



2020 MEDIA KIT

1,900

NEWS ARTICLES IN 2020

385M

SOCIAL REACH

1941M

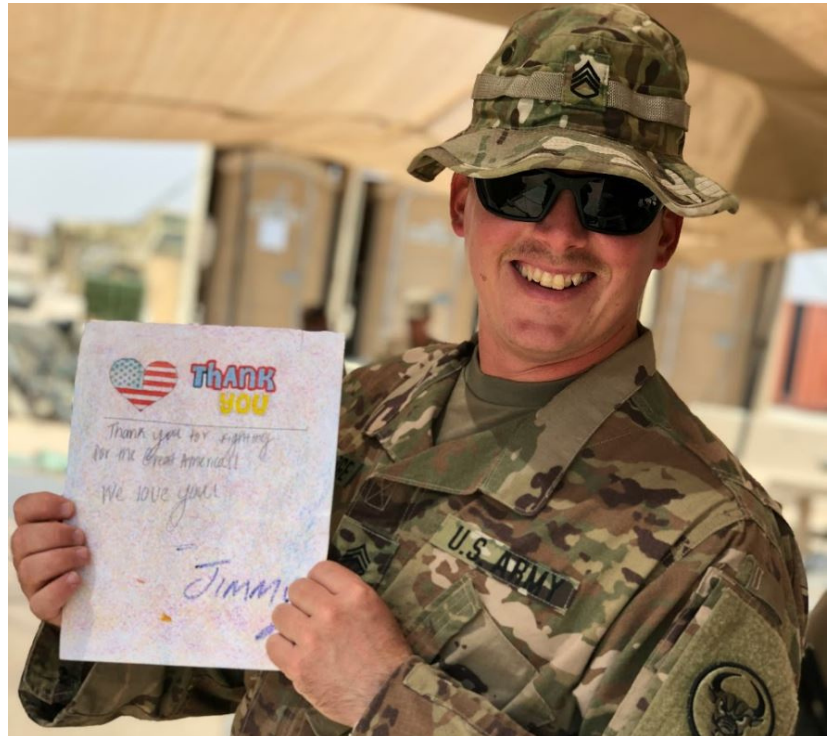
NEWS REACH

WHO WE ARE

Operation Gratitude is the largest and most impactful nonprofit in the country for hands-on volunteerism in support of Military, Veterans, and First Responders.

OUR MISSION

To forge strong bonds between Americans and their Military and First Responder heroes through volunteer service projects, acts of gratitude and meaningful engagements in communities nationwide.



WE BELIEVE

- ★ Actions speak louder than words
- ★ Saying “thank you for your service” is the start of a conversation that leads to a better understanding of service
- ★ Hands-on volunteerism, acts of gratitude and meaningful engagements are the best ways to bridge the civilian-service divide
- ★ We focus on empathy, resilience, service, and sacrifice rather than sympathy, challenges, needs, and pity



[Click here to find out more about our ethos.](#)

BOILERPLATE COPY

Operation Gratitude's mission is to forge strong bonds between Americans and their Military and First Responder heroes through volunteer service projects, acts of gratitude, and meaningful engagements in communities nationwide. More than 17 years ago, in March of 2003, Operation Gratitude sent its first four Care Packages to deployed Service Members in Iraq. Since its inception, the organization has given millions of Americans the opportunity to express appreciation through hands-on volunteerism and lifted the spirits of more than 1.8 million Deployed Troops, and another 1.1 million recruit graduates, veterans, military families, first responders and healthcare heroes. Corporate partners and grateful citizens from across the country donate more than 15 million "Wish List" and handmade items each year to fill the Care Packages. Through donation drives, letter-writing campaigns, craft projects, hands-on service projects, and other activities, volunteers are the heart and soul of the organization. For more information visit OperationGratitude.com, or follow us on Twitter at @OpGratitude.

2020 MEDIA HIGHLIGHTS



Today Show - Virtual Volunteerism.
April 25, 2020

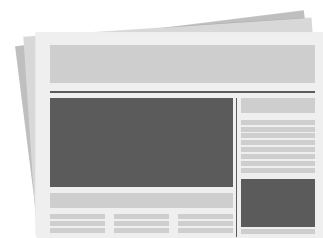


Norah O'Donnell (CBS) -
Mother's Day May 8, 2020



ABC7 - Christmas in July.
July 29, 2020

Visit our "In The News" page to see the latest news coverage.



