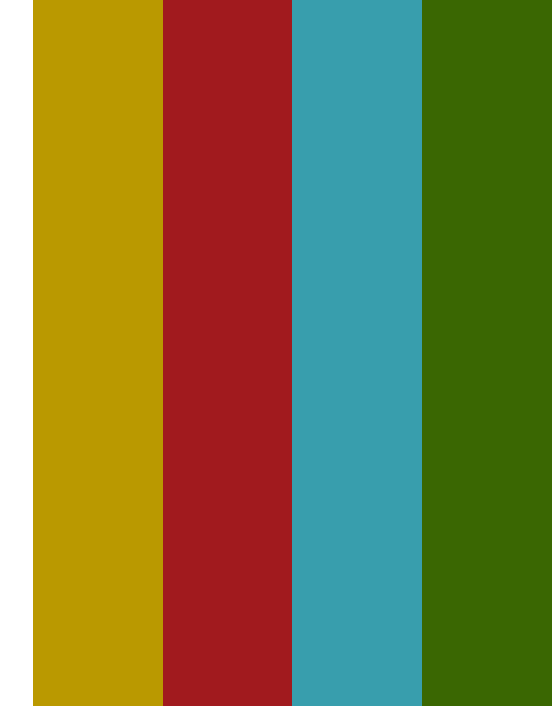


# SUSTAINING SUPPORT

## THE 2020 IMPACT REPORT





## WE HAVE AN UNWAVERING COMMITMENT TO OUR MISSION.

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

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# THANK YOU, JOHNNY MAC SOLDIERS FUND FRIENDS!



As we leave 2020 behind and look with hope to brighter days ahead, I am absolutely heartened to reflect back on the past year and deliver some highlights of our amazing results to you, our supporters.

During a year that can only be characterized as challenging, isolating, and *really tough*, we were constantly reassured by your trust in and commitment to Johnny Mac Soldiers Fund and our mission of giving back to military families through education.

Despite pandemic-related challenges that included the cancellation of our major fundraising events, I'm proud to report that our fourth quarter fundraising campaign "Operation Sustain Support" was a resounding success. We asked, and you answered. You really answered. At the conclusion of 2020, we awarded nearly \$4 million in scholarship funding—an annual total consistent with that which we provided in 2017, 2018, and 2019.

We'll publish our full 2020 report soon after our annual financial audit concludes. But, please read on for a selection of preliminary results that we're very excited to share with you in this 2020 Impact Report.

Every one of our achievements in 2020 was made possible thanks to you. We're so glad you're with us on this mission.

**WITH APPRECIATION,**

MaryEllen Picciuto  
PRESIDENT





## \$1.9M

Operation Sustain Support, our 4th quarter fundraising campaign to sustain scholarship funding to military children of the fallen or disabled, raised \$1.9M.

## \$450K

We were well on our way to a successful 5th Houston Gala when we were preempted suddenly by the pandemic. Our generous Houston supporters **all** left their donations in place despite the event cancellation.

## \$219K

The 2020 Johnny Mac Memorial Golf Tournament, held at the West Point Golf Course on September 28th, set a new event fundraising record — despite participation being limited to half our typical number of golfers.

## \$2.4M

National sponsorship with Mercedes-Benz USA and other valued corporate partnerships.

## 16%

Earn Your Boots, our monthly recurring donation program, is up 16% over 2019.

## \$500K

A half-million-dollar donation in November set a new individual-donor gift record for JMSF.

## \$267K

Army-Navy Football Game Virtual Tailgate Fundraiser generated over a quarter million dollars in scholarship funding.

## \$650K

Our board members personally contributed over half a million dollars to the Fund in 2020.

