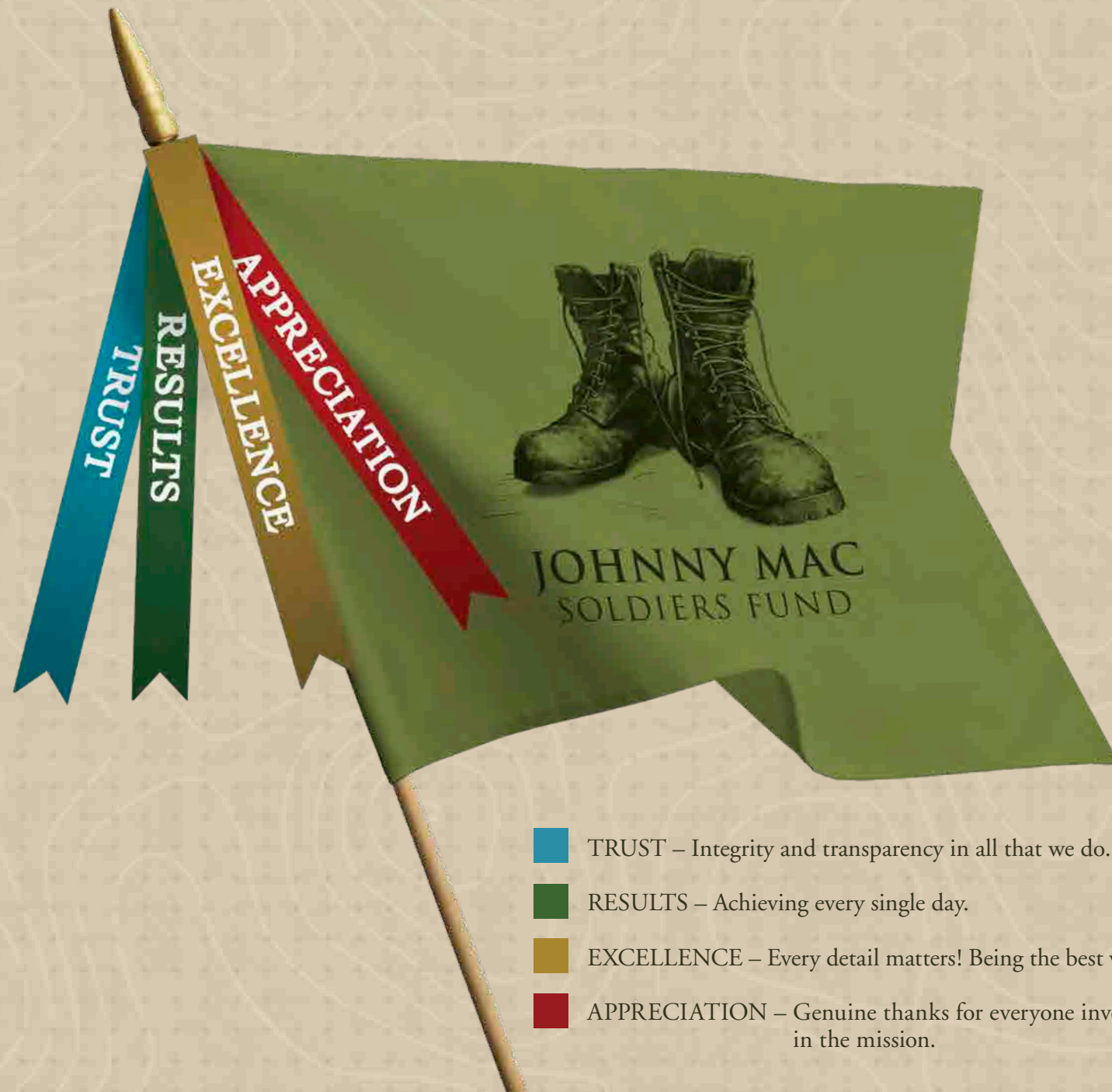




JOHNNY MAC  
SOLDIERS FUND

# 2019 ANNUAL REPORT

OPERATION APPRECIATION



- TRUST – Integrity and transparency in all that we do.
- RESULTS – Achieving every single day.
- EXCELLENCE – Every detail matters! Being the best we can be.
- APPRECIATION – Genuine thanks for everyone involved in the mission.

## Thank you, Johnny Mac Soldiers Fund Friends!

Our 2019 Annual Report, OPERATION APPRECIATION, is dedicated to you—our Johnny Mac family of donors, sponsors, fundraisers, brand partners, advocates, and friends. **You made 2019 our biggest year yet!** Your passion, patriotism, and support made our work possible and helped us achieve remarkable results. We sincerely thank you.

We bring you our annual results in true military format—our take on the Operations Order, or “OPORD,” describing the situation a unit faces, its mission, and the supporting activities the unit will conduct in order to achieve the commander’s desired outcomes.

