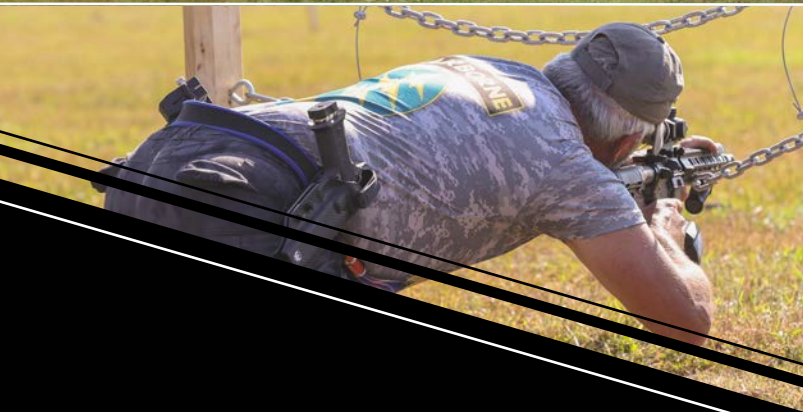




# 2020

## ANNUAL REPORT





# WELCOME TO THE 2020 EDITION OF OUR ANNUAL REPORT

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

## OUR PURPOSE AND MISSION

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 AND MEMORIALIZE THROUGH THE SPORT OF 3 GUN

A photograph of a competitor in tactical gear, including a helmet and a vest, aiming a rifle from the interior of a vehicle. The rifle is a modern assault rifle with a large scope. The competitor is wearing a black helmet and a vest with a yellow light. The rifle is held in a ready position, and the competitor is looking through the scope. The background is slightly blurred, showing the interior of the vehicle and some equipment.

## 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 have never 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 in order to remain true to our Mission and continue to prove our foundation's integrity and worth to the community. Our foundation will remain truly a 100% nonprofit with no board member or staff receiving any compensation.

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 feasible 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 assist in promoting our mission and also allow us to host our annual charity event.

## A MESSAGE FROM OUR PRESIDENT

"The foundation was able to achieve one of its 10-year goals in 2020, of raising \$100,000 for the Gold Star families, which was seven years ahead of schedule. Due to the work of the committee members, brand ambassadors, and volunteers, the mission of the organization has spread far beyond the reach of what was expected within just 3 years, directly correlating to the record-breaking dollar amount of what the foundation was able to give back to those families who sacrificed so much for our country. In addition to reaching a 10-year goal, we were able to move into phase II of the foundation's objectives. Part 1 of phase II was to be able to support all past and current families of all 28 Honorees during the holiday season by sending additional funds to give their families the support they need and deserve during what can be a difficult time. In part 2 of phase II, we were able to send one family to Disney World to help remind them, that those Gold Star children will always be a part of the Memorial 3 Gun Foundation family and will never be forgotten, just as their loved ones.







Going into 2021 we are projecting to raise a similar dollar amount. However, unforeseen operational costs, relating to the Annual Venue location, will now be charged to the organization that has generously been donated in the past. This cost will affect the total dollar amount that will be able to be given back to the 4th Annual Honoree's families.

The Committee continues to work vigorously to gain additional support and donations in order to balance out the new expenditure. Jeff Kirkwold Memorial 3 Gun Competition will continue for the second year, to donate all proceeds from its annual match, to the foundation. In addition, Staccato and FN America, have each stepped up to donate items that will be raffled off, which will be live for a few months leading up to the event. These raffles are projected to each raise an estimated amount of \$5000 each, totaling around \$10,000.

Furthermore, the event sold out in just under 8 minutes, further proving the tremendous support that has been raised for the mission and Gold Star Families. The trend has proven through the past 3 years, that as the support has grown, so has the donations to the Gold Star families. We project a vast increase in donations and growth for the Memorial3Gun Foundation, due to the growth, and therefore a better position to execute our Foundation's Mission Statement."

- Erik Torres | President

## A MESSAGE FROM OUR CEO

"In 2020, our accounting group focused on improved sponsorship solicitation, management of variable expenses and increased donation resources. In doing so we were able to increase our giving to the families by \$75,000 from \$59,679 to \$134,000. Each of the (10) 2020 Gold Star Families received a \$10,000 check at the Event. With the remaining funds in 2020 we gave each of the 2020 and prior year Families a \$1,000 holiday check. One family we sent a \$15,000 check to pay for a family trip to Disney. Looking ahead to 2021, our accounting group will continue to improve upon our expense management by eliminating unnecessary costs and increase our giving to the Families by reaching new donors as well as continuing the relationship with prior donors.

