

Just Our Soldiers' Helpers



# ANNUAL PROSPECTUS

2020






## OUR MISSION

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To increase the morale of deployed U.S. Service Members by providing them high-quality care packages containing name-brand items that are not readily available during deployment.







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## ABOUT JOSH

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Just Our Soldiers' Helpers (JOSH) is a woman founded and led, IRS Approved 501(c)(3) nonprofit organization located in Central Florida. Our all-volunteer organization has shipped over 110,000 pounds of products to service members deployed to harm's-way locations since 2011.



**Just Our Soldiers' Helpers**  
706 N US Highway 17 92  
Longwood, Florida 32750  
GoJOSH.org



**OVER  
110,000 lbs  
SHIPPED  
SINCE 2011**

JOSH consistently achieves top-rank ratings at GreatNonprofits and GuideStar because of our financial transparency and commitment to maximizing resources for care packages while minimizing operating expenses.





## 501(C)(3) FILING

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **DEC 20 2011**

JUST OUR SOLDIERS HELPERS INC  
C/O KATHY HEWITT  
2713 TEAK PL  
LAKE MARY, FL 32746

Employer Identification Number:  
45-2156711  
DLN:  
17053146310011  
Contact Person:  
LISA M VAN DER SLUYS ID# 95264  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
December 31  
Public Charity Status:  
170(b)(1)(A)(vi)  
Form 990 Required:  
Yes  
Effective Date of Exemption:  
April 27, 2011  
Contribution Deductibility:  
Yes  
Addendum Applies:  
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Sincerely,

Lois G. Lerner  
Director, Exempt Organizations

Enclosure: Publication 4221-PC

Letter 947 (DO/CG)



## ORIGIN STORY



**Kathy Hewitt and her nephew Josh Kinsel prior to his deployment.**

In 2010, Kathy's nephew, U.S. Army Captain Josh Kinsel, deployed to Command Outpost (COP) Wilderness in Afghanistan. Before his departure, Kathy promised to send CPT Kinsel a care package every month of his deployment. What started off as a simple gesture of support for her nephew grew into something larger as Kathy learned more about the austere conditions in which front-line U.S. Service Members live and operate.

Service members receive the bare necessities during their deployment. Creature comforts only come in the form of care packages from home since forward operating units do not have access to post/base exchanges (PX/BX) where they can purchase these items.

Once Kathy became aware of this situation, she committed herself to try and make a difference in the lives of these heroes. What began as a promise to send twelve care packages quickly grew into something much larger as Kathy started shipping more care packages to CPT Kinsel's unit.

The magnitude of the effort quickly showed that establishing a charitable organization was the only way to sustain the wishes in Kathy's heart. With the support of her husband, friends, and encouraging words from her nephew, "Kat, don't forget about the guys still over there," JOSH was born to improve the morale of all those fighting for our freedom and safety.



**U.S. Army soldier overlooking COP Wilderness in Afghanistan.**

**Soldiers stationed at COP Wilderness thankfully help themselves to some goodies from care packages sent to CPT Kinsel during his deployment.**







## THE JOSH DIFFERENCE

Three factors combine to set JOSH apart from other care package organizations.

- ☆ **What We Ship** ☆
- ☆ **When We Ship** ☆
- ☆ **Where We Ship** ☆

### What we ship



**A U.S. Army soldier showcasing a food care package from JOSH.**

JOSH views every care package as a gift to show our love and appreciation to service members for the sacrifices they make for our country. JOSH shows this appreciation by only shipping full-size, name-brand products. We do not ship hotel, travel, or sample size items or generic items. We ship items we would want to receive if we were thousands of miles from home.

Each care package consists of a USPS flat-rate box meticulously packed to fill in all available space. JOSH also ships food and hygiene products separately to maintain smell and flavor integrity. This was a lesson learned early on as Josh said, "Things taste a little funky when you mix the food and hygiene together, Aunt Kathy."

The tables below depict examples of items included in typical food and hygiene care packages. Representative quantities and average unit costs are also included, along with the price to ship each package.