2.9 M+

CARE PACKAGES DELIVERED
SINCE 2003

1M+

VOLUNTEERS IN 2019

385M

SOCIAL REACH

10,000

SERVICE PROJECTS ACROSS
THE NATION IN 2019

National Broadcast

- [Today Show - Virtual Volunteerism, April 25, 2020](#)
- [Norah O'Donnell \(CBS\) - Mother's Day May 8, 2020](#)
- [Fox - Mother's Day Messages, May 10, 2020](#)



National Print

- [Stars and Stripes - 82nd Airborne Battalion Buddies, February 1, 2020](#)
- [The Hill -Op-ed - Bridging The Divide, July 7, 2020](#)
- [The Hill - Op-ed - Our Country is Waiting For Action, July 19, 2020](#)
- [Thrive Global, August 22, 2020](#)
- [Stars and Stripes - Red Cross Partnership, August 23, 2020](#)
- [Readers Digest - Halloween Candy Give-Back, August 28, 2020](#)



Local News

- [KTLA - Assembly Day, February 28, 2020](#)
- [News12 NJ - Newark Healthcare Deliveries, May 16, 2020](#)
- [WLNS \(CBS\) - Michigan Healthcare Deliveries, May 22, 2020](#)
- [NBC5 - Chicago First Responder Deliveries, May 29, 2020](#)
- [WNCT - Care Package Spotlight, June 29, 2020](#)
- [Our Tribune - Handmade With Love, printed July 14, 2020](#)
- [PHL17 - National Give Something Away Day, July 14, 2020](#)
- [ABC7 - Christmas in July, July 29, 2020](#)



9/11 DC Assembly Day:

- [NBC Washington, 9/11 Care Packages, September 10, 2020](#)
- [WJLA - 9/11 First Responder Deliveries, September 10, 2020](#)
- [KTLA - COVID-19 Response, September 11, 2020](#)

Press Releases

- [National Coalition Announcement, April 8, 2020](#)
- [Starbucks Partnership, May 15, 2020](#)
- [Pledge to Double COVID-19 Relief, July 1, 2020](#)
- [Nonprofit Spreads Kindness & Gratitude, July 31, 2020](#)
- [BRIDGE Council Announcement, September 9, 2020](#)



National News

- [Fox and Friends - 12 Days of Giving, December 23, 2019](#)
- [Fox and Friends - New York City Assembly Day, September 5, 2019](#)
 - [JFK JetBlue Hangar](#)
 - [Paracord Bracelets](#)
 - [Handmade with Love](#)
 - [Letter Writing](#)
 - [Beanie Babies](#)
- [Military Times - Kevin Schmiegel and Patrick Burke co-authors, September 10, 2019](#)
- [MarthaStewart.com - Red Scarf Challenge, April 12 2019](#)
- [Ty Bentli Show - Podcast with CEO, December 3, 2019](#)



Local News

- [San Diego Assembly Day - USS Midway Museum, May 26, 2019,](#)
 - [KUSI News Part 1, Part 2, Part 3, Part 4, Part 5](#)
 - [NBC 7, KGTV ABC 10, KSWB FOX 5](#)
- [Baltimore Assembly Day - CSX, June 1, 2019, B&O Railroad Museum](#)
 - [WBAL TV 11 \(in studio\), WBFF Fox 45 Part 1, Part 2, Part 3, Part 4](#)
- [Baltimore Sun article Philadelphia Assembly Day - July 11, 2019](#)
- [Philadelphia Police FOP #5 - ABC](#)
- [Nashville Assembly Day - CSX/August 17, 2019, Music City Center - The Tennessean article](#)



Operation Gratitude Assembly Days

- [5-min Operation Gratitude film of our history and Vision 2020](#)
- [Baltimore Assembly Day](#)
- [Los Angeles Assembly Day](#)
- [San Diego Assembly Day](#)
- [D.C. Assembly Day](#)
- [Philadelphia Assembly Day](#)
- [NYC Assembly Day](#)



WHO WE SERVE

RECRUIT GRADUATES

Together with devoted community volunteers, we hand deliver Care Pouches to our nation's newest Service Members at Boot Camp graduations across the country. Operation Gratitude congratulates and serves as the first "touch point" for more than 100,000 Recruit Graduates annually, including Airmen at Lackland AFB, Sailors in Great Lakes, Coast Guardsmen in Cape May, and Marines at MCRD in San Diego.

