2018 ANNUAL REPORT
OPERATION FIVE YEARS OF IMPACT
Dear Friends of Johnny Mac Soldiers Fund,

2018 was a GREAT year for Johnny Mac Soldiers Fund and our 700+ scholarship recipients. It was also quite busy. We held five large-scale events last year, introducing the Fund in new locations—on the West Coast in Los Angeles and in The Palm Beaches of Florida. At year end, our diligent fundraising efforts resulted in awarding $4,238,500 in scholarships to military children of the fallen or disabled, bringing our total scholarship funding since 2014 to $12,000,000! Once again, in 2018, ninety-five cents of every dollar we spent went toward our scholarship and education programs, and we held our administrative and fundraising expenses to just 5% of our total expenses. Along the way, we had fun! What a joy to meet and work with donors and sponsors, nonprofit partners, and especially our Johnny Mac Scholars and their family members.

In keeping with our military roots and mission, our 2018 annual report is brought to you in the traditional military Operations Order (OPORD) format. The OPORD describes the situation a unit faces, the mission of the unit, and the supporting activities the unit will conduct in order to achieve the commander’s desired outcomes. We’re excited to share our 2018 results with you, along with a glimpse of some of the very special military children we’re serving.

As I reflect on 2018, I attribute our sustained success to an unwavering commitment to these four hallmarks of Johnny Mac Soldiers Fund:

TRUST – We work hard to earn and keep your trust through transparency in all we do.

RESULTS – Dedicated to achieving revenue and programs growth year-over-year.

EXCELLENCE – Every little detail matters! We truly want to be the best we can be.

AUTHENTICITY – We’re building genuine lasting relationships with everyone in the Johnny Mac community.

There is much more work to be done. We believe in our duty to help as many military families as we can. Thank you for joining us on our mission.

Gratefully,

MaryEllen Picciuto
President
Johnny Mac Soldiers Fund honors military service and sacrifice by providing scholarships to veterans and military family members, particularly to children of our nation’s fallen and disabled.
Since 2001, our military has been continuously engaged in combat operations, and our nation has lost over 6,900 deployed service members in the defense of our country and freedom. In 2018, more service members lost their lives in training than in combat action. All of those brave men and women left behind thousands of children. Johnny Mac Soldiers Fund is committed to ensuring an education for those military kids. It’s our duty.

*DoD Casualty Report as of May 17, 2019

“Johnny Mac, by providing scholarships, is not just helping me pay a tuition bill. They gave me hope.”
—Kelli Campbell

Kelli Campbell and Family
U.S. Marine Major
Shawn Campbell died on January 14, 2016, in a helicopter collision while training off the coast of Hawaii.
Our 2018 Impact and Financials

$5,651,797 Raised for scholarships and operations
800+ Donors and sponsors
1,207 Donations made to Johnny Mac Soldiers Fund
700+ Scholarships funded

In 2018, Johnny Mac Soldiers Fund devoted nearly 95 cents of every dollar to college scholarships and education programs. The remaining five cents funded our organization’s management and general expenses (payroll, office equipment, and supplies, etc.) and fundraising expenses.

*According to Charity Navigator’s average of 8,649 evaluated charities.
Johnny Mac Scholar
Boston Gilbert
Southern Methodist University ’20
Dad U.S. Air Force
Major Troy Gilbert was KIA in Iraq on November 27, 2006.

Five Years of Impact

Since 2014, Johnny Mac Soldiers Fund has supported over 1,500 scholarship students attending universities, community colleges, and technical schools in 49 states across the U.S. and in two international locations. Our average scholarship amount is $6,000. Johnny Mac Scholars represent families of all branches of the U.S. Armed Forces: Army, Navy, Air Force, Marines, and Coast Guard.

Scholarship Funds Awarded (in dollars)

Total awarded 2014–2018: $11,981,900
Since our inception in 2014, Johnny Mac Soldiers Fund has funded all of its scholarships and education programs through best-in-class nonprofit partners sharing the common goal of honoring military service by providing education opportunities to veterans and military family members that need them 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. Each partner is an IRS-designated 501(c)(3) public charity.