**JOSH spends about \$10,000 per month on care packages**



**EXAMPLE HYGIENE PACKAGE COSTS**

Actual contents vary monthly. Unit costs are averages based on variations in pricing in available quantities purchased.

| ITEM  | QTY | AVG UNIT COST | TOTAL COST        |
|---|-----|---------------|-------------------|
| Air Freshener (Yankee Candle Sphere)                        | 1   | \$3.00        | \$3.00            |
| Baby Wipes (Huggies, Pampers, 56 ct.)                       | 1   | \$2.00        | \$2.00            |
| Body Lotion (Vaseline)                                      | 1   | \$3.50        | \$3.50            |
| Body Wash (Nivea, Dove, Dial)                               | 3   | \$3.80        | \$11.40           |
| Boot Socks  | 1   | \$5.75        | \$5.75            |
| Chap Stick  | 3   | \$1.00        | \$3.00            |
| Deodorant (Degree, Dove, Old Spice)                         | 2   | \$3.50        | \$7.00            |
| Dryer Sheets (Bounce)                                       | 1   | \$1.00        | \$1.00            |
| Foot Powder (Gold Bond, 4 oz)                               | 1   | \$4.00        | \$4.00            |
| Laundry Detergent (Tide Pods, 15 ct)                        | 1   | \$2.50        | \$2.50            |
| Q-Tips (170 ct)   | 1   | \$2.20        | \$2.20            |
| Razors (Schick Xtreme)                                      | 4   | \$1.10        | \$4.40            |
| Shaving Gel (Barbasol Squeeze Tube)                         | 2   | \$3.80        | \$7.60            |
| Toothpaste (Crest/Colgate)                                  | 1   | \$1.00        | \$1.00            |
| Wash Cloth  | 1   | \$0.50        | \$0.50            |
| Shipping (USPS Regional Rate Box B1)                        | 1   | \$11.93       | \$11.93           |
| <b>Unit cost per shipped Hygiene package</b>                |     |               | <b>\$70.78</b>    |
| <b>Number of Hygiene packages shipped (average monthly)</b> |     |               | <b>60</b>         |
| <b>Total Hygiene package costs (typical monthly)</b>        |     |               | <b>\$4,246.80</b> |



**CPT "Rebecca", a U.S. Army nurse stationed at a combat hospital, showcases a food care package she received from JOSH.**



### EXAMPLE FOOD PACKAGE COSTS

Actual contents vary monthly. Unit costs are averages based on variations in pricing in available quantities purchased.

| ITEM   | QTY | AVG UNIT COST | TOTAL COST        |
|--|-----|---------------|-------------------|
| 5-hour Energy  | 3   | \$3.00        | \$9.00            |
| Almonds (Blue Diamond, Single Serving Pack)              | 2   | \$0.87        | \$1.74            |
| Peanuts (Planters, Single Serving Pack)                  | 3   | \$0.50        | \$1.50            |
| Clif Bars  | 4   | \$1.00        | \$4.00            |
| Combos   | 2   | \$0.50        | \$1.00            |
| Emerald Nuts (5 oz)                                      | 1   | \$2.50        | \$2.50            |
| Coffee (Name Brand, ground, 12 oz)                       | 1   | \$4.00        | \$4.00            |
| Gum  | 2   | \$0.75        | \$1.50            |
| Nature Valley Granola Bars                               | 4   | \$0.40        | \$1.60            |
| Jack Links Beef Jerky                                    | 1   | \$3.98        | \$3.98            |
| Jack Links Beef/Cheese Sticks                            | 3   | \$1.00        | \$3.00            |
| Kind Bars  | 4   | \$1.00        | \$4.00            |
| Oreos (6 cookie packs)                                   | 2   | \$0.70        | \$1.40            |
| Poptarts (Name Brand Only)                               | 1   | \$2.50        | \$2.50            |
| Sandwich Crackers (Lance or Keebler, 8 pack)             | 1   | \$2.50        | \$2.50            |
| Skittles   | 2   | \$0.75        | \$1.50            |
| Slim Jims (Name Brand Only, 10 oz)                       | 1   | \$1.68        | \$1.68            |
| Tic Tacs   | 1   | \$0.70        | \$0.70            |
| Tuna (Starkist, Pouch)                                   | 4   | \$1.00        | \$4.00            |
| Tuna Salad/Chicken Salad Snack on the Run (Bumble Bee)   | 3   | \$1.24        | \$3.72            |
| Water Flavors (Crystal Light, Mio)                       | 1   | \$2.99        | \$2.99            |
| Shipping (USPS Regional Rate Box B1)                     | 1   | \$11.93       | \$11.93           |
| <b>Unit cost per shipped Food package</b>                |     |               | <b>\$70.74</b>    |
| <b>Number of Food packages shipped (average monthly)</b> |     |               | <b>80</b>         |
| <b>Total Food package costs (typical monthly)</b>        |     |               | <b>\$5,659.20</b> |
| <b>Total Hygiene Package Costs (typical monthly)</b>     |     |               | <b>\$4,246.80</b> |
| <b>Total Food Package Costs (typical monthly)</b>        |     |               | <b>\$5,659.20</b> |
| <b>Total care package costs (typical monthly)</b>        |     |               | <b>\$9,906.00</b> |



## When we ship

Our appreciation extends beyond the traditional annual holiday recognitions. To that end, JOSH ships care packages every month of the year. Registered service members receive at least one care package a month from JOSH for the entire length of their deployment. If we know that the service member is sharing their items with other members in their unit, JOSH will try to send multiple care packages to that service member.



