



Reaching our Military



December 2024, Army Soldier Harris, receiving a care package at an Army Base in Poland from the USA

Cheerleaders. We were fortunate to have met Harris this year. Experiencing this full-circle moment was incredibly meaningful for our organization. Meeting our heroes in person and seeing firsthand the impact of our efforts reaffirmed the importance of our mission to bring comfort, encouragement, and holiday cheer to those who serve far from home.

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Our Annual Care Package Event



Christmas Spectacular at the VA Hospital Dallas



Fight Night at Fort Hood Army Base

USA Cheerleaders Making an Impact.

This year has been nothing short of remarkable for the USA Cheerleaders. Our organization experienced a year filled with purpose, service, and heartfelt dedication to those who serve our country and communities.

Founded by Ken Martin over 20 years ago, the USA Cheerleaders have grown tremendously each year with the same mission at its heart - giving back. Each cheerleader volunteered between 100 and 200 hours, generously giving their time and energy to support our U.S. military members, veterans, first responders, and local communities. Throughout the year, we were honored to give back in meaningful ways from monthly visits to our beloved veterans at the Dallas VA Hospital, to sending 100 care packages overseas to active-duty service members during the holidays.

Our team proudly participated in the Veterans Day and Dallas Holiday Parades, traveled to Fort Hood Army Base to perform and spread cheer at the annual Fight Night event, and had the profound honor of taking part in the Wreath Laying Ceremony at the Tomb of the Unknown Soldier in Washington, D.C. Serving our heroes is at the heart of everything we do, and we are grateful for every opportunity to make a difference. We hope you enjoy this newsletter, which highlights our continued efforts and showcases the impact and importance of the USA Cheerleaders Foundation.

A heartfelt Thank You to our Sponsors:

Each of you has played a vital role in making our mission possible. Your continued support allows us to serve, honor, and uplift those who have given so much to our country and communities. We are deeply grateful for your belief in our organization and our mission, and we thank you sincerely for your generosity and partnership.



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Testimonials from our partners

"From the moment they took the stage (in this case ring), the USA Cheerleaders captivated the audience with their impressive routines and infectious spirit. Their professionalism and dedication were evident in every performance, showcasing not only their incredible talent but also their unwavering commitment to representing our great nation."

Each routine was executed flawlessly, demonstrating precision and synchronization that highlighted their extensive training and preparation. The USA Cheerleaders not only entertained but also uplifted our spirits, reminding us of the strength and unity

that defines our country. Their ability to engage with the crowd while maintaining an air of professionalism was remarkable, fostering a sense of camaraderie and patriotism throughout the evening. The USA Cheerleaders brought a special touch of pride and patriotism to Fort Hood Fight Night, making it a memorable experience for everyone involved. Thank you, USA Cheerleaders, for your hard work, professionalism, and dedication to honoring our military community!"

-Amber Pafford
Chief, Marketing and Advertising, Fort Hood

"Thank you for partnering with VA North Texas Health Care System, Center for Development and Civic Engagement for volunteerism. We appreciate the USA Cheerleaders support and dedication in serving Veteran inpatients with monthly visitations to bring cheer and let them know they have not been forgotten."

-Tina McDaniel
Assistant Chief, Center for Civic Engagement VA North Texas Health Care System

"Having served alongside the USA Cheer team as we fed over 500 veterans during the monthly Roll Call luncheons have been some of the most rewarding opportunities we could have ever been afforded. The sheer happiness and overwhelming joy that your girls brought to the lives of these veterans just by simply being present was worth more than words can express! Their servant hearts always made a difference and brought kindness to the table!"

-Dacquiri M. Deavers
Assistant Precinct Administrator Office of Commissioner Manny Ramirez, Tarrant County



Care Package Event

Did you know there are approximately 1.3 million active-duty service members, yet only about 50% receive a care package during the holiday season? The USA Cheerleaders Foundation is committed to helping bridge that gap.

This year, we proudly sent 100 thoughtfully packed care packages to service members deployed overseas, delivered just in time for the holidays. Recipients included family members of our own cheerleaders who are currently serving, as well as far as to sailors aboard the USS Gerald R. Ford.

