



## Operation Courage is Beautiful

### 2016 Annual Report

#### Mission of Operation Courage is Beautiful

*To bring a little joy and femininity to our active duty, deployed, US servicewomen through care packages geared for women.*

#### Executive Director's Note

2016 was an amazing year where we achieved our goal of shipping 1000 care packages to our deployed servicewomen. This was done despite significant increases in postage costs. The value of our package contents also increased to a whopping \$75 each, reflecting on the public's yearning to support servicewomen with quality products. We made themed packages in association with major holidays, like Valentine's Day and Easter/Spring.

We engage more and more local volunteers for our packaging events. Across the nation, we continue to engage individuals, organizations and businesses to support our program through collection drives, fundraisers and packaging events. We have received numerous grants, primarily from Officers' Spouses' Clubs and the local Rancho Penasquitos Town Council. Our organization continues to be in good financial position.

And finally, we have added long-time supporter Sailor Heather Pittman to our Board of Directors. I'm very proud of the work we have done to build a solid foundation for our organization.

Looking forward to supporting more servicewomen in 2017!

A handwritten signature in black ink, appearing to read "Casey Chan-Ruthenbeck".

Casey Chan-Ruthenbeck  
Executive Director

## **Program Achievements Calendar Year 2016**

- # Total Care Packages sent – 1032
- # Total Care Packages returned due to unknown recipient or rejected – 7 (0.6%)
- # Lbs. shipped – 8499 lbs.
- # events – 11 (9 onsite, 2 offsite)
- # Total Volunteers – 169 locally with hundreds more likely engaged nationwide.
- Postage Cost to ship 1 USPS Large Flat Rate Box: ~\$14 - \$15
- Approximate value of contents in each package: \$75
- Themed Packages -Valentine's Day, Mother's Day, Easter/Spring, Christmas/Winter Holidays
- # of unique zip code destinations: 70
- Effect: 1032 recipients and approx. 619 nominators/requestors and 169 volunteers

## **Finances Fiscal Year 2015-2016 (Sep 1, 2015 - Aug 31, 2016)**

Total Income: \$15,718.44 (100% donations/grants)

Total Expenses: \$11,176.89

- Program expenses: \$10,412.97
- Fundraising expenses: \$408.13
- Management and General expenses: \$335.79
- Care Package Products Contribution Value: \$74,949.63
- End of Year Assets: \$4541.55

## **Grants Awarded**

- Air Force Officers' Spouses' Club of Washington, DC Grant, 2016
- Rancho Penasquitos Town Council Grant, 2016
- MacDill Officers' Spouses' Club Grant, 2016
- Travis Officers' Spouses' Club Grant, 2016
- Camp Pendleton Officers' Spouses' Club Grant, 2016
- Officers' Spouses' Club of MCAS Yuma Grant, 2016
- Naval Officer's Spouses Club of Washington DC Grant, 2016

## **Major Supporters**

- Mary Kay Independent Consultants
- Booz Allen Hamilton/Points of Light
- Activision
- Diva Cup International
- Suave, Unilever
- Comcast
- United Steelworkers District 13 Women of Steel

- Clayton Homes
- Intuit Women's Network
- General Atomics Women's Internal Network
- San Diego United Lions and Leo Clubs
- Coloma Lioness Club
- Wright Bros. Inc.
- Hartland Brooklyn
- Stylesynch.com
- VFW Post 3787
- UPS Store #0078

## **Board of Directors**

- Casey Chan-Ruthenbeck, President and Executive Director  
casey@operationcourage.org
- Cindy Chan, Vice President  
cindy@operationcourage.org
- Yuting Chloe Xiang, Secretary
- Ina Masten, Treasurer  
ina@operationcourage.org
- Heather Pittman

## **Mailing Address**

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501(c)3 tax-exempt non-profit  
Tax ID: 47-4812161