



2007 Annual Report





The USO 2007 Annual Report



*A Message To Our Supporters
from President Ned Powell
and Chairman Bill Moll*

Every year, we take some time to reflect on where we've been and what we've accomplished. 2007 was a banner year for the USO. We supported our military on a scale not seen since World War II and in innovative ways that, until recently, were the stuff of science fiction. We saw our armed forces in an expeditionary mode as U.S. troops deployed to and from Iraq, Afghanistan and hundreds of other locations around the world. With that increase in deployments, the need for our programs and services increased as well, and USO support tracked right with it.

Troop support has always been the heart of the USO mission and has remained constant since our inception 66 years ago. Whenever and wherever our troops have served, the USO has been there for them, and in 2007 it was never more apparent or meaningful to them.

This was an incredible year for the USO. We opened new centers in Gulfport, Mississippi; Dulles, Virginia and Iraq. Our care package program and phone card distribution soared to record levels, with 1.3 million care packages and 2 million phone cards delivered. Service members and their families visited USO facilities more than seven million times. Fifty-two USO entertainment tours took the stage in 20 countries, and after five years our ongoing public service campaign topped the \$150 million mark in media value. Financially, we had a record number of donations to make our organization fiscally healthy. From our rock-solid grassroots support, we raised \$58 million from 1.3 million donors, with 87% of all donations going directly to delivering programs for the troops. It really was quite a year.

While this year's numbers are impressive, they don't tell the whole story. There are other ways to take stock of what we do; methods that focus on the emotional impact of the USO experience. You can find it in an e-mail from a soldier stationed in the mountains of Afghanistan, or from a Marine wife at Camp Pendleton waiting for the safe return of her husband and his comrades. You can see it in the face of a young airman walking through the door of a USO center for the first time, and you can practically drown in it in San Diego as spouses and children rush down Pier 13 to welcome the safe return of a carrier's 5,000 person crew. It is honor. It is duty. It is family. It is what calls to all of us who are so proud to be a part of the USO.

You cannot see it or count it, but it is powerful and evident to everyone who has had the USO experience.

Just as immeasurable is the thanks we owe our employees, volunteers, donors and corporate partners, as well as the members of the USO World Board of Governors and Congressional Caucus and our friends at the Department of Defense, all of whom made 2007 an unforgettable year. With their continuing support, we look forward to even greater success in 2008 and beyond.

A handwritten signature in black ink, appearing to read "Ed Powell". The signature is fluid and cursive, with a long horizontal stroke at the end.

Edward A. Powell, *President and Chief Executive Officer*

A handwritten signature in black ink, appearing to read "Bill Moll". The signature is cursive and somewhat stylized, with a long horizontal stroke at the end.

William G. Moll, *Chairman, USO World Board of Governors*