



**GIVING
BACK**
TO THE
CHILDREN
OF OUR
FALLEN
AMERICAN
DEFENDERS
OF FREEDOM.

SEE ME

ANNUAL REPORT
2020 12TH YEAR EDITION





Our mission

is to provide for the children of fallen active duty military men and women who have lost their lives while defending the United States of America.

ASC Vision Statement

Seeing beyond tomorrow, A Soldier's Child Foundation seeks to grow nationally, becoming a household name as the gold standard for our ASC families. We exist to provide an opportunity for lifelong touch-points where recipients will stay engaged with our foundation for positive change throughout their lives.

ASC SPONSOR



The Maynard Family



Tennessee Governor Bill Lee, First Lady Maria Lee, Adjutant General Jeffrey Holmes, Mrs. Rhonda Holmes, and the Middle TN National Guard celebrated young Evelyn's 7th "Princess" birthday party.

What We Do

Birthday Celebrations

In 2020 ASC celebrated 3,444 children's birthdays across our nation, and in every state. We do this by sending the kids a personalized birthday package filled with gifts based upon their wish-lists.

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ASC SPONSOR



I have been receiving birthday boxes from ASC for 3 years now. My favorite box came with gifts and a \$100 visa card. ASC makes me feel special because no one else has done these big things for me.

I believe I am similar to my dad because I too am hardheaded. To my Dad, I don't know what you were really going through, but I wish you would have told someone. Mommy and I are doing good and have fun together, but I do still wish you were here.



Jasmin



LOVEME



ASC SPONSOR





Jake

Growing up with my father, we would play baseball in my backyard. My favorite memory is hitting my first homerun. I hit it over our little fence and I just remember how excited he was for me. Because of ASC's camps, I have met some of the greatest friends I have. Being able to relate to other kids like me has been a blessing.

To my Dad, I love and miss you. I will continue the legacy of what it means to be a Worrell. I hope I am making you proud.

HEAR
ME

ASC SPONSOR

TERMINIX

Journey Camp is our week-long flagship camp where ASC kids from all over the country come to a loving and safe environment. Journey camp is a place where kids can be themselves, let down their guard and trust and receive **love, honor** and **hope**.



ASC SPONSOR



FRIENDSHIP



I love ASC Camps.
So much to do, time flies with so
much fun, it's intense!

- ASC recipient Hadyn Pollard

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River

I have been receiving ASC birthday boxes for 6 years. They remind me of my daddy. I love ASC's Journey Camp because there is so much to do and I get to meet new friends.

When I was 2, my dad had a blue jeep and he let me help him work on it. I still like to work on cars. I love you Dad and I miss you!