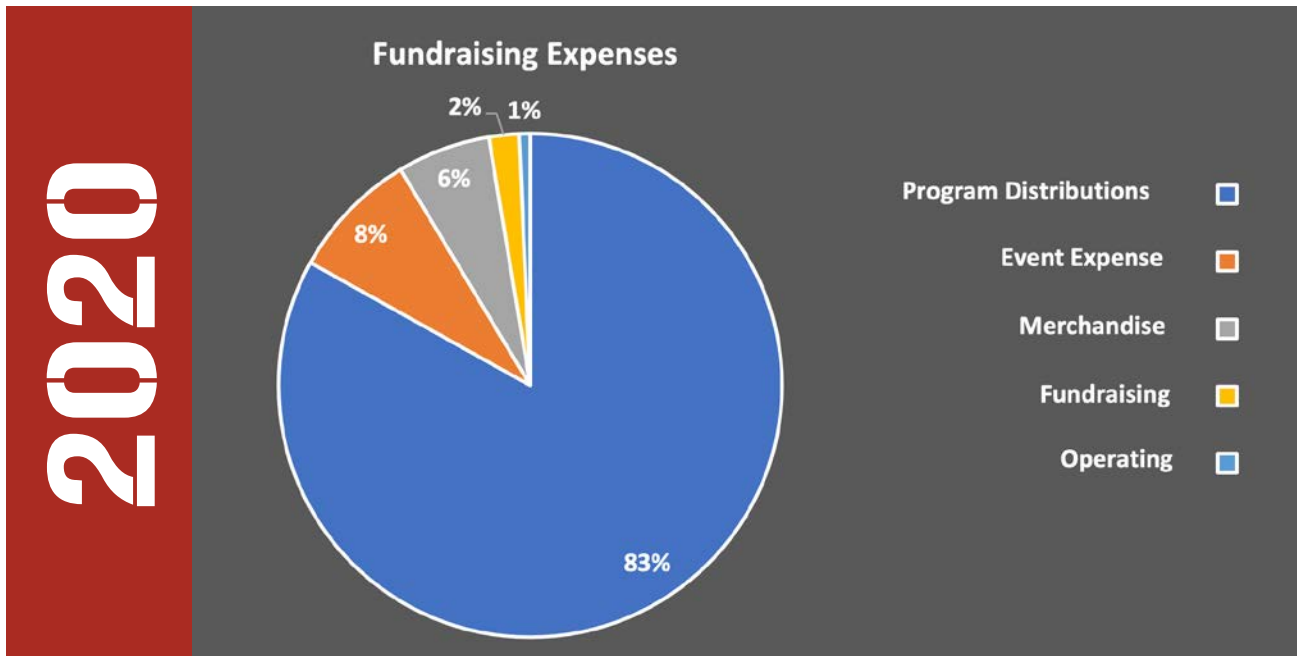
I am proud of all we have overcome and accomplished in a tough 2020 and cannot thank our Donors enough for helping us to accomplish Memorial 3 Gun Foundation's mission."

- Dave DiSalvo | Chief Financial Officer



## DETAILS

In 2020, The Foundation distributed \$134,000 to the families of our honorees and their designated beneficiaries. A near \$75,000 increase from the prior year.



**Program Distributions:** \$134,000

**Event Expenses:** \$13,354

**Merchandise:** \$9,636

**Fundraising expenses:** \$3,112

**Operating expenses:** \$1,149

**Net assets:** \$50,719



**Number of Special Operations families supported in 2020:** 10 event honorees, remaining funds went to 2020 and prior year's Honorees and their families by way of (19) \$1,000 Holiday checks and (1) family's all-inclusive paid trip to Disney by the way of a \$15,000 check.

**80%** of every dollar spent in 2020 went directly to The Foundation's mission.\*

\*Please note that the denominator excludes \$392,466 of finished products, material, and land usage expressly donated for the purpose of executing the annual event.

## **"Remember, Honor and Memorialize..."**

That is what we do. Through these competitions, we bring together the competitive shooting community to learn about each fallen hero and provide a memorable experience for everyone involved. We are a 100% volunteer organization and 100% of the events' proceeds go to our Gold Star families.

***Thank you for your support!***

**The Memorial3Gun Team**

# STAGE 7

## MATTHEW LEWELLEN

NOVEMBER 4, 2016



Handwritten signatures and notes in black marker, including names like 'Shelly', 'John', and 'Bill', and dates like '7-14-08' and '7-1-08'. A black marker is also visible.



9  
Missouri  
February 2010  
3rd Bn 5th SFG (A); ODA 5436, C Co.  
AWARDS: Bronze Star Medal, Army Commendation Medal (2nd Award), NATO Medal, National Campaign Medal (1 Bronze Service Star), Global War on Terror Service Medal, NC (2nd award), Army Service Ribbon



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