



STRONG. STABLE. SECURE.



2023  
ANNUAL REPORT



IN THIS REPORT

In 2023, a time of continuing economic hardship for military families, we celebrated six major milestones in meeting their needs through our proven programs. Simultaneously, we continued to look ahead to sustain our momentum with our ambitious three-year, \$100 million *United We Stand* campaign, which will allow us to grow and innovate to support this very special and deserving group of our fellow citizens well into the future.

In this report, we share the stories of our real impact as we introduce families such as:

- Hope Thompson, an Army veteran and single mom who found relief through Critical Financial Assistance when her appliances stopped working.
- Baurel Souop, a Navy veteran who established stability through our Transitional Housing – Villages program.

- Tim and Bonnie Lindsay, two military veterans who were grateful for being able to keep their family safe when their home needed a new roof.
- Coast Guard Petty Officer 1<sup>st</sup> Class Joseph Lavallie and his family of five, who expressed joy and appreciation at a Back-to-School Brigade® event.

As we reflect on 2023, we remain grateful for the generous support of our partners, donors, and volunteers. Their dedication to our important work allows us to keep our military families strong, stable, and secure now and in the decades to come.

Critical Financial Assistance

Fulfilled our **56,000<sup>th</sup> request for assistance**, providing over **\$41M in financial relief** to military families



Permanent Homes for Veterans

Graduated our **685<sup>th</sup> military family**, transferring over **\$103M in home equity**



Transitional Housing – Villages

Provided rent/utility free housing to our **733<sup>rd</sup> military family**, saving over **\$8M in rent/utility costs**



Back-To-School Brigade®

Delivered our **550,000<sup>th</sup> backpack** with essential school supplies to a military child, saving military families nearly **\$60M in back-to-school expenses**



Transitional Homes for Veterans

Acquired our **40<sup>th</sup> home** and graduated our **25<sup>th</sup> military family**



Holiday Meals for Military®

Provided a holiday meal to our **750,000<sup>th</sup> individual military family member**, saving military families over **\$9M in holiday expenses**



MISSION

Our mission is to build strong, stable, and secure military families so they can thrive, not simply struggle to get by, in the communities – OUR communities – they have worked so hard to protect.

VISION

Our vision is to be the provider of choice for short-term financial relief and recurring family support programs to ensure the long-term empowerment, self-sufficiency, and resiliency of our military families.

CORE BELIEFS

We are bound by a common and compelling desire to help our military families in their time of need for all they have done for all of us in our nation's time of need.

Strong military families make their communities stronger, and these strong communities, in turn, make America stronger.

CORE VALUES

**Do What's Right:** Our actions must always reflect the best interests of the military families we seek to serve.

**Respect Others:** Recognizing the multiplicative power inherent in a diverse workforce, we place a priority on creating a collaborative, trust-based working environment that values dignity, teamwork, and each individual's contribution to our collective success.

**Perform with Excellence:** Our troops and their families work tirelessly to protect the freedoms we enjoy daily, and they deserve our very best efforts to support them. To do so, we must stay focused on our mission, be accountable, and strive to exceed their expectations.

**Gratitude:** As a conduit by which Americans are able to show their appreciation for all that our military community does on our behalf, we must reflect this appreciation and be grateful to all who help us accomplish our mission.





Board and Leadership

FROM THE CEO

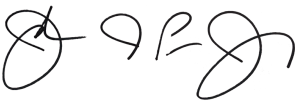
As an outcomes-based organization focused on doing more than simply measuring inputs, activities, or outputs, our good work is firmly founded on accomplishing our mission: to build strong, stable, and secure military families so they can thrive, not simply struggle to get by, in the communities – OUR communities – they have worked so hard to protect. This good work, delivered through our highly valued relief and recurring family support programs, allows us to help our military families in their time of need... and is made possible by those corporate, foundation, and individual donors who share our belief that strong military families make their communities stronger, and these strong communities, in turn, make America stronger.

I am proud to say 2023 was another incredibly successful year during which we realized four major “since program inception” milestones, doubled the size of our Transitional Housing – Apartments program, graduated our 27<sup>th</sup> military family from our innovative Transitional Homes for Veterans program, and broke ground on our specialized housing program in support of the University of Health & Performance in Arkansas. Most important, the families we serve confirm, via high survey scores exceeding 90%, that we are generating the outcomes we seek by helping them become stronger, more stable, and more secure.

I am equally proud to say we have achieved equally impressive results on the fundraising side, making considerable progress on our three-year, \$100 million *United We Stand* campaign with the goal of generating the resources that will allow us to help secure the futures of our nation’s military families for decades to come.

While we can take considerable pride in knowing we were able to help tens of thousands of military families in 2023, we fully recognize the need is great...and growing. We use this knowledge, as we have in years past, to inspire us to do even more for this incredibly special and deserving group of our fellow citizens in the year ahead.

With gratitude,



Brig Gen John I. Pray, Jr., USAF, Retired  
Chief Executive Officer



“[Our good work] is made possible by corporate, foundation, and individual donors who share our belief that strong military families make their communities stronger, and these strong communities, in turn, make America stronger.”


–Brig Gen John I. Pray, Jr., USAF, Retired  
Chief Executive Officer

FROM THE BOARD CHAIR

Continued economic uncertainty, compounded by the challenges inherent in military life and the often-unforeseen difficulties when transitioning back into their civilian communities, brought an increased demand from military families for our help. The good news is Operation Homefront has been able to help thousands overcome their short-term financial hardships and get them back on track for a stronger, more stable, and more secure future.

Our 140 staff members, 17 national board members, 13 regional advisory council members, 3,500 volunteers, with the generous support of our corporate, foundation, and individual donors form the Operation Homefront family, and we, by working together on behalf of this remarkable group of our fellow citizens, are able to deliver on our promise while achieving a stellar 85% program efficiency metric and continued high scores from the leading charity rating services. I am proud of all we accomplished in 2023, however; the need continues, and we will continue our unwavering commitment to serve America’s military families in the year – and years – to come.