Each year, we are deeply honored to bring a little extra “cheer” to those serving far from home and their loved ones. This annual tradition remains one of the greatest points of pride for the USA Cheerleaders Foundation. This is our third year partnering with ShipThrifty for our shipping needs which is a huge benefit while sending packages to military overseas.



Reaching our Military

This year, the USA Cheerleaders traveled to Fort Hood Army Base to support the annual Fight Night event. Our team was truly humbled and honored to be invited to participate in such a meaningful experience. Throughout the evening, the cheerleaders had the opportunity to meet and engage with service members and Army families on base, all while enthusiastically cheering on the fighters. During our visit, we were especially honored to meet Army Soldiers Joe, Cyrus and Harris who shared that they had received the care packages we sent in 2024 while they were stationed in Poland. Experiencing this full-circle moment was incredibly meaningful for our organization. Meeting our heroes in person and seeing firsthand the impact of our efforts reaffirmed the importance of our mission - to bring comfort, encouragement, and holiday cheer to those who serve far from home.



Honoring our fallen: Arlington National Cemetery

This year, the USA Cheerleaders were honored to be selected to participate in the Wreath Laying Ceremony at the Tomb of the Unknown Soldier at Arlington National Cemetery—an unforgettable, once-in-a-lifetime experience that will remain in our hearts forever.

The Tomb of the Unknown Soldier holds the remains of unidentified service members from World War I, World War II, and the Korean War, honoring all U.S. service members who were lost in combat and never identified. It stands as a powerful symbol of sacrifice and remembrance. The Tomb is guarded around the clock by Soldiers of the 3rd U.S. Infantry Regiment, known as “The Old Guard,” whose unwavering vigilance serves as a perpetual tribute to our fallen heroes.

During our visit, we were invited to a special behind-the-scenes tour of the area where the honor guard trains and prepares for duty. We gained insight into the meticulous care of their uniforms and weapons, learning the exacting standards upheld in every detail.

We also learned that serving as an honor guard at the Tomb of the Unknown Soldier is among the highest distinctions in the U.S. Army, reserved for only a select group of soldiers. Witnessing this dedication firsthand was both humbling and deeply meaningful.



PAVING THE WAY



Meet Our Dallas Division Director

Behind every great cause is a great team and behind every great team, there is leadership. Dallas Division Director, Jessica A.M. Kalil joined USA Cheerleaders in 2013 and formed our first ever Show Team.

Drawing on her experience as a professional performer with both the Dallas Cowboys Cheerleaders and the New York Jets Cheerleaders and also dancing with Norwegian Cruise Lines, Jessica recognized early on that Dallas had the talent and heart to build a high-caliber Show Team. For more than a decade, the Dallas Division has spread joy not only through philanthropic efforts, but also through impactful dance performances throughout the community.

This year, the Annual Christmas Show at the Dallas VA Hospital was elevated with the addition of a newly formed singing group, the Southern Liberty Belles, as well as live musical performances featuring a violinist and guitarist. These additions brought an even richer and more memorable experience to our veterans.

Behind every successful season is a dedicated leadership team. This year's administrative team included Assistant Director Jourdyn Moore-Plaza, Ambassador Program Director Heather Black, and Choreographer and Christmas Show Director Melanie Parker. Reflecting on the year, Jessica shared, "I was truly blessed with a dream team—one that shares the same passion, grit, and dedication to helping our organization not only meet, but exceed our goals."

THE VISION



Building our Ambassador Program

You will find Heather Black (pictured top row center) at the helm of our Ambassador Program this year. After 7 years serving as a USA Cheerleader, her heart has pulled her into leading our team beyond performance. Heather brings the true meaning of honoring our heroes to a whole new light.

The Ambassador Program ensures the heart of our mission remains front and center. While performing for our heroes is always an honor, serving them in meaningful ways is what truly defines our work.

This year, the USA Cheerleaders proudly served meals to veterans at the monthly Roll Call Luncheon in Fort Worth and once again participated in holiday wreath-laying ceremonies to honor our fallen heroes with Wreathes Across America - both initiatives that have become meaningful traditions for our organization. We participate in appearances like these year-round both in and out of uniform.

