds Awarded  
(in dollars)**

Total awarded 2014–2018=  
**\$11,981,900**

Since 2014, Johnny Mac Soldiers Fund has supported over 1,500 scholarship students attending universities, community colleges, and technical schools in 49 states across the U.S. and in two international locations. Our average scholarship amount is \$6,000. Johnny Mac Scholars represent families of all branches of the U.S. Armed Forces: Army, Navy, Air Force, Marines, and Coast Guard.



**Johnny Mac Scholar  
Boston Gilbert**

**Southern Methodist  
University '20**

**Dad U.S. Air Force  
Major Troy Gilbert was KIA in  
Iraq on November 27, 2006.**

|    |                          |                   |
|----|--------------------------|-------------------|
| 03 | EXECUTION                |                   |
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# Scholarship Strategy and Programs

Since our inception in 2014, Johnny Mac Soldiers Fund has funded all of its scholarships and education programs through best-in-class nonprofit partners sharing the common goal of honoring military service by providing education opportunities to veterans and military family members that need them most.

We have a proactive process to identify top-tier nonprofit organizations that align with our mission and values. Carefully and deliberately selected, we've validated our partners in a number of areas including mission, leadership, fiscal responsibility, and results and accountability. Each partner is an IRS-designated 501(c)(3) public charity.



**Our partner funding is 100% restricted to scholarships and specific education programs. We do not fund our partner nonprofit administrative or fundraising expenses.**

Our funding strategy and partners are integral to our overall efficiency and to the delivery of our programs—scholarships for veterans and military family members, especially children of our nation's fallen and disabled.

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# EXECUTION

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## 2018 Fundraising Highlights

3 Galas in Houston, Atlanta, and Beverly Hills with Jimmy Kimmel as our emcee  
2 Golf tournaments at West Point, NY, and at PGA National, Palm Beach Gardens, FL  
1,394 Caring supporters attended our 2018 events  
Generous inaugural grant from the David Moradi Foundation  
Retired U.S. Army Colonel Don Fallin through-hiked the Appalachian Trail in support of our mission, raising nearly \$20,000









## Zachary and Elizabeth Fisher Distinguished Civilian Humanitarian Award

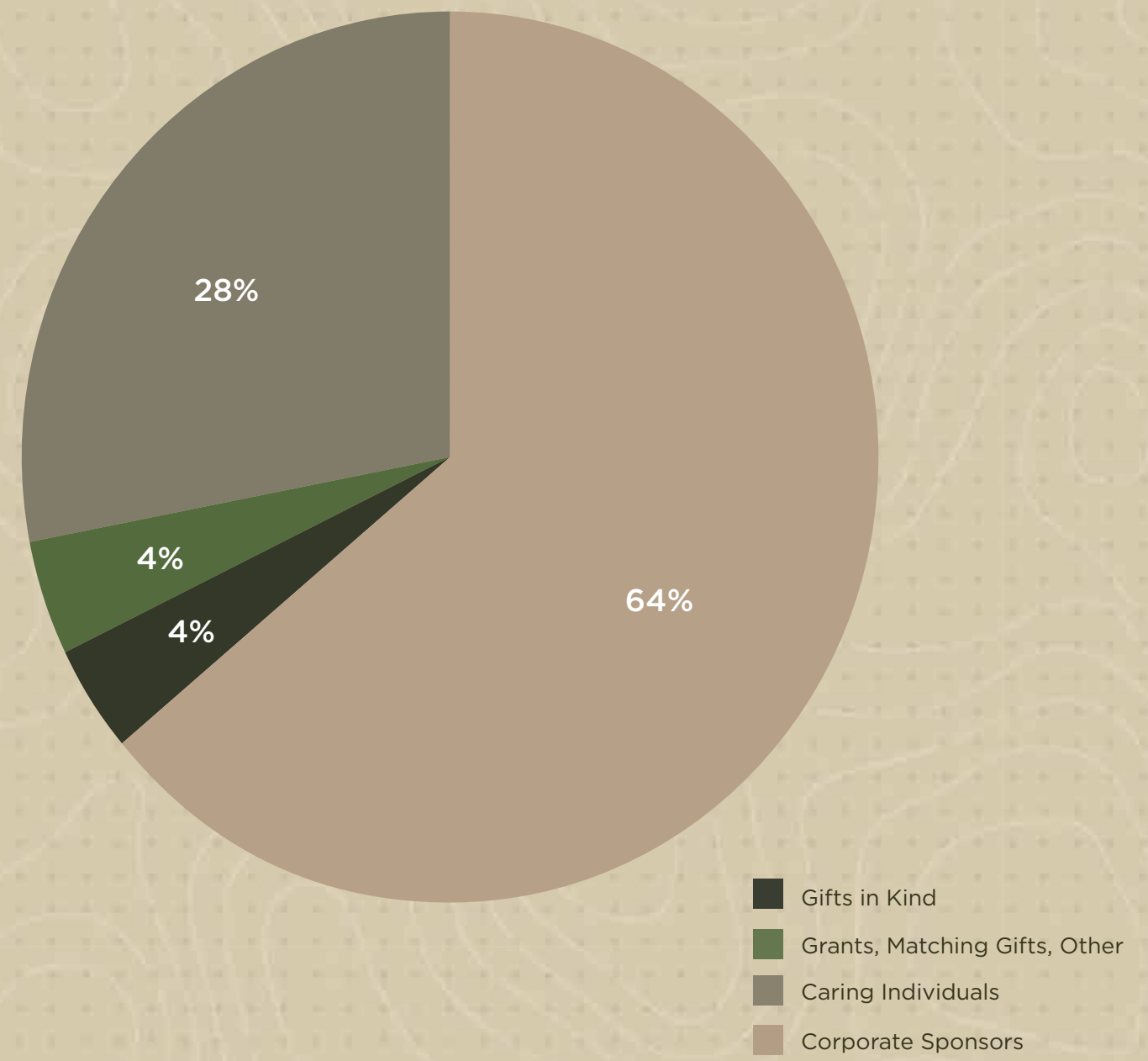
In 2018, Johnny Mac Soldiers Fund received the Zachary and Elizabeth Fisher Distinguished Civilian Humanitarian Award. This Armed Forces award annually recognizes one individual or organization that demonstrates exceptional patriotism and humanitarian concern for members of the military and their families.



