



**JOHNNY MAC**  
SOLDIERS FUND

# 2021 Annual Report

OPERATION ENDURANCE



These Johnny Mac Scholars took a brief break from their studies and joined us at Mercedes-Benz Stadium in Atlanta for a spirited donor appreciation event at a Falcons football game. Thanks to the Atlanta Falcons for their generous support of this spectacular afternoon for all of us.

## FROM OUR JOHNNY MAC PRESIDENT

### THANK YOU FOR YOUR ENDURING SUPPORT IN 2021.



#### DEAR JOHNNY MAC SOLDIERS FUND FRIENDS,

I must confess, 2021 felt a little déjà vu to me, how about you? But in the midst of the continuing uncertainty, one thing was certain: we stayed focused on our mission of Giving Back Through Education and committed to our Johnny Mac Scholars.

With the twentieth anniversary of 9/11 and the end of twenty long years of combat operations, we wanted 2021 to be an especially meaningful year for the Johnny Mac Soldiers Fund mission and our Johnny Mac Scholars. Our primary goal for the year was to provide \$4,000,000 in scholarship funding by year end. This was an ambitious plan since we had cautiously postponed two gala events for the second consecutive year. In lieu of the galas, we launched a fundraising campaign aptly called “Operation Endurance.”

Thankfully, we were able to get out a bit more in 2021. It was great seeing you at our golf tournaments in June

at the West Point Golf Course at the historic U.S. Military Academy in NY, and in September at Atlanta’s famed East Lake Golf Club, home of the TOUR championship. We made a lot of new friends at our tailgate at Met Life Stadium in NJ at the annual Army-Navy game in December. Although the game didn’t go our way, the tailgate did—with some 1,500 lively supporters raising \$1 million! It was an exciting and exhilarating approach to the finish line of 2021.

Even more exciting was crossing that finish line and awarding \$4,600,000 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. We are pleased to share all the details in the following pages of **OPERATION ENDURANCE.**

We have not changed our mission; we have not added to it or complicated it. We are straightforward, but continue to

adapt and innovate. We are large in scope, but small in overhead. We are constantly reassured by your enduring trust and support, and we’ll continue to be most appreciative, careful—and caring—stewards of your generous donations and sponsorships.

In 2022, we are doing it all over again—giving back through education to the children of our American heroes. Despite the end of 20 years of combat, the need to support those who serve is clear and present. We hope to see you along the way this year in Houston, West Point, Atlanta, Philadelphia, and other locations.

Thank you for joining us on our mission. We couldn’t do it without you.

WITH APPRECIATION,

MaryEllen Picciuto  
PRESIDENT

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 scholarship truly lightens the load on our family and we are so appreciative!

— THE ALLEN FAMILY

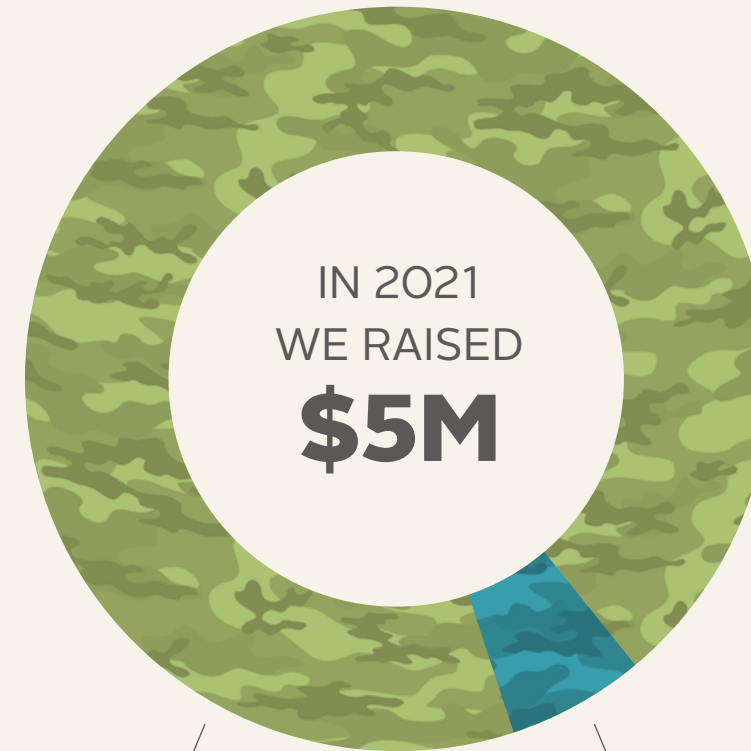
**DERYN ALLEN** studies biology at Tennessee Technological University. She was eight years old when her father, a U.S. Army Staff Sergeant, stepped on an improvised explosive device while on patrol in Afghanistan. He instantly lost both legs along with other injuries, spending two years at Walter Reed Army Medical Center.