Sincerely,



Uli Correa  
Chair, Board of Directors  
Regional Vice President – Bentonville, AR  
Central Division, Walmart Stores US



- Uli Correa**  
(Chair)  
Regional Vice President – Bentonville, AR  
Central Division, Walmart Stores US

**Greg Ham**  
(Vice Chair)  
Partner, The MWS Group and 24 Entertainment

**Col. Tyrone “Woody” Woodyard, USAF, Retired**  
(Secretary)  
Vice President, Communications, Rotary and Mission Systems, Sikorsky, a Lockheed Martin Company

**Brig Gen Linda Medler, USAF, Retired**  
(Treasurer)  
President & CEO, LA Medler & Associates, LLC

**Brig Gen John I. Pray, Jr., USAF, Retired**  
President & CEO  
Operation Homefront

**Steve Adkinson**  
Senior Vice President, Merrill Lynch

**Derek Blake**  
Head of Partnerships, TaxAct
- Dianna Purvis Jaffin, Ph.D.**  
Science and Resilience Advisor

**Seth Ellison**  
Former Levi Strauss C-Suite Executive

**Rod Essig**  
Music Agent, Creative Artists

**Melissa Hathaway**  
President, Hathaway Global Strategies, LLC

**JK Huey**

**Angelo Lombardi**  
President, Sentia Wellness

**Col. Steven G. Mahon, USA, Retired**  
Former EVP, General Counsel & Corporate Secretary, SAIC
- Kelly Mayhall**  
President, Southern Division, The Home Depot

**Faith Schwartz**  
CEO, Housing Finance Strategies, LLC

**Ken Slater**  
Emeritus Member

**Terry Smith**  
CEO, Rushmore Loan Management Services, LLC

**Emily Williams Knight, Ed.D.**  
President & CEO, Texas Restaurant Association

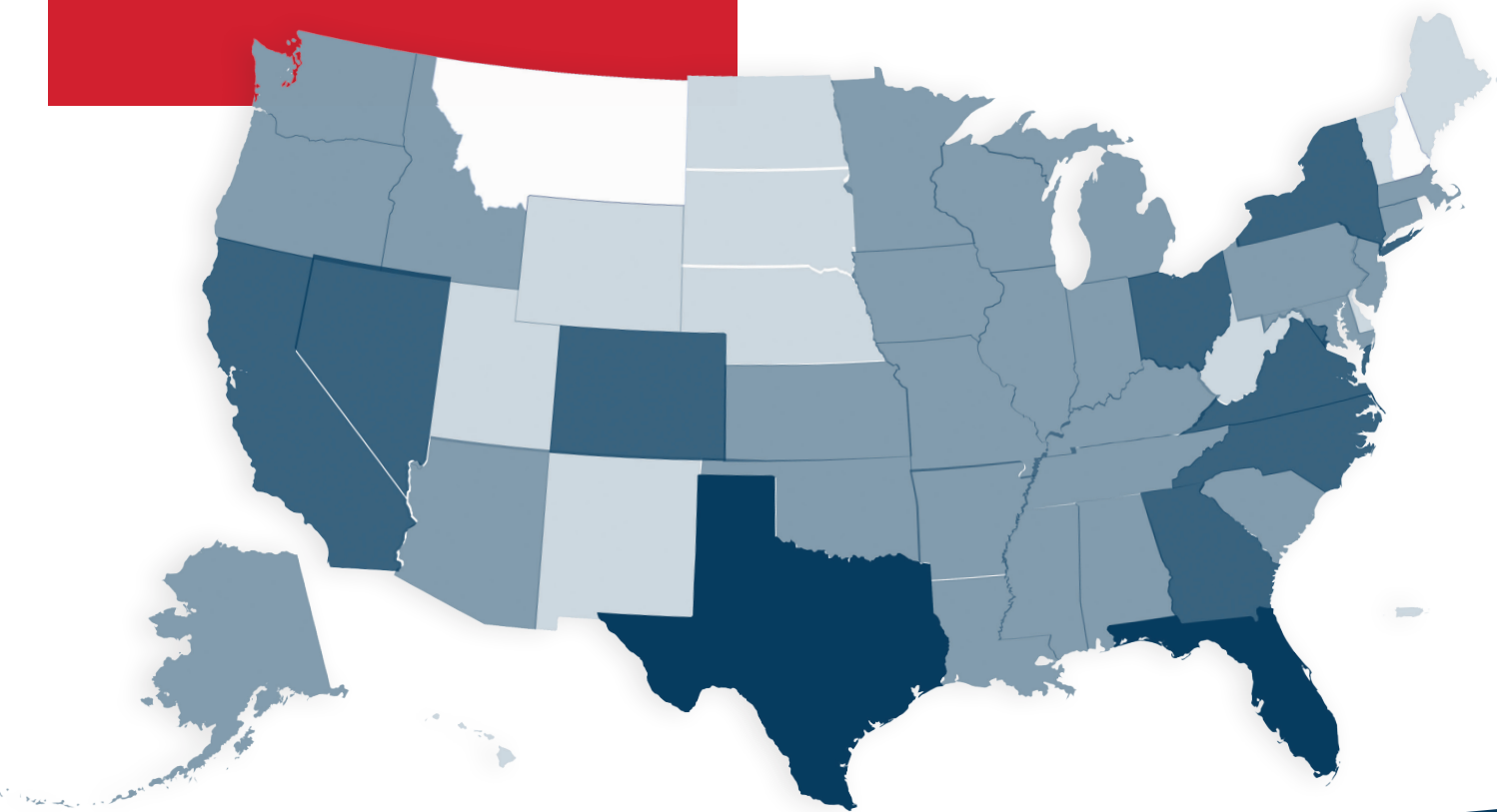
2023 Board Members



# Providing Relief: Our Critical Financial Assistance Program

FINANCIAL RELIEF, PROVIDED  
IN 2023 BY STATE

\$0 <\$700,000



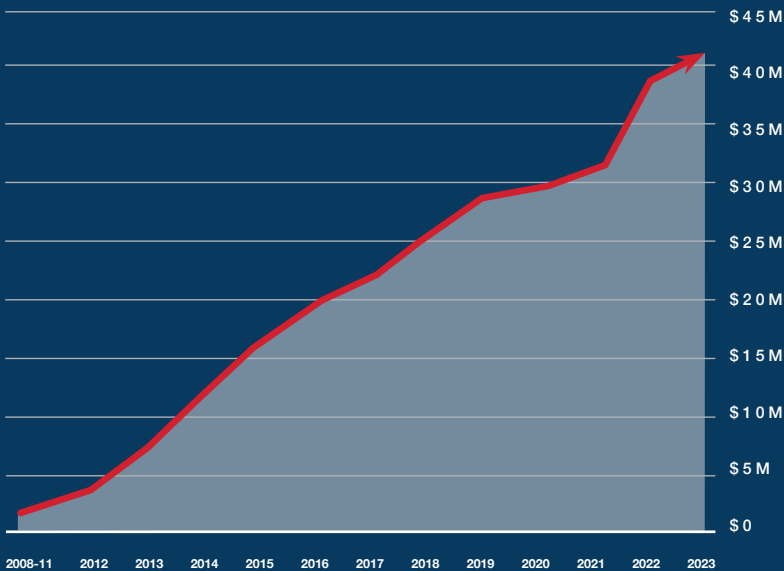
In 2023, we were able to fulfill over **3,500** requests from military families, providing over **\$4.1 million** in financial assistance.

