



JOHNNY MAC
SOLDIERS FUND

2020 ANNUAL REPORT

OPERATION SUSTAIN SUPPORT

01

SITUATION

JOHNNY MAC SOLDIERS FUND

WWW.JOHNNYMAC.ORG



Johnny Mac Scholar Elijah Conway is a pre-med student at Auburn University. His father, a former U.S. Army helicopter pilot, sustained serious injuries on multiple combat deployments.

“I am extremely grateful for the opportunity that the donors of this scholarship have provided for me, and, because it means so much to me, I hope that I will be able to provide a similar opportunity for others in the future. Thank you.”

FROM OUR JOHNNY MAC PRESIDENT

Thank you for your Sustained Support in 2020.

Dear Johnny Mac Soldiers Fund Friends,

We began 2020 with boundless energy and big plans, having just finished our most successful year yet in 2019. Who knew that just 10 weeks into the year, we would begin a journey that has kept most of us masked, housebound, and distanced from family and friends for months on end?

As the pandemic continued month after month, we canceled each of our major fundraising events one by one. Yet we knew our program partners and Johnny Mac Scholars were counting on our 2020 funding—to the tune of nearly \$4 million. And we also knew that we couldn't possibly let them down.

We launched our fundraising campaign “Operation Sustain Support” in September of 2020, and I am pleased to report that it 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 the amount we provided in 2017, 2018, and 2019. Awarding these grants at the end of 2020—with all of its myriad challenges—brought us immense joy and optimism. Read on as we share that joy and optimism with you in our 2020 Annual Report, aptly named “Operation Sustain Support.” We did it—and we did it together!

In a year that can only be characterized as isolating, frustrating, and really tough for everyone, 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. Thank you for your sustained support. It was so important in 2020 for us to fulfill our promises to our Johnny Mac Scholars.

As we march forward in 2021, your support remains important. Critical, in fact. The troop surges that occurred in Iraq in 2007 and Afghanistan in 2009 resulted in considerably more deaths and combat wounds. The children of those service members are now college aged. We are at a time of peak need for the children of our American heroes. We will continue to be there for them—to give back through education.

Thank you for joining us on our mission.

With appreciation,

MaryEllen Picciuto
President



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We have an unwavering commitment to 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.



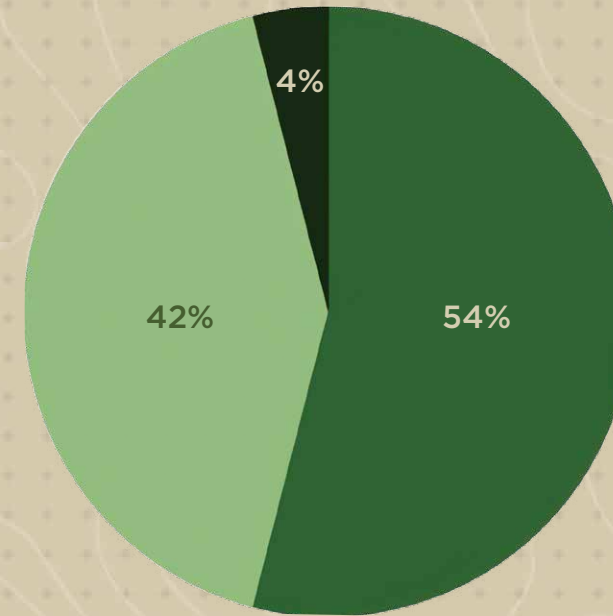
Johnny Mac Scholar
Hannah Smith graduated in 2020 from Coastal Carolina University, where she earned her bachelor's degree in Public Health. Additionally, having completed all of the requirements of her university's Army ROTC program, Hannah was commissioned in the U.S. Army as a Second Lieutenant. Hannah's stepfather, a U.S. Army Soldier, was Killed in Action on March 1, 2010 while serving in Afghanistan.