TEACHING TIME



ASC SPONSOR

VIAM





HEAL ME

Sean



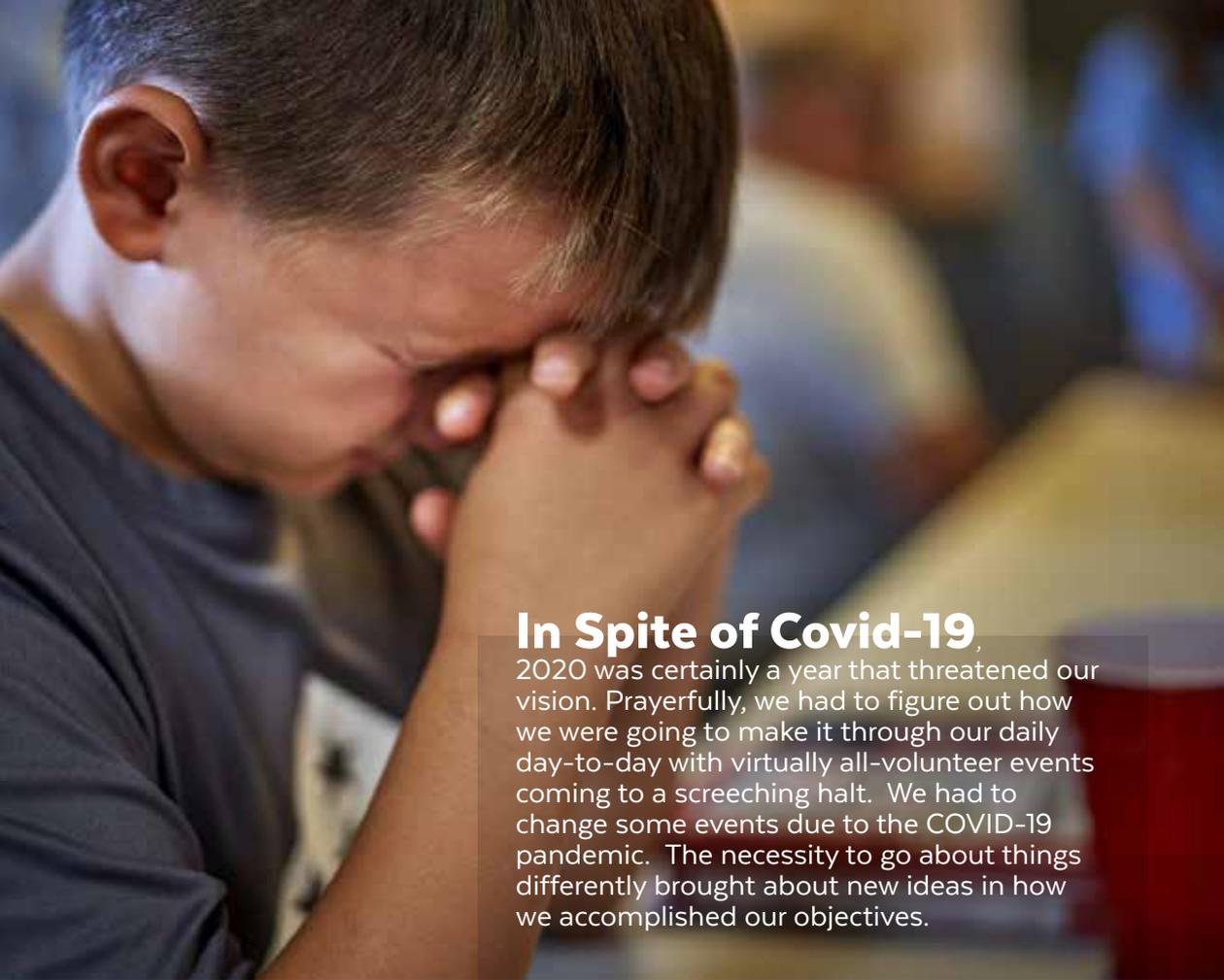
In my first year with ASC, I received Madden 20 for my X-box when the game first came out. This was my favorite gift, and I remember wanting it so badly. The boxes ASC send me every year makes me feel warm inside because the box is a reminder that ASC is going to be there for me.

The best memory I have of my father is when we went to Disney World; we rode all the rides together. My dad taught me to always be happy and to never give up.



ASC SPONSOR





In Spite of Covid-19,

2020 was certainly a year that threatened our vision. Prayerfully, we had to figure out how we were going to make it through our daily day-to-day with virtually all-volunteer events coming to a screeching halt. We had to change some events due to the COVID-19 pandemic. The necessity to go about things differently brought about new ideas in how we accomplished our objectives.

We were still able to **LOVE** the child, **HONOR** the fallen, and give their kids a **HOPE** to live out a courageous life.

ASC SPONSOR



NATIONAL INSULATION
CONTRACTORS' EXCHANGE, LLC

LOVE HONOR HOPE

ASC Camps and Programs

Through our varied and numerous camps and mentorship programs, our goal is for our recipient children to pursue adventure on their terms, build lifelong relationships and find healing for their hurting hearts. In 2019 ASC conducted 17 ASC recipient camps and events.