# OUR 2021 FINANCIALS

We are fiscally responsible, accountable, and transparent. Each year since our founding in 2014, the Johnny Mac books are audited by an independent accounting firm. This firm also prepares our financial statements and files our IRS Form 990 (tax return). Our audit results and tax returns are posted on our website for your inspection.

We are 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 adaptability.



**94%**

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

**6%**

spent on our  
operating expenses





# OUR 2021 FUNDRAISING

We were eager to get back out there to share our mission and see our supporters in person wherever and whenever it was possible and safe to do so. Although we postponed 2 gala events, we did hold golf tournaments, challenge fundraisers, and an epic Army-Navy tailgate event that introduced our mission to a huge contingent of new magnanimous supporters.

Check out some of our 2021 fundraising highlights on the adjacent page, along with fundraising photos on the following pages. We do have fun while we accomplish the mission!

We salute our donors, sponsors, partners, volunteers, and advocates for your support throughout 2021.

## \$5M

In 2021, we raised over \$5M total across all our fundraising events, initiatives, and projects, including our 4th quarter fundraising campaign, Operation Endurance.

## \$95K

Push-ups, an ultramarathon, and the summit of Kilimanjaro—the lengths you'll go to for JMSF! Challenge fundraisers resulted in nearly \$100K for the mission.

## \$135K

Donated goods and services in 2021—printing, postage, facilities, golf balls, marketing, legal services, and more—saved us a ton of expenses!

## 27%

Our monthly recurring donation program, Earn Your Boots, continues to grow and was up 27% over 2020! These monthly gifts are providing scholarships! Have you Earned Your Boots?

## \$219K

Our 8th annual Johnny Mac Memorial Golf Tournament at the beautiful West Point Golf Course in June filled up quickly! A generous donor paid all expenses for the entire tournament.

## \$1M

Army fans did not win the Army-Navy game, but we sure did win the tailgate! Our Army-Navy Tailgate fundraiser in December resulted in a \$1M+ raise—and an incredible event for all.

## \$2.4M

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

## 76%

Our number of donors increased significantly in 2021 over the previous year! More and more new caring supporters are joining the Johnny Mac mission.

## \$33M

**Total raised since our founding in 2014.**



## OUR 2021 SCHOLARSHIP FUNDING OF \$4,600,000

At the end of 2021, we awarded \$4,600,000 for college scholarships and education programs for veterans and military family members. This funding is providing 800 scholarships to military children of the fallen or disabled.

Our 2021 scholarship and education funding of \$4.6M was our largest annual scholarship investment since we started up Johnny Mac Soldiers Fund in 2014.



For me, this is so much more than just a scholarship. This is an amazing opportunity for me to be able to make something out of my life where I otherwise might not have been able to do so.

