



## THE COMBAT DIVER FOUNDATION

5155 9th Avenue North  
Saint Petersburg, Florida 33710  
[www.combatdiver.org](http://www.combatdiver.org)

8 January 2020

Dear Colleagues,

2019 was a year of “firsts” for the Combat Diver Foundation. Our focus in 2019 was to flex our organizational muscles and to get the word out about our mission and our plan to accomplish it. We’re happy to report we had tremendous success and are growing rapidly as a result.

### **Diving Deep**

Recognizing that sometimes the best way to gain momentum is to be bold, we decided to invest in our first fundraiser as a means to help us spread the word. The result was the Deep Dive 2019 fundraiser in September. With generous help from the Flora-Bama Lounge, some key people from 7th Special Forces Group, the Army Recruiting Station in Pensacola, and a number of fantastic sponsors, Deep Dive 2019 was a fantastic time indeed.

Though we did not raise enough money (yet) to build the Combat Diver Museum, we viewed Deep Dive 2019 as an investment and have decided to make the event our primary annual fundraiser. Mark your calendars for the 29th of August 2020 as we expect the Deep Dive to be three times as large next year.

### **Multilayer Marketing**

This year we established and employed a number of tools to make 2019 a success. The first was our media team which has the task to maintain our online presence and also to get the word out through more traditional channels when appropriate. They operate accounts for us on Twitter, Facebook, Instagram, and LinkedIn and have integrated them with the CDF website. There you’ll find a mixture of Combat Diver history and facts, CDF specific information, and a series on Combat Divers from around the world. Be sure to follow us for updates or just for fun.

We also established the CDF Store this year to provide a way for everyone to show their support. CDF logo shirts and hats are available in a variety of colors and sizes. They look great and are a fantastic way to start a conversation about CDF.

## Leadership

Something we learned from the Deep Dive is there is tremendous energy in the Combat Diver community for our cause. Since CDF is not a membership organization, we lack a direct way for interested folks to have their voices heard. For this reason we have established a Board of Advisors to help us connect with as many people as possible. Eventually they will help our Board of Directors understand the environment and make informed decisions about the direction of CDF efforts.

Our primary growth objective for 2020 is to create a Board of Directors. Not only is this good practice for a growing non-profit, but a Board of Directors provides two very important functions we currently lack. The Board will perform a critical oversight role of the CDF Staff and will open up a world of fundraising opportunities. If you or someone you know has the time and passion for our mission and wants to serve on a Board, please let us know.

## Thank You

Annually we use this report to express our deep appreciation to our donors and those that contributed time and resources to our cause. This year we must absolutely begin by thanking Cam & Cam Price and the staff at the Flora-Bama Lounge. Without them, the Deep Dive would have never happened. We also want to thank Colonel Pat Colloton for the time and attention he gave to CDF before leaving command. Lastly we want to thank all of our donors and sponsors. Though there are too many to list, we could not do any of this without you.

On behalf of the Combat Diver Foundation we look forward to meeting and working with you in 2020. Fin hard!



LINO MIANI  
President  
Combat Diver Foundation

Financial Summary  
Tax Year 2019

Income		
	Donations	\$7,019.05
	Merchandise Sales	\$1,091.00
	<b>Sub-Total</b>	<b>\$8,110.05</b>
Assets		
	Remaining Merchandise	\$2,379.00
	Cash	\$915.46
	<b>Sub-Total</b>	<b>\$3,294.46</b>
	<b>TOTAL CREDITS:</b>	<b>\$11,404.51</b>
Expenditures		
	Registration & Licensing	\$0.00
	Business Services	-\$70.32
	Merchandise	-\$3,765.24
	Shipping	-121.12
	Web services	-\$274.06
	Sales Tax	-\$47.76
	Banking	-\$158.00
	Travel	-\$4,746.12
	<b>Sub-Total</b>	<b>-\$9,182.62</b>
Outstanding Liabilities		
	Unsecured Loans	-\$2,867.84
	<b>Sub-Total</b>	<b>-\$2,867.84</b>
	<b>TOTAL DEBITS:</b>	<b>-\$12,050.46</b>
	<b>GRAND TOTAL:</b>	<b>-\$645.95</b>