ASC SPONSOR

**VENTURE
EXPRESS**



Special Charlie Daniels memorial tribute performed by country music star Trace Adkins.



Encouraging words to our ASC families by Tennessee Governor Bill Lee.

ASC SPONSOR





A charge of courage given by Tennessee Adjutant General Jeff Holmes.



SEAC Sergeant Major John Wayne Troxell fires up our audience for the love of our country and for those who defend it.

Dinner Banquet 2020

ASC hosted its 11th Annual Dinner Banquet covid safe at Embassy Suites Hotel in Murfreesboro, TN. Approximately 450 donors, volunteers, and ASC supporters were in attendance.

A very special night in honoring the families of A Soldier's Child.

ASC SPONSOR





PS23 DISCIPLE

PS23 aligns with our vision statement as a lifelong touch-point. Participants attend conferences, outback excursions and special retreats emphasizing Christian principles and values as they relate to leadership and the career paths. PS23 graduates are trained to help facilitate and serve as peer mentors at Journey Camp and other mini camps throughout the calendar year.

ASC SPONSOR



PS23 is a growing leadership program for ASC's young adults 18 years of age or older. There is no maximum age limit for this program.



For the safety of our families and sponsors, our 2020 SOS Christmas Party was a CAR-Navil! Grateful to Providence United Methodist Church, Way-FM Radio, Mission BBQ, and all the volunteers and sponsors that made our kids feel extra special in spite of COVID- 19.



ASC SPONSOR





For years ASC has received funding by conducting large C-CAP Events Nationwide.

C-CAP stands for
“Compassionate Corporate
America Partners.”

With the COVID-19 Pandemic, large nonprofit events have all but ceased. Small businesses, corporations, church groups, communities and others have virtually halted their volunteer efforts.

So, what is a Mini C-CAP event and how will it bring back the opportunity for our nation to invest time, talent, and treasure again and specifically for the children of our fallen American defenders of freedom?

WHAT IS IT: A volunteer event held at your location where you get to oversee the level of safety for staff/group regarding the virus.

WHAT YOU DO: You receive the honor of shopping, wrapping and packing birthday packages for the children within A Soldier’s Child Foundation.

HOW IS IT DONE: You correspond with ASC staff leading up to the event and we coach you along in conducting the event on your premises.

WHAT DOES IT COST: 100% of the cost goes directly to the children you serve. You pay for the gifts, we supply the shipping material, we work together on shipping.

LEVELS OF SPONSORSHIP:

- **\$1,500** allows for you to celebrate 10 ASC kids’ birthdays.
- **\$4,000** allows for you to celebrate 25 ASC kids’ birthdays.
- **\$7,500** allows for you to celebrate 50 ASC kids’ birthdays.

ASC SPONSOR

STONES RIVER
JEEP CLUB



When you shop for each child, you purchase 5 gifts at approximately \$125 based upon the child’s Gift Wish List.