And what a year 2019 was! We funded scholarships and education programs that will help over 700 military children achieve their college degrees and educational dreams. We introduced Johnny Mac Soldiers Fund to Dallas, and returned to Houston, West Point, and Atlanta. We developed fundraising initiatives in addition to our events. At year end, we had raised a Johnny Mac Soldiers Fund record of \$6,195,164. Did I mention we had a lot of fun along the way thanks to you?! We’re thrilled to share all the details in the following pages of OPERATION APPRECIATION.

I am humbled by our 2019 achievements. **We worked hard and remained completely committed to our organization’s fundamental values of trust, results, excellence, and appreciation.** These values guide our strategy, day-to-day operations, and our interactions and relationships with you.

And very simply, we couldn’t do it without you. Thank you for joining us on our mission.



In appreciation,

MaryEllen Picciuto  
President

01

## SITUATION

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# It is our duty to support those who serve.

Our intrepid military men and women serve all over the world, continuously engaged in combat operations since 2001. On Operations Iraqi Freedom, New Dawn, Enduring Freedom, Inherent Resolve, and Freedom's Sentinel, 5,449 servicemen and women have been killed in action; 1,575 have died in non-hostile combat circumstances; and 53,235 have been wounded in action.

Many more have died or suffered injuries while training for future operations.

All of these brave men and women in uniform have left behind thousands of children. Johnny Mac Soldiers Fund is committed to ensuring an education for those military kids.



### Wesley Bauguess and Family

**U.S. Army Major Larry Bauguess was KIA on May 14, 2007 in Pakistan. He was serving with the 82nd Airborne Division.**

**An Army veteran, Army spouse, and Army widow, Wesley is intimately familiar with three shades of Army green. "You truly honor the sacrifice of our fallen and wounded service members by educating their legacy."**

02

## MISSION

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# 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.**

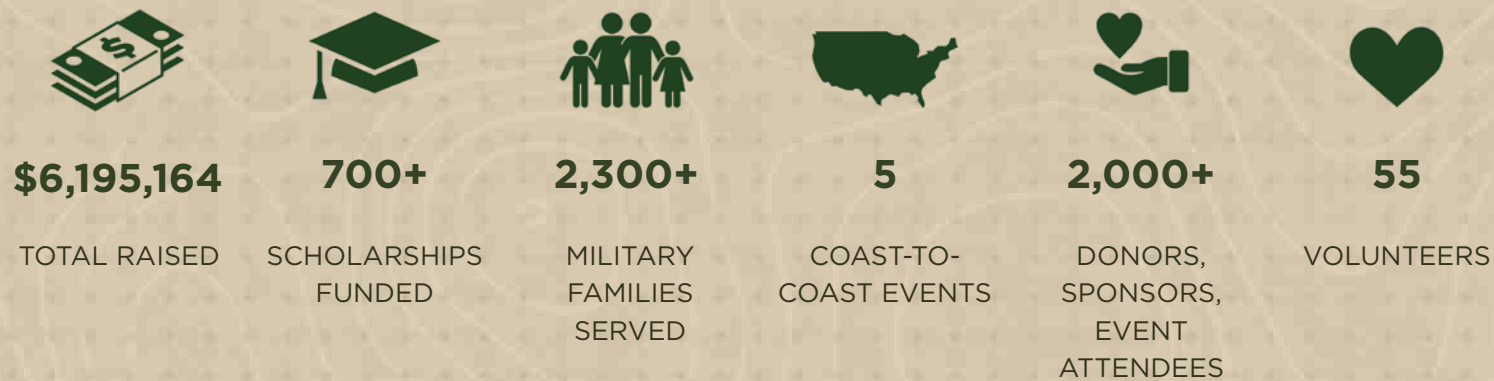
We Are Giving Back Through Education.

# Our 2019 Impact and Financials

2019 was our best year yet! We finished our sixth year, raising more funds and helping more military families than ever before. We salute our family of generous and committed supporters and friends.



In 2019—for the third consecutive year—Johnny Mac Soldiers Fund devoted nearly 95 cents of every dollar to scholarships and education programs. The remaining five cents of each dollar funded our organization’s operations (payroll, office equipment, supplies, and fundraising expenses).



# Our 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 partner organizations sharing the common goal of honoring military service by providing education opportunities to veterans and military family members that need them the 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.

Our funding strategy is integral to our organization's overall efficiency, and our partners are crucial to the implementation of our programs.



**Johnny Mac Scholar  
Jaymie Howe  
Indiana University of  
Pennsylvania '19.**

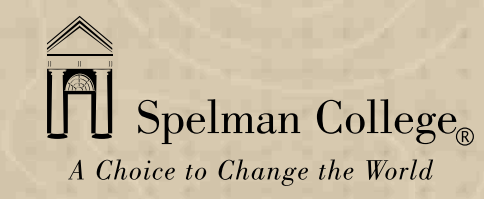
**Jaymie earned his degree  
in Exercise Science.**

**Dad U.S. Army Sergeant  
First Class Casey E. Howe  
was KIA in Iraq.**

03	EXECUTION	
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# Our 2019 Investment of \$4,296,000

In 2019, we awarded \$4,296,000 for college scholarships and education programs for veterans and military families. Our investment included grants to Children of Fallen Patriots Foundation, Folds of Honor, Freedom Alliance, and No Greater Sacrifice for scholarships awarded to “Gold Star Children” and children of disabled servicemen and women. Further funding was provided to additional grantees for veteran and military spouse scholarships and other education services for military families.



