



JOHNNY MAC
SOLDIERS FUND

2023 Annual Report

OPERATION URGENT MISSION

We've loosely fashioned our annual report after a military operations order (OPORD), the directive a commander issues to describe the situation his or her unit faces, its mission, how the unit will execute its mission, and all the supporting activities the unit will conduct in order to achieve the commander's desired outcomes. Given our military background and the Johnny Mac mission, we think it's a fitting way to organize our activities and achievements of 2023.

FROM OUR JOHNNY MAC PRESIDENT

Completing our 10th fiscal year in 2023, Johnny Mac Soldiers Fund has clearly evolved into a trusted resource, reliable partner, and sustainable funder. Thank you for being part of our community and 2023 Operation Urgent Mission.

It was a challenging but fulfilling 2023! We were on the road with 4 hefty fundraising events: we made it back to Dallas for our 2nd Dallas Gala; held our 6th Atlanta Gala; visited my alma mater for our annual Johnny Mac Memorial Golf Tournament at the U.S. Military Academy's West Point Golf Course; and closed out the year with our colossal Army-Navy pre-game tailgate at Gillette Stadium in Foxboro, MA. Amidst these events, we coordinated a myriad of day-to-day fundraising campaigns and activities, met with many supporters, collaborated with our dedicated program partners, and celebrated the achievements of our Johnny Mac Scholars.

We doubled our staff—now there are 2 of us!—by adding Operations Director Joanne Hyman. Jo is a U.S. Air Force Academy graduate

who served 9 years on active duty with roles in the Air Force Special Operations Command and directing ceremonies for the Secretary of the Air Force and Air Force Chief of Staff. Jo hit the ground running at Johnny Mac; we're so fortunate to have this capable and caring veteran in our squad.

In December, we awarded \$5,100,000 in scholarships to immediately impact 1,000 military children of our nation's fallen, combat wounded, or disabled—yet again, our largest annual scholarship investment since we founded Johnny Mac Soldiers Fund. It was an immensely gratifying and exhilarating finish to an exceptionally energetic year. I hope you enjoy some of our 2023 highlights and details in the following pages of OPERATION URGENT MISSION.



With my new "wingman" Jo Hyman at our 2023 Atlanta Gala

In 2024, we're commemorating the 10th anniversary of Johnny Mac Soldiers Fund and a decade of successfully funding 6,000 Johnny Mac Scholars. It is still exciting and compelling to work on a mission that means so much to all of us—YOU included—in this community. We hope to see you along the way this year at West Point, Atlanta, Washington, D.C., and other locations. Thank you for being part of our URGENT MISSION. We couldn't do it without you.

WITH APPRECIATION,

MaryEllen Picciuto
PRESIDENT

OUR MOTIVATION

7,000

combat deaths

50,000

combat wounds

900

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

150,000

service members now deployed away from their home posts and bases

There are an estimated 50,000 children of fallen or severely wounded service members as a result of the combat operations following 9/11—and the majority of those children are college-aged now. Our duty to support the families and children of those who serve is ever clear and present. **It is our URGENT MISSION.**

AVERY MILLS attends Liberty University where she majors in criminal justice and homeland security. Avery plans to use her degree to pursue a law enforcement career and hopes to work with the Federal Bureau of Investigation.

Avery's dad, Major Eddie Mills, retired from the U.S. Army in 2016 after serving for 21 years. His distinguished career included a deployment to Afghanistan for which he was awarded the Bronze Star with Valor. At his retirement, he was 100% disabled with Post Traumatic Stress Disorder. MAJ Mills passed away in 2018.



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.
THIS IS OUR URGENT MISSION.**

“

As a scholarship recipient I am grateful for the generosity of everyone who made such an effort possible. It means the world to my mother and me that there is still support for us out there; that despite losing our loved one we are not forgotten or cast aside.

AIDEN VITAL is a civil



engineering student at Arizona State University. Aiden's father was U.S. Army Sergeant Frank B.

Hernandez who served our country for three years. In 2005, during a deployment in support of Operation Iraqi Freedom, SGT Hernandez was killed in action when an improvised explosive device detonated near his vehicle.