Since our program began, we have fulfilled more than **56,000** requests, providing over **\$41 million** in critical financial assistance.



## CUMULATIVE ASSISTANCE PROVIDED SINCE INCEPTION

In 2023, we grew our CFA program to meet the surge in requests for financial assistance. Strategic partnerships strengthened our capacity, enabling our caseworkers to provide critical support and stability to more military families facing financial challenges.



— ASSISTANCE PROVIDED  
SINCE PROGRAM INCEPTION

**“I have never experienced that generosity. It was awesome to know someone took the time out to donate and they cared.”**

—Staff Sgt. Hope Thompson, Army Veteran

After 14 years of service – including two deployments to Iraq and one to Afghanistan – Army Staff Sgt. Hope Thompson medically retired, saying her body “could not keep going” because of injuries, PTSD, anxiety, and depression.

Hope, a single mom and disabled veteran, was medically retired in 2020. She and her 9-year-old daughter, Heaven, settled in Dothan, Alabama, to be near family. However, separating at the height of the COVID-19 pandemic made the transition to civilian life especially difficult.

In 2023, Hope struggled to find a stable job that allowed flexibility to care for Heaven and attend medical appointments. Car and home repairs strained the budget further, Hope’s home went into

foreclosure. She spent even more of her monthly income paying extra to bring her mortgage current.

When several appliances stopped working, Hope turned to our Critical Financial Assistance (CFA) program and was relieved to receive help replacing the appliances. “I cried the day my appliances came,” Hope said. “I have never experienced that generosity.”

The assistance allowed her to continue directing funds to her mortgage and get the house out of foreclosure. She continues to put money aside for additional home and car repairs.

“It was awesome to know someone took the time out to donate and they cared,” Hope said. “I would

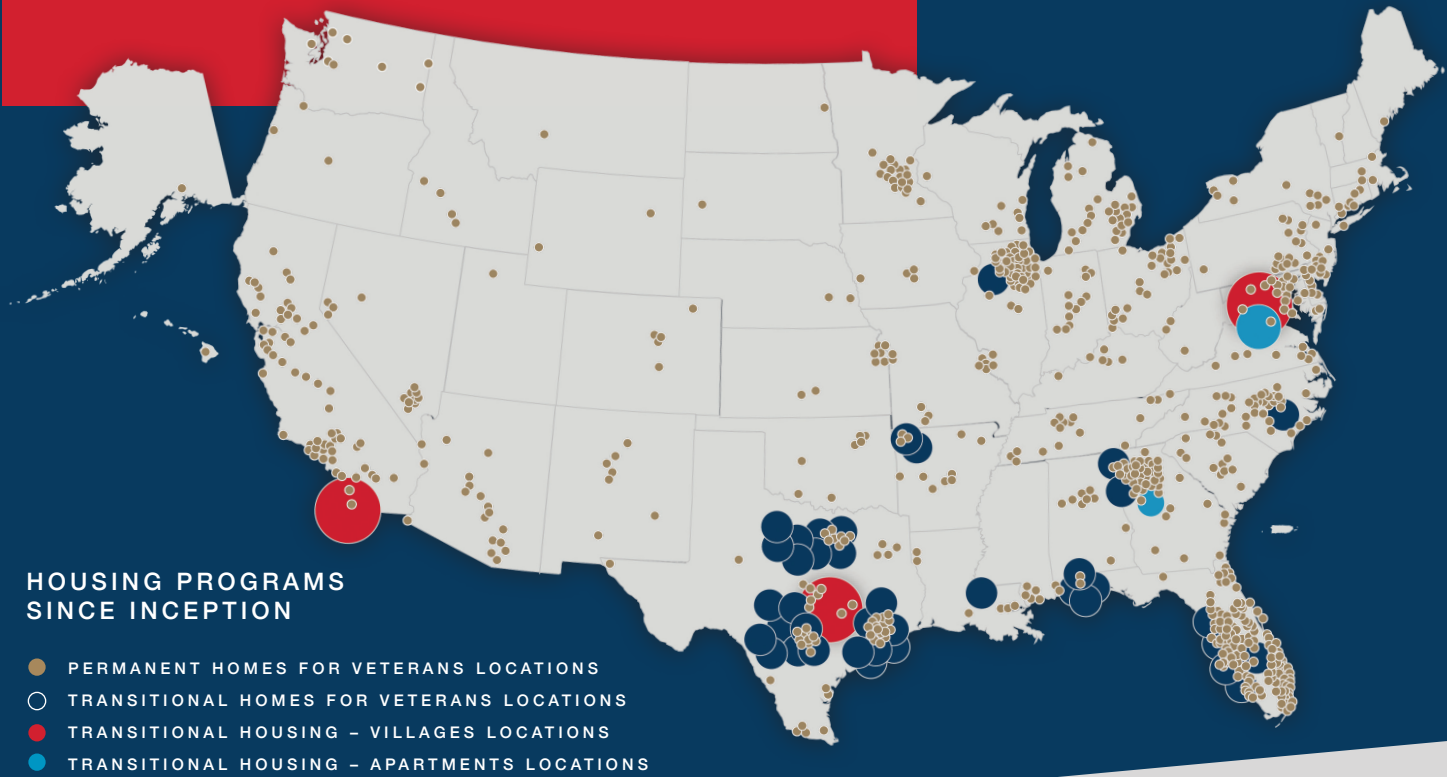
like to say thank you to them because that means a lot. Things happen and you fall behind, and the fact they had my back makes me so grateful.”

In 2023, we partnered with The Home Depot Foundation (THDF) to support veteran families in need of critical home repairs, and transitional and permanent housing. In addition, through THDF’s annual Operation Surprise campaign, we delivered the life-changing news to two veteran families that their mortgages would be paid off. Since our partnership began in 2011, THDF has invested over \$21 million in our mission.





# Providing Relief: Our Transitional and Permanent Housing Programs



## Permanent Homes for Veterans

In 2023, we accepted 5 families into our Permanent Homes for Veterans program and graduated 6 families, awarding them mortgage-free homes and deeding nearly \$1.4 million in home equity.

Since our program began, over 680 families graduated and have been awarded mortgage-free homes, totaling over \$103 million in home equity.

## Transitional Housing – Villages

In 2023, our Transitional Housing – Villages program provided 351 months of residency to 208 family members, helping them save over \$480,000.

Since our program began, we have provided over 6,700 months of rent-free housing and defrayed over \$8 million in rent and utility costs.