## \$28M

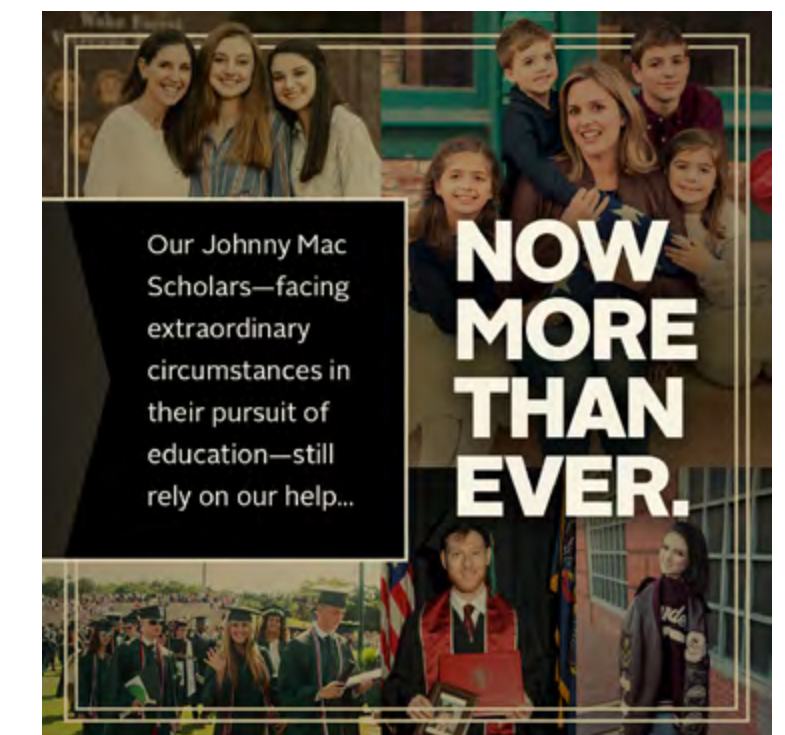
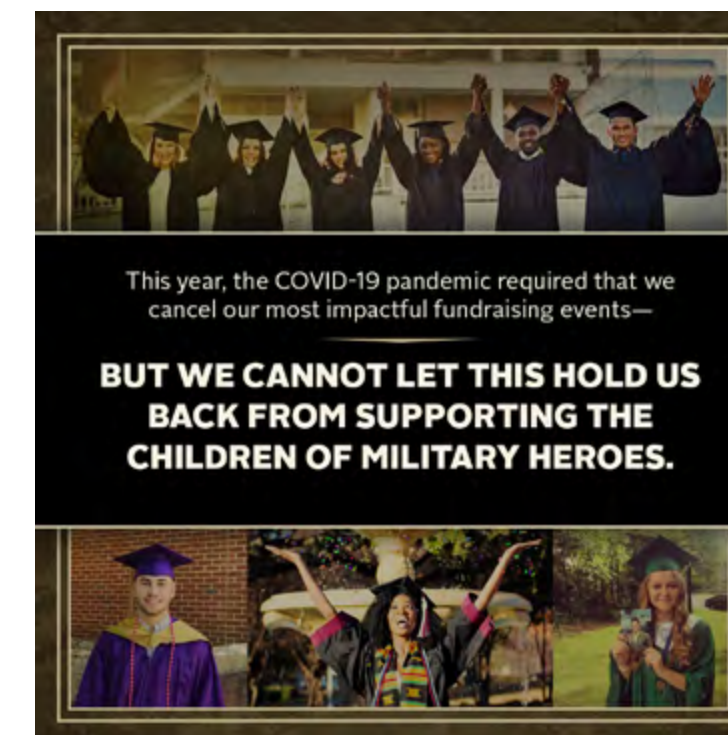
Total raised since our founding in 2014.

# WE ASKED, AND YOU ANSWERED.



Near the end of 2020, with just a few months remaining in the year, we launched Operation Sustain Support—our first-ever fundraising campaign not associated with an event. Operation Sustain Support was our effort to ensure that our Johnny Mac Scholars could count on us for the same level of scholarship funding we typically provide each year.

You, our donors and supporters, showed your unwavering commitment to our mission with \$1.9M in donations to Operation Sustain Support — enabling our scholarship funding to stay as strong as ever, even without our gala events.



**SINCE 2014, WE'VE  
INVESTED MORE THAN  
\$20 MILLION IN THE  
JOHNNY MAC MISSION  
OF GIVING BACK  
THROUGH EDUCATION.**

“ To honor the sacrifice of that lost military hero: we've got your back, we're going to take care of your children, we're going to help pay for their college education, and give them the best shot at continuing to lead a successful life. That's the best way to honor a lost soldier. ”