Our 2019 investment will fund over 700 scholarships for military children of the fallen or disabled.

**Our grants are 100% restricted to scholarships and specific education programs. We do not fund our partners' administrative or fundraising expenses.**

We worked with ten exceptional partners in 2019.



## 2019 Fundraising Highlights

### Inaugural Dallas Gala

It is said that everything is bigger in Texas, and Dallas did not disappoint! Our largest gala to date with over 700 caring guests and a record \$1.5M in funds raised. Medal of Honor recipient Paul “Bud” Bucha and NFL Hall of Famer Michael Irvin joined us.

### Cocktails, Dinner, and a Conversation with General David Petraeus

Our Houston donor appreciation event featuring a fascinating discussion with General Petraeus led by Fox News’ Brian Kilmeade.

### Johnny Mac Memorial Golf Tournament

Fore! Our annual tourney at the golf course at historic West Point. Sadly, no one drove off in the hole-in-one Mercedes-Benz.

### Atlanta Gala

Not to be outdone by Dallas, our friends in Atlanta rallied and beat our gala fundraising record, coming in at \$1.8M. An engaging program with Vice Chief of Staff of the Army General Joe Martin, ESPN Radio’s Mike Golic, and two very special donors who led an exciting and successful Fund-a-Scholarship challenge.

### Earn Your Boots

We grew our monthly recurring donation program with additional donors at just \$20 per month. Support our scholars monthly and Earn Your Boots!

### Army-Navy Football Game Tailgate

Rainy game day weather did not get in the way of an outstanding pre-game tailgate with fans raising \$65K for Johnny Mac Soldiers Fund. Although Army lost the game, the tailgate was a huge win!

### Our Johnny Mac Family

We love our family of donors, sponsors, friends, and advocates. Our network of supporters was out in full force in 2019. Thanks to all of you!





**04 SUSTAINMENT**  
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## 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. For every vehicle sold in the U.S., Mercedes-Benz USA makes a donation to Johnny Mac Soldiers Fund.

We’re profoundly 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.



**Johnny Mac Scholar  
 Gabrielle Brim  
 Spelman College '20 and GA Tech '22  
 Gabrielle is a dual degree  
 Mathematics and Engineering student.**



## Department of the Army Distinguished Public Service Medal

In 2019, Secretary of the Army Mark T. Esper awarded Johnny Mac Soldiers Fund the Department of the Army's Distinguished Public Service Medal for exceptional service and support to the United States Army and the Department of Defense. Established by the Secretary of the Army in 1956, the Medal recognizes distinguished service that makes a substantial contribution to the accomplishment of the Army's missions.

Vice Chief of Staff of the Army General Joseph M. Martin presented the award during his keynote remarks at our Atlanta Gala on November 1, 2019.



**Johnny Mac Scholars at our Atlanta Gala with Gen. Martin and board members.**

**“Johnny Mac Soldiers Fund is an inspirational organization that honors the sacrifices of our heroes through education....There is no greater gift we can provide, so thank you for what you do.” — Gen. Martin**

**05** **COMMAND AND SIGNAL**  
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Johnny Mac Scholars at our Dallas Gala with board members.

## Our Leadership

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

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

The board is comprised of generous, hard-working volunteers representing diverse industries and experiences, but having a shared dedication to supporting those who serve.

## BOARD OF DIRECTORS

- Joe Agresti
- Dave Anderson
- Pat Antonietti
- Doug Black
- Steve Cannon,  
*Founder*
- Patrick Daly
- Joseph M. DePinto
- James DiOrio
- Bob Eisiminger
- Dietmar Exler
- Salvatore Fichera
- Terry Finley
- Alex Gellert
- Salvatore Giardina
- Kurt Gutierrez
- Anthony J. Guzzi,  
*Founder*
- 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*
- Drew Slaven
- David Urban

**05** **COMMAND AND SIGNAL**  
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## Our Inspiration

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

Killed in action on May 18, 2010 in Kabul, Afghanistan, Colonel McHugh was a West Point graduate who had honorably and capably served our country for 24 years. He left behind a family of five children.

Shockwaves rippled through our West Point class at this loss. The small effort to help a classmate's family soon transformed into a mission to help as many military families as possible. Johnny Mac's tragic death was our call to duty. To support those who serve. To Give Back Through Education.



**Johnny Mac Scholar  
 Elisabeth Nylander  
 Florida International University '23  
 majoring in Criminal Justice.  
 Dad U.S. Air Force Captain Nathan  
 Nylander was KIA in Afghanistan  
 on April 27, 2011.**

# 6 YEARS AND \$16 MILLION

Since 2014, Johnny Mac Soldiers Fund has provided **\$16,277,900 to more than 2,000 Johnny Mac Scholars.**

Our sincere thanks to all of you for being part of this extraordinary accomplishment.

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



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