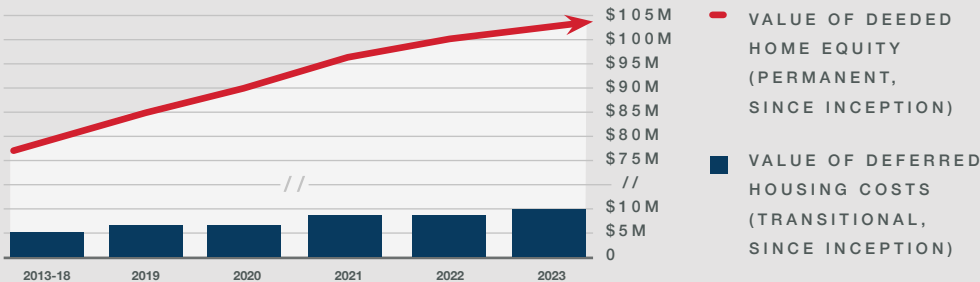
## Transitional Housing – Apartments

In 2023, we provided 83 months of residency, saving 14 military families \$109,000 in rental costs.

Since our program began, we have provided over 138 months of residency, saving 16 families over \$182,000 in rental costs.

## HOUSING FAMILIES AT AN ACCELERATED RATE TO MEET THE INCREASED NEED

Our transitional and permanent housing programs have helped over 3,300 veterans and military family members since 2008. We offer four distinct programs to assist military families at every stage of their transition into civilian life.



In 2023, we graduated **11** families from our Transitional Homes for Veterans program and helped **38** families save nearly **\$533,000** in housing costs.

Since our program began, **42** military families have saved nearly **\$1.4 million** in housing costs.

**“I don’t know where we would be right now if we didn’t have Operation Homefront.”**

–Petty Officer 2<sup>nd</sup> Class Merry Garza, Navy Veteran and Dual Military Spouse

After finding stability through Operation Homefront’s Transitional Housing – Villages program, Navy veterans Merry Garza and Bethany Rios and their son, Artemis, are growing stronger and more secure through the Transitional Homes for Veterans (THV) program. The family moved into a house outside of San Antonio, Texas, in April 2023.

After graduating from the Villages program in Gaithersburg, Maryland, the veterans wanted to return to Texas. Merry was born and raised in San Antonio, and Bethany’s family lives near Dallas. Having extended family support is key to their success as they embark on the next stage of their transition, they said.

Merry was the fourth generation in her family to join the Navy, and the first woman. She had planned on

a 20-year career, but health issues led to early medical retirement. She first experienced symptoms in 2014. She had been diagnosed with a complicated neurological disorder and was going through the medical board process when she found support from Operation Homefront. Merry and wife Bethany learned about the THV program while living at the Maryland Village.

“We have always wanted to become homeowners, and we knew we wanted to come back to Texas because family support was important,” Merry said.

The couple is learning how to provide for their family, which was a priority because Merry has not been able to qualify for life insurance because of her terminal illness.

The A. James & Alice B. Clark Foundation has partnered with Operation Homefront since 2010, becoming the lead investor in our Transitional Homes for Veterans and Transitional Housing – Villages programs. In 2023, they granted \$2.25 million for these transformative programs.

Thanks to the A. James & Alice B. Clark Foundation’s ongoing commitment and an unrestricted \$20 million gift from MacKenzie Scott, we have the resources to help fund the purchase and maintenance of new houses in our Transitional Homes for Veterans program for years to come.



# Our Recurring Family Support Programs

## Holiday Meals for Military®

In 2023, our Holiday Meals for Military program served over 26,000 families — nearly 80,000 individual family members.

Since our program began, we have served nearly 190,000 families — over 750,000 individual family members.

## Star-Spangled Babies®

In 2023, our Star-Spangled Babies program celebrated nearly 800 military parents with support and essential baby items they needed to welcome their newest family members.

Since our program began, we have supported over 21,000 new and expectant parents.

## Military Child of the Year®

Our 15<sup>th</sup> annual Military Child of the Year® Awards honored seven recipients for their exceptional leadership, volunteerism, civic engagement, and more.

Since our program began, we have recognized 86 military children.

Our 2023 Military Child of the Year® Award recipients:

- Moved a combined 37 times;
- Lived through 208 months of deployments;
- Logged 1,661 volunteer hours in the 12 months before their nominations.

Air Force: **Louis Geer**  
Army: **Mackenzie Hanna**  
Coast Guard: **Haydn Jones**  
Marines: **Hannah Marie Tokiwa**  
National Guard: **Jackson Griggs**  
Navy: **Jemma Bates**  
Space Force: **Hayley Schreiner**

In 2023, our Back-to-School Brigade® program provided over **43,000** backpacks filled with school supplies to military children.

Since our program began, we have distributed over **550,000** backpacks to military children, saving military families nearly **\$60 million** in expenses.

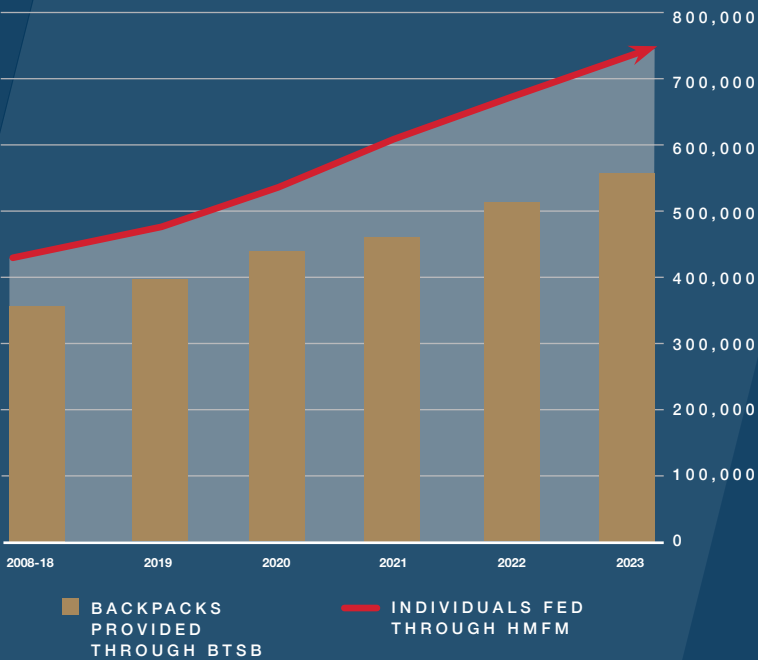


**“Having the supplies makes back-to-school time easier because we live on one income.”**

—Cheyenne Lavallie, U.S. Coast Guard Spouse

## BACKPACKS DELIVERED AND INDIVIDUALS FED YEAR OVER YEAR SINCE PROGRAM INCEPTION

As inflation continued to rise throughout 2023, so did our requests for assistance. Our family support programs, including Holiday Meals for Military and Back-to-School Brigade, reached over 130,000 military family members in 2023.