- Johnny Mac Soldiers Fund Board member Steve Cannon



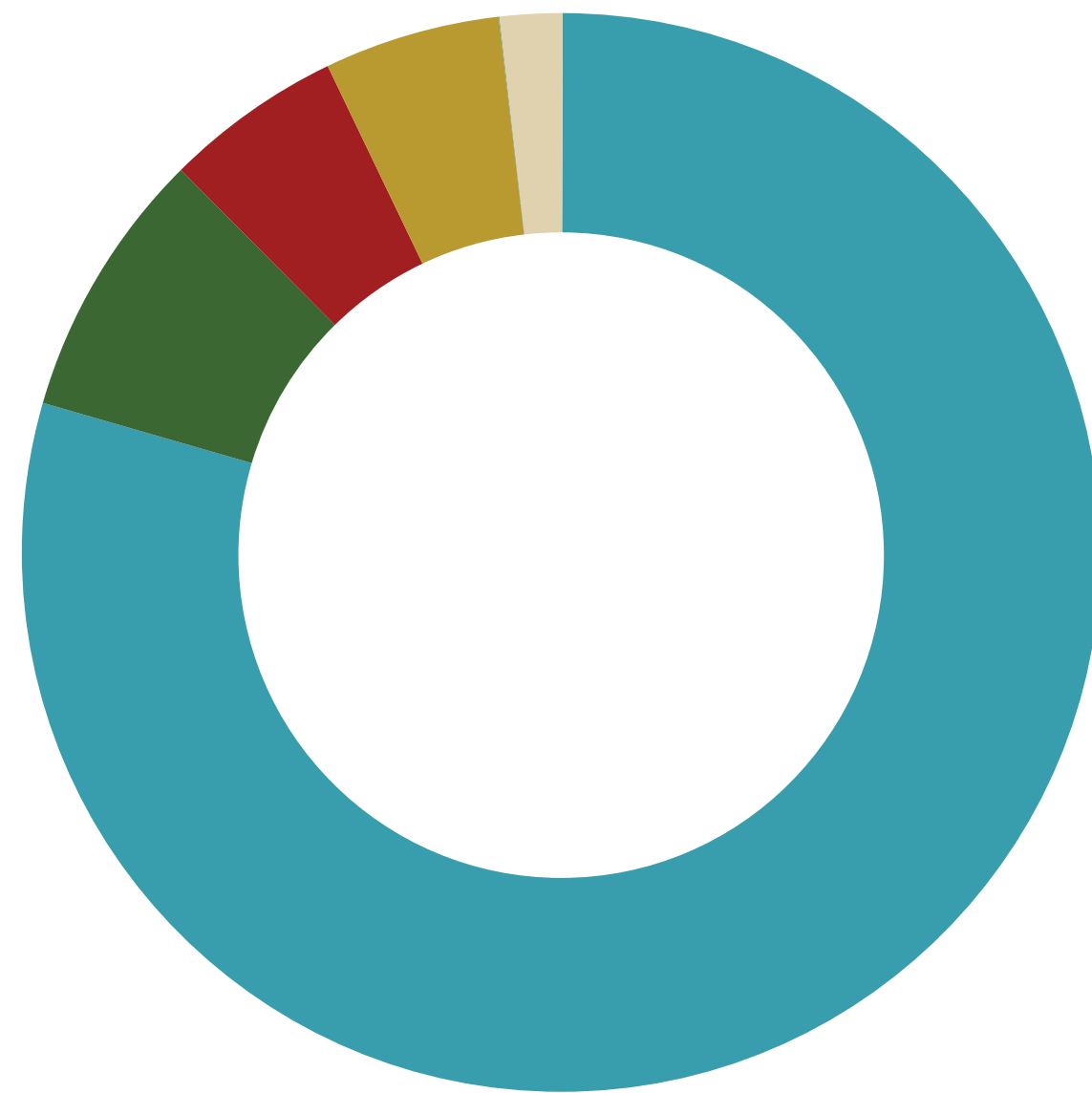
We awarded \$3,835,000 in scholarships and education programs in 2020—funding consistent with past 3 years.

2020 funding supports 700 scholarships to Gold Star Children and children of disabled servicemen and women.

We're collaborating with leading nonprofits for greater efficiency and awareness of education needs amongst military families.

