



2021 Annual Prospectus



**Just Our
Soldiers' Helpers**



OUR MISSION

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







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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)



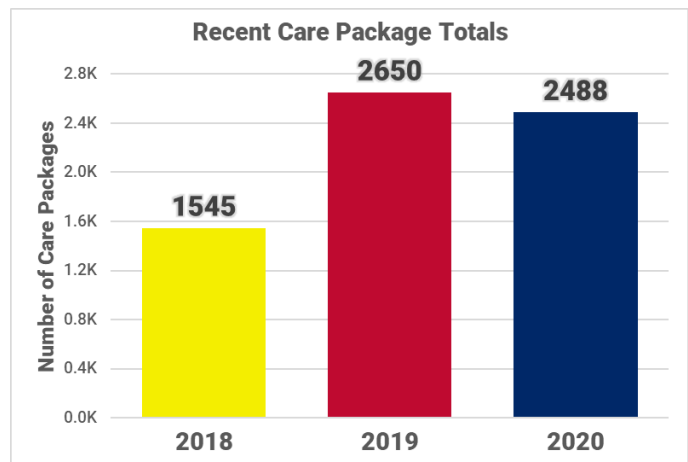
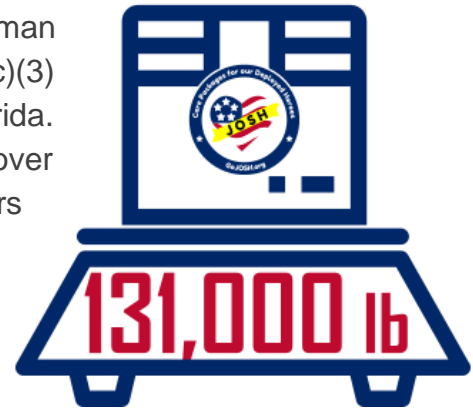
ABOUT JOSH



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 131,000 pounds of products to service members deployed to harms way locations 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. In 2020, **95% of donations** went to program-related expenses.





ORIGIN STORY



Kathy Hewitt and her nephew Josh Kinsel after his deployment.

In 2010, Kathy's nephew, U.S. Army Captain Josh Kinsel, deployed to Combat 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 frontline U.S. Service Members live and operate.

Service members receive just the barest of 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 Kathy's heart's wishes. With her husband's and friends' support, 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 lesson was learned early on as Josh said, “Things taste a little funky when you mix the food and hygiene together, Aunt Kathy.”

The following tables 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 | \$12.36 | \$12.36 |
| Unit cost per shipped Hygiene package | | | \$71.21 |
| Number of Hygiene packages shipped (average monthly) | | | 60 |
| Total Hygiene package costs (typical monthly) | | | \$4,272.60 |



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.