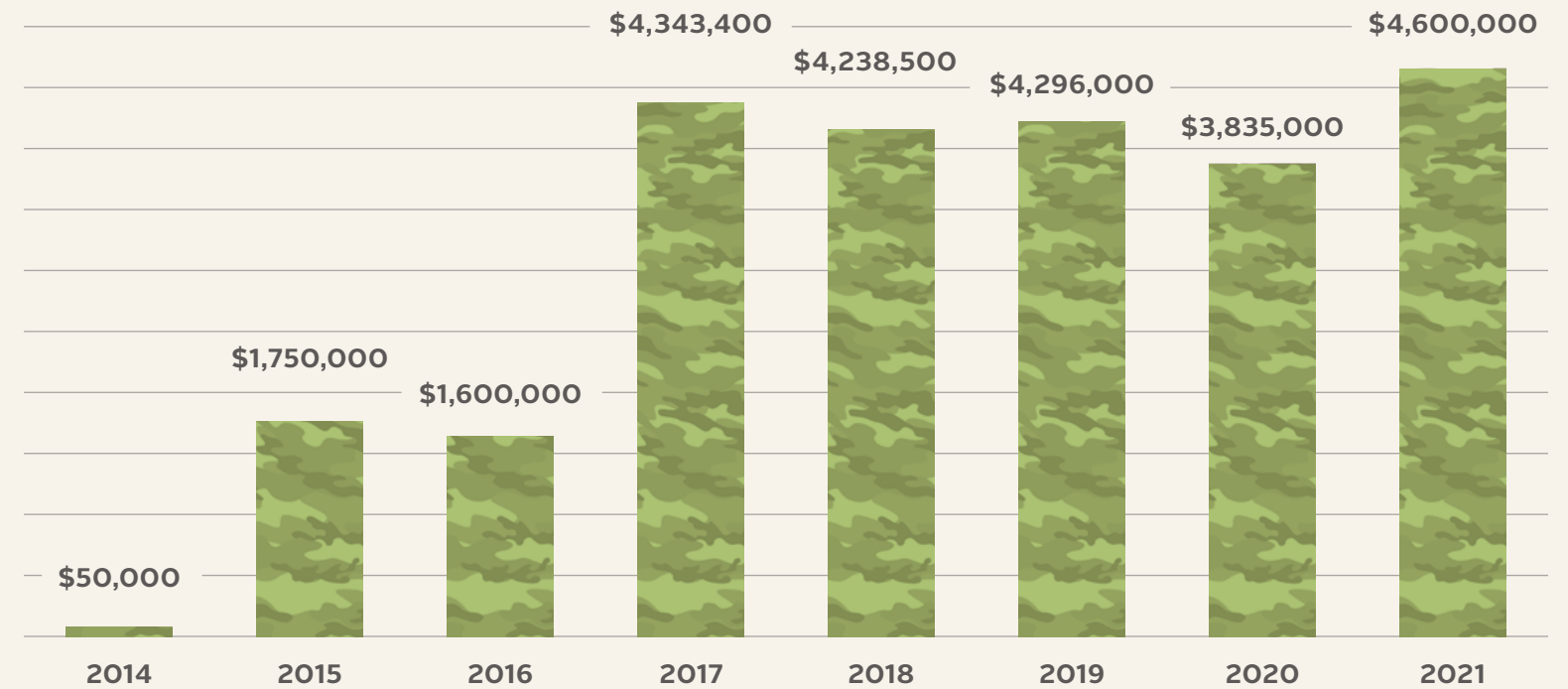
Thank you so much!

**NOAH MOEHLING** is a Johnny Mac Scholar and engineering major at Virginia Tech. He joined the Corps of Cadets at Tech and wants to follow in his father's footsteps and serve in the military. Noah's father was a U.S. Army chief warrant officer who was killed in a helicopter crash in Kuwait.

Since 2014, we've provided nearly **\$25 million** to more than **3,500** Johnny Mac Scholars.

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

## 8 YEARS OF SCHOLARSHIP FUNDING



**TOTAL AWARDED \$24,712,900**





## MERCEDES-BENZ USA



It is our privilege to collaborate with best-in-class brand Mercedes-Benz to help elevate awareness around our mission and “drive” long-term progress. In 2021, Mercedes-Benz USA made a generous donation to Johnny Mac Soldiers Fund based on car sales in the U.S.