Our partner funding is 100% restricted to scholarships and specific education programs. We do not fund our partner nonprofit administrative or fundraising expenses.

Our funding strategy and partners are integral to our overall efficiency and to the delivery of our programs—scholarships for veterans and military family members, especially children of our nation’s fallen and disabled.
2018 Fundraising Highlights

- 3 Galas in Houston, Atlanta, and Beverly Hills with Jimmy Kimmel as our emcee
- 2 Golf tournaments at West Point, NY, and at PGA National, Palm Beach Gardens, FL.
- 1,394 Caring supporters attended our 2018 events
- Generous inaugural grant from the David Moradi Foundation
- Retired U.S. Army Colonel Don Fallin through-hiked the Appalachian Trail in support of our mission, raising nearly $20,000
Zachary and Elizabeth Fisher Distinguished Civilian Humanitarian Award

In 2018, Johnny Mac Soldiers Fund received the Zachary and Elizabeth Fisher Distinguished Civilian Humanitarian Award. This Armed Forces award annually recognizes one individual or organization that demonstrates exceptional patriotism and humanitarian concern for members of the military and their families.
The Johnny Mac Soldiers Fund Family

We love our family. From donors and sponsors to fundraisers and brand partners, and from friends and advocates to Johnny Mac staff and board members, we have formed a passionate, patriotic, and powerful network of supporters that make our work possible and help us achieve results.
Earn Your Boots

Coinciding with back-to-school time in late summer of 2018, we launched our Earn Your Boots campaign, a recurring revenue fundraising program. Donors sign up on our website to support our Johnny Mac Scholars on a monthly recurring basis, year after year. We ask for just $20 per month. This campaign provides Johnny Mac Soldiers Fund with additional financial security and a predictable monthly revenue stream. We continue to grow this program. Have you Earned Your Boots?
Mercedes-Benz USA

Johnny Mac Soldiers Fund is fortunate 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 so 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.
Get Involved

Enlist today! There are many ways to join us on our mission.

Donate – We are a fundraising organization and every gift is important to us.
  • Become a corporate partner
  • Introduce us to potential supporters
  • Help us grow our Earn Your Boots program
  • Shop for us
  • Plan your own fundraising campaign for us

Attend our events – Galas to golf tournaments!
  • Sponsor our events
  • Volunteer
  • Introduce us to talent for our events

Raise awareness – Talk up our mission and programs in your network.
  • Follow us on social media
  • Shop our Johnny Mac store

Johnny Mac Scholar
Courtney Horrigan
Texas State University ’16
Dad U.S. Army MSG
Robert Horrigan was KIA
in Iraq on June 17, 2005.
Our Leadership

Our nearly all-veteran board of directors governs major Johnny Mac Soldiers Fund decisions and approves all college scholarship and education programs. Board members offer insight and oversight, advance the Johnny Mac Soldiers Fund mission, and steer the organization toward a sustainable future.

In 2018, the board of directors contributed 23% of the Fund’s total revenue.

Steve Cannon
Johnny Mac Soldiers Fund Founder

“"There is a debt we owe to those who make the ultimate sacrifice. And that debt is to take care of the families left behind.”

Anthony J. Guzzi
Johnny Mac Soldiers Fund Founder

“We can make a difference. We can do something that’s bigger than ourselves.”

Board of Directors

Joe Agresti
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Richard Pascoe
MaryEllen Picciuto, President
David Urban
Our Inspiration

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

Johnny Mac Soldiers Fund was founded by members of West Point's Class of 1986 in memory of our classmate Colonel John “Johnny Mac” McHugh. Killed in action on May 18, 2010, while serving in Afghanistan, Colonel McHugh had honorably and capably served our country for 24 years. He left behind a family and five children.

What began as a small effort to help one classmate’s family quickly transformed into a mission to help as many military families as possible. John’s tragic death became our West Point Class’s call to action.
With sincere appreciation for their support and generous donation of services to create this annual report.