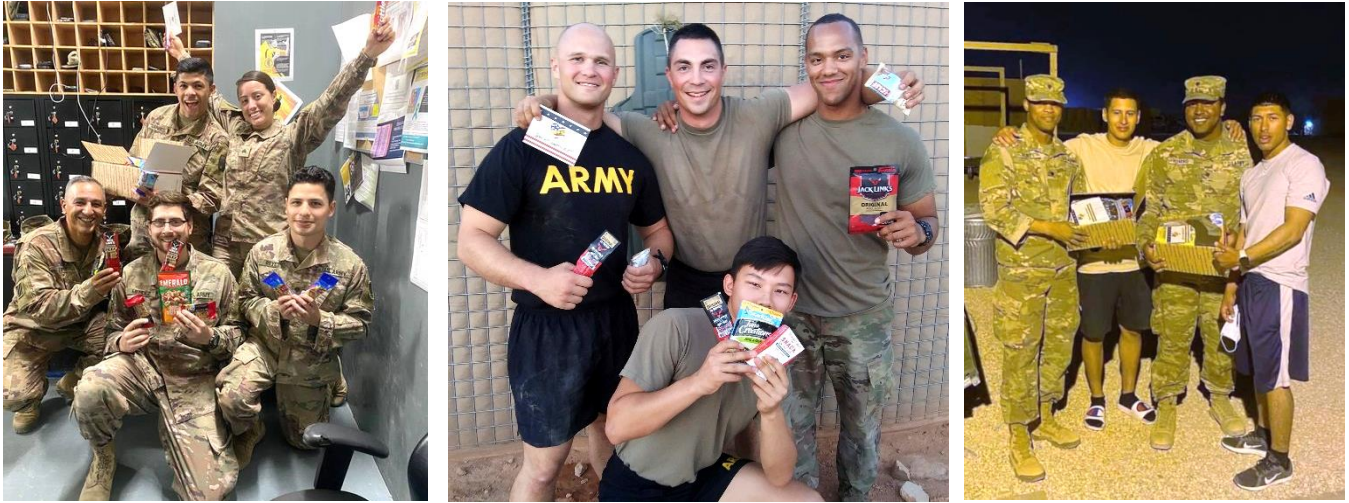
| ITEM | QTY | AVG UNIT COST | TOTAL COST |
|--|-----|---------------|-------------------|
| 5-hour Energy | 3 | \$3.00 | \$9.00 |
| Almonds (Blue Diamond, Single Serving Pack) | 2 | \$0.87 | \$1.74 |
| Peanuts (Planters, Single Serving Pack) | 3 | \$0.50 | \$1.50 |
| Clif Bars | 4 | \$1.00 | \$4.00 |
| 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 |
| Pop-Tarts (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 | \$12.36 | \$12.36 |
| Unit cost per shipped Food package | | | \$71.17 |
| Number of Food packages shipped (average monthly) | | | 80 |
| Total Food package costs (typical monthly) | | | \$5,693.60 |

| | |
|--|-------------------|
| Total Hygiene Package Costs (typical monthly) | \$4,272.60 |
| Total Food Package Costs (typical monthly) | \$5,693.60 |
| Total care package costs (typical monthly) | \$9,966.20 |



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.





PREPPING & PACKING EVENTS

The primary interface for our supporters and volunteers is through product prepping and packing events. These events provide a hands-on opportunity for supporters to see and feel the quantity and quality of items that make their way into every care package.

Prepping events are for sorting, counting, taping, and bagging care package items in the lead-up to a packing event. This ensures we have the right quantity of items and that they do not ruin the contents in the care package if they leak during shipping.

At packing events, prepared items are prearranged in bins along an assembly line. Packers place the materials in the correct location and orientation in each flat rate shipping box to maximize the contents and minimize wasted space.

A handwritten note is placed into each care package before being sealed and labeled for shipment.



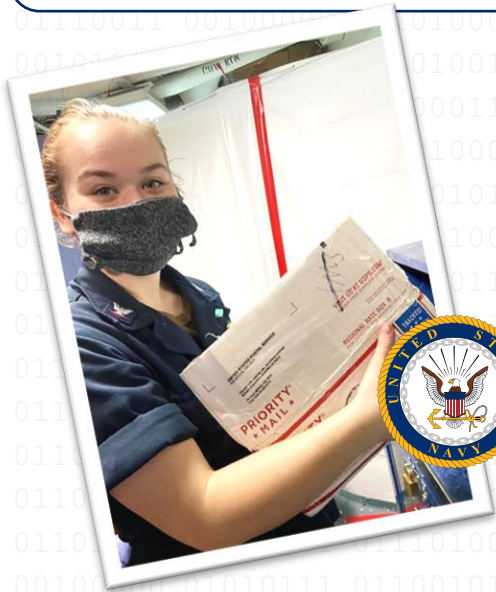
Volunteers and supporters come together for a packing event held at the JOSH Facility in Longwood, FL.



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!"

From an Airman



"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."

From a Sailor

"We appreciate the goodies included and we are very thankful for your support to us and other troops serving away from home. Again, thank you for your support."

From a Soldier



"Here are two of my Marines that want to say thanks for snacks, cards, and most importantly love and support! Thanks again!"

