2017 ANNUAL REPORT
OPERATION GIVING BACK
Dear Friends of Johnny Mac Soldiers Fund,

Welcome to our first annual report! We’re proud to bring you news of our progress since our founding in 2014 and, especially, to share the successes of 2017. In keeping with our military roots and mission, we’ve fashioned this first annual report effort after the traditional military Operations Order (OPORD). The OPORD describes the situation that 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. What could be more appropriate for this first Johnny Mac Soldiers Fund report?

2017 was a banner year for Johnny Mac Soldiers Fund in serving military families and children. Together—with you, our supporters and friends—we raised nearly $5,750,000. More importantly, we awarded $4,343,400 in scholarships to military children of the fallen or disabled. Ninety-five cents of every dollar we spent went toward our scholarship programs. Our administrative and fundraising expenses comprised only 5% of our total expenses. We’ll tell you more in our OPORD on the following pages, and you’ll get a glimpse of some of the wonderful military children we’re helping.

Each day at Johnny Mac Soldiers Fund, we work to earn and keep your trust. We are completely committed to achieving results the right way, and to attaining nothing short of excellence in everything we do. We strongly believe that our authenticity helps us build lasting relationships with you, our donors and sponsors; with our nonprofit partners; and, ultimately, with our Johnny Mac scholarship recipients.

Thank you for joining us on our mission.

Gratefully,
MaryEllen Picciuto
President
Johnny Mac Soldiers Fund
Johnny Mac Scholars 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.
We have their backs.

Our volunteer force needs to know we have their backs.

Since 9/11, our military has been engaged in 16 years of conflict. As a result, our nation has lost over 6,500* service members in the defense of our country and freedom. Those brave men and women left behind approximately 5,550 children.** Johnny Mac Soldiers Fund is committed to ensuring that those children achieve their college education dreams. It’s the least we can do.

*DoD Casualty Report as of May 25, 2018
**2016 DoD Military Demographics Report
Our 2017 Impact

$5,748,831 Raised*
558 Johnny Mac Scholarships Funded
100 Laptop Computers Donated to Eligible Students (valued at $239,900)
658 Military Children Realizing Their Educational Dreams

*This number represents the amount raised for both scholarships and operations.
2017 Financials

In 2017, Johnny Mac Soldiers Fund devoted 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.
Four Years of Impact

Scholarship Funds Awarded (in dollars)

Total awarded 2014–2017 = $7,743,400

Johnny Mac Scholars (# of students)

Total scholarship students supported 2014–2017 = 990
2017 Fundraiser Highlights

Our supporters inspire us with their generosity, enthusiasm, and commitment to helping fund education for the children of our military’s fallen and disabled.

2 Galas in Houston and Atlanta
1 Golf Tournament at West Point, NY
1,027 Caring Supporters Attended Our Events
800+ Donations Made to Johnny Mac Soldiers Fund
Scholarship Strategy

Johnny Mac Soldiers Fund awards all of its scholarships through trusted nonprofit partners. We have a proactive process for identifying top-tier nonprofits 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, results, and accountability. Each partner is an IRS-designated 501(c)(3) public charity.

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

Our strategy and partners are integral to our overall efficiency and to the delivery of our programs—scholarships for veterans and military family members, particularly the children of our nation’s fallen and disabled.
Our Programs Since 2014

Since our inception in 2014, Johnny Mac Soldiers Fund has funded scholarship and education programs through best-in-class nonprofit partner organizations. All share the common goal of honoring military service and sacrifice by providing scholarships and education programs to the veterans and military family members that need them the most.

| Focus on the children of our nation’s military fallen and disabled |
|---------------------|---------------------|---------------------|
| Military Families Served | Current Partners | Solutions |
| 939 | Scholarships for college. |

| Focus on veterans |
|------------------|---------------------|---------------------|
| Military Families Served | Current Partners | Solutions |
| 51 | Education programs for veterans transitioning to the civilian sector. Johnny Mac’s support is directed toward specialized education program scholarships at Stanford University, Dartmouth University, and elsewhere. |

| Focus on surviving military family members |
|------------------------------------------|---------------------|---------------------|
| Military Families Served | Current Partners | Solutions |
| 1,600 | Outreach to military families who have lost a loved one in service. Johnny Mac’s support is directed toward helping families secure all education benefits for which they are eligible. |
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.
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.
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.

In 2017, the board of directors contributed over 30% 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 of 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. The call to duty is as clear and compelling now as it was over 30 years ago when these classmates graduated from West Point and pinned on their lieutenant bars.

“Education is opportunity. If we can help continue to provide that opportunity, that certainly would be consistent with what John would want us to do.”
— Brother and board member Jim McHugh

“Since my father was killed in action, I have learned that I will never completely heal, but that’s okay. My life has taken on a new normal. I can allow my father’s death to hold me back, or I can use it as motivation to move forward and help better the amazing country for which he died. Every day, I am moving forward to make my soldier proud.”
— Daughter Kelly McHugh Stewart