Our 2020 Financials

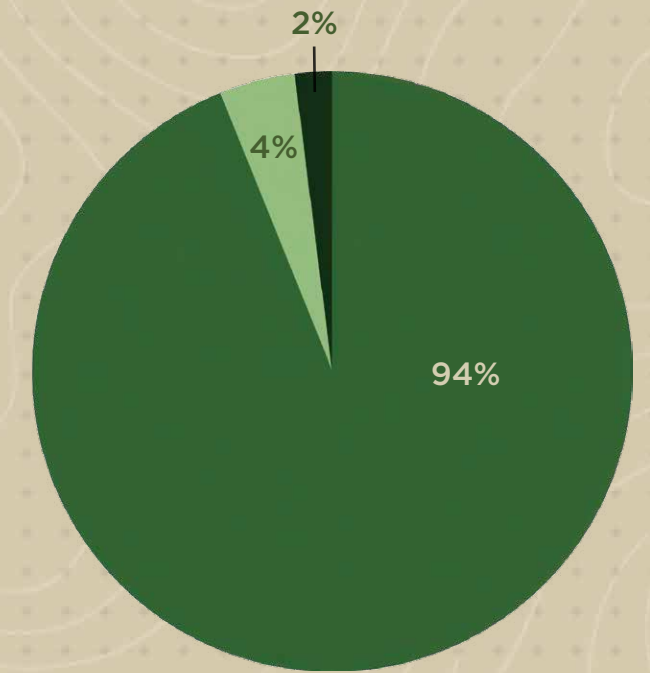
We are fiscally responsible, accountable, and transparent. Each year, since our founding in 2014, the Johnny Mac books are audited by an independent accounting firm. This firm also prepares our financial statements and files our IRS Form 990 (tax return). Our audit results and tax returns are posted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

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



TOTAL SUPPORT AND REVENUE*
\$4,628,811

- Corporate Contributions
- Individual Contributions
- Other



TOTAL EXPENSES*
\$4,203,659

- Programs (Scholarships)
- Fundraising Expenses
- Management and General Expenses

*From our 2020 audited financial statements and IRS Form 990.

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Our 2020 Fundraising

The pandemic didn't hold us back from our mission! If anything, it fueled our motivation to provide continued, consistent scholarship and education funding to our Johnny Mac Scholars and program partners.

As the months went by, we canceled our gala events one after the other. In late summer, with only 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 that we typically provide each year. In the midst of all the Covid-19 uncertainty, one thing was certain—funding 700 scholarships.

You showed your unwavering commitment to our mission with over \$2 million in donations to Operation Sustain Support. Check out some of our additional 2020 fundraising highlights on the adjacent page.

We salute our family of generous and committed donors and sponsors for your support throughout 2020.

\$2M

Operation Sustain Support, our 4th quarter fundraising campaign to sustain scholarship funding to military children of the fallen or disabled, raised over \$2M.

\$450K

Our generous Houston supporters left their donations in place despite the 2020 Houston Gala cancellation. Many went on to support Operation Sustain Support as well!

\$219K

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

\$267K

The annual Army–Navy Football Game Tailgate went virtual, and set a new crowdfunding campaign record for us, generating \$267K in scholarship funding. And Army won the game!

\$2.6M

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

16%

Earn Your Boots, our monthly recurring donation program, is up 16% over 2019. These monthly gifts are even more important in times of uncertainty.

1,372

unique donations to Johnny Mac Soldiers Fund in 2020.

\$87K

The 2020 value of donated goods and services—printing, marketing, and legal to name a few—saves us a ton of expenses!

\$28M

Total raised since our founding in 2014.

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2020 Fundraising

We safely conducted one fundraising event this year—our annual Johnny Mac Memorial Golf Tournament at the West Point Golf Course at the historic United States Military Academy, West Point, NY. Although delayed until September and limited to half our normal number of foursomes, the tournament filled to capacity almost immediately.

Our intrepid and enthusiastic golfers truly enjoyed a day of being together—albeit at a safe distance! We realized how much we had missed gathering in person. It was an outstanding day of golf, camaraderie, and fundraising.



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Our 2020 Scholarship Funding of \$3,835,000

At the end of 2020, we awarded \$3,835,000 for college scholarships and education programs for veterans and military family members. This 2020 funding will provide over 700 scholarships to military children of the fallen or disabled as we march forward in 2021.

Thanks to our Johnny Mac community, our 2020 scholarship and education funding was largely consistent with that of our past three years of fundraising.