For 7-year-old Reagan Lavallie and her 3-year-old sister, Sunny, the excitement was in balloon swords, painted-on puppy dog faces, and new backpacks filled with school supplies. For their parents — Cheyenne and U.S. Coast Guard Petty Officer 1<sup>st</sup> Class Joseph Lavallie — the pencil bags, crayons, and other goodies collected at one of our Back-to-School Brigade® (BTSB) events in 2023, meant relief.

“Having the supplies makes back-to-school time easier because we live on one income,” said Cheyenne, who stays home with the girls and their baby brother, Archie.

It’s a sentiment military families expressed often in 2023, a year in which our BTSB program placed more than 43,000 backpacks in the hands of military children.

The National Retail Federation estimated families of K-12 students spent \$890 on back-to-school items for the year. For military families — many of whom are single income like the Lavallies and many of whom live paycheck to paycheck — the additional expense of sending children back to school hits hard.

Joseph added his appreciation for events that recognize the sacrifices of not only the service member but of military families.

“Cheyenne sacrificed her career so I could serve. The sacrifices of families aren’t heard about as much as the sacrifices of those who serve,” said Joseph, who enlisted in the Coast Guard in 2012 and plans to serve at least 20 years.

“Organizations like Operation Homefront are a great support,” he said. “Thank you to the donors. It shows a nice giving attitude, and that’s what made America great to begin with.”

**In 2023, Southern New Hampshire University (SNHU) became the lead investor in our Back-to-School Brigade program, helping to deliver over 43,000 backpacks at events across the country. Since 2014, SNHU has invested over \$1 million in cash and in-kind to our mission.**

*Pictured above: A military family enjoys the celebrations at our BTSB event held at Shell Energy Stadium in Houston, Texas.*





## Stories from the Homefront

# STRONG.

“I can’t imagine where I would have been if I’d never found the Village program.”

—Petty Officer 2<sup>nd</sup> Class Baurel Souop, Navy Veteran

**BAUREL SOUOP** // After immigrating from Cameroon, Baurel Souop joined the Navy in 2019 as a thank you to the U.S. for welcoming him. He envisioned a career as a Naval officer and was deployed to Japan and the Philippines. Within two years of service, he earned the rank of petty officer second class.

However, when health issues caused by the stress of service led to his medical retirement, he was not prepared for civilian life. His situation was dire. He stopped sending money to help his mom and sister in Cameroon, and he lived in a rental car.

After his fiancée, Suzanne, immigrated to the United States from Cameroon in 2022, they were accepted into Operation Homefront’s Transitional Housing – Villages program in San Diego, California. Baurel said becoming friends with other Village residents helped him heal and the program guided him to financial stability.

They graduated from the program in 2023, having paid off debt and saved money for a down payment on a house in San Diego. Now, Baurel is working as a factory control specialist in accounting, and he and Suzanne are expecting their first baby.

Baurel wants donors to understand Operation Homefront’s goals.

“The goal is to prepare you for the next step and support you so you can be prepared to get your own place. The goal is to reduce the number of veterans that end up on the street. Thank you so much for this program.”

We understand that providing temporary housing to our wounded, ill, and injured service members and their families is vital to their success as they transition to civilian life. We are grateful to our generous partners such as **The Coca-Cola Foundation**, the **May & Stanley Smith Charitable Trust**, **Veterans United Foundation**, and others for supporting our Transitional Housing – Villages in California, Maryland, and Texas.

“I can’t even think of words to describe how great it feels to be able to provide a safe and secure roof over our heads.”

—Sgt. Tim Lindsay, Marine Corps Veteran



**TIM LINDSAY** // Roof repairs weren’t in the budget – or even on the radar – for Marine Corps veteran Tim Lindsay in 2023. When Tim and his wife Bonnie, a Navy veteran, purchased a home in Norfolk, Virginia, in 2020, their inspector said the roof would last 10 years.

Within a few years, though, they had to have leaks repaired and noticed soft spots and moss growing where it should not be. The Lindsays felt stressed when a contractor said they needed to replace the roof. Even as a two-income family, they knew their budget would not accommodate a new roof so they could keep their home safe for their young son.

Finding Operation Homefront’s Critical Financial Assistance (CFA) program online was a relief. “We are very thankful we were able to receive the (assistance),” said Tim, a Purple Heart recipient whose 10 years of service included deployments to Afghanistan and Bahrain. Tim was injured in an IED blast during a security forces training exercise in Afghanistan.

# STABLE.

Our Critical Financial Assistance program is made possible by the generous support of donors, such as **Chobani**, **Love’s Travel Stops**, **Oak Foundation**, the **SpartanNash Foundation**, and more. Their investments allow us to help military families overcome short-term financial difficulties, so they do not become long-term hardships.

“Thank you for making all of our dreams come true and giving us a place to call home.” —Sgt. Lakeysha Tarver, Air Force Veteran



# SECURE.

**LAKEYSHA TARVER** // On weekend mornings, when the pace slows, Air Force veterans Lakeysha and Charles Tarver take time to savor the security they feel in their San Antonio, Texas, home. Lakeysha said they dreamed of purchasing a home after she retired from the military. However, the goal was out of reach as inflation and medical co-pays diminished their savings.

Since moving into their new home – which is part of our Permanent Homes for Veterans (PHV) program – the couple and three children no longer face the stress of apartment living. “There’s less worrying ... because there is space for everyone in this house,” said Lakeysha, who retired in 2022 after 20 years. Charles served four years and was honorably discharged in 2012 after a service-related back injury. The two met while serving in Okinawa, Japan.

The Tarvers are as excited about the financial education element of the PHV program as they are about having space for their children to grow. “I can see this impacting the lives of our kids’ children. That’s how big it is,” Charles said.

Lakeysha and Charles are mapping paths to post-military, family-friendly careers. He is near completion of a bachelor’s degree in business administration and plans to work in project management, and she is studying chemistry. Her goal is to establish a career in biochemistry and work in a military lab.

The Tarvers are grateful to be in their forever home. “The house is perfect, and we absolutely love it.”

The Tarver family’s home was one of two Permanent Homes for Veterans houses we awarded to military families in 2023 through our partnership with **U.S. Bank**. Since our partnership began in 2018, U.S. Bank has helped expand our PHV and Critical Financial Assistance programs.



## United We Stand Campaign



**United We Stand**, our ambitious three-year \$100 million comprehensive campaign to generate resources to allow us to secure the futures of our military families for years to come, continues to build on the momentum sparked when the campaign launched in 2021.

### MILLION DOLLAR MATCH



In 2023, the Bob & Dolores Hope Foundation partnered with Operation Homefront to launch the unprecedented and historic United We Stand Million Dollar Match. The match

inspired Americans nationwide to take action and express their gratitude for the freedoms they enjoy by contributing to Operation Homefront. This initiative not only served as a platform for giving but also as a testament to the widespread support for our military families.