U.S. Service Members sharing the bounty from JOSH care packages they receive throughout the year.

## Where we ship

JOSH primarily ships to service members deployed to front-line locations. This includes, but is not limited to, Iraq, Afghanistan, and the Horn of Africa.





## PACKING EVENTS

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The primary interface for our supporters and volunteers is through monthly packing events. Prior to the opening of the JOSH facility in October 2020, these events took place at remote locations such as the Sanford Moose Lodge and the Disabled American Veterans (DAV) Chapter 30.

Packing events provide a hands-on opportunity for supporters to see and feel the quality and quantity of items that make their way into every care package. Package items are pre-arranged along an assembly line of bins where packers, with assistance from JOSH volunteers, place the materials sequentially into a flat-rate shipping box.

Before sealing and labeling the box for shipment, packers write a hand-written note to the service member who will receive the box they assembled.



Volunteers and supporters come together for a monthly packing event held at the DAV Chapter 30.



## TESTIMONIALS

"I would like to thank you for your support to our Airmen. Your care packages of supplies and gifts are essential to the success of our mission. So again, we say thank you for the gifts and your prayers. Blessings to you and your families!"

**EXCERPT FROM  
AN AIRMAN.**



"Thank you so much for the items that you and your team shared. My Soldiers and I greatly appreciate the goodies!!!!"



"From the 4th Battlefield Coordination Detachment at Al Udeid Air Base, we thank you!"



"To the JOSH Team, Today we received our package and are incredibly grateful! My team and I opened the box as if it was Christmas and the Soldiers are now living well."





“I just recieved [sic] a package and I cannot explain how thankful I am. I’ve been going through a rough spot and receiving [sic] this really helped boost my morale. What y’all do is absolutely amazing.”

**FROM A NEW SOLDIER ON OUR LIST**



“Thank you, I mean you all have outdone yourselves. Like outstanding job, a lot of the guys where like in awe over the box. It was crazy & packed with loads of goodies. I can’t thank you all enough. I wish I could shake your hands & give you all hugs.”

**EXCERPT FROM AN AWED SOLDIER.**



“Thank you for your continued support!”



I want to say that the support and items that you sent to me during my deployment meant more to me than words can describe. I received several boxes during my 9 months in Iraq. It gave me the greatest morale boost when I needed it the most, an unexpected box that brought so much joy. It is truly amazing what you guys do for deployed soldiers and I will FOREVER be grateful and remember your organizations [sic] generosity for the rest of my life.

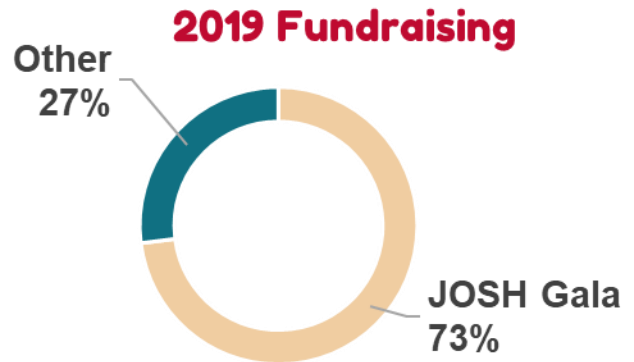




# FUNDRAISING EFFORTS

JOSH cannot exist without the devoted, faithful, and passionate support of corporate and private donations. We support as many service members as our funding allows and strive to be good stewards of our contributors' hard-earned money.

While support comes in many forms including donations on our website and third-party events, by far, our largest single fundraising event is the JOSH Gala. In 2019 the JOSH Gala accounted for over 70% of JOSH's annual operating budget. The 2020 Gala, which occurred the week before the COVID-19 shutdown in March, has been the only significant fundraising event in 2020. As a result, JOSH has scaled back the number of packages sent on a monthly basis from 180 per month to 140 per month.



## 2021 JOSH Gala

The 2021 JOSH Gala will be our next major fundraising event. Corporate sponsorships make up over 60% of the Gala's fundraising efforts.

The following table is a listing of the sponsorship opportunities that were available for the 2020 JOSH Gala. The 2021 levels will be established shortly and will be made available upon request.