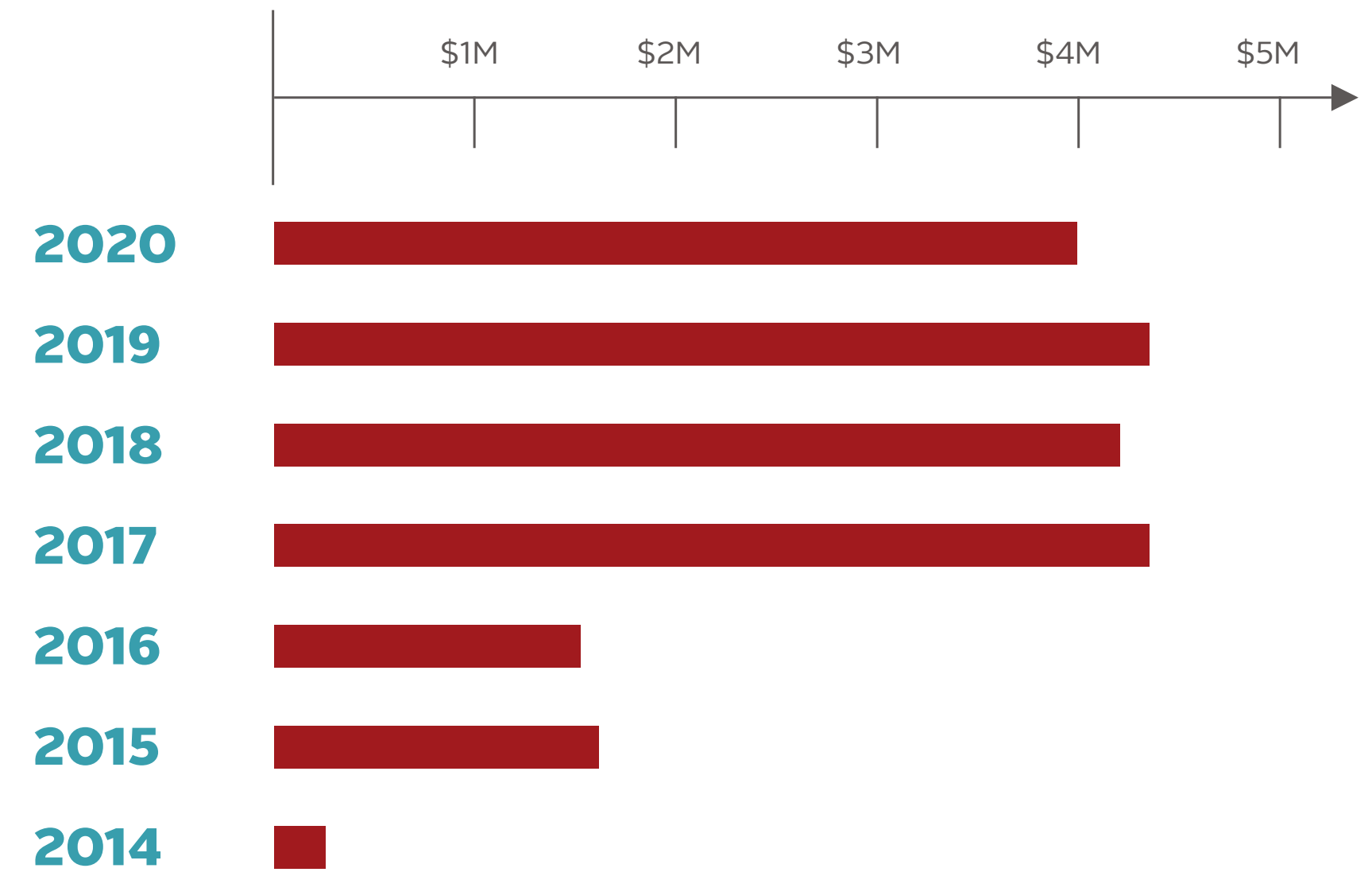


## SUPPORT BREAKDOWN



- 79.53%**  
Scholarships for children of the fallen or disabled
- 8.08%**  
Education services for families suffering the loss of a military loved one
- 5.22%**  
Scholarships for military children
- 5.22%**  
Scholarships for military family members attending HBCUs
- 1.96%**  
Veteran education scholarships

## SCHOLARSHIP FUNDING BY YEAR



**TOTAL AWARDED \$20,112,900**



In 2020, we earned the Guidestar Platinum Seal of Transparency for our commitment to the highest level of transparency and effective nonprofit operations.



We launched on Instagram, and renewed our focus on all our social media communications platforms, telling more stories of our Johnny Mac Scholars. Follow us!



We continued to operate in an extremely efficient environment with only 1 full-time staff member who was already remote before “remote” became so necessary in 2020. We had no offices to close and no employees to let go. We worked with our many valued partners and vendors to pare down expenses wherever practical.

We’ve missed seeing so many of you in 2020, and hope we’ll be able to gather this year. We continue to evaluate health and safety guidelines. Stay tuned to our mailing list and social media for news and event announcements.

## JUNE 7

Johnny Mac Memorial Golf Tournament

WEST POINT, NY

## OCTOBER 29

5th Atlanta Gala

ST. REGIS ATLANTA





**THANK YOU**  
FOR YOUR SUSTAINED SUPPORT TO  
JOHNNY MAC SOLDIERS FUND