We used our co-branded match campaign to rally Americans in support of our military families so that we can help secure their futures for years to come. In September 2023, the match was met, securing over \$1.1 million in donations from 15,500 gifts.

Since our partnership began in 2017, the Foundation has invested or pledged nearly \$4.3 million to support our mission.

### Campaign Investors

- A. James & Alice B. Clark Foundation
- Anonymous
- Bob & Dolores Hope Foundation
- CarMax
- CSX
- The Home Depot Foundation
- The Kahlert Foundation
- Michelle Mauzy
- Susan McKay
- Oak Foundation
- Operation Homefront Board of Directors
- Pillsbury
- Procter & Gamble
- PulteGroup, Inc.
- Joe Riley
- United Rentals
- The Slater Family Foundation
- Walmart Foundation
- Don and Maggie West
- Glenn and Nancy Wilson



BUILDING STRONG, STABLE, SECURE MILITARY FAMILIES

### Why Us?

Operation Homefront is one of our nation's largest charities dedicated to serving military families. Since our founding over 20 years ago, we have compiled a proven track record of helping this special group of our fellow citizens overcome their financial challenges. After two decades of innovation, rigorous evaluation, and thoughtful adaptation, our programs continue to meet the changing needs of our military families.

We offer valuable, life-changing programs to support military families when they need us most. Through post-program participation and graduation surveys, we know these programs are making our military families feel stronger, more stable, and more secure.

### Why Now?

It is a national tragedy when a military family that has worked tirelessly to protect our freedoms has to experience the demoralizing realization that a short-term financial hardship could spiral into a long-term struggle. While many Americans feel the pinch of inflation, military families often shoulder additional burdens not experienced by their civilian counterparts.

Although Operation Homefront helps tens of thousands of military families each year, we miss many opportunities to help these deserving families overcome their struggles, due to a simple lack of resources. As a result, growing our financial resources is critical to our ability to deliver the support they need.

### Why Me?

Each person who shares our belief - that it is important to help our military families in their time of need - can continue to play a vital role in helping us ensure that this deserving group of fellow citizens can thrive for decades to come in the communities they've worked so hard to protect. With your willingness to invest in our mission to build strong, stable, and secure military families, our ability to positively impact the lives of America's military families continues to grow.

**Simply put, our donors bring our mission to life.**

## The need continues.

Help us generate the remaining resources that will allow us to secure the futures of our military families for decades to come. Campaign funds are strategically targeted to put us in a position of strength, with **\$75 million** designated to support ongoing operations, and **\$25 million** going toward our capital component... a **\$100 million** effort.



### Food insecurity

**23%**

of veterans and military families report being food insecure



### Unaffordable housing

**1.5 MILLION**

veterans are considered housing cost burdened



### Financial instability

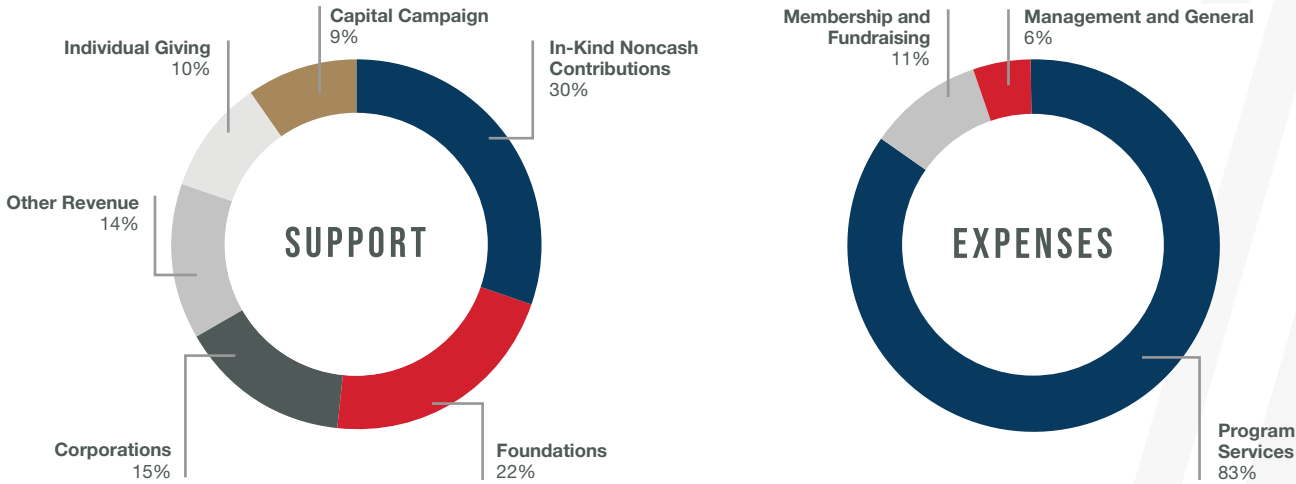
**2.4 MILLION**

veterans live paycheck to paycheck, while 1.5 million live below the poverty line



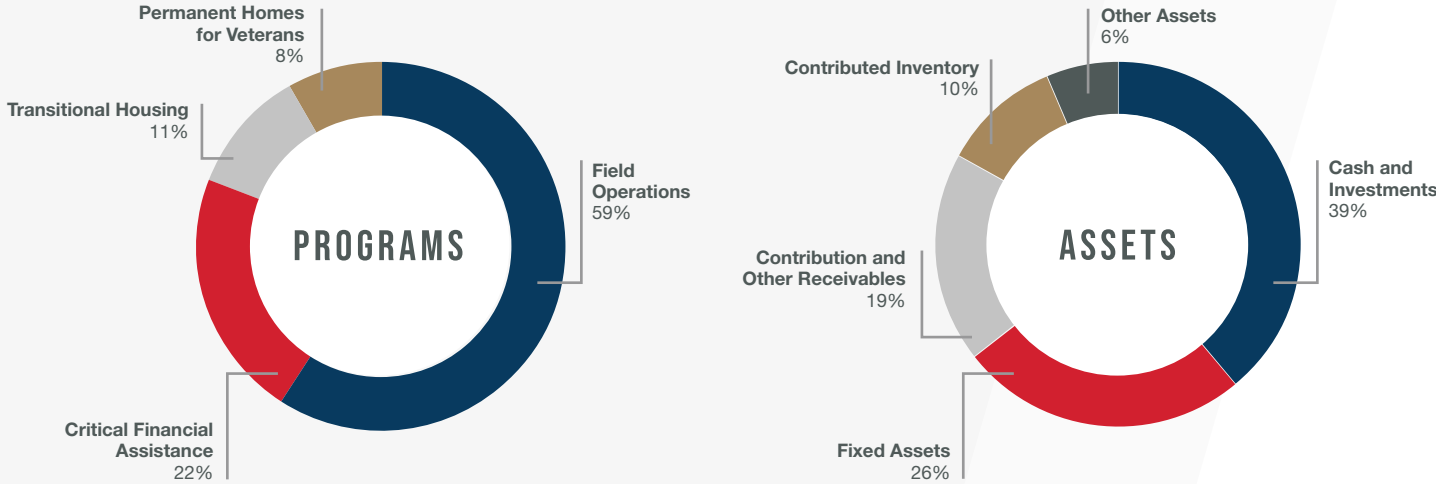
Operation Homefront, Inc. Statement of Activities  
for the Year Ended Dec. 31, 2023  
(with summarized financial information for the year ended on Dec. 31, 2022)

