



JOHNNY MAC
SOLDIERS FUND

2022 Annual Report

OPERATION EDUCATION

01 | SITUATION



These Johnny Mac Scholars took a brief break from their studies and joined us at our 2022 Atlanta Gala to share their stories of love and loss with our community of supporters. Our Scholars are joined by our Master of Ceremonies, the talented Charissa Thompson of Amazon Prime's Thursday Night Football and Fox NFL Kickoff on Sundays.

FROM OUR JOHNNY MAC PRESIDENT

THANKS FOR BEING PART OF OPERATION EDUCATION IN 2022.

DEAR JOHNNY MAC SOLDIERS FUND FRIENDS,

Welcome to our latest annual report! We're excited and proud to tell you about our successes of 2022 and our continued progress over the nine years since our founding in 2014. In keeping with our military background and mission, we've loosely fashioned this report after the military Operations Order which details the situation a unit faces, its mission, and all the supporting activities the unit will conduct in order to achieve the commander's desired outcomes.

In 2022, our desired outcome was to raise enough funds to award \$5,000,000 in scholarships by year end. We were thrilled to be back to our normal operations and optempo—2 galas, a golf tournament, and a “ginormous”

Army-Navy tailgate—along with the constant momentum of all our other day-to-day fundraising and activities.

We are pleased to report that we awarded \$5,011,000 this past December in scholarships to veterans and military family members, especially to children of the fallen or combat wounded. It was our largest annual scholarship investment since we started up Johnny Mac Soldiers Fund. These pages of **OPERATION EDUCATION** capture some of the highlights for you.

Thank you for your participation and unwavering trust and support that made that record \$5M in scholarships possible. We endeavor to be the most appreciative, careful—and caring—stewards of your generous donations and sponsorships. We are still that organization that is large in scope, but small in overhead.

In 2023, we are starting all over again as usual—giving back through education to the children of the military men and women who have given so much for us. Although combat operations in Iraq and Afghanistan have ceased,



some 150,000 service members are deployed around the world; our duty to continue supporting those who serve is ever clear and present. We look forward to seeing you along the way this year at West Point, Atlanta, Foxboro, MA, and other locations.

Thank you for joining us on our mission to help provide an education for the children of our American heroes. We couldn't do it without you.

WITH APPRECIATION,

MaryEllen Picciuto
PRESIDENT

OUR MOTIVATION

7,000

combat deaths
since 9/11

50,000

combat injuries
since 9/11

900

service member deaths
each year due to training,
accident, illness and other
non-combat causes

150,000

service members
now deployed away
from home

Twenty years of combat produced grim figures. These are the thousands of military families Johnny Mac Soldiers Fund strives to help by **giving back through education.**



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My dad's military service means everything to me. It was not only an example of infinite loyalty, but also the pure definition of a selfless sacrifice... His service has inspired me to make a greater effort to work hard, not only [in] school but in daily life to achieve a good career for myself.

JENDAYAH GIST is a sophomore at Metropolitan Community College of Kansas City where she majors in construction management. Her father, U.S. Army Sergeant Milton Gist, died on January 30, 2007 of wounds sustained when an IED detonated near his vehicle during combat operations in Ramadi, Iraq.

OUR MISSION

Johnny Mac Soldiers Fund is a nonprofit organization that honors military service and sacrifice by providing scholarships to veterans and military family members, especially to children of our nation's fallen or disabled.

WE ARE GIVING BACK THROUGH EDUCATION.



JOSEPH TARLAVSKY is a psychology major at Hamilton College in Clinton, NY. His goal is to eventually become a therapist in the Army to help soldiers. Joseph's father was U.S. Army Captain Michael Y. Tarlavsky, a Special Forces officer decorated with both the Silver Star and the Purple Heart. CPT Tarlavsky was serving on Operation Iraqi Freedom when he was Killed in Action during a raid in Najaf on August 12, 2004.



EXECUTING THE MISSION WITH INTEGRITY

2022 was our 9th fiscal year already—we can't believe it! Since our founding in 2014, Johnny Mac Soldiers Fund has raised \$39M for our mission. Independently audited each year, we prioritize excellence and results, earning the nonprofit industry's highest accolades for our commitment to fiscal responsibility and transparency, along with effective nonprofit operations and donor stewardship, strong leadership, and sustainability. Our audit results and tax returns are posted on our website for your inspection.

