

ANNUAL REPORT 2023

Free Urns for Vets

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A BEGINNING

Strategic Highlights

In July 2023, with a vision to provide an honorable final salute to our veterans, Free Urns for Vets began providing free urns to our fallen veterans no matter when or where they served and no matter their financial circumstances. Our goal at Free Urns for Vets was to serve as a bridge between veterans and the end-of-life services they deserve.

Financial Highlights

As with any new non-profit, a moderate beginning is best. As such, we received most of our \$2,180.00 in donations through social media contacts and from friends and family.

Operating Highlights

It is always a solemn honor when a family requests a free urn from our organization. In 2023, we provided more than fifty urns to families of deceased veterans across 23 states and the District of Columbia. These veterans served in the Army, Air Force, Navy, and Marines during peace and in times of conflict dating back to Korea and Vietnam. The total estimated retail value of the urns was \$8,427.00.

“No current or former service member should be denied an honorable farewell due to financial constraints or lack of immediate family.”

Looking Ahead

In the next twelve months, we hope to secure funding from larger donors and corporations. We will do this through weekly campaigns aimed at companies that support veterans all around the country. We also hope to spread the donation requests further through the use of well-placed ads and social media campaigns.

In addition, we have made contact with several VFW posts and at least one veteran's museum which will be supporting our organization through conversations with veterans and their families. We have also established relationships with several Veterans' Medical facilities where we have agreed to provide urns in a time of need.

As our 2024 schedule allows, we hope to meet with VFW organizations and other veterans' programs around the country in person to request their support for our cause.

With more than half a million veterans passing away each year and with a national cremation rate of almost 60% we know that we have a lot of work ahead. To be able to provide a mere one thousand urns, we know that we need to raise at least \$75,000.00. And that figure does not include the cost of operating a non-profit such as accounting and office supplies.

Your support is not only appreciated, it is necessary. Every time a family member thanks us for providing a free urn to their veteran, I realize that the work we are doing is important. These veterans protected our freedom by serving in the United States Armed Forces. Without their sacrifice, we would not be living in a land of freedom. It's time for us to sacrifice for them. Their final salute should be in a respectable urn, not in a cardboard box.

Won't you help us make 2024 a success?

Respectfully,

Stan Reese

President, Free Urns for Vets

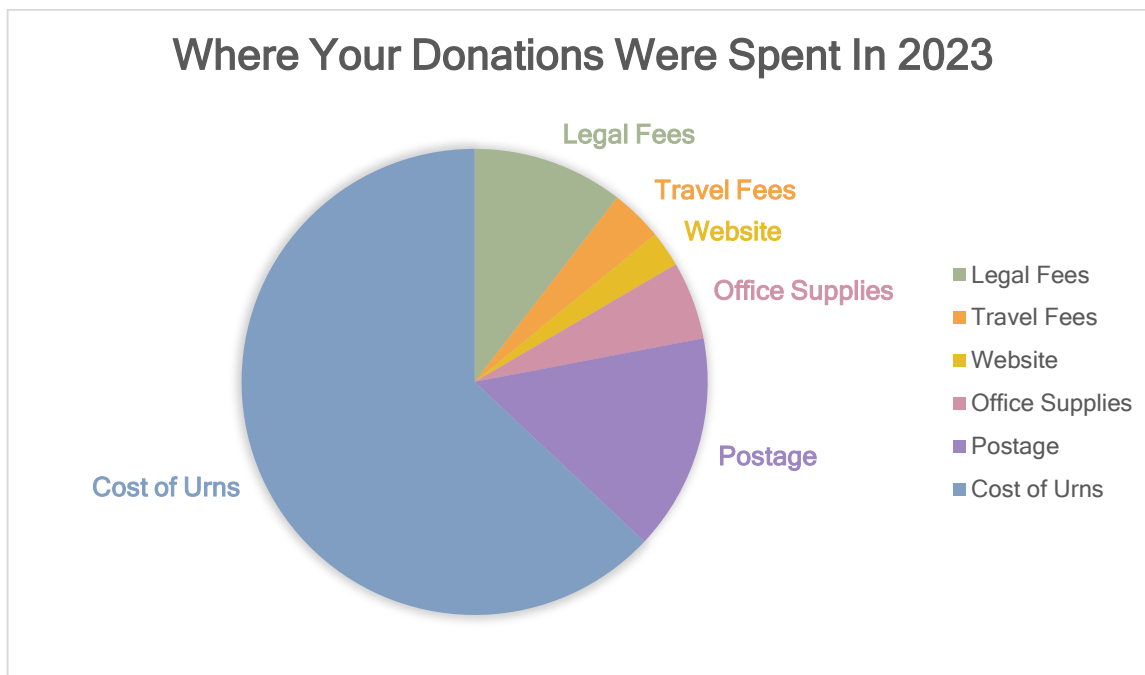


FINANCIAL SUMMARY

We have completed our first annual IRS Form 990-PF which is required for tax-exempt non-profit 501(c)(3) organizations with donations of less than \$50,000. We hope that we will have to use the longer form in 2024.

