

**SPECIAL
REPORT**
2022

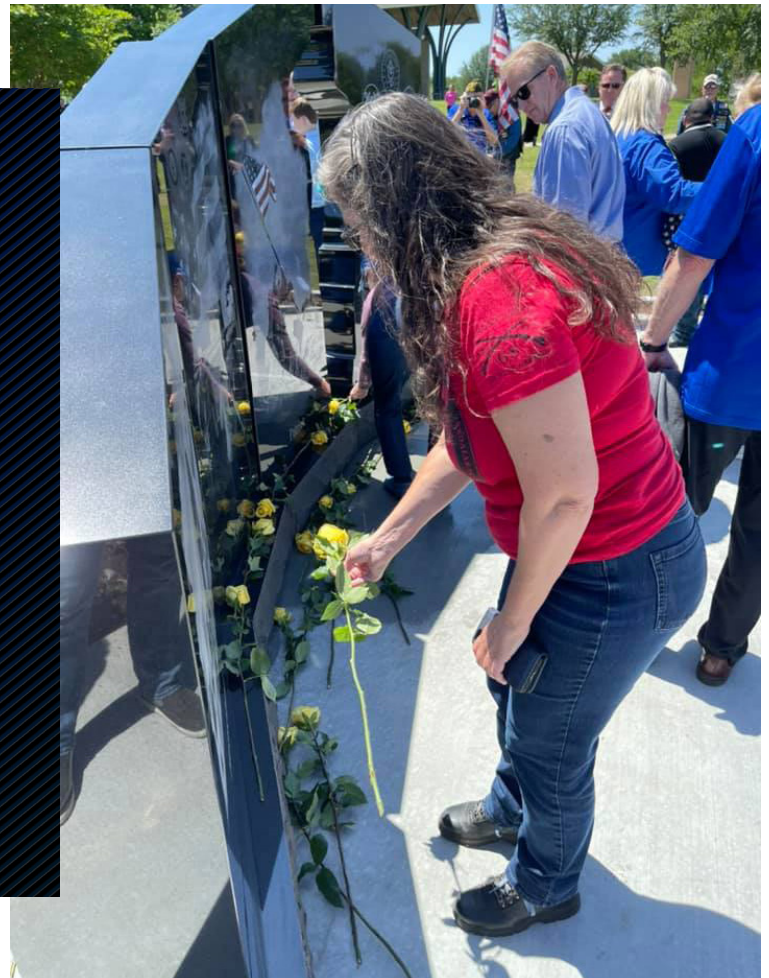


A MESSAGE FROM OUR PRESIDENT

We are pleased to share this special report with you which outlines our current status and offers a look at what lies ahead in 2022. Since receiving our 501c3 status in October of 2014, our organization has been able to expand its footprint of service to now include over 175 communities across the United States which are actively engaged in the mission. We are so grateful for those who have helped to transform Woody's vision into a reality. It is our honor to continue the mission to honor, recognize, and serve Gold Star Families and the legacy of their Loved Ones.