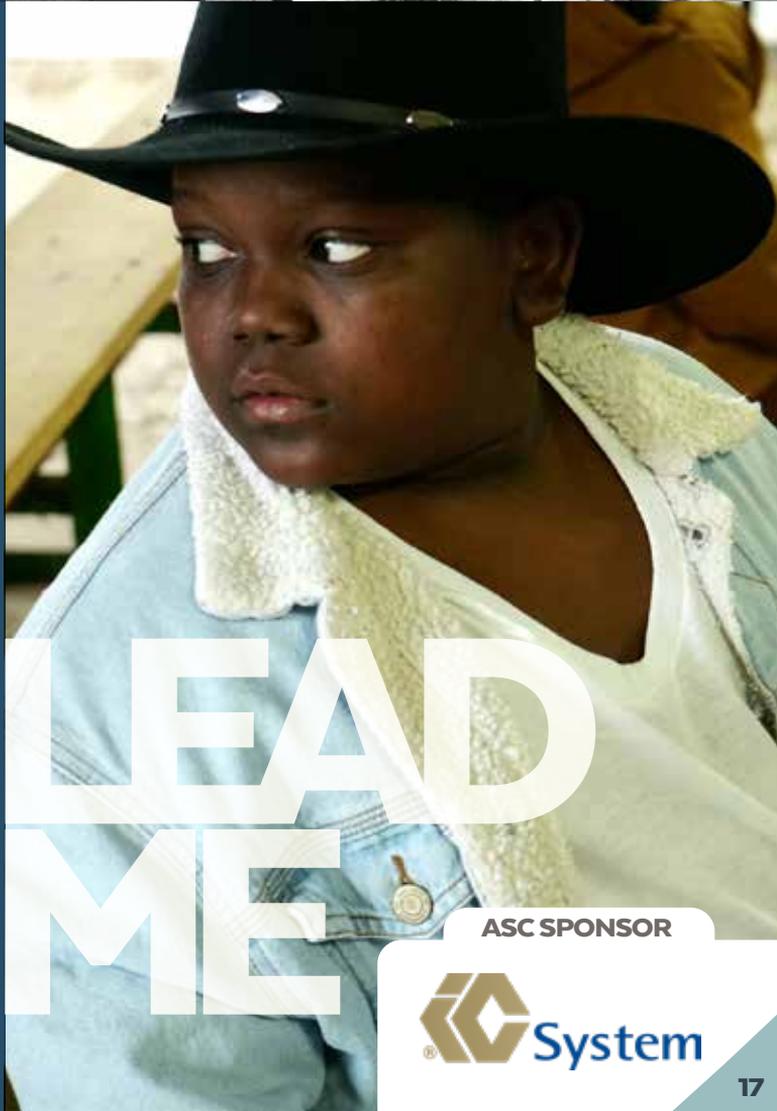
For more information please contact Founder and Executive Director **Daryl Mackin** at daryl@asoldierschild.org or call the office at **615.220.1600**.



Kingston

My best ASC gift was a tablet for my 8th birthday. The birthday packages make me feel special and happy inside. The best memories I have of my Dad are his love for motorcycles and teaching me how to do the cha-cha on my mom's birthday. We were supposed to ride bikes together when I grew up.

My Mom recently got me an ATV and I love it! ASC's Hunt camp and Horse camp rock! After my high school graduation, I want to attend college and join the Army, as my Dad did.



LEAD ME

ASC SPONSOR





Tanner

My name is Lance Corporal Tanner Hall. I am an infantry marine assigned to 3rd Battalion 8th Marines and I serve as a gunner operating the 81mm Mortar System. Just like my dad did.

I'm a 4th generation service member stemming from my great-grandfather who served as our family's first marine in World War II. My father Kelly D. Hall, a Marine in the 82nd for Desert Storm was killed days before my first birthday in a training accident.

ASC has given me the skills to adapt and overcome the hardship of losing my father. As a PS23 Mentor I can give back to the young ASC children. I am living out ASC's vision. I have the hope in me, to live out a courageous life. Semper Fidelis

KNOW ME



ASC SPONSOR





Golf Scramble 2020

A Soldier's Child Foundation hosted its 11th Annual "Operation Celebrity Chip-In" Golf Scramble, hosted by Blue Collar Comedian Reno Collier. The event was held at the beautiful Stones River Country Club (Murfreesboro, TN).



ASC SPONSOR





Legacy Family Camp

Deer Run Retreat Center had to close down this past year due to the virus. We had to cancel our 11th Annual Journey Camp week-long summer Camp. So we called in an audible. We held a 36 person family camp at Henry Horton State Park and we put the control back in the parent's hands in attending and what activities they would take part in. It was a good idea and we are now scheduling 2 or more family camps every year.

