2023 ANNUAL REPORT

WOODY WILLIAMS

★ FOUNDATION ★

A MESSAGE FROM OUR PRESIDENT

THE 2023 ANNUAL REPORT for the Woody Williams Foundation provides a comprehensive overview of the organization's endeavors, accomplishments, and financial performance over the course of this past year. Most of all, this report serves as a testament to the foundation's commitment to its mission of honoring the sacrifices made by Gold Star families and promoting patriotism within the community.

By highlighting the impactful programs, initiatives, and partnerships pursued throughout 2023, the report showcases the foundation's dedication to supporting Gold Star Families and never forgetting the sacrifice of their loved ones for this great nation. Through transparency, accountability, and gratitude, the Woody Williams Foundation aims to engage stakeholders, inform supporters, and inspire continued collaboration as it strives to make a meaningful difference in the lives of those who have suffered tremendous loss.

— Dr. Mark E. Harris USMC (RET), President and CEO

MISSION STATEMENT

"The Woody Williams Foundation will honor, recognize, and serve Gold Star Families and the legacy of their Loved Ones who have paid the ultimate sacrifice."

"The Cause is Greater Than I."

Hershel W. Williams

OUR GOALS

- Assisting in the promotion, creation, and implementation of Gold Star Families Memorial Monuments in communities in every State and U.S. territories.
- Hosting Gold Star Family Outreach event programs with a custom plan associated with each Gold Star Families Memorial Monument location across our footprint of service.
- Awarding scholarships to eligible Gold Star Family members.
- Educating and raising awareness in the American public about Gold Star Families and the sacrifices that have been made for the freedoms we enjoy every day as Americans.

GOLD STAR FAMILIES MEMORIAL MONUMENTS

ON OCTOBER 2, 2013, Woody's vision of the very first Gold Star Families Memorial Monument would come to fruition at the Donel C. Kinnard Memorial State Veterans Cemetery in West Virginia. From that seed grew a national project which now spans all 50 states and one U.S. territory, Guam.

**As of December 2023*

2023 was yet another banner year for the program. Throughout this last year, **19** of our locations installed and dedicated their community's Gold Star Families Memorial Monument. In addition, **18** new communities have joined the mission by launching a monument project. As new communities continue to join the mission, we are reminded that establishing the monument is just the beginning.

With our ever-expanding footprint, we are constantly discovering and assessing the existing needs of those we serve. Each monument location serves as a point of service thus allowing us to utilize each monument as a forward operating base for all mission-related activities including our Outreach and Education programs.

"I truly felt honored at this event. People really don't forget about our heroes and that feels really good."
- Gold Star Wife

Gold Star Families Memorial Monument Dedication (Huntington, WV)

GOLD STAR FAMILIES OUTREACH

The sustained success of our 2023 outreach programs has enabled us to refine and expand our services, with a focus on increasing our impact and delivering enhanced support to Gold Star Families. Throughout the year, the foundation successfully served over **5,000** Gold Star Families. Our annual events have consistently extended a heartfelt welcome to these families and their supporters. In 2023, we broadened our outreach initiatives to encompass more than **30** distinct events, providing meaningful opportunities for over **100,000** individuals across communities nationwide to actively engage and contribute.

GOLD STAR FAMILY DAY AT THE BALLPARK

Gold Star Family Day at the Ball Park is an exclusive occasion created by the Woody Williams Foundation, gathering hundreds of Gold Star Family members each year for a day filled with baseball, food, community bonding, and enjoyment. This year marks the expansion of the event to three different locations nationwide. Moreover, the success of the program has opened avenues for us to organize similar events in diverse sporting arenas, including college and professional football, professional ice hockey, as well as rodeo.

OPERATION H.R.S

Operation H.R.S. (Horse) brings equine athletes and equestrians together to compete in honor of Gold Star Families and their Loved Ones who have paid the ultimate sacrifice for our freedom. Through our partnership with the North Carolina State Championship Horse Show and United Professional Horsemen's Chapter 12, this annual event welcomes Gold Star Families from around the country to be a part of this special event. Families in attendance are given VIP access to spectate the event and are honored throughout each performance.

GOLD STAR FAMILY DAT AT THE AUTO ZONE LIBERTY BOWL

The Gold Star Family Day at the Auto Zone Liberty Bowl is a marquee event. This wonderful partnership has continued to grow, allowing hundreds of Gold Star Families to attend a custom, family friendly tailgate, the Gold Star Families Memorial March, and attend the game to cheer on their team. This event provides a unique opportunity to honor and remember those who have sacrificed so much for our freedom, featuring a festive atmosphere and ample opportunities for connection among Gold Star Families.

"I wanted to thank you all for taking such great care of us at the Liberty Bowl. I also wanted to tell you all that you did a beautiful job with everything. The monument was so moving, and my family and I appreciate everything you did for us. Thank you for remembering our son and brother."

