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

**Our Heroes**

**Our Military**

- 414 Soldiers
- 97 Airmen
- 54 Sailors
- 50 Marines
- 29 Guardsmen
- 11,328 CARDS
- 3,776 CARDS

**Civilians**

- 27 Contractors
- 25,489 CARDS
- 12 USOs
- 11,328 CARDS
- 4 Red Cross
- 3,776 CARDS

**688 UNITS SERVED!**

- Contacts in these locations:
  - IRAQ
  - SHIPS AT SEA
  - QATAR
  - KYRGYZSTAN
  - JAPAN

**“Box arrived. Near riot ensued.”**

- MAJ A.L., IRAQ

**“Each card is as beautiful as the next...”**

- CAPTAIN A.R, KUWAIT

**“You can’t imagine what a great morale boost (the cards) are...”**

- LT C.B., IRAQ

**“Personal fight to get to the boxes...”**

- MSGT Z.W., AFGHANISTAN

**“The box is half gone—my morale is back!...”**

- CAPTAIN K.S., BAHRAIN

**“About 10 of our sites asked for cards...”**

- O.H., AFGHANISTAN

**“The cards are just exquisite!”**

- E.M., USA, AFGHANISTAN

**“We couldn’t do what we do without your support!”**

- S.B., RED CROSS, KUWAIT

**OPERATION WRITE HOME**

2026 BOXES SHIPPED OUT

**Homefront**

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

**Our Crafters**

- 2,507 CRAFTERS
- 8,235 FACEBOOKERS
- 5,777 BLOG COMMENTS
- 1,565 TWEETS
- 50 STATES COUNTRIES

**“It’s a rewarding way to say ‘thank you.’”**

- ROBYN, LEES SUMMIT, MO

**“I hope that the cards I make show them that they are not forgotten.”**

- BEV, SAN FRANCISCO, CA

**“I want our heroes to know how much I appreciate them...”**

- OIE, BRINLEY, WI

**Unbroken Voices Award**

- $680,000

**State-by-State**

- MOST CARDS: CA
- 78,955
- WA: 40,408
- FL: 42,883
- IL: 26,328
- MN: 15,519
- TX: 56,991
- MO: 50,563
- IA: 28,354
- OH: 24,045
- WI: 24,721

**Most AnyHero Letters**

- CA: 44507
- MN: 39091
- IL: 27008
- TX: 24939
- FL: 9793
- WA: 7776
- MO: 78071
- NV: 18573
- SD: 7513
- OH: 43199

**Most Funds**

- CA: $1,050,790
- WA: $92,548
- VA: $78,361
- NY: $41,781
- OH: $34,811

**“I love OWHTV—I look forward to it every week!”**

- KELVIN, MADEIRA BEACH, FL

**CARD DESTINATION / QUANTITY**

<table>
<thead>
<tr>
<th>BOX DESTINATION</th>
<th>QUANTITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAPAN / 390</td>
<td>30,561</td>
</tr>
<tr>
<td>KOREA / 323</td>
<td>19,702</td>
</tr>
<tr>
<td>KYRGYZSTAN / 524</td>
<td>14,780</td>
</tr>
<tr>
<td>AFGHANISTAN / 229</td>
<td>17,300</td>
</tr>
<tr>
<td>IRAQ / 921</td>
<td>14,780</td>
</tr>
<tr>
<td>MOSCOW / 147</td>
<td>14,780</td>
</tr>
<tr>
<td>GREECE / 31</td>
<td>14,780</td>
</tr>
<tr>
<td>SAUDI ARABIA / 310</td>
<td>14,780</td>
</tr>
<tr>
<td>KUWAIT / 5462</td>
<td>14,780</td>
</tr>
<tr>
<td>BAHRAIN / 710</td>
<td>14,780</td>
</tr>
<tr>
<td>QATAR / 1412</td>
<td>14,780</td>
</tr>
<tr>
<td>SHIPS AT SEA / 9,551</td>
<td>14,780</td>
</tr>
</tbody>
</table>

**INSPIRATION & TRAINING**

**Financial Overview**

**Revenue Sources**

<table>
<thead>
<tr>
<th>Source</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gifts-in-kind (cards)</td>
<td>160,702</td>
<td>165,867</td>
<td>169,288</td>
<td>174,552</td>
</tr>
<tr>
<td>Cash contributions</td>
<td>5,165</td>
<td>14,165</td>
<td>61,188</td>
<td>53,969</td>
</tr>
<tr>
<td>Total Revenue</td>
<td>165,867</td>
<td>180,032</td>
<td>170,476</td>
<td>178,521</td>
</tr>
</tbody>
</table>

**Operating Expenses**

<table>
<thead>
<tr>
<th>FY</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programs/cards/programs</td>
<td>151,452</td>
<td>147,772</td>
<td>971,228</td>
<td>1,299,994</td>
</tr>
<tr>
<td>Programs/total fundraising</td>
<td>3,286</td>
<td>7,451</td>
<td>18,142</td>
<td>31,206</td>
</tr>
<tr>
<td>Management &amp; General total operating expenses</td>
<td>154,738</td>
<td>420,553</td>
<td>989,380</td>
<td>1,330,200</td>
</tr>
</tbody>
</table>

**OVERHEAD**

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

**Income Sources**

<table>
<thead>
<tr>
<th>Source</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gifts-in-kind (cards)</td>
<td>160,702</td>
<td>165,867</td>
<td>169,288</td>
<td>174,552</td>
</tr>
<tr>
<td>Cash contributions</td>
<td>5,165</td>
<td>14,165</td>
<td>61,188</td>
<td>53,969</td>
</tr>
<tr>
<td>Total Revenue</td>
<td>165,867</td>
<td>180,032</td>
<td>170,476</td>
<td>178,521</td>
</tr>
</tbody>
</table>

**FACEBOOKERS**

- 365 DAILY CARD SHARES
- 17 SPECIAL WEB EVENTS
- 39 OWHTV EPISODES

**TUTORIALS**

- 54 TUTORIAL POSTS

**AnyHero Letters**

- 649,479 handmade cards!
- 485,619

**700,000 hours**

**Estimated Crafting Time**

**OVERHEAD**

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