	WITHOUT DONOR RESTRICTION	WITH DONOR RESTRICTION	2023 TOTALS	2022 TOTALS
<b>Revenue, Support, and Other:</b>				
Contributed houses	\$323,000	\$741,435	\$1,064,435	\$2,226,535
Contributed goods, services, and facilities	\$13,816,179	\$34,077	\$13,850,256	\$12,799,623
Contributions	\$15,031,431	\$17,408,302	\$32,439,733	\$49,549,443
Special events, net expenses of \$506,254	—	—	—	\$145,553
Investment earnings, net	\$1,432,865	\$171,179	\$1,604,044	\$(101,837)
Other revenues	\$87,156	—	\$87,156	\$446,619
<b>Total Revenue, Support, and Other</b>	<b>\$30,690,631</b>	<b>\$18,354,993</b>	<b>\$49,045,624</b>	<b>\$65,065,936</b>
<b>Expenses:</b>				
Program services	\$38,085,210	—	\$38,085,210	\$39,452,077
Management and general	\$2,515,977	—	\$2,515,977	\$2,362,375
Fundraising	\$5,188,583	—	\$5,188,583	\$4,689,843
<b>Total Expenses</b>	<b>\$45,789,770</b>	<b>—</b>	<b>\$45,789,770</b>	<b>\$46,504,295</b>
Change in net assets	\$(15,099,139)	\$18,354,993	\$3,255,854	\$18,561,641
Net assets released from restriction	\$11,546,149	\$(11,546,149)	—	—
Net assets at beginning of year	\$33,171,864	\$14,062,749	\$47,234,613	\$28,672,972
<b>Net Assets at End of Year</b>	<b>\$29,618,874</b>	<b>\$20,871,593</b>	<b>\$50,490,467</b>	<b>\$47,234,613</b>



Operation Homefront, Inc. Statements of Financial Position Dec. 31, 2023, and 2022

ASSETS	2023	2022	LIABILITIES AND NET ASSETS	2023	2022
<b>Current Assets:</b>					
Cash, operating	\$9,000,926	\$8,868,313	Accounts payable	\$918,051	\$932,268
Cash, escrow funds	\$129,116	\$140,858	Accrued expenses	\$1,214,504	\$1,124,868
Cash, security deposits	\$12,500	\$12,000	Accrued escrow accounts	\$141,116	\$152,858
<b>Total Cash</b>	<b>\$9,142,542</b>	<b>\$9,021,171</b>	Operating lease liabilities	\$1,276,816	\$547,893
Investments, at fair value	\$12,194,451	\$16,721,923	Finance lease liabilities	\$815,698	\$1,025,503
Pledges receivable	\$9,334,817	\$7,413,339	<b>Total Liabilities</b>	<b>\$4,366,185</b>	<b>\$3,783,390</b>
Employee Retention Credits Receivable	\$864,286	\$881,110	<b>Net Assets:</b>		
Contributed houses inventory	\$4,805,395	\$5,100,303	Without donor restrictions	\$29,618,874	\$33,171,864
Contributed goods inventory	\$999,349	\$625,962	With donor restrictions	\$20,871,593	\$14,062,749
Prepaid expenses and other current assets	\$503,120	\$297,915	<b>Total Net Assets</b>	<b>\$50,490,467</b>	<b>\$47,234,613</b>
Right-of-Use Asset	\$1,251,206	\$547,893	<b>Total Liabilities and Net Assets</b>		
Property and equipment, net	\$12,842,307	\$10,408,387		\$54,856,652	\$51,018,003
Beneficial Interest, at fair value	\$2,919,179	—			
<b>Total Assets</b>	<b>\$54,856,652</b>	<b>\$51,018,003</b>			



Financial information, including audited financial statements and the most recent IRS Form 990, is available at [OperationHomefront.org](https://www.operationhomefront.org).

We rely on the generosity of individuals, corporations, and foundations. We receive no federal funding.

83% of expenditures go directly to programs



# Our Collective Impact

## BODYARMOR

In 2023, BODYARMOR Sports Drink announced our partnership and launched their new Cherry Lime flavor with a celebratory military camouflage bottle – and the Operation Homefront logo – in honor of those who serve. On Memorial Day, BODYARMOR hosted our 2023 Military Child of the Year® (MCOY) Award recipients at the Coca-Cola 600 at the Charlotte Motor Speedway. Team Penske's Ryan Blaney drove the #12 car which featured BODYARMOR's Cherry Lime flavor and Operation Homefront logo. The weekend was brought to an epic conclusion when Ryan won the race and celebrated with our MCOY Award recipients in the Winner's Circle.



## CSX

CSX, through its *Pride in Service* community investment initiative, partnered with Operation Homefront for the fifth consecutive year to deliver gratitude and resources to military families. CSX employees celebrated 30 military moms with a Star-Spangled Babies shower at CSX headquarters in Jacksonville, Florida. During the summer, employees assembled and distributed more than 1,200 backpacks for Back-to-School Brigade events in Tennessee, North Carolina, and Maryland. At a special Veterans Day event, CSX employees gathered in Baltimore, Maryland, to provide 150 military families with a special meal. Since 2018, CSX has also generously invested in our mission and provided critical financial assistance to thousands of military families within their 26-state service territory.

## KIA

In November, Kia teamed up with Operation Homefront and the Washington Commanders to gift Marine Corps veterans Tiffany and Dwight McKinney a new gray 2024 Kia Telluride X-Pro SUV. The McKinneys believed they had received complimentary tickets to attend the Commanders Salute to Service game; however, an exciting video by Kia that played during the game revealed the surprise. The McKinney family was awarded the keys to their new car on the field, and the family was gifted a framed photo of the Kia workers who assembled the car. Since 2022, Kia has partnered with Operation Homefront through their Accelerate the Good program.