As we look ahead, we hope to continue growing the Ambassador Program and expanding our ability to give back and bring a little "cheer" to those who have served.

Spreading Holiday Cheer at the VA Hospital Dallas

One of our greatest joys—and most meaningful ways to give back—is performing for our veterans, especially those receiving medical care. During our visits to the Dallas VA Hospital, the USA Cheerleaders are honored to uplift spirits, boost morale, and express our heartfelt gratitude. Bringing smiles to our veterans' is truly priceless and remains at the heart of our mission.

Directed by Audrey Reidling (pictured below third from right), our newly formed singing group proudly made its debut this season. The Southern Liberty Belles filled the VA Atrium with beloved Christmas songs, spreading holiday cheer and lifting spirits throughout the space.



Admin pictured above left to right:
Melanie Parker, Jessica A.M. Kalil & Jourdyn Moore-Plaza

Fight Night at Fort Hood Army Base

On December 14th, we travelled down to Fort Hood Army Base about 3 hours south of Dallas, to perform in the ring at Fort Hood Fight Night Boxing!

The fight as well as our performance was aired on local TV station KWTX Channel 10. It was an unforgettable night supporting our Army community. We were especially excited to meet the Army Families bringing cheer to the littlest of guests!

Special thanks goes out to MP Limousine and Sam Williams with FTF Clothing, for sponsoring our transportation.



OPERATION ROCK THE TROOPS:

This is our second year partnering with Operation Rock The Troops. Their mission is to give back through entertainment and music education for American Troops and their families and we love that we can be a small part of that each year.

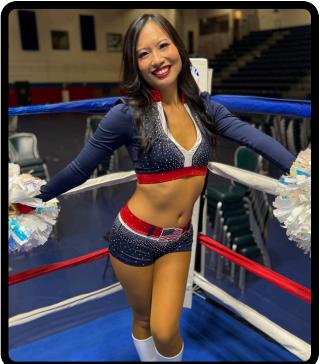
Learn more here:
operationrockthetroops.org





USA Cheerleaders 2025 - 2026 Staff

Executive Director - Ken Martin
Dallas Division Director - Jessica A.M. Kalil
Assistant Director - Jourdyn Moore-Plaza
Ambassador Program Director - Heather Black
Choreographer & Christmas Show Director -
Melanie Parker





Additional Testimonials & Donation Options

"I've had a wonderful second season as a USA Cheerleader! It's been an incredible honor to serve as a leader and make memories with my teammates and leadership team. We've had so many historic moments this year - from making our debut at Fort Hood where we performed and cheered for military members and their families, to sending out a record number of care packages to service members around the world. I feel so lucky to be able to use my passion for dance to connect with and give back to our American heroes. Thank you to our sponsors for helping make this all possible - your support means so much!"

-Lisa Chen, USA Cheerleader 2025 - 2026

"Being a leader with USA Cheer was such a great experience. I got to lead and support an incredible team, push each other to be our best, and grow a lot as a leader while performing at a high level. It was challenging, fun, & rewarding.

The Christmas show is my favorite because it feels extra meaningful. I love that it's a special performance dedicated to honoring veterans and giving them a moment that's just for them. Being able to dance with that purpose makes the show even more memorable and rewarding."

-Krystal Hsuing, USA Cheerleader 2025 - 2026

"I am especially grateful to our coach and director, Jessica, for believing in me and welcoming me into this organization. From day one, I felt supported, challenged, and inspired to rise to a higher standard. The coaching, mentorship, & professional experience I've gained this year have helped me grow tremendously both as a performer and as a person. What means the most to me is being part of a mission bigger than myself & having the privilege of uplifting communities, honoring our heroes, and spreading joy wherever we go. This team has become a family, & I'm truly honored to wear the USA uniform."

-Brianne Provenzale, USA Cheerleader 2025 - 2026

For more information or to book an appearance
please send us an email at ken@usacheerleaders.org or jessica@usacheerleaders.org

To learn more about our cause, please visit our website at www.usacheerleaders.org

Check out our social media:



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