Johnny Mac Scholar Greyson Gilbert is one of five siblings and was only six years old when he lost his father, a U.S. Air Force F-16 fighter pilot Killed in Action in 2006 in Iraq. Today, Greyson is a junior at Clemson University, where he studies Health Sciences. “My dad’s dream for us was to follow our dreams and chase our goals in life.”

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Since 2014, we've invested more than \$20 million in the Johnny Mac mission of giving back through education.

7
YEARS



\$20M
IN SCHOLARSHIPS

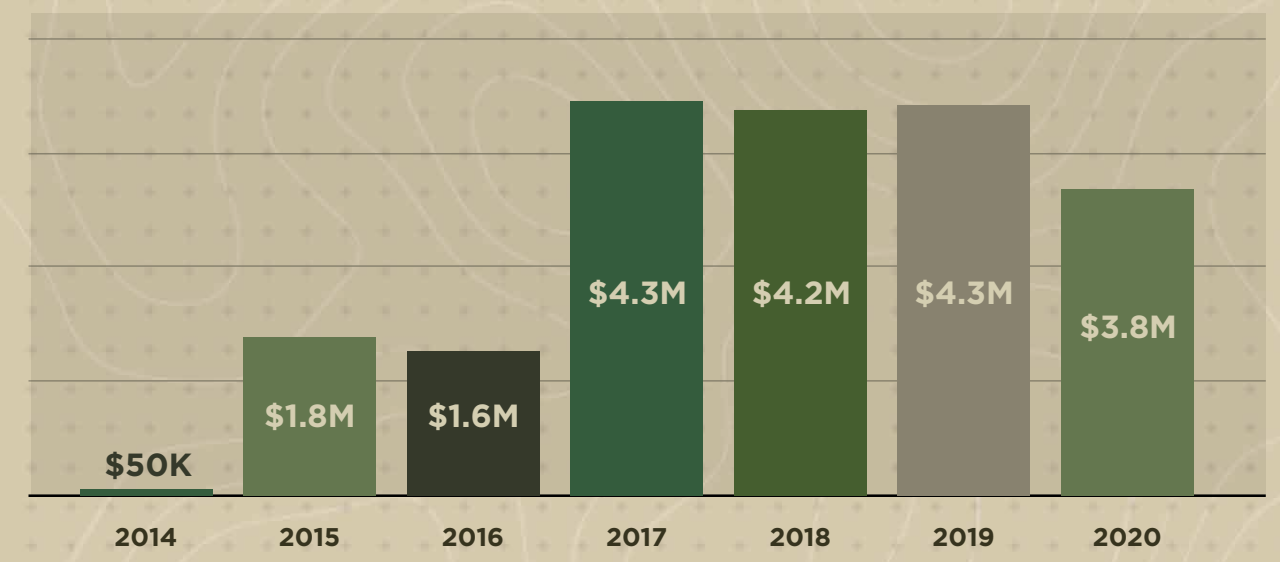


3,000
JOHNNY MAC SCHOLARS

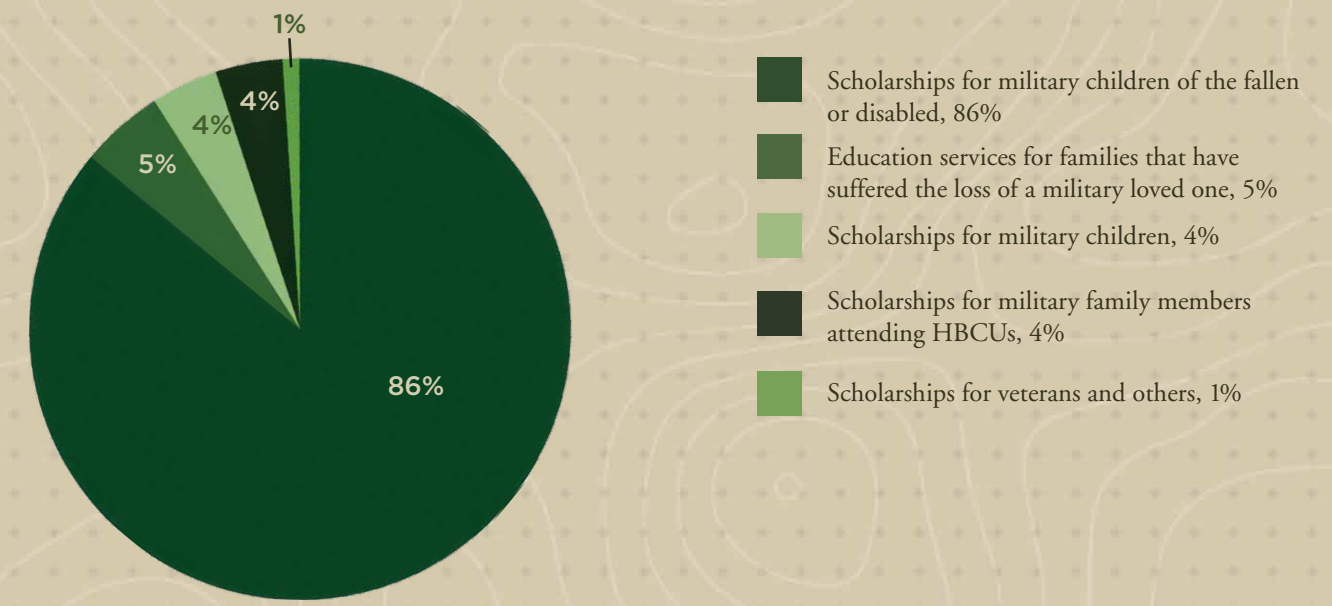


Our sincere thanks to all of you for being part of this extraordinary accomplishment.

SCHOLARSHIP FUNDING BY YEAR

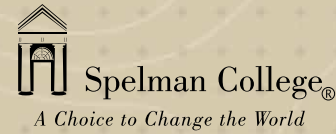
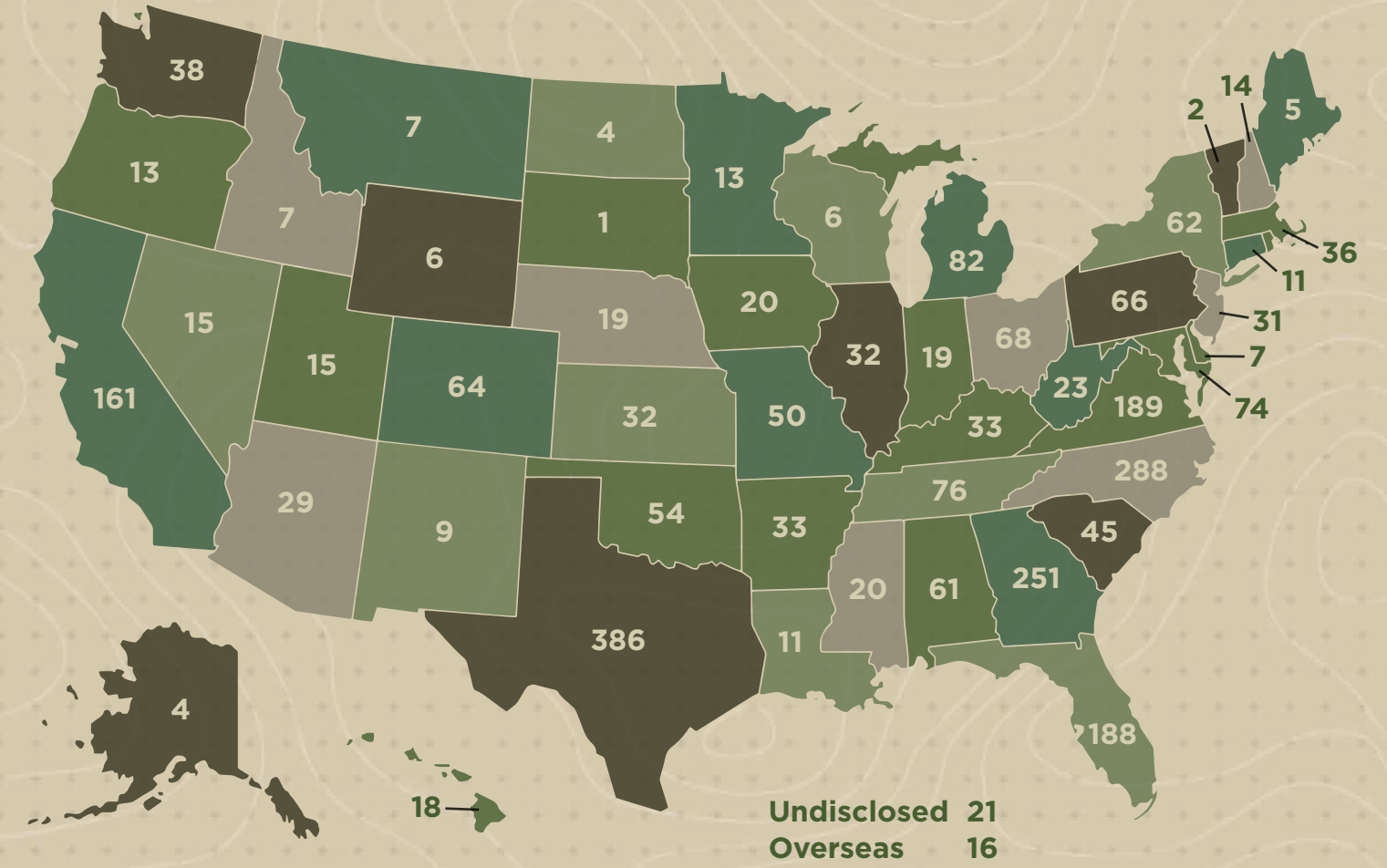