**Johnny Mac Soldiers Fund President MaryEllen Picciuto proudly accepts the award from Secretary of the Air Force Heather Wilson in a ceremony at the Pentagon on October 22, 2018.**



## 2018 SUPPORT



## The Johnny Mac Soldiers Fund Family

We love our family. From donors and sponsors to fundraisers and brand partners, and from friends and advocates to Johnny Mac staff and board members, we have formed a passionate, patriotic, and powerful network of supporters that make our work possible and help us achieve results.

# Earn Your Boots

Coinciding with back-to-school time in late summer of 2018, we launched our Earn Your Boots campaign, a recurring revenue fundraising program. Donors sign up on our website to support our Johnny Mac Scholars on a monthly recurring basis, year after year. We ask for just \$20 per month. This campaign provides Johnny Mac Soldiers Fund with additional financial security and a predictable monthly revenue stream. We continue to grow this program. Have you Earned Your Boots?





## Mercedes-Benz USA

Johnny Mac Soldiers Fund is fortunate to collaborate with best-in-class brand Mercedes-Benz to help elevate awareness around our mission and “drive” long-term progress. For every vehicle sold in the U.S., Mercedes-Benz USA makes a donation to Johnny Mac Soldiers Fund.

We’re so grateful for all the caring people at Mercedes-Benz USA in Atlanta, the 350+ Mercedes-Benz dealerships across the country, and all Mercedes-Benz clients.

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## SUSTAINMENT

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# Get Involved

**Enlist today!** There are many ways to join us on our mission.

**Donate**—We are a fundraising organization and every gift is important to us.

- Become a corporate partner
- Introduce us to potential supporters
- Help us grow our Earn Your Boots program
- Shop for us
- Plan your own fundraising campaign for us

**Attend our events**—Galas to golf tournaments!

- Sponsor our events
- Volunteer
- Introduce us to talent for our events

**Raise awareness**—Talk up our mission and programs in your network.

- Follow us on social media
- Shop our Johnny Mac store



**Johnny Mac Scholar**  
**Courtney Horrigan**  
**Texas State University '16**  
**Dad U.S. Army MSG**  
**Robert Horrigan was KIA**  
**in Iraq on June 17, 2005.**

**05** **COMMAND AND SIGNAL**  
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## Our Leadership

Our nearly all-veteran board of directors governs major Johnny Mac Soldiers Fund decisions and approves all college scholarship and education programs. Board members offer insight and oversight, advance the Johnny Mac Soldiers Fund mission, and steer the organization toward a sustainable future.

## BOARD OF DIRECTORS



**Steve Cannon**  
 Johnny Mac Soldiers Fund Founder

“There is a debt we owe to those who make the ultimate sacrifice. And that debt is to take care of the families left behind.”



**Anthony J. Guzzi**  
 Johnny Mac Soldiers Fund Founder

“We can make a difference. We can do something that’s bigger than ourselves.”

- Joe Agresti
- Dave Anderson
- Pat Antonietti
- Doug Black
- Patrick Daly
- Joseph M. DePinto
- James DiOrio
- Bob Eisiminger
- Dietmar Exler
- Salvatore Fichera
- Terry Finley
- Alex Gellert
- Salvatore Giardina
- Kurt Gutierrez
- Robert Healy

- James E. Hoyt, Treasurer and Clerk
- James Hradecky
- Bob Lockett
- Victor Losure
- John Magness
- James McHugh
- Rick Minicozzi
- William F. Murdy
- Patrick O’Connor
- Stan Olson
- Richard Pascoe
- MaryEllen Picciuto, President
- David Urban

In 2018, the board of directors contributed 23% of the Fund’s total revenue.



## Our Inspiration

**Colonel John M. McHugh made the ultimate sacrifice while serving our country; now, he serves as our inspiration.**

Johnny Mac Soldiers Fund was founded by members of West Point's Class of 1986 in memory of our classmate Colonel John "Johnny Mac" McHugh. Killed in action on May 18, 2010, while serving in Afghanistan, Colonel McHugh had honorably and capably served our country for 24 years. He left behind a family and five children.

What began as a small effort to help one classmate's family quickly transformed into a mission to help as many military families as possible. John's tragic death became our West Point Class's call to action.



**Classmates from West Point's Class of 1986 attend our 2018 Atlanta Gala.**



**With sincere appreciation for their support and  
generous donation of services to create this annual report.**



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