

## OF A GRATEFUL NATION



### Our Heroes

In 2011, we supported more of our brave service members than ever.

*"Box arrived. Near riot ensued."*  
-MAJ A.L., IRAQ

**688 UNITS SERVED!**  
Contacts in these branches:

#### OUR MILITARY

**414** Soldiers  
**390,831** CARDS

*"Each card is as beautiful as the next..."*  
-CAPTAIN A.R., KUWAIT

**97** Airmen  
**91,572** CARDS

*"You can't imagine what a great morale boost [the cards] are..."*  
-LT C.B., IRAQ

**54** Sailors  
**50,978** CARDS

*"Personnel fight to get to the boxes..."*  
-MSGT Z.W., AFGHANISTAN

**50** Marines  
**47,202** CARDS

*"The box is half gone—in only 6 hours!"*  
-2LT R.O., AFGHANISTAN

**29** Guardsmen  
**27,377** CARDS

**333+**  
LETTERS FROM HEROES

#### CIVILIANS

*"About 10 of our sites asked for cards..."*  
-D.H., AFGHANISTAN

**27** Contractors  
**25,489** CARDS

*"The cards are just exquisite!"*  
-E.M., USO, AFGHANISTAN

**12** USOs  
**11,328** CARDS

*"We couldn't do what we do without your support!"*  
-S.B., RED CROSS, KUWAIT

**4** Red Cross  
**3,776** CARDS



Our volunteer shippers processed **6,945** incoming packages.



**2026**  
BOXES SHIPPED OUT

**35%**  
FROM WEST COAST

**34%**  
FROM MIDWEST

**31%**  
FROM EAST COAST

### Homefront

The dedication of our crafters was matched by their selfless generosity.

#### OUR CRAFTERS

**2,507**  
CRAFTERS

*"It's a rewarding way to say 'thank you.'"*  
-ROBYNE, LEES SUMMIT, MO

**8,235**  
FACEBOOKERS

*"I hope that the cards I make show them that they are not forgotten."*  
-BEV, SAN FRANCISCO, CA

**5,777**  
BLOG COMMENTS

*"I want our heroes to know how much I appreciate them."*  
-DEE, BRIMLEY, MI

**1,565**  
TWEETPE

**50** **9**

STATES COUNTRIES **← WORLDWIDE!**

**680**  
thousand  
CRAFTING HOURS

#### STATE-BY-STATE

**MOST CARDS**  
CA/78,955  
WA/48,408  
FL/42,883  
IL/36,328  
MN/31,519  
TX/30,591  
MO/30,561  
IA/26,554  
OH/25,605  
WI/24,721

#### MOST ANYHERO LETTERS

CA/4507  
MN/2901  
IL/2708  
TX/2493  
FL/1973  
WA/1776  
MO/1701  
NY/1573  
SC/1513  
OH/1319

**MOST FUNDS**  
CA • FL • WA  
VA • TX • MI  
NY • WI  
OH • MN

#### GENEROSITY

**688,953** **39,456**  
CARDS & LETTERS ANYHERO LETTERS

**2011 649,497 handmade cards!**  
2010 485,619  
2010 206,751  
2008 75,726

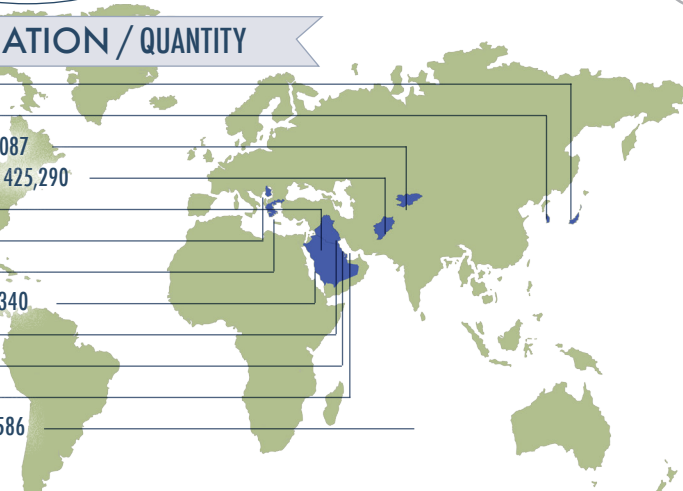
**700,000 hours**

ESTIMATED CRAFTING TIME

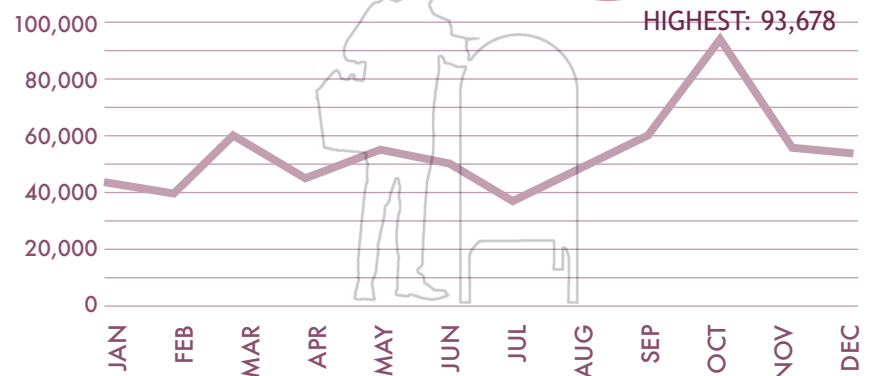
UNKNOWN HOURS SPENT

#### BOX DESTINATION / QUANTITY

JAPAN / 5,307  
KOREA / 9,292  
KYRGYZSTAN / 2,087  
AFGHANISTAN / 425,290  
IRAQ / 130,918  
KOSOVO / 2,408  
GREECE / 705  
SAUDI ARABIA / 340  
KUWAIT / 54,667  
BAHRAIN / 710  
QATAR / 6,832  
SHIPS AT SEA / 9,586



#### CARDS SHIPPED



### Inspiration & Training

**53**  
CARD SKETCHES

**378**  
S&S BLOG POSTS

**365**  
DAILY CARD SHARES

**54**  
TUTORIAL POSTS

**17**  
SPECIAL WEB EVENTS

**39**  
OWHTV EPISODES

*"I love OWHTV—I look forward to it every week!"*  
-KATLYN, WHITEWATER, WI

### Financial Overview

#### REVENUE SOURCES

	2008	2009	2010	2011
gifts-in-kind (cards)*	160,702	478,518	1,028,094	1,374,552
cash contributions	5,165	14,165	61,188	53,969
total revenue	165,867	492,683	1,089,282	1,428,521

\*estimated average value of handmade cards

#### OPERATING EXPENSES

	2008	2009	2010	2011
programs (cards)*	151,452	413,772	971,238	1,298,994
programs	3,286	7,451	18,142	31,206
programs total	154,738	420,953	989,380	1,330,200
fundraising	534	1,061	2,558	5,648
management & general	644	1,942	8,618	18,831
total operating expenses	155,916	423,956	1,000,556	1,354,679

\*estimated average value of handmade cards

#### OVERHEAD

In 2011, 98% of Operation Write Home's total expenses were utilized for programs that directly benefit deployed heroes.

#### INCOME SOURCES

96% gifts-in-kind  
4% cash contributions  
**EXPENSES**  
98.19% programs  
0.42% fundraising  
1.39% management