Along with general programs funding, MBUSA support has made important collaborations possible for Johnny Mac, including scholarships for veterans and military children at Morehouse College and Spelman College, both located in Atlanta.

We’re profoundly grateful for the continued sponsorship of Mercedes-Benz USA and all Mercedes-Benz dealerships and clients across the U.S.



My dad served in the United States Army for thirty-three years. [His] loyalty to his family and his country has served as a significant inspiration in the way I aspire to live my life.

**LAILA HAYES** is enrolled in an impressive dual degree program at Spelman College. A junior, she plans to graduate with bachelor’s degrees in both Chemistry and Biomedical Sciences. Her father, LTC Keith Hayes, was wounded in 2004 when a night airborne operation went wrong due to severe, unexpected weather.

## THE COLONEL JOHN M. McHUGH TUITION FAIRNESS FOR SURVIVORS ACT

In a White House ceremony on November 30, 2021, President Joe Biden signed into law the Colonel John M. McHugh Tuition Fairness for Survivors Act. This law expands in-state tuition eligibility for families of veterans who die from service-connected disabilities, reducing out-of-pocket education costs for surviving spouses and children.

We thank our program partner Tragedy Assistance Program for Survivors (TAPS) for its untiring advocacy for this legislation.



“

President Biden shakes Kelly McHugh Stewart's hand after signing the bill into law.

**Kelly, your dad was an American hero, but he wasn't the only one in the family who is a hero. Your work—your work to share your story, to advocate for other surviving families, and to turn loss into progress and understanding is heroic as well.**

— PRESIDENT JOE BIDEN

# 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 core 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-six 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 2021, board members demonstrated their personal commitment to Johnny Mac Soldiers Fund by donating 24% of our total revenue.

Please visit our website to learn more about our dedicated board of directors.



## BOARD OF DIRECTORS

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

## OUR GUIDING VALUES

### TRUST

We have integrity and transparency in all that we do. We are a trusted partner for donors, sponsors, partners, and our scholars.

### EXCELLENCE

We sweat the small stuff. We work to the highest standards. Every detail matters!

### RESULTS

We don't just talk about it, we do it! We want to exceed expectations, always.

### APPRECIATION

We have a deep appreciation for military service and a passion to support those who serve. We believe in a culture of gratitude.

## OUR INSPIRATION

On May 18, 2010, our inspiration Colonel John “Johnny Mac” McHugh was killed in action while serving our country on Operation Enduring Freedom in Afghanistan. His military convoy was attacked by a suicide bomber, and the horrible, shocking news traveled quickly through our West Point class, with many of us learning that John had five children—and a grandchild! It was unthinkable that a senior Army officer who had served with distinction for 24 years was suddenly gone.

A small group of his classmates—all now on our board of directors—began raising money for the McHugh family. The main intent of the fundraising was to be sure the McHugh children could all go to college. A few years went by, and this group of caring classmates thought they could help many more military families through their worthy mission and passion to make a difference.

On April 10, 2014, Johnny Mac Soldiers Fund was formed and officially designated by the IRS as a nonprofit organization. The effort that had taken place the 4 previous years was the foundation for building the new organization. Now, 7 years later, Johnny Mac Soldiers Fund has served over 3,500 military families. Giving Back Through Education—the original mission of the group that stepped in to help the McHugh family get back on its feet and begin recovering and healing from their profound loss.



McHugh family members welcome Colonel John McHugh home from a year-long deployment in June 2008. Pictured, left to right, Kristen, Kelly, John, Maggie, Connie, David, Michael and his wife Angela.

PHOTO COURTESY OF THE MCHUGH FAMILY



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

info@johnnymac.org  
703.729.3291

[www.johnnymac.org](http://www.johnnymac.org)



SCAN TO DONATE



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