



2023

ANNUAL REPORT



WELCOME TO THE 2023 EDITION OF OUR ANNUAL REPORT!!

Inside you will find information about us, financial highlights, and other news.

OUR MISSION STATEMENT

Our mission is to remember, honor and memorialize fallen Special Operations soldiers through the world of competitive shooting. We want the families to know they are not alone during and after their tragic loss. During our competition, we share stories and remember who these heroes were and the lives they led. Every competitor walks away with a sense of who these men were. All proceeds for our events go directly to the families of the fallen soldiers we are honoring at the event. We will never forget and not let anyone else forget the ultimate sacrifice these brave men made for our country.

REMEMBER HONOR MEMORIALIZE



THE COMPETITION

Competitors can expect a mix of traditional 3-gun style stages and non-traditional shooting stages. We include classic “run and gun” stages as well as more “exotic” stages, such as shooting from a moving vehicle and clearing obstacles. At each stage, range officers share the story of a specific honoree and have competitors sign a photo poster that is gifted to the honoree’s family after the competition.



Competitors are exposed to situations they never have been placed in before all while remembering those who have sacrificed everything for our country. On the last day, we host a Memorial Ceremony to honor the Gold Star Families and give out awards.

FINANCIAL HIGHLIGHTS

Management Discussion and Analysis

Once again, we are fortunate to see the successes of our efforts through the lens of the Foundation's financial goals that we can strive for every year. Our Board of Directors wants to remain transparent and clear with the public to remain true to our Mission and continue to prove our foundation's integrity and worth to the community.

For these financials, we did not factor in any product donated to The Foundation that has been earmarked by the donors for the event prize table, monetary value that was ear-marked for top shooters and other large event related expenses covered by donors. These will be recurring donations from the foundation's sponsors/donors and not possible for our organization to fund due to it taking away from our core mission, which is to give back to our honorees' Gold Star families. Our foundation has operational expenses that help in promoting our mission and allow us to host our annual charity event.

A MESSAGE FROM OUR PRESIDENT

As the president of the charity foundation supporting Gold Star families, I am honored to present the end-of-year financial report, highlighting our unwavering dedication to our noble cause. Our foundation operates on four pivotal phases of support:

Phase 1: Distributed \$100,000 to honor the loved ones of 10 Gold Star families being commemorated in that year.

Phase 2: Provide crucial assistance, for example, including vehicle or home repairs, scholarships, holiday checks, and much more.

Phase 3: Send a selected number of families on all-expenses-paid vacations to create enduring memories and offer much-needed respite.

Phase 4: Aims to achieve the significant milestone of paying off a mortgage or purchasing a home for a family in dire need by our 15-year anniversary.

In the preceding year, our primary focus was on accomplishing Phase 1, as we made substantial internal investments in the Foundation. These investments encompassed hiring a full-time employee, enhancing our media visibility, and emphasizing the well-being of those who generously contribute to our foundation.

Upon thorough examination of last year's financials, our foundation must expand its fundraising and donation efforts to secure steadfast support from consistent corporate donors. This strategic approach is vital for ensuring the longevity and advancement of our impactful initiatives in aiding Gold Star families.

As we look ahead to 2024, it is imperative to acknowledge that our goals cannot be achieved without the invaluable support of our volunteers and donors. We deeply appreciate the selfless dedication and tireless efforts that everyone contributes to support our Gold Star families and uphold our mission.

- Erik Torres | President

A MESSAGE FROM OUR CFO

“2023 was an investing year for our Foundation. In order to grow we made the decision to add a full-time staff member and to expand our marketing and social media efforts as well as revamp our merchandise line. These investments were essential to not only provide the best match possible for competitors but also get our mission out to the world. We have for 4 straight years received over \$250,000 in direct public support and have been able to give \$100,000 to the Gold Star Families we honor. The expenses to put on a world-class event are not cheap and have cost us \$100,000 in back-to-back years. We hope for 2024 that our sponsors will allocate a portion of their donation monetarily so we can give more back to the families we support.”

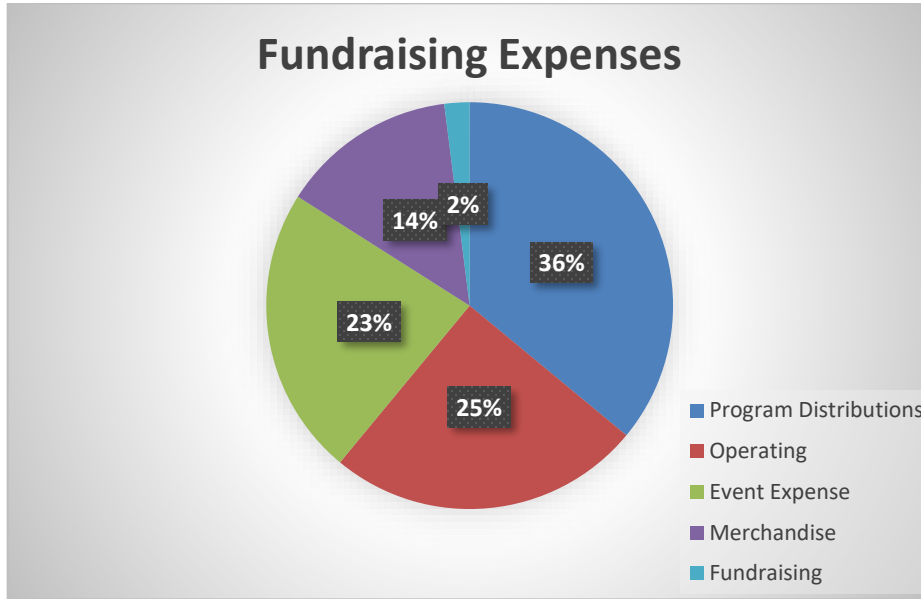
- Dave DiSalvo | Chief Financial Officer



DETAILS

In 2023, The Foundation distributed \$103,000 to the families of our honorees and their designated beneficiaries.

2023



Program Distributions: \$103,000

Operating expenses: \$70,481

Event Expenses: \$64,087

Merchandise: \$39,802

Fundraising expenses: \$6,967

Number of Special Operations families supported in 2023: 10

(10) event honoree checks (\$100,000), remaining funds went to shooting lessons for a Gold Star Family

36% of every dollar spent in 2023 went directly to The Foundation's mission*

*Please note that the denominator excludes \$464,600 of finished products, material, and land usage expressly donated for the purpose of executing the annual event.

Number of Special Operations families supported (Total): 58

Funds raised since Inception: \$1,169,669

Funds given to support Gold Star Families: \$818,768

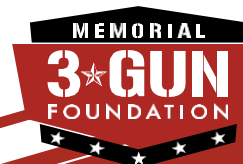
Average % to Mission: 70%

% to Mission

2018	2019	2020	2021	2022	2023
N/A*	73%	80%	80%	80%	36%

*Worked in part with CXC Foundation

Thank you for your support!
The Memorial 3 Gun Team





“Remember. Honor. Memorialize.”







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