



*Corporate partnerships*

*accounted for \$5.5 million in direct support for USO programs and services worldwide in 2006.*

Financial support and in-kind donations to the USO increased in 2006 as the American public demonstrated their support for troops through the USO. Individual donors, event sponsorships, corporate partnerships, national and local fundraising efforts, direct mail campaigns, federated giving, and endowments and bequests allowed the USO to expand its reach, providing much-needed programs and services to military personnel and their families worldwide.

### **Corporate Support**

As a nonprofit organization, the USO relies not only on the generosity of individual donors, but on the corporate community. In 2006, corporate alliances continued to provide USO programs and services to military personnel and their families, raising \$5.5 million dollars.

The USO received a \$100,000 grant from the 3M Foundation, the global diversified technology corporation's charitable arm. This grant supported the United Through Reading and Operation Enduring Care programs.

Bass Pro Shops’ “Reelin’ It In for the Troops” summer and holiday promotional campaign raised more than \$125,000. Through this promotion, store customers purchased donation cards, valued at \$1.00, \$3.00 and \$5.00, at Bass Pro Shops and wrote personal messages of support to a service member. Proceeds from the sale of these donation cards supported the Operation USO Care Package program. Messages of support were included in the care packages.

Long-time supporter Clear Channel Communications, Inc. renewed its commitment to support USO programs and services for another year as a Worldwide Strategic Partner. Since 2002, the global media and entertainment company has generously donated several million dollars in advertising, helping the USO generate awareness through television, radio and airport kiosk advertisements.

S & K Sales Co. raised \$427,750 from its “Touch of Home” sales promotion, benefiting USO programs and services. The Virginia-based company’s annual “Touch of Home” promotion generates



money from the sale of products to military personnel and their families who purchase from the commissary and exchange system.

In 2006, The USAA Foundation donated \$250,000 to USO Operation Phone Home. With this show of support the USO purchased and distributed 13,900 pre-paid international phone cards to help troops stationed far from home stay connected to their loved ones.

The Walt Disney Company® donated more than 125 “Operation DisneyHand” care packages to USO centers. Valued at \$17,460 each, the care packages contained children’s books, toys, video tapes, DVDs, cassettes and other materials to help entertain troops and their families.

The USO renewed its annual partnership with long-standing supporter AT&T, Inc. as the official telecommunications sponsor of USO World Headquarters entertainment tours. To promote this partnership, one of the Mobile USO centers, along with USO volunteers and service members, participated in the AT&T Cotton Bowl Parade on December 31.





independent dealers of office equipment, in support of the Operation USO Care Package. With this donation, The Gordon Flesch Company became a three-star sponsor of the program.

In 2006, TriWest Healthcare Alliance donated more than \$610,000 to the USO in support of USO Operation Phone Home, USO entertainment tours and the USO World Gala. The Worldwide Strategic Partner's donation also supported operations at the USO Center at Ramstein Air Base in Germany.

FirstLight Credit Union made a leadership donation to support USO El Paso at Fort Bliss, Texas. USO El Paso, which serves the installation's increasing military population of more than 36,000, will support its programs and services with this donation.

The USO received a \$100,000 donation from The Gordon Flesch Company, the nation's largest

## **Individual and Group Support**

The American public increased its support of the USO throughout 2006. Individual major gifts (\$1,000 and above) totaled \$1.8 million. Legacies and bequests totaled \$694,064. In 2006, more than 10,000 individuals donated \$1,259,880 by logging on the USO Web site.

Joe Scarborough, host of MSNBC's "Scarborough Country," launched a holiday fundraising campaign on his nightly television program to promote support for USO Operation Phone Home. "American Idol" winner Taylor Hicks and USO president and CEO Ned Powell were featured as part of the campaign kick-off on Dec. 12. More than \$30,000 was raised for the bulk purchase of prepaid international phone cards that the USO distributes to deployed service members.

## **Public Appeals Direct Fundraising**

Direct mail campaigns throughout the year brought in \$32.3 million in donations to support the USO's efforts worldwide on behalf of our men and women in uniform. This figure represents an increase of more than 11 percent over 2005 direct mail donations. Direct mail revenues have increased steadily since 2003, with more than 1.3 million individual donors in 2006.