From a Marine



Large boxes filled with holiday stockings at the JOSH Facility.

“First I want to apologize for the delay in reaching out to you to thank you and your organization for your generosity... The single soldiers definitely appreciated it and felt the love. Of the two very large boxes and the smaller boxes that followed we were able to have enough for each of the over 300 single soldiers to get a stocking/goodie bag on Christmas eve. We did receive a few boxes in January and we plan on making goody bags for our single soldiers that arrive to the unit and have to immediately be isolated in quarantine for 14 days straight and those single soldiers that will be in the field for a long period. Thank you again! You definitely brought JOY to soldiers who were stuck in their barracks, unable to socialize with other soldiers and missing their families over the Christmas season.”



From a U.S. Army Lieutenant Colonel

“470 MCB appreciates everything your organization does for us! Especially during times like this when morale during a pandemic is low! Little surprises like this, help to make the time pass by and overall, more enjoyable! 470 MCB thanks you!”

From the 470th Movement Control Battalion



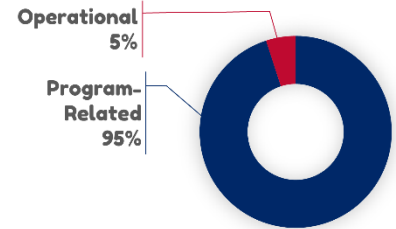


FUNDRAISING EFFORTS

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 3rd party events, by far, our largest single fundraising event is the JOSH Gala. The 2020 Gala, which occurred the week before the COVID-19 shutdown in March, was the only significant fundraising event in 2020. As a result, JOSH has scaled back the number of packages sent monthly.

2020 Expenses Summary



2020 Fundraising



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 lists the sponsorship opportunities available for the 2021 JOSH Gala.

2021 JOSH Gala

Friday, September 10, 2021
Lake Mary Event Center

SAVE THE DATE

| Level | \$10,000 Platinum | \$5,000 Gold | \$2,500 Silver | \$1,000 Bronze | \$500 Booster |
|--------------------------------|----------------------|-----------------|-------------------|-------------------|------------------|
| Number of care packages sent | 140 | 70 | 35 | 16 | 8 |
| Number of tickets to the gala | 16 | 12 | 8 | 4 | 2 |
| Company letters in packages | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo on website & social media | ✓ | ✓ | ✓ | ✓ | ✓ |
| Recognition at the gala | ✓ | ✓ | ✓ | ✓ | |
| Logo in gala program | ✓ | ✓ | ✓ | | |
| Logo in Annual Prospectus | ✓ | ✓ | | | |
| Gala speaking opportunity | ✓ | | | | |

2020 Platinum Sponsor



2020 Gold Sponsor



Edward J Higgins
First Vice President - Investments
Orlando, FL



Lake Mary
EVENTS CENTER



The Lake Mary Event Center in Lake Mary, FL will serve as the backdrop for 2021 JOSH Gala.



2019 & 2020 Gala Highlights



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.

A solid wood U.S. flag hand-made by a veteran sold for over \$800 during the live auction.



Attendees make electronic bids on their smart phones for approximately 100 silent auction items.

Attendees enjoyed live entertainment at the 2019 & 2020 events.





FREQUENTLY ASKED QUESTIONS

How do service members get on the mailing list?

Service members sign up using the “*Register Here*” button at GoJOSH.org. After confirming 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. Then we ship to them monthly 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 do service members pay 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 we 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. Typically, we do not even know the home states of service members 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 provide address information to 3rd party requests.

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 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 JOSH Facility



FINANCIALS

Our charitable registration documents and financials are available at GoJOSH.org/financials.