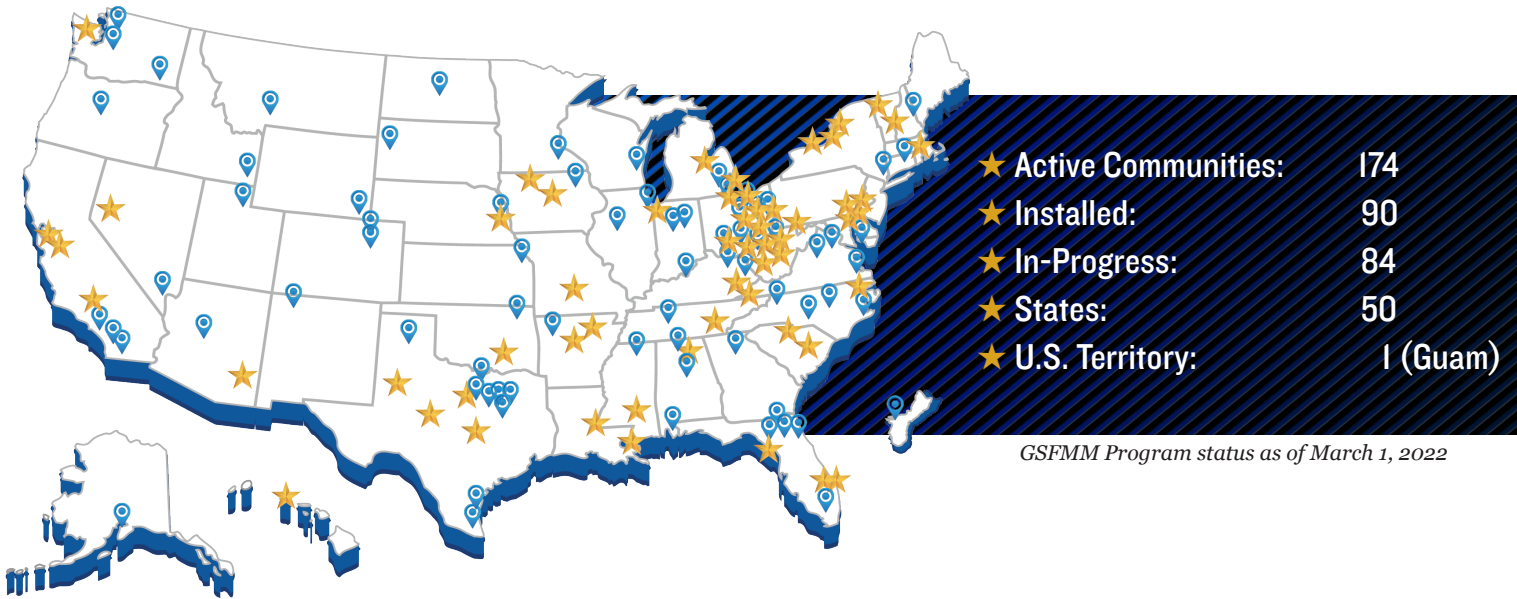
— *Chad Grabam, President and CEO*

IN 2021, our Foundation continued to build and improve a network of service which is the first of its kind in the United States. This growth provided us with the opportunity to serve more Gold Star Families than ever before while also allowing us to engage the general public in pursuit of our mission. Through both our longstanding program offerings as well as newly established program components, we directly served over 5000 Gold Star Family members and engaged with over 100,000 community members across the nation. With continued commitment to our mission, we anticipate another impactful year in 2022.



GOLD STAR FAMILIES MEMORIAL MONUMENT

Initially the Foundation's goal was to establish a single Gold Star Families Memorial Monument in co-founder, Woody Williams' home state of West Virginia. Once that monument was complete, the mission truly began.



THIS WILL BE YET ANOTHER BANNER YEAR FOR THE PROGRAM. In 2022, 35+ of our locations will install and dedicate their Gold Star Families Memorial Monument. In addition, 25 new communities will join the mission by launching a monument project. Establishing the monument is just the beginning. With our ever-expanding footprint, we are constantly discovering and assessing the existing needs of those we serve. Each monument location serves as a point of service thus allowing us to utilize each monument as a forward operating base for all mission-related activities including our Outreach and Education programs.

Gold Star Families Memorial Monument locations have become a rally point for patriotic activities and provide a space for the people within the community to gather, reflect, learn, and engage.



GOLD STAR FAMILIES OUTREACH

The Foundation is focused on keeping each local Gold Star Family community engaged through sponsoring and hosting outreach programs and events. These events allow Gold Star Families yet another opportunity to honor their Loved Ones and strengthen their community while simultaneously educating the general public.

With the continued success of our outreach program 2021, we recognized the need to expand what we offer in order to increase impact and better serve our Gold Star Families. Our annually hosted events continued to welcome Gold Star Families and supporters while our new outreach activities offer new ways for communities to engage.

Together with our nonprofit partners, we took part in 20 outreach events last year resulting in over 3500 Gold Star Families directly served. In 2022, we remain committed to improving these program offerings to better serve Gold Star Families and strengthen the mission.

GOLD STAR FAMILY DAY AT THE BASEBALL GAME

Gold Star Families Day at the Ball Park is unique program developed by the Woody Williams Foundation and the Louisville Bats which a nnually hosts over 200 Gold Star Family members for a day of baseball, food, community, and fun. Gold Star Families and their Loved Ones are honored and recognized throughout the day.



"THE CAUSE IS GREATER THAN I" MOTORCYCLE RIDE

"The Cause is Greater Than I..." Motorcycle Ride is annual event held in Louisville, KY. The ride hosts motorcycle riders and riding enthusiasts for an escorted ride through the heart of the Bluegrass. Each participant rides in honor of one of those who has paid the ultimate sacrifice.



GOLD STAR FAMILIES MEMORIAL TRAVELING MONUMENT

The Traveling Gold Star Families Memorial Monument is a 1:1 scale replica of the permanent monument locations which have been established across the country. For many who may not have access to a permanent monument location, this traveling tribute offers a similar experience by encouraging communities to honor, recognize, and serve.



OPERATION H.R.S.

Operation H.R.S. (Horse) brings equine athletes and equestrians together to compete in honor of Gold Star Families and their Loved Ones who have paid to ultimate sacrifice for our freedom. This annual event welcomes Gold Star Families from around the country to be a part of this special event.



OPERATION CARETAKER

Operation Caretaker is intended to beautify and care for installed GSFMMs through local engagement and community partnership. This effort ensures that the beauty and integrity of each site is maintained in a consistent, effective, and thoughtful manner. This program also provides service and engagement opportunities in perpetuity for all within the community.



NONPROFIT PARTNER EVENTS

The Woody Williams Foundation would not be able to successfully pursue our mission without our nonprofit partners. Throughout the year, the WWF participates and supports partner events across the U.S. with the goal of improving services to Gold Star Families and raising awareness about the price of freedom.



EDUCATION STATUS REPORT

An important part of our mission at the Woody Williams Foundation is focused on addressing the educational needs of Gold Star Families. We pursue our goals in this area by offering scholarships as well as by leveraging strategic partnerships to improve the educational landscape for those we serve.

Last year legislation was passed which now addresses the needs of the group which we originally crafted our education program around. With those needs now being met, we were presented the opportunity to identify other educational needs of Gold Star Families. In 2022 we launched our new Living Legacy Scholarship program which offers assistance to Gold Star Family members seeking education at all levels including skilled trade education as well as professional certifications. This will allow us to mobilize support where it is needed for our Gold Star Families.



A NOTE FROM WOODY

As I look forward to my 99th year, I look back at how far we have come in such a short time. I feel so blessed to see the progress that has been made. It is the honor of a lifetime to be able to honor and serve those who have sacrificed more than any of us so that we might be free.

Woody Williams

We would not be able to pursue the mission without your support. This year, we invite you to be a part of building a legacy of service not only for today, but for the next 99.

CHAD GRAHAM *President and Chief Executive Officer*

12123 Shelbyville Road, Ste.100, Louisville, KY 40243

888.839.7190 office ★ 859.621.5531 cell ★ Chad.Graham@WoodyWilliams.org