SUPPORT BREAKDOWN



TOTAL AWARDED
\$20,112,900

SCHOLARSHIPS BY STATE, SINCE 2014



Our Program Partners

We believe collaboration makes us all stronger. We're collaborating with leading nonprofits for greater efficiency and awareness of the education needs among military families. In 2020, we awarded \$3,835,000 to 10 exceptional program partners who will implement our scholarship and education programs. Our program partners are extremely careful stewards of our Johnny Mac funding and exceedingly compassionate in working with our Johnny Mac Scholars and their families.

2,735 SCHOLARSHIPS AVERAGING \$5,540 EACH*

*2020 scholarship funding to be implemented in 2021.

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SUSTAINMENT

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A Johnny Mac supporter visits his local Fort Mitchell, KY, Mercedes-Benz dealership.

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.

Along with general program funding, MBUSA support has made important collaborations possible for Johnny Mac, including scholarships for military children at Morehouse College and Spelman College.

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



Johnny Mac Scholar Nautica Burden is a 2020 graduate of Spelman College in Atlanta, where she majored in Performing Arts. Both of her parents are Army veterans, and Nautica plans to join the U.S. Army Reserve. Johnny Mac scholarships at Spelman College are made possible by Mercedes-Benz USA.

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COMMAND AND SIGNAL

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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.

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.

Please visit our website to read the bios of our talented board members.



BOARD OF DIRECTORS

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

Robert Healy
 James E. Hoyt
 James Hradecky
 Bob Lockett
 Victor Losure
 John Magness
 James McHugh
 Rick Minicozzi
 William F. Murdy
 Patrick O'Connor
 Stan Olson
 Richard Pascoe
 MaryEllen Picciuto
 Drew Slaven
 David Urban

Our Inspiration

Eleven years ago, on May 18, 2010, our inspiration, Colonel John “Johnny Mac” McHugh, was Killed in Action while serving our country during 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.

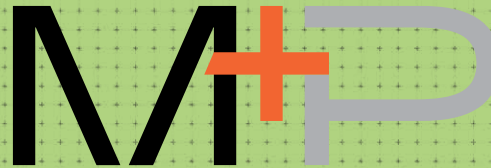
A small group of his classmates—all now on our board of directors—began raising money for the McHugh family. The main intent of the fundraising was to be sure that his children could all go to college. A few years went by, and this group of caring classmates thought they could help many more military 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 during the four previous years became the foundation for building the new organization. Now, seven years later, Johnny Mac Soldiers Fund has served 3,000 military families. All involved are dedicated to 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.)

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



**JOHNNY MAC SOLDIERS FUND
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