OUR 2023 FINANCIALS

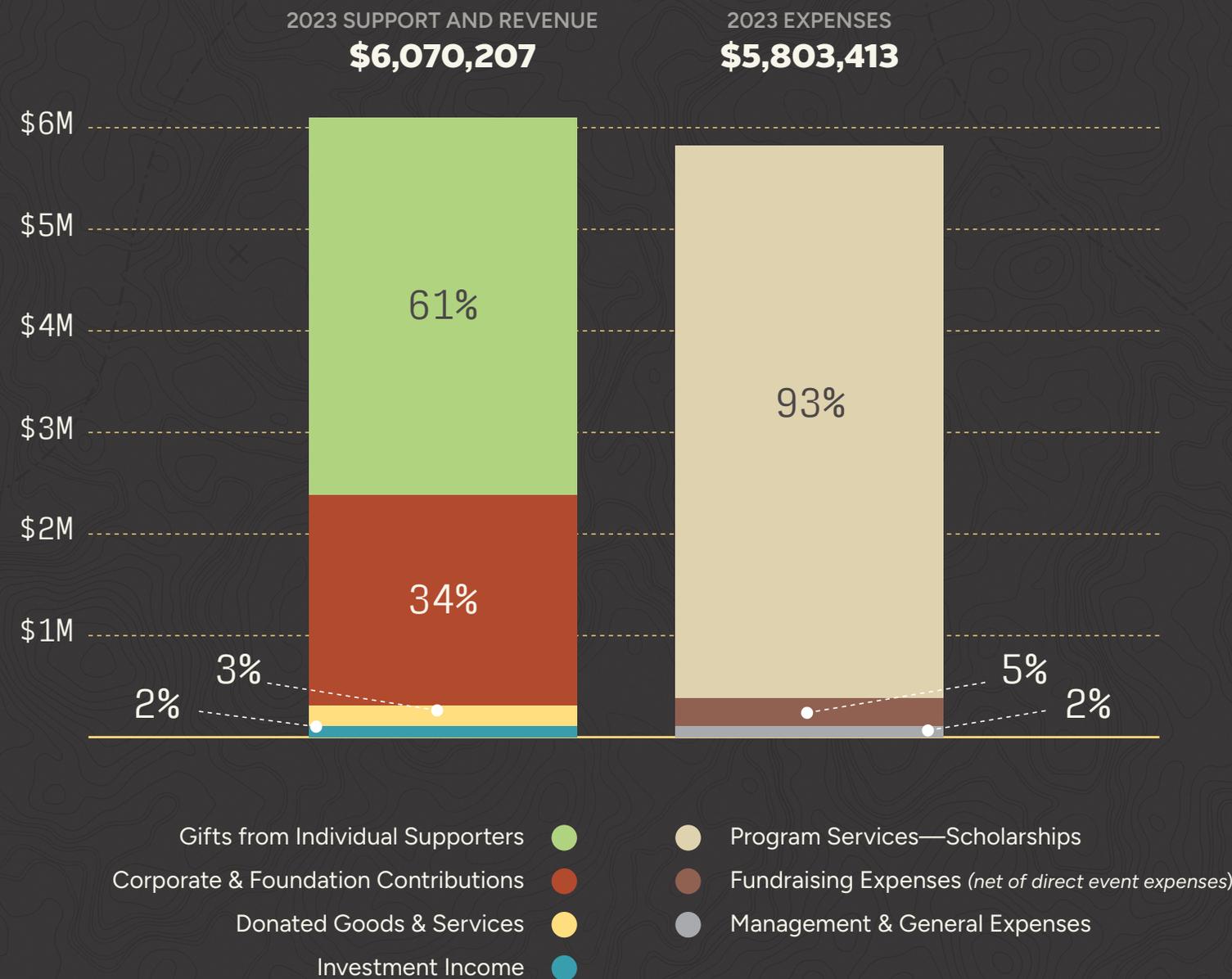
Since our founding in 2014, Johnny Mac Soldiers Fund has raised **\$45M** for our scholarship mission and operations. In 2023, we raised **\$6M** through a variety of projects and initiatives. We prioritize high performance and results while we exercise appropriate fiscal restraint and responsibility. We carefully manage our resources to ensure our organization’s sustainability. Independently audited each year, you’ll find our audit results and tax returns posted on our website.

We’re earning the nonprofit industry’s highest grades for our commitment to financial integrity and transparency along with effective nonprofit operations and governance.



2023 FINANCIAL SNAPSHOT

TOTAL RAISED IN 2023
\$6,070,207



OUR 2023 FUNDRAISING

We loved seeing you at the four large-scale fundraising events that we held in 2023. Three out of these four events were \$1M+ fundraisers!

We returned to Dallas for the second time and Atlanta for the sixth time for our two galas. Our annual golf tournament was at our “home” course at the U.S. Military Academy at West Point. A generous donor paid all golf tourney expenses for the fourth year in a row!

Three thousand revelers attended our Army-Navy Tailgate at Gillette Stadium in MA. This event featured 28 food and beverage sponsors and volunteers providing nearly all the nosh and libations for all those tailgaters. To top it off, Army won the football game!

Thank you to our generous donors, sponsors, and dedicated volunteers for making this year a blockbuster fundraising success.



MORE 2023 FUNDRAISING

Amidst our large-scale events, we coordinated a myriad of day-to-day fundraising campaigns and projects—many of them initiated by YOU! There was no shortage of imagination, dedication, or effort with fundraising activities including crowdfunding campaigns, golf tournaments around the U.S., receptions, companywide fundraising campaigns, and proceeds from book and art sales.

We also had no scarcity of donated goods and services which saved us a ton of expenses.

Thank you for your dedication to the Johnny Mac Soldiers Fund mission.