## 2021 JOSH Gala

**Friday, April 9, 2021**  
**Lake Mary Event Center**

SAVE THE DATE

| Level                          | <b>\$10,000</b><br>Platinum | <b>\$5,000</b><br>Gold | <b>\$2,500</b><br>Silver | <b>\$1,000</b><br>Bronze | <b>\$500</b><br>Booster |
|--------------------------------|-----------------------------|------------------------|--------------------------|--------------------------|-------------------------|
| Number of care packages sent   | 200                         | 100                    | 50                       | 20                       | 10                      |
| Number of tickets to the gala  | 20                          | 15                     | 10                       | 5                        | 2                       |
| Logo on website & social media | ✓                           | ✓                      | ✓                        | ✓                        | ✓                       |
| Recognition at the gala        | ✓                           | ✓                      | ✓                        | ✓                        |                         |
| Logo in gala program           | ✓                           | ✓                      | ✓                        |                          |                         |
| Company letters in packages    | ✓                           | ✓                      |                          |                          |                         |
| Gala speaking opportunity      | ✓                           |                        |                          |                          |                         |





**Kathy Hewitt (Left) poses with Gala attendees at the 2020 JOSH Gala held at the Southeast Ramp in Sanford, Florida.**

**Attendees enjoying the open bar serving beer, wine, and pre-mixed cocktails at the 2020 JOSH Gala held at the Southeast Ramp in Sanford, Florida.**



**The crowd settles in for the program of events, speakers, and live auctions at the 2020 JOSH Gala held at the Southeast Ramp in Sanford, Florida.**

**Name plates for the nearly 200 guests that attended the 2020 JOSH Gala held at the Southeast Ramp in Sanford, Florida.**





The Stick Shifts play for attendees at the 2019 JOSH Gala held at the Southeast Ramp in Sanford, Florida.

A solid wood U.S. flag hand-made by a veteran sold for over \$800 at the live auction at the 2020 JOSH Gala held at the Southeast Ramp in Sanford, Florida.



Approximately 100 items have been available for silent auction at the JOSH Gala events held at the Southeast Ramp in Sanford, Florida.

Attendees enjoying the catered dinner at the JOSH Gala held at the Southeast Ramp in Sanford, Florida.





## FREQUENTLY ASKED QUESTIONS

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### **How do service members get on the mailing list?**

Service members sign up at GoJOSH.org. From the main page, they click the “*Register Here*” button to complete the registration form. Once we confirm that the APO location is that of a forward operating area, we ship the service member a single care package to confirm they can receive it. Once confirmed, we continue shipping to them until they come home.

### **Who can be added to your mailing list?**

We ship to active duty service members from all military branches who are deployed to remote locations with an APO or FPO address. We will also ship to deployed service members who do not receive mail from home and need a morale boost.

### **How much does it cost a service member to get care packages?**

Zero. Nada. Nothing. It costs a service member nothing to receive our care packages. They are fully funded and paid for by our fundraising efforts. They are a gift to show our appreciation for their service and sacrifice.

### **Do you only ship to service members from Central Florida?**

While we love to ship to service members deployed from our area, it is not a requirement. We do not typically know the home state composition of the units requesting our care packages.

### **Do we share addresses from our service members?**

No. We receive requests from our service members without any implied consent to share their information. As a result, we do not share their address information.

### **What do we need most?**

Monetary donations are the best way to support JOSH. Since we pack boxes in an assembly line process, we need to have anywhere from 60 to 320 of the same type and size of an item each month to maximize our ability to support as many service members as possible. The monetary donations make it so we can buy items in bulk, saving time and money.



**Our efficient assembly line packing process in action at the DAV Chapter 30.**



# 2019 FINANCIALS

Our charitable registration documents and financials are available at [GoJOSH.org/financials](http://GoJOSH.org/financials).

| JOSH FINANCIAL YEAR ENDING 2019                              |                      |
|--|----------------------|
| Revenues   | Amount               |
| 1. Federated campaigns                                       |                      |
| 2. Government grants   |                      |
| 3. Program service revenue                                   |                      |
| 4. Membership dues   |                      |
| 5. Income from interest, dividends, etc.                     |                      |
| 6. Income from investments & tax-exempt bond proceeds        |                      |
| 7. Sale of assets other than inventory:                      |                      |
| a. Gross sales   |                      |
| b. Less sales expenses                                       |                      |
| c. Net gain or (loss) from sale of assets                    |                      |
| 8. In-kind contributions (non-cash contributions)            |                      |
| 9. Royalties   |                      |
| 10. Related organizations                                    |                      |
| 11. Net rental income  |                      |
| 12. Sales of inventory                                       |                      |
| a. Gross sales   |                      |
| b. Less: costs of goods sold                                 |                      |
| c. Net income or (loss) from inventory sales                 |                      |
| 13. Income from fundraising events                           |                      |
| a. Gross   | \$ 74,023.28         |
| b. Less: direct expenses                                     | \$ 8,329.24          |
| c. Net income or (loss) from fundraising events              | \$ 65,694.04         |
| 14. Income from gaming activities                            |                      |
| a. Gross   |                      |
| b. Less: direct expenses                                     |                      |
| c. Net income or (loss) from gaming activities               |                      |
| 15. All other contributions, gifts, grants & similar amounts | \$ 115,730.14        |
| <b>16. Total Revenue</b>                                     | <b>\$ 181,424.18</b> |