Puerto Rico Family Camp

We held a big winter camp in Sunny Sarasota Florida that began the day after Christmas for 20 ASC kids and their moms. What was unusual was that all of these families were from Puerto Rico. We chose to hold this special camp for them because of what they have been through enduring 2 Major hurricanes and over 75 earthquakes in a 3-year span. We treated them to jet skis, dinners, the zoo, and more. It was amazing. They cried, laughed, and left with their love tanks filled.



ASC SPONSOR

**CHARITY CIRCLE
OF MURFREESBORO**





A Day At The Range



ASC SPONSOR

STRATEGIC EDGE

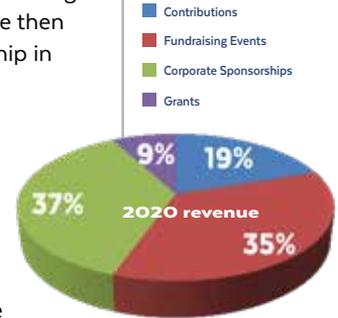
We could not do any of our work without caring Americans like you who say “yes it did matter, and we do care”

Much of our financial support comes from individual supporters, monthly donors, grants and our C-CAP program which allows for corporate America and communities all across our nation to host ASC birthday kid events. In 2009, our first year of operation, ASC’s total revenue was \$16,347.00, serving about 70 kids. Our expenses that year were \$8,624.00. Our growth since then has been outstanding. We believe our transparency and good stewardship in how we use your donations, plays a large part in this growth.

What happens every month:

- + Approximately 225 ASC birthdays celebrated every month
- + \$150 spent on each child, per birthday up to age 18
- + \$35,000 spent on gifts, packaging, boxing up and shipping out per month
- + At least one ASC camp is held, costing on average \$12,000 per camp
- + 25 new kids sign up for our services, now serving close to 4000 nationwide

2020 REVENUE



ASC receives NO government funding.



Over the last 5 years ASC has averaged **86%** of every dollar spent going to our kids in programs and services.

last 5 YEAR total revenue

2020 total revenue	\$1,026,304
2019 total revenue	\$1,230,885
2018 total revenue	\$1,148,708
2017 total revenue	\$811,447
2016 total revenue	\$656,917

last 5 YEAR total expenses

2020 total expenses	\$1,117,779
2019 total expenses	\$1,197,315
2018 total expenses	\$901,999
2017 total expenses	\$771,700
2016 total expenses	\$685,811

2021 goals

- + Enroll 350 new kids
- + Conduct 15 camps and events
- + Raise \$1,200,000 dollars, spending 93% of that!
- + Find 8 new C-CAP partners
- + Grow 35 new monthly donors
- + See more kids find Love, Honor and Hope than ever before!



2020 EXPENSES

- Programs and Services
- Fundraising
- Management

Freedom isn't Free.

Becoming a monthly sponsor gives

**Love, Honor,
and Hope.**



SPONSOR A CHILD TODAY

YES, I want to honor the memory of a fallen soldier by sponsoring a soldier's child!

Your Name: _____

Email: _____

Phone: _____

Address: _____

City: _____ State: _____

Zip: _____

Please charge my credit/debit card each month:

\$25 \$50 \$100 Other \$ _____

VISA MasterCard Discover AmEx

Credit Card Number: _____

Exp. Date: _____ CVC# _____

Name on Card: _____

Signature of Cardholder _____

\$25
/month
**Birthday Sponsorship
for 2 ASC recipients**

\$50
/month
**Birthday Sponsorship and
Journey Camp
Scholarship**

\$100
/month
**Birthday Sponsorship and
Journey Camp
Scholarship
for 2 ASC recipients**



A Soldier's Child is a 501(c)(3) nonprofit organization.
All gifts are tax-deductible.

CFC #40633



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ASOLDIERSCHILD.ORG

12 YEARS OF **GIVING BACK** TO THE CHILDREN OF
OUR FALLEN AMERICAN DEFENDERS OF FREEDOM