20 IMPACT AT A GLANCE 20

APPROXIMATELY 1.2M VOLUNTEER HOURS VS 1.8M IN 2019

620.6K HEROES IMPACTED VS 371K IN 2019

498K HANDMADE ITEMS VS 335K IN 2019

6.8M+ PRODUCTS DONATED

3.48B NEWS REACH +102% VS 2019
Operation Gratitude gives millions of Americans the opportunity to express appreciation through hands-on volunteerism to lift the spirits of their Military and First Responder Heroes both nationally and worldwide.

- **289K Paracord Bracelets Created** (vs 148K in 2019)
- **559K Letters of Gratitude Written** (vs 452K in 2019)
- **53K Handmade Knits Donated** (vs 64K in 2019)
- **Approximately 1.2M Volunteer Hours** (vs 1.8M in 2019)
- **25,730 Online Volunteer Inquiries** (vs 20K in 2019)
- **3,652 Group Service Projects** (vs 6K in 2019)
- **64K Handmade Cards Created** (vs 47K in 2019)
Operation Gratitude lifts the spirits of Deployed Troops, recruit graduates, veterans, military families, first responders and healthcare heroes.

2020

PROGRAMS

620.6K HEROES IMPACTED

VS 371K IN 2019

50.8K DEPLOYED TROOPS

15.7K MILITARY CHILDREN

13.9K LOCAL TROOPS

54.9K VETERANS

16.5K RECRUIT GRADUATES

1.8K WOUNDED HEROES + CAREGIVERS

16K FIRST RESPONDERS

COVID-19 RESPONSE

57.9K VETERANS + NATIONAL GUARD

164.5K FIRST RESPONDERS

228.2K HEALTHCARE PROVIDERS
2020 DEVELOPMENT

67 LARGE-SCALE CORPORATE PARTNERSHIPS

209 EMPLOYEE ENGAGEMENT PROGRAMS

6.8M+ PRODUCTS DONATED

INDIVIDUAL GIVING

$446K ONLINE FUNDS RAISED THROUGH CLASSY VS $353K IN 2019

GIVINGTUESDAYNOW + GIVINGTUESDAY

498K HANDMADE ITEMS VS 335K IN 2019

OVER $100K RAISED
2020 MEDIA

TOTAL MEDIA EXPOSURE  
33,440

INDIVIDUAL MEDIA MENTIONS  
+90% VS 2019

$35.7M  
EARNED MEDIA

117.05M  
TV + NETWORK-OWNED RADIO

REACH  
+74% VS 2019

3.48B  
NEWS

REACH  
+102% VS 2019

400.5M  
SOCIAL

REACH  
+4% VS 2019

HIGHLIGHTS

BROADCAST

PRINT

Dr. Jill Biden joins Operation Gratitude to send holiday cheer to Deployed Troops overseas.

Bridging the divide happens when words meet action

Gratitude and service through virtual volunteerism

Operation Gratitude bringing communities together with Halloween candy

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Operation Gratitude’s mission is to forge strong bonds between Americans and their Military and First Responder heroes through volunteer service projects, acts of gratitude, and meaningful engagements in communities nationwide.

Hands-on volunteerism, acts of gratitude and meaningful engagements are the best ways to bridge the civilian-service divide.

Actions speak louder than words

Saying “thank you for your service” is the start of a conversation that leads to a better understanding of service

Hands-on volunteerism, acts of gratitude and meaningful engagements are the best ways to bridge the civilian-service divide

Through empathy, we will continue to encourage our volunteers, our recipients, our employees, and the communities we touch across this country to forge bonds and come together to make a difference.
At Operation Gratitude, we are proud to have received a 4-Star rating from Charity Navigator and the coveted Platinum rating from Guidestar for five consecutive years, demonstrating our commitment to transparency and financial efficiency.

Complete audited financials available at [https://www.operationgratitude.com/financials/](https://www.operationgratitude.com/financials/)