| Expenses  | Amount               |
|---|----------------------|
| 17. Program services expenses, including payments to affiliates | \$ 129,553.23        |
| 18. Management & general  | \$ 3,264.30          |
| 19. Fundraising   | \$ 3,349.18          |
| <b>20. Total Expenses</b>                                       | <b>\$ 136,166.71</b> |

| Net Assets   | Amount       |
|--|--------------|
| 21. Excess (or deficit) for the year (line 16 less line 20)      | \$ 45,257.47 |
| 22. Net assets or fund balance at beginning of year              | \$ 29,742.93 |
| 23. Net assets or fund balance at end of year (add line 21 & 22) | \$ 75,000.40 |

| Balance Sheet                       | (A) Beginning of Year | (B) End of Year     |
|-------------------------------------|-----------------------|---------------------|
| Cash, savings and investments       | \$ 34,430.22          | \$ 75,427.18        |
| Land and building                   | \$ 0                  | \$ 0                |
| Other assets                        | \$ 0                  | \$ 0                |
| Total Assets                        | \$ 34,430.22          | \$ 75,427.18        |
| Total liabilities                   | \$ 4,687.29           | \$ 426.78           |
| <b>Total assets or fund balance</b> | <b>\$ 29,742.93</b>   | <b>\$ 75,000.40</b> |

| Functional Expense Statement   | (A) Program Services | (B) Management & General | (C) Fundraising |
|--------------------------------|----------------------|--------------------------|-----------------|
| Grants and Allocations         | \$ 129,553.23        | \$ 0                     | \$ 3,349.18     |
| Attach schedule                |                      |                          |                 |
| Assistance to individuals      |                      |                          |                 |
| Benefits to or for members     |                      |                          |                 |
| Compensation to officers, etc. |                      |                          |                 |
| Other salaries, wages, etc.    |                      |                          |                 |
| Fees for service non-employee  |                      |                          |                 |
| Other benefits, pensions, etc. |                      |                          |                 |
| Payroll taxes                  |                      |                          |                 |
| Professional fundraising fees  |                      |                          |                 |
| Investment management fees     |                      |                          |                 |
| Accounting fees                |                      | \$ 259.00                |                 |



| Functional Expense Statement          | (A) Program Services | (B) Management & General | (C) Fundraising    |
|---------------------------------------|----------------------|--------------------------|--------------------|
| Management                            |                      |                          |                    |
| Legal fees                            |                      | \$ 336.25                |                    |
| Lobbying                              |                      |                          |                    |
| Office Supplies                       |                      |                          |                    |
| Telephone                             |                      |                          |                    |
| Postage and shipping                  |                      | \$ 79.99                 |                    |
| Equipment rental                      |                      |                          |                    |
| Occupancy                             |                      |                          |                    |
| Printing                              |                      | \$ 431.31                |                    |
| Travel                                |                      |                          |                    |
| Conferences & meetings                |                      |                          |                    |
| Interest                              |                      |                          |                    |
| Insurance                             |                      |                          |                    |
| Advertising & promotions              |                      |                          |                    |
| Information technology                |                      | \$ 1,331.50              |                    |
| Royalties                             |                      |                          |                    |
| Payments to affiliates                |                      |                          |                    |
| Depreciation, depletion, amortization |                      |                          |                    |
| Other: Sponsor Appreciation Plaques   |                      | \$ 766.25                |                    |
| Other: Bank Fees                      |                      | \$ 60.00                 |                    |
| <b>Total Expenses</b>                 | <b>\$ 129,553.23</b> | <b>\$ 3,264.30</b>       | <b>\$ 3,349.18</b> |

**A sailor poses with her care package from JOSH. Her thank you note reads:**

**“Thank you so much for the care packages!! This deployment has a lot of us stressing out and the packages definitely brought up our morale.”**





# **Just Our Soldiers' Helpers**



**Care Packages for our  
Deployed Heroes**



**GoJOSH.org**