-Gold Star Mother

GOLD STAR FAMILIES OUTREACH

TRAVELING GOLD STAR FAMILIES MEMORIAL MONUMENT

The Traveling Gold Star Families Memorial Monument is an exact replica, on a 1:1 scale, of the permanent monuments installed nationwide. This mobile tribute provides an opportunity for those without access to a permanent monument to engage in a comparable experience, urging communities to express honor, recognition, and service. Throughout 2023, the traveling monument has successfully undertaken **15** missions across the country.

OPERATION CARETAKER

Operation Caretaker aims to enhance and maintain installed Gold Star Families Memorial Monuments (GSFMMs) by fostering local involvement and community collaboration. This initiative guarantees the preservation of each site's beauty and integrity with a consistent, effective, and considerate approach. Moreover, it offers perpetual service and engagement opportunities for all members of the community. This program is expanding throughout the network of GSFMM locations, with the noteworthy inclusion of a new site in Guam in 2023.

GOLD STAR FAMILIES EDUCATION

Woody Williams Foundation's mission is to address the educational requirements of Gold Star Families. We actively pursue this objective by providing scholarships and establishing strategic partnerships to enhance the educational landscape for those we support. In 2022, we initiated the Living Legacy Scholarship program, offering assistance to Gold Star Family members pursuing education at various levels, including skilled trade education and professional certifications. This initiative enables us to offer targeted support to Gold Star Families where it is most needed.

Living Legacy
SCHOLARSHIP

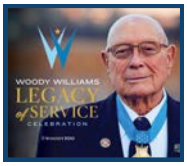
★ TOTAL SCHOLARSHIPS: 3
★ TOTAL AWARDED: $3,000

Since the inception of the Living Legacy Scholarship, we have awarded four scholarships to Gold Star Family members with diverse educational needs, covering undergraduate, graduate, and K-12 tuition assistance. The Foundation is also proud to highlight the new Gold Star Family scholarship through our partnership with Western Governors University. This $10,000 scholarship has been established to honor those who paid the ultimate sacrifice by assisting their surviving spouse and/or children in covering educational expenses.

DEVELOPMENT

Our development efforts expanded to include the first annual *Legacy of Service Celebration* and a new partnership with the Veterans Business Resource Group at UPS, establishing a Golf Outing in support of the foundation. These events were launched with resounding success and we look to grow them over the coming years.

The foundation also orchestrated many new partnerships with several companies and launched a new giving society entitled the "Caretaker Society" in honor of our late founder, Woody Williams.



2023 INCOME: $ 625,588

Contributions: $ 288,069
Sponsorships: $ 57,432
Support Fees: $ 94,147
Carry Over Restricted: $ 43,811
'22 Carry Over: $ 142,129

**Does not include restricted funding.*

STATISTICS

New Donors: 591
Recurring Donors: 15
Donor Retention Rate: 12%
Grants: $ 65,630 *(Pritzker)*

SUPPORTERS & PARTNERS

American Airlines

PRITZKER MILITARY MUSEUM & LIBRARY

Airpower Foundation
American Veterans Center
Amgen
Black Rifle Coffee
Carry the Load
Chef Irvine
Medal of Honor Foundation
Dogs Helping Heroes
East and Westbrook
Ft. Chadbourne Foundation
Gary Sinise Foundation
Get Response
Gold Star Parents Retreat
Gold Star Wives of America
Hero Portraits
Honor and Remember
Louisville Bats
Northrup Grumman
People's Bank
Raymond James
RDC Shoes
Robert Irvine
Sgt. Grit Marine Specialties
Simmons Bank
Stop Soldier Suicide
National WWII Museum
Tour of Honor
Toyota
Travis Manion Foundation
United Parcel Service

2023 FINANCIALS

GENERAL FUND

INCOME		2020 Actual	2021 Actual	2022 Actual	2023 Actual	2023 Budget
	Contributions	$ 273,146.50	$ 457,092.48	$ 303,027.21	$ 288,069.30	$ 350,000.00
	Sponsorships	$ -	$ -	$ -	$ 57,432.00	$ -
	Foundation Support Fee	$ -	$ 4,169.20	$ 59,644.83	$ 94,147.65	$ 50,000.00
	Carryover Restrictions to Release	$ 38,772.72	$ 28,363.85	$ 106,786.82	$ 43,810.51	$ 50,000.00
	2022 General Fund Carryover	$ -	$ -	$ -	$ 142,128.66	$ 160,000.00
TOTAL INCOME		**$311,919.22**	**$489,625.53**	**$469,458.86**	**$625,588.12**	**$610,000.00**