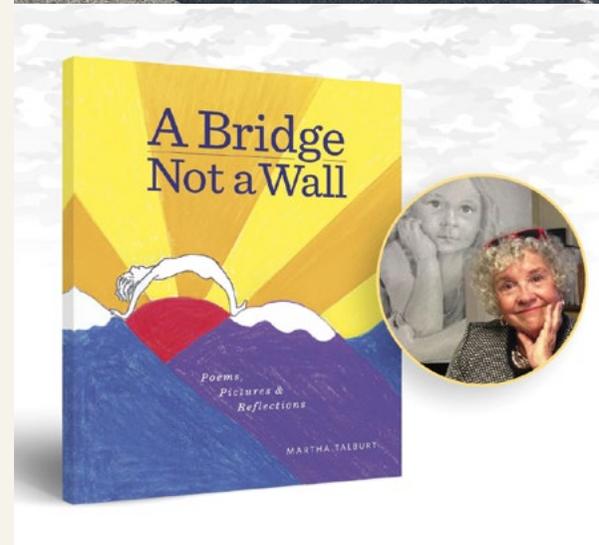
Merkley+PARTNERS



"I will shave my head if the NCS team meets the donation goal!"



Travis Feller
Senior Product Director



HOYT LEGAL



OUR 2023 IMPACT

We raised funds all year for our scholarship programs. At year end, we awarded **\$5,100,000** 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 2023 scholarship and education funding was our largest annual scholarship investment since our founding in 2014.



JOHNNY MAC SCHOLAR

DIANA WAGONER is a student at Bob Jones University in Greenville, SC where she majors in elementary education in hopes of becoming a teacher one day.

Diana's father, Army Staff Sergeant Terry Daniel "Sparky" Wagoner, was on his second deployment to Iraq when he was killed in action by an improvised explosive device in September of 2007.



TEN YEARS OF
IMPACT

\$34,823,900

TOTAL FUNDING AWARDED

6,233

SCHOLARSHIPS TO MILITARY CHILDREN
OF THE FALLEN OR DISABLED

OUR VOLUNTEERS

Our “boots on the ground” at our events are our platoon of volunteers helping us with a myriad of important tasks like greeting guests, staffing registration tables, modeling our merch, stuffing and handing out swag bags, receiving shipments of event supplies... and much more. Our volunteers sing the National Anthem, serve as emcee, march in the color guard, and deliver keynote speeches! We’re fortunate to have their dedication, time, and energy in support of our URGENT MISSION.

We salute our many 2023 volunteers—**thank you.**



OUR LEADERSHIP

We are veterans. We are business leaders. We stopped wearing the uniform, but we didn't stop caring about the military.

With about 200 years of combined military service amongst them, the members of the board of directors share a unique bond which makes them care very deeply for the Johnny Mac Soldiers Fund mission and inspiration.

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 our organization toward a sustainable future.

In 2023, our board of directors personally contributed 20% of our donation revenue.

BOARD OF DIRECTORS

Joe Agresti
Dave Anderson
Doug Black
Steve Cannon
Patrick Daly
Joe DePinto
Jim DiOrio
Dean Dorman
Bob Eisiminger
Dietmar Exler

Sal Fichera
Terry Finley
Malcolm Frost
Alex Gellert
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Tony Guzzi
Rob Healy
Ted Hoyt
Jim Hradecky

Bob Lockett
Vic Losure
Paul Magness
Jim McHugh
Rick Minicozzi
Bill Noble
Pat O'Connor
Rich Pascoe
MaryEllen Picciuto
David Urban

As of March 1, 2024

IN MEMORY OF JOHN MAGNESS

We lost one of our truly exceptional board members on February 5, 2023—John Magness. In the wake of John's tragic passing, we received an outpouring of love, support, and your generous donations. To honor his legacy of service, his steadfast commitment to serving Gold Star children and military families, and his affinity for Special Operations Forces, our board of directors dedicated \$1 million in memory of John Magness for scholarships for surviving children of Special Operations Forces lost in the line of military duty.



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, ten years later, Johnny Mac Soldiers Fund has served thousands of military children and families.

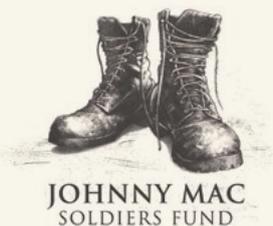


HAYDEN HICKMAN is majoring in business operations and advertising at the University of Alabama. Hayden is on Alabama's "CREATE Path to the MBA" which offers high-achieving undergraduate students the opportunity to earn an MBA from the Manderson Graduate School of Business in only one calendar year.



Hayden's father was U.S. Army Sergeant First Class Jason Hickman who served as a combat

engineer for 11 years with tours in Iraq and Afghanistan. In 2010, SFC Hickman's outpost in Afghanistan was attacked by insurgents. Suffering life threatening injuries, SFC Hickman was evacuated to a forward operating base but did not survive.



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SCAN TO DONATE



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