In 2022, the Northern Virginia Chamber of Commerce named Johnny Mac Soldiers Fund its Veteran Service Organization of the Year for our distinguished service to veterans and military families in the Greater Washington business community. We are very proud of this recognition in an area of our country that is so heavily populated by veterans and military families.



94%

spent on scholarships, education programs, and directly related expenses.

6%

spent on our operating expenses



OUR 2022 FUNDRAISING

It was great to carefully resume our normal fundraising operations in 2022! We enjoyed seeing you at our Houston and Atlanta Galas, our annual golf tournament at our “home” course at the U.S. Military Academy at West Point, and at our Army-Navy Tailgate at the Philadelphia Sports Complex. Three out of OUR four large-scale events were \$1M+ fundraisers!

YOU undertook a variety of fundraising projects for us, too. And there seems to be no shortage of creativity, ingenuity, and dedication to the JMSF mission judging from your efforts: the Kiskiack Golf Club Tourney in Williamsburg, VA; auction of “The Golden One,” an original painting; Machu Picchu-Salkantay Trail crowdfunder; “NCS Cares” internal employee year-end campaign (with company matching); and Facebook fundraisers, just to name a few.

Check out some of our 2022 fundraising highlights and photos on the following pages. There is no doubt that we put the “FUN” into fundraising! Thank you to all our 2022 donors, sponsors, advocates, and volunteers for your support throughout a very successful fundraising year.

\$5.5M

In 2022, we raised nearly \$5.5M total across all our fundraising events, initiatives, and projects; our revenue was up over our previous year, so we funded more scholarships!

\$95K

Donated goods and services—printing, postage, golf balls, gift cards, food and beverages, marketing, legal services, and more—your gifts in kind saved us a ton of expenses in 2022!

30%

Our monthly donation program, Earn Your Boots, continues to grow and was up 30% over the previous year. These monthly recurring gifts are providing scholarships! It’s easy to sign up on our website.

3,294 MILES

The lengths you’ll go for JMSF! The “Kenny Walks Across America” crowdfunder raised \$38K and incredible awareness over the 7-month walk from Washington, DC to Encinitas, CA by retired Army Colonel Kenny Mintz.

2,500 FANS

The number of revelers at our Army-Navy tailgate! A \$1M+ fundraiser, this event featured all-volunteer food and beverage providers—unbelievable support! And Army won the game in a historic overtime finish.

\$240K

A new fundraising record for our 9th annual Johnny Mac Memorial Golf Tournament at our “home” course, the West Point Golf Course. A generous donor paid all tourney expenses for the third year in a row.

\$2.6M

Our Houston and Atlanta Galas together raised over \$2.6M. It was great to see you and gather again in our gala format, something we hadn’t done since 2019.

\$2.2M

National sponsorship of Mercedes-Benz USA and other valued corporate and foundation partnerships, sponsorships, donations, and matching gifts.

\$39M

Total raised since our founding in 2014.



OUR 2022 SCHOLARSHIP FUNDING OF \$5,011,000

We raise funds each year—all year—for our scholarship programs. At the end of 2022, we awarded \$5,011,000 for college scholarships and education programs for veterans and military family members. This funding is providing 1,000 scholarships to military children of the fallen or disabled.

Our 2022 scholarship and education funding was our largest annual scholarship investment since we started up Johnny Mac Soldiers Fund in 2014.



This scholarship means so much to me because I feel as if I'm representing my father in a way. I hope to make each donor proud... I want to thank everyone who contributed to this organization.

MCKENZIE McMAHON is a freshman at University of Nebraska-Lincoln where she is an exercise, nutrition, and health sciences major and aspires to become a physical therapist and work in military rehabilitation centers. Her father was U.S. Army Captain Jason McMahon who died of combat wounds sustained in an insurgent attack in Afghanistan. He was posthumously awarded the Silver Star.

Since 2014, we've provided nearly **\$30 million** to more than **4,500** Johnny Mac Scholars.

OUR SINCERE THANKS TO ALL OF YOU FOR BEING PART OF THIS EXTRAORDINARY IMPACT.