JUST OUR SOLDIERS' HELPERS INCOME STATEMENT FISCAL YEAR BEGINNING: JANUARY 1, 2020 AND ENDING DECEMBER 31, 2020

| REVENUE | Amount |
|--|----------------------|
| Contributions, Gifts, Grants, and Similar Amounts Received | \$ 61,267.99 |
| Program Service Revenue | \$ 0.00 |
| Member Dues and Assessments | \$ 0.00 |
| Gross Income from Misc. Fundraising | \$ 9,704.00 |
| Special Fundraising Events | |
| Special Events Revenue | \$ 58,976.17 |
| Special Events Direct Expenses | \$ 8,822.60 |
| Special Fundraising Events Net Income | \$ 50,153.57 |
| TOTAL REVENUE | \$ 121,125.56 |

| EXPENSES | Amount |
|--|----------------------|
| Program Services | |
| Care Package Items | \$ 95,123.76 |
| Care Package Shipping Cost | \$ 29,332.28 |
| Care Packages Storage/Packing Facility | \$ \$5,453.05 |
| Care Packages Storage/Packing Facility Utilities | \$ 720.56 |
| Total Program Services Expenses | \$ 130,629.65 |
| Fundraising Expenses | |
| Holiday Ornaments to Sell | \$ 381.99 |
| JOSH Merchandise to Sell | \$ 1,615.80 |
| Non-Cash Prizes | \$ 170.58 |
| PayPal Fees | \$ 535.42 |
| Total Fundraising Expenses | \$ 2,703.79 |



Personnel Expenses

| | | |
|---|-----------|-------------|
| Benefits Paid to or for Board Members and Officers | \$ | 0.00 |
| Salaries, Other Compensation, and Employee Benefits | \$ | 0.00 |
| Professional Fees and Payments to Independent Contractors | \$ | 0.00 |
| Total Personnel Expenses | \$ | 0.00 |

Administrative Expenses

| | | |
|---|-----------|--------------------|
| Accounting Fees | \$ | 148.00 |
| Appreciation Gifts for Gala Sponsors (>\$5,000) | \$ | 305.39 |
| Bank Fees | \$ | 55.00 |
| Business Registrations | \$ | 186.25 |
| Liability Insurance | \$ | 544.60 |
| Marketing | \$ | 206.99 |
| Packing Facility Equipment and Improvements | \$ | 1,241.53 |
| Post Office Box | \$ | 80.00 |
| Printing Expenses | \$ | 129.84 |
| Website Hosting and Maintenance | \$ | 364.81 |
| Total Administrative Expenses | \$ | 3,262.41 |
| TOTAL EXPENSES | \$ | 136,595.85 |
| INCOME PROFIT / (LOSS) | \$ | (15,470.29) |

Note: Facility is only used for storing/preparing care packages. No administrative work is performed there.

Kathy,
Words cant express the massive impact that you & JOSH have made to the Service members in Country. The care packages werent just our absolute favorite to receive because of the higher quality of the items, but they gave us a Christmas! We didnt think we would have a Real holiday season here but JOSH made sure we did! Thank you for reminding us that our sacrifice is truly worth it.

♡ SSG Flores



From Army Staff Sergeant Flores



JUST OUR SOLDIERS' HELPERS BALANCE SHEET AS OF DECEMBER 31, 2020

| ASSETS | Amount |
|----------------------------------|---------------------|
| Current Assets | |
| Cash | \$ 60,703.51 |
| Accounts Receivable | \$ 0.00 |
| Prepaid Expenses | \$ 1,250.00 |
| Other | \$ 0.00 |
| Total Current Assets | \$ 61,953.51 |
| Fixed Assets | \$ 0.00 |
| Other Assets | \$ 0.00 |
| TOTAL ASSETS | \$ 61,953.51 |
| LIABILITIES | |
| Current Liabilities | |
| Accounts Payable | \$ 0.00 |
| Credit Cards Payable | \$ 1,173.40 |
| Total Current Liabilities | \$ 1,173.40 |
| Long Term Liabilities | \$ 0.00 |
| TOTAL LIABILITIES | \$ 1,173.40 |
| NET ASSETS | \$ 60,780.11 |

“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 organization’s generosity for the rest of my life.”

From a returning Soldier



Just Our Soldiers' Helpers



**Care Packages for our
Deployed Heroes**



GoJOSH.org

706 North US Highway 17 92
Longwood, Florida 32750