



Operation Courage is Beautiful

2017 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

2017 was another great year where we sent over 1000 women's care packages to deployed service members. Many of these packages were sent to individual recipients while others were distributed by a growing number of key contacts overseas.

The challenge of a \$1 increase in postage per box shipped this year was overcome by the donations and grants of generous individuals, organizations and businesses. Thank you! We expect this hill to continue to get larger, however -There will be a \$0.60 increase in postage cost per box in 2018.

As in prior years, we continue to engage more and more local and national volunteers, many companies for a 2nd or 3rd year in a row! I am particularly thankful for my three event coordinators Lisa, Ashlynn and Leona and Grant Writer Roseann for their help this year.

We are happy for board member Yuting Xiang and her husband on their baby girl! We wish she could have stayed on the board, but we do understand that babies do take up a quite a bit of time and energy. :)

And finally, we are excitedly anticipating a new Executive Director. After 5 years in the position, I will be leaving this role so that we can bring in new energy and fresh ideas. I will continue to serve as the President of the Board to maintain a level of continuity and to help the organization continue to grow in knowledge and experience. Please stay tuned!!

Sincerely,

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

Casey Chan-Ruthenbeck
Executive Director

Program Achievements Calendar Year 2017

- # Total Care Packages sent – 1010
- # Total Care Packages returned due to unknown recipient or rejected – 7 (0.6%)
- # Lbs. shipped – 6957 lbs.
- # events – 9 (6 onsite, 3 offsite)
- # Total Volunteers – 265 locally with hundreds more likely engaged nationwide.
- Postage Cost to ship 1 USPS Large Flat Rate Box: ~\$16
- Approximate value of contents in each package: \$75
- # of unique zip code destinations: 64

Finances Fiscal Year 2016-2017 (Sep 1, 2016 - Aug 31, 2017)

Total Income: \$15,865.97

- Donations - Businesses \$9,182.86
- Donations - Individuals \$3,082.16
- Donations - Organizations \$3,549.10
- T-shirt Sales - \$40.00

Total Expenses: \$16,373.90

- Program expenses: \$15,289.40 (93.4%)
- Fundraising expenses: \$341.83 (2%)
- Management and General expenses: \$742.67 (4.5%)
- End of Year Assets: \$6,930.33

Grants Awarded

- San Diego United Lions Club Grant, 2017
- Wright-Patterson Officers' Spouses' Club, 2017
- Military Spouse Association of Camp Pendleton, 2017
- Travis Officers' Spouses' Club, 2017
- Davis-Monthan Officers' Spouses' Club, 2017

Supporters

- Mary Kay Independent Consultants
- Diva Cup International
- Comcast
- Qualcomm
- San Diego United Lions and Leo Clubs
- General Atomics Women's Internal Network
- Stylesynch.com
- VFW Post 3787

- UPS Store #0078
- Chan Chiropractic and Acupuncture
- Rancho Penasquitos Dental Center
- Clarita Carambas, MD
- Angeles Family Dentistry
- Pierce Family Dentistry
- Women's Leadership Institute of Mercy College
- Girl Scouts San Diego Troop 3141
- Penasquitos Lutheran Church
- Neutrogena
- Gay 4 Good
- Archimedes Academy
- Kappa Alpha Theta at Princeton University
- Zeta Tau Alpha
- San Di-Asians Meetup Group
- Many others unmentioned...

Board of Directors

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

Mailing Address

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Operation Courage is Beautiful
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