9 YEARS OF SCHOLARSHIP FUNDING



TOTAL AWARDED \$29,723,900



MERCEDES-BENZ USA



It has been our privilege to collaborate with best-in-class brand Mercedes-Benz to help elevate awareness around our mission and “drive” long-term results. Our six-year leadership sponsor relationship with Mercedes-Benz resulted in donations valued at more than \$12M, with consistent support from dealerships and exposure to clients across the country.

We proudly honored MBUSA with our 2022 Giving Back Through Education Award for the company’s extraordinary support, sponsorship, and collaboration. We’re deeply appreciative of MBUSA staff members, dealers, and caring clients for honoring military service through scholarships.

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I can truly say that without my father, I would not be the student, the leader, nor the person I am today, and I would likely not have achieved nor completed nearly as many of the accomplishments that I have without him.

HECTOR APONTE is a freshman and mechanical engineering major at Norwich University. He hopes to serve in the military once he completes his education. Hector’s father is U.S. Army Sergeant Timothy Aponte, a Purple Heart recipient who sustained multiple serious combat injuries in a rocket attack while serving in Samarra, Iraq.



OUR LEADERSHIP

Members of our board of directors have a daily commitment to the Johnny Mac mission of giving back through education and our organization's guiding values of trust, results, excellence, and appreciation.

Some might say our board is large. We would agree! It is large on leadership, generosity, passion for the mission, serving others, volunteerism, and family. Twenty-four directors are veterans.

Our board of directors governs major decisions and approves all college scholarship and education program funding. Board members actively fundraise, offer insight and oversight, advance the Johnny Mac mission, and help steer the organization toward a sustainable future.

In 2022, board members demonstrated their personal commitment to Johnny Mac Soldiers Fund by donating 20% of our total revenue. Please visit our website to learn more about each dedicated director on our board.



IN MEMORIAM

JOHN MAGNESS served on the Johnny Mac Soldiers Fund Board of Directors from June 2017 until his untimely passing on February 5, 2023. John died just hours after summiting Mount Aconcagua in Argentina, one of the highest mountains in the world at 22,837'. He was participating in the "Aconcagua Challenge" expedition to raise funds and awareness for Johnny Mac Soldiers Fund. John was a dedicated, generous, patriotic leader on our board and a fierce supporter of our mission. We are forever grateful that he shared his immense talents and passion for serving Gold Star children and military families. He was our classmate, teammate, and friend, serving others until the end.

BOARD OF DIRECTORS

Joe Agresti	Bob Eisiminger	Tony Guzzi	Bill Murdy
Dave Anderson	Dietmar Exler	Rob Healy	Bill Noble
Doug Black	Sal Fichera	Ted Hoyt	Pat O'Connor
Steve Cannon	Terry Finley	Jim Hradecky	Rich Pascoe
Patrick Daly	Malcolm Frost	Bob Lockett	MaryEllen Picciuto
Joe DePinto	Alex Gellert	Vic Losure	David Urban
Jim DiOrio	Butch Giardina	Jim McHugh	
Dean Dorman	Kurt Gutierrez	Rick Minicozzi	

OUR INSPIRATION



As our name suggests, we are inspired by the memory of Colonel John “Johnny Mac” McHugh. On May 18, 2010, twenty-four-year Army officer Colonel McHugh was killed in action while serving our country on Operation Enduring Freedom in Afghanistan when his military convoy was attacked by a suicide bomber.

A group of his West Point classmates began raising money for John’s family with the intent of ensuring the five McHugh children could all go to college. Later, this group of classmates believed they could help many more military families. On April 10, 2014, Johnny Mac Soldiers Fund was formed and designated by the IRS as a nonprofit organization. Now, nine years later, Johnny Mac Soldiers Fund has served thousands of military children and families.



On September 17, 2022, West Caldwell, NJ officials ceremoniously changed the town’s Orton Rd. to “Colonel John McHugh Pl” to honor and remember Colonel McHugh’s military service and sacrifice. West Caldwell Mayor Joe Tempesta Jr. presided over the patriotic hometown dedication ceremony while McHugh family members, teammates, and neighbors looked on. The dedication took place just a few doors down from the Orton Rd. home in which Johnny Mac and his 3 siblings were raised.



42395 Ryan Road, Suite 112-242
Ashburn, Virginia 20148

info@johnnymac.org
703.729.3291

www.johnnymac.org



SCAN TO DONATE



Thank you for generously donating
all printing and mailing associated
with this year's annual report.