## Walmart

From Oct. 23 to Nov. 30, 2023, Operation Homefront was featured on Walmart.com through their *Spark Good Round Up* campaign. This initiative allowed customers who shopped on Walmart.com to round up their purchase as a donation to Operation Homefront. Walmart matched all donations 2:1 as an added incentive. Thanks to Walmart and their loyal customers, over \$3.2 million was raised. In addition, throughout the year, Walmart stores across the country supported our events with individual grants and provided essential volunteer support for our programs. Walmart and the Walmart Foundation have been proud supporters of our mission since 2006.



Our Top Donors

Donors are listed by recognition category based on cash and in-kind donations received in 2023, not inclusive of pledges or cumulative gifts. A complete list of donors is available at [OperationHomefront.org](https://OperationHomefront.org).

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\$5,000,000+



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WE'RE NOT REALLY STRANGERS

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Dollar Tree, along with its customers and associates, raised over \$8.7 million cash and in-kind through in-store collection drives, associate giving and corporate financial investment. Dollar Tree stores across the country collected millions of school supplies and toys, supporting the Back-to-School Brigade and Holiday Toy Drive programs. Since 2006, more than \$180 million has been raised to support military families, making Dollar Tree a pivotal partner in the mission.



In July, Operation Homefront received a \$2.74 million legacy grant from the Christel DeHaan Family Foundation to support financial assistance and housing needs for military families in the greater Indianapolis, Indiana, area. We are honored that Ms. DeHaan chose Operation Homefront to carry on her philosophy “to care, to share, to make a difference.”



The Kahlert Foundation has been a lead investor of our Transitional Housing – Apartments program since 2022. Their commitment has allowed us to launch and expand this innovative program with ten apartments in Frederick and Howard Counties in Maryland. The Kahlert Foundation has invested over \$1.4 million in our mission since 2014.



United Refining Company, the parent company of Kwik Fill, partnered with Operation Homefront through its Operation Give Thanks campaign. In November, customers could visit any Kwik Fill location to donate. Since 2022, over \$250,000 has been raised to benefit military families in New York and Pennsylvania.



In 2023, Impossible Foods launched its partnership with Operation Homefront by investing \$100,000 to support our impactful programs, with a focus on our Critical Financial Assistance and Military Child of the Year® Awards, as well as our Veterans Day match campaign, which raised more than \$120,000.



In 2023, P&G remained committed to Operation Homefront, as we proudly celebrated our seventh year of partnership. For more than 100 years, P&G and its brands have had a legacy of supporting America's military and veteran families. Since 2016, P&G and its military division have supported our annual match campaigns, provided in-kind product donations for programs such as our Holiday Meals for Military and Star-Spangled Babies showers nationwide, and more.

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# Awards and Recognition



## 2023 CORNERSTONE AWARDS

Instituted in 2015, Operation Homefront's Cornerstone Award recognizes individuals who have helped us transform how we deliver on our promise to military families. We are excited to introduce our latest recipients:

**Alba Baylin**, Vice President, Stakeholder and Social Impact Management, The Coca-Cola Company



**Bob Deforge**, Director for Customer Requirements, Pratt & Whitney, Military Engines



## PREVIOUS CORNERSTONE AWARD RECIPIENTS

**Ed Delgado**, former CEO, The Five Star Group

**Loren Dorshow**, Executive Director, Car Donation Foundation

**Kathy Cox**, former Senior Manager, Walmart Foundation

**John Kitchens**, former Director of Corporate Citizenship, CSX Corporation

**Ken Ruff**, VP, National Accounts, Beam Suntory

**Tony Montalto**, President and COO, Bob & Dolores Hope Foundation

**Heather Prill**, Senior Manager, Strategic Partnerships & Programs, The Home Depot Foundation

**Jenny Jonker**, Brand Experience Manager, General Mills

**Chelle Davis**, former Manager, Investor Relations, Dollar Tree

**Jamie Little**, Senior Director, Talent Acquisition, Employer Brand and Corporate Social Responsibility, Choice Hotels

**Rusty Smallwood**, former AVP REO-Manager, JPMorgan Chase

**Emily Weaver**, Business Planning Manager, Chevrolet

**Gina Collins**, former Chief Marketing Officer, Outback Steakhouse

**Jim Zeumer**, Vice President, Investor Relations and Corporate Communications at PulteGroup, Inc.

**Marc Knowles**, Global Military Team Leader, P&G

**Camille Jenkins**, former Vice President National Customer Relations, Meritage Homes Corporation

**Len McMorrow**, Senior Vice President, Default Recovery & Litigation at U.S. Bank

**Mike Monroe**, Director, Veterans' Programs and Strategy, A. James & Alice B. Clark Foundation

**Ali Haralson**, President of Auction.com

## EMPLOYEE OF THE YEAR



**Erin Burgy**, Senior Director, Integrated Public Relations, joined Operation Homefront in 2020 and hit the ground running with a high-performing focus on her role to communicate strategically with internal and external audiences. Since then, Erin has worked collaboratively to achieve outstanding results in traditional media coverage, public speaking opportunities, and internal communications. She is a compassionate, loyal leader for her team. She steps in to help wherever needed, with energy and enthusiasm. Her efforts have contributed to stronger awareness and credibility for the organization and our important mission to build strong, stable, and secure military families.



## VOLUNTEER OF THE YEAR

**Stephanie Roberson**, from North Carolina, exemplifies dedication

and commitment to our military families. In 2023, Stephanie devoted over 900 volunteer hours to Operation Homefront, contributing over 3,000 volunteer hours in the last three years. In her role, she offers crucial staff-level support to North Carolina, South Carolina, Tennessee, and Kentucky. During Stephanie's time as an Operation Homefront volunteer, she has played a key role in program planning, volunteer communication, and the management of the Dollar Tree collection program. Stephanie always steps up to bridge the gap on various programs within her region, and her diligence extends to managing and stewarding donors in the Charlotte area.

## Where We're Headed

We at Operation Homefront entered 2024 with a stronger-than-ever dedication to meeting many of the needs of our military families, as they work tirelessly to protect the freedoms we enjoy daily and our way of life. It is an honor to be able to help them in their time of need for all they have done for all of us in our nation's time of need.

We are grateful to our ardent supporters, like you, who make it possible for us to continue helping this deserving group of individuals when they face financial struggles. As much as we enjoy when our successful programs achieve new milestones, such as those celebrated in these pages, we keep our focus on the future. We hear weekly about military family budgets overwhelmed by unexpected financial

obstacles, threatening to undermine their long-term stability. Despite the tens of thousands of families we are able to help each year, there are still tens of thousands in need.

With the strong support of corporations, foundations, and individuals, we will grow and innovate so we can continue to fulfill our mission of building strong, stable, and secure military families. We are dedicated to helping our military families thrive – not simply struggle to get by – in the decades to come because we know that strong military families make their communities stronger, and these strong communities, in turn, make America stronger.

Thank you for standing with us as we roll up our sleeves to do even more in 2024.





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