EXPENSES		2020 Actual	2021 Actual	2022 Actual	2023 Actual	2023 Budget
Fundraising Expenses						
	Travel	$ 1,661.43	$ 527.81	$ 149.57	$ 1,749.24	$ 2,500.00
	Donor Drives and Expenses	$ 501.95	$ 38,273.92	$ 6,051.00	$ 33,374.84	$ 10,000.00
Total Fundraising Expenses		**$ 2,163.38**	**$ 38,801.73**	**$ 6,200.57**	**$ 35,124.08**	**$ 12,500.00**
Management and Administrative						
	State Business Registrations	$ 8,280.62	$ 6,811.05	$ 8,557.66	$ 5,444.44	$ 8,100.00
	Insurance	$ 1,628.84	$ 1,474.28	$ 2,892.16	$ 1,366.07	$ 3,000.00
	Website Maintenance	$ 16,524.79	$ 20,029.66	$ 9,189.83	$ 18,781.37	$ 25,000.00
	Accounting and Audit Fees	$ 19,550.00	$ 22,977.17	$ 27,802.62	$ 30,400.00	$ 30,400.00
	Rent	$ 15,194.00	$ 13,830.20	$ 15,921.00	$ 21,174.70	$ 22,000.00
	Meals	$ 1,791.64	$ 1,437.71	$ 2,404.07	$ 296.93	$ 2,500.00
	Travel	$ 5,926.47	$ 2,876.78	$ 9,900.42	$ 5,020.38	$ 5,000.00
	Office	$ 9,961.61	$ 13,971.57	$ 15,491.12	$ 18,385.22	$ 17,000.00
	Postage	$ 1,260.47	$ 1,556.95	$ 3,263.79	$ 2,787.49	$ 2,500.00
	Printing and Copying	$ 6,275.59	$ 9,524.12	$ 4,815.26	$ 3,598.21	$ 6,000.00
	Banking and Processing Fees	$ 703.00	$ 1,587.26	$ 2,042.33	$ 2,140.15	$ 2,000.00
	Marketing and Media	$ 14,079.00	$ 28,013.13	$ 28,750.40	$ 21,535.00	$ 30,000.00
Total Management and Administrative		**$ 101,176.03**	**$ 124,089.88**	**$ 131,030.66**	**$ 130,929.96**	**$ 153,500.00**
Program Expenses						
	Gold Star Family Memorials	$ 8,700.00	$ 9,937.88	$ 3,187.50	$ 1,566.00	$ 5,000.00
	Meals	$ 1,256.40	$ 1,646.84	$ 2,408.03	$ 1,393.10	$ 3,000.00
	Travel	$ 25,204.40	$ 23,701.53	$ 35,447.72	$ 36,548.47	$ 45,000.00
	Contributions	$ 1,450.00	$ 1,154.95	$ 650.00	$ 5,447.54	$ 2,000.00
	C/O Promotional Items	$ 6,393.00	$ 5,903.63	$ 4,847.88	$ 14,434.20	$ 10,000.00
	Community Outreach Material	$ 25,295.56	$ 7,604.16	$ 25,851.05	$ 12,096.40	$ 20,000.00
Total Program Expenses		**$ 68,299.36**	**$ 49,948.99**	**$ 72,392.18**	**$ 71,485.71**	**$ 85,000.00**
Total Expenses Before Personnel Costs		$ 171,638.77	$ 212,840.60	$ 209,623.41	$ 237,539.75	$ 251,000.00
	Personnel	$ 91,135.70	$ 218,587.36	$ 257,337.32	$ 324,370.09	$ 359,000.00
	Contigency Fund	$ -	$ -	$ -	$	$ -
Total Expenses		**$ 262,774.47**	**$ 431,427.96**	**$ 466,960.73**	**$ 561,909.84**	**$ 610,000.00**
	Unbudgeted Income/Net Gains	$ 38,291.76	$ 58,200.32	$ (1,483.39)	$ 3,730.12	
Total Income over Expenses		**$ 87,436.51**	**$ 116,397.89**	**$ 1,014.74**	**$ 67,408.40**	

**** Does not include restricted funding raised throughout the year.*

"The hole in my heart where all my love for my son is, makes me sick most days; because it feels like it has nowhere to go. Now my driving force is finding somewhere for it to go. Giving back, to me, is honoring him and keeping him alive through memories. Thank you for giving me a place to do that. And thank you for taking the time to hear me. It really makes a difference just to say things out loud and have someone listen."

- Gold Star Mother

For a comprehensive review of additional financial documents and related information

Support our mission to HONOR, RECOGNIZE, & SERVE Gold Star Families

WOODY WILLIAMS
★ FOUNDATION ★

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The Woody Williams Foundation is a charitable 501c(3) organization that pursues specific endeavors and goals through the vision of Medal of Honor Recipient Hershel "Woody" Williams. The Foundation encourages, with the assistance of the American public and community leaders, establishing permanent Gold Star Families Memorial Monuments in communities throughout the United States, conducting Gold Star Families Outreach across the country, and providing Living Legacy scholarships to eligible Gold Star Family members.