A look at our expenses for our first six months of operation is below:

- Legal Fees: \$557.10
- Travel fees: \$192.85
- Website and Design: 132.44
- Printing and Office Supplies: 287.95
- Postage and Shipping: \$798.78
- Cost of Urns (at Wholesale): \$3,350.40
- Salaries: \$0.00



A sample of the urns we provide to veteran's families is below. The wooden urns can be provided with Army, Navy, Air Force, or Marine emblems. Either urn will hold about 220 cubic

inches of cremated ashes which is the equivalent of a person who weighed up to 220 pounds before death. On occasion, we have had to order larger urns.

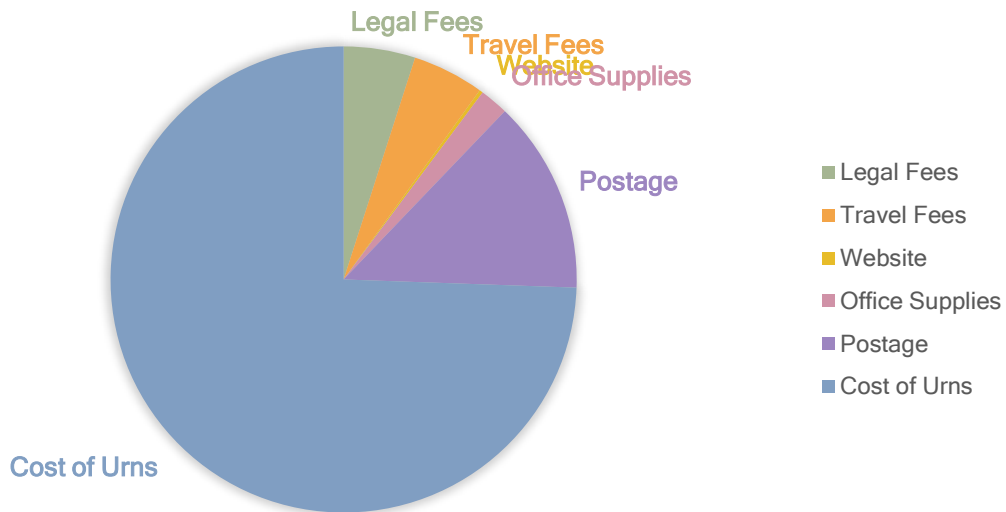


We are also asked to provide urns for veterans who will be interred in a National Cemetery, such as Arlington. These cemeteries require an urn that is no larger than 9" x 9" x 9". As these urns are not as common, they also have to be special ordered and are much more expensive.

It is our hope that, as we raise more funds, we will be able to have our own wooden urns built. This could be carried out by a veteran's support group. However, the cost of beginning such an operation is not within our operating budget at this time.

As we begin to increase our operations, also, we will need to employ the resources of an accounting firm to complete the IRS annual paperwork and monthly closing. This is being handled in-house now but the time and expertise required is taking away from the time that could be spent on fund raising and outreach programs. An expert on the subject of non-profit filing will be needed as the organization grows.

Where Your Donations Will Be Spent In 2024



A look at our projected expenses for 2024:

- Legal Fees: \$5000
- Travel fees: \$5000
- Website and Design: \$250
- Printing and Office Supplies: \$2000
- Postage and Shipping: \$13,500
- Cost of Urns (at Wholesale): \$75,000
- Salaries: \$0.00

(IRS Form 990-PF attached)

GET INVOLVED

Of course, to make any non-profit organization work, it takes a lot of people dedicated to its cause. We have a strong Board of Directors but we need more people who want to roll up their sleeves and honor these veterans.

Monetary donations are great. We have some donors who send checks. Others donate through our secure payment portal. Some have even set up a monthly payment. And we have even received several (unused) urns as a donation.

But we could use more help. Remember the numbers above about how many veterans die each year and the cremation rate in the United States? That's right, each year, it is estimated that about 357,000 veterans are cremated. That's a lot of urns.

I am sure that we will never be asked to provide 357,000 urns but even if we can provide an urn for 1% of these veterans, that 3,570 urns. If we can continue to keep our cost at the wholesale level, we are talking about more than \$250,000. And that is to serve just 1% of the veterans who will pass away in 2024.

We really need your help.

- Donations
 - A one-time tax-deductible donation of \$5,000 can provide sixty-five urns.
 - A corporate gift of \$25,000 will fund three hundred and twenty-five urns.
 - Ask how you can become a corporate sponsor of Free Urns for Vets.
- Advertising
 - Mention our organization in your newsletters and social media.
 - Ask friends and coworkers to donate.
- Speaking Requests
 - At your next event or fundraiser, ask us to be a speaker. We travel.
 - Your members or guests can make a one-time or recurring donation.
- In-Kind Donations
 - Yes, we always need accounting, legal, marketing, and advertising help.
 - We also need bumper stickers and shirts!

Get in touch with us and let's work together. Our contact information is below:

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