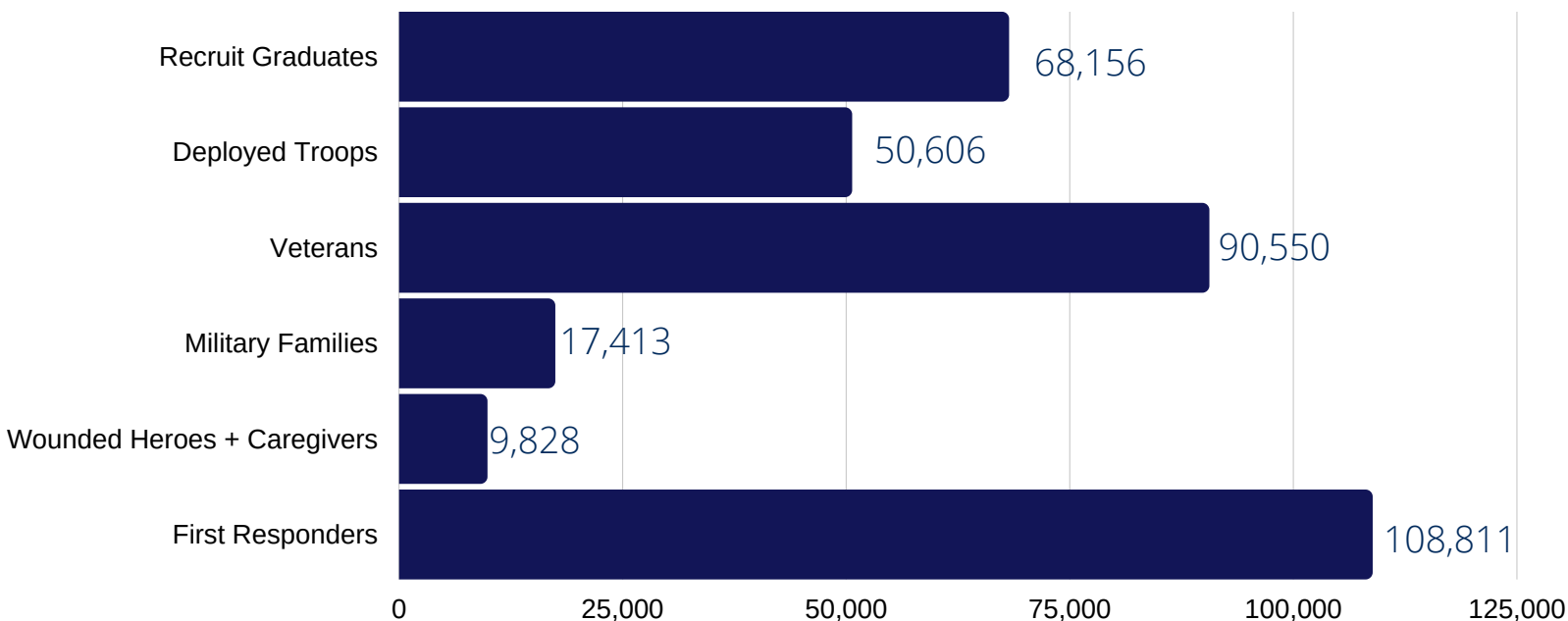
DEPLOYED TROOPS

Volunteers assemble thousands of Operation Gratitude Care Packages containing millions of thousands of snack, hygiene, and handmade items at our main facility in Chatsworth, CA, and in organized large scale assembly events across the nation. We ship individually addressed Care Packages to Soldiers, Sailors, Airmen, Marines, and Coast Guardsmen, who are deployed overseas.

MILITARY FAMILIES

We send our trademarked "Battalion Buddy" stuffed bears to the children of deployed service members. Our cuddly Battalion Buddies wear tags that say "Hi Brave Young Warrior! I am your Battalion Buddy. I am here to cuddle with you while your Mommy or Daddy is away."

2019 CARE PACKAGE BY PROGRAM



WHO WE SERVE

VETERANS

We coordinate with VA hospitals, Veteran and nursing homes, Veterans Service Organizations and other best-in-class nonprofits to provide care packages to Veterans of all generations and to provide them with a sense of purpose as volunteers. With our actions we let them know that their service and the sacrifices they made are appreciated and will never be forgotten.

WOUNDED HEROES + CAREGIVERS

We recognize the commitment and dedication of Wounded Heroes and Caregivers from all eras, and with our custom designed Care Packages, acknowledge and thank each of them in a special and individualized way for their sacrifices. Together with our partners, we continue to serve this community through Care Package deliveries as well as community-building events.

FIRST RESPONDERS

We are on a mission to say "thank you" to the men and women who serve as Police Officers, Firefighters, and EMTs in communities nationwide. The direct delivery of our signature red Care Pouches to hundreds of departments across the U.S. gives Operation Gratitude team members, volunteers, donors, and corporate partners the opportunity to thank their local First Responders in person.





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