

**H.E.R.O.E.S.**



**C A R E**

**2020 Annual Report**



Serving Our Troops, Veterans, and  
Their Families Since 2003



A 501 (c)3 Non-profit Organization

EIN 01-0777850



★★★★  
**CHARITY NAVIGATOR**  
Four Star Charity



**“Troops don’t come home to government programs; they come home to their families, neighbors and communities. Communities must step up to embrace troops and veterans, particularly once their battle buddies are no longer by their side. They need new battle buddies, but this time from their communities—people who can assist them in transitioning their skills, knowledge and attributes into civilian life and organizations. Government programs can’t do it alone, but independent organizations working together at a community level can.”**

- Army Col. David Sutherland, Special Assistant to the Joint Chiefs of Staff for Warrior and Family Support



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*Supporting Our Troops, Veterans, and Their Families*

## What is H.E.R.O.E.S. Care?

H.E.R.O.E.S. (Homefront Enabling Relationships, Opportunities, and Empowerment through Support) Care is a collaborative effort among well established non-governmental organizations (NGOs) designed to provide proactive support for members of all branches of the military and their families through pre-deployment, deployment, family reintegration and post-deployment.

The program has established a network of tens of thousands of trained caregivers and thousands of professional mental health care and service providers dedicated to the service of military members and their families.

## Why H.E.R.O.E.S. Care?

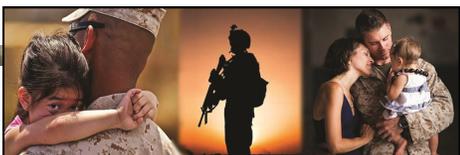
Three issues stand out as areas of grave concern: the alarming increase in the number of suicides among members of the military, the effects of PTSD, or Post Traumatic Stress Disorder, and TBI, or Traumatic Brain Injury, on a growing number of military families. Many of these families suffer due to a lack of a responsive support structure that can recognize and intervene to assist in crisis situations. Experts agree that a comprehensive, local system of support is needed. Not only was the H.E.R.O.E.S. Care model designed to meet this need, but to detect and provide mechanisms for action before problems escalate to a crisis level.

## How is H.E.R.O.E.S. Care Different?

The VA has recognized that the collaboration of NGOs is critical in streamlining the process to provide timely and effective services. This program meets that objective. By combining the ability of H.E.R.O.E.S. Care to provide for the financial needs of military families, the ability of trained Hometown Support Volunteers to provide direct support and to coordinate community efforts, the resources of local professional mental health care providers to intervene when appropriate, and job training and placement services to address the changing needs of the family employment dynamic, recognized needs of military families are met where they live.

The structure of H.E.R.O.E.S. Care was designed to meet two additional criteria:

1. To allow other NGOs with specialized expertise to partner with the program while maintaining their independence of action and organizational control.
2. To act as an augment to and not as a replacement for any existing federal or military program.



## How does HEROES Care work?

Members of the military enroll on a voluntary basis. Each service member designates an individual to receive support during deployment as their Primary Care Receiver. This person can be any family member or 'significant other'. A volunteer from the local community who has been trained in care-giving and the deployment cycle is assigned to that individual. Assignments are gender matched. This Hometown Support Volunteer (HSV) stays in regular contact with the designated family member coordinating local support efforts. The HSV has direct access to affiliated organizations which can provide employment and emergency financial support. The HSV has also been trained to recognize behaviors that might indicate the need for professional mental health care. The HSV and can recommend any member of the family or assigned significant other for this service. The HSV continues in the support relationship for up to two years post-deployment at the discretion of the Primary Care Receiver.

## Who are the affiliated service providers and how do they work together?

The program is administered by **H.E.R.O.E.S. Care**, a national organization providing emergency material and financial aid to military families in crisis. Because of the organization's nature and mission, H.E.R.O.E.S. Care is able to act as a point of contact and control to coordinate volunteer efforts. Members of organizations that would otherwise be unable to provide coordinated support can do so as H.E.R.O.E.S. Care volunteers.

**Give an Hour** is a national organization of mental health care providers dedicated to providing an hour of their time in the support of military families each week. Specific behaviors exhibited by a care receiver will trigger a contact to the H.E.R.O.E.S. Care program management team for referral to a local Give an Hour volunteer.

**MSCCN** is an award winning, national job training and placement service founded by and for military spouses. Its mission is to find meaningful employment for the family member left behind as well as service members, Wounded Warriors, and their caregivers. The HSV refers the care receiver to MSCCN through the H.E.R.O.E.S. Care case management team.

## Program Results

The program now serves military and veteran families in 43 states and overseas. As a result of the dedicated and responsive support coordinated by the family caregivers (HSVs) to date, more than one thousand military families have engaged in counseling to save their marriages and at least thirty seven suicides have been prevented. **It is likely that these numbers are significantly higher as the care giver / care receiver relationships are held in the strictest confidence.** The numbers quoted are a compilation of those voluntarily self-reported to the H.E.R.O.E.S. Care Hometown Support Program Manager.



## From the Chairman



To Our Friends, Supporters, and the troops that we serve,

2020 was a challenging year for most. Covid canceled events, instilled fear and caused deaths across our great land. Businesses shut down, jobs were lost, donations were challenged. Through the leadership of our President, Jon Jerome and dedicated staff, volunteers and supporters, H.E.R.O.E.S. Care was able to weather the storm.

H.E.R.O.E.S Care was able to adapt and overcome, finding new ways to serve the military and new sources of goods and services to pass on to them. With these new sources of goods and services came growing pains, which were overcome with patient, levelheaded leadership at the charity. We also became the 3<sup>rd</sup> largest military charity in the nation with a 4-star rating from Charity Navigator, a well-respected charity assessment organization.

H.E.R.O.E.S Care also took advantage of this time to bring in new volunteers, full of energy and ideas, along with new board members and advisory board members to strengthen the charity. We also did some housekeeping, taking the time to review our policies and procedures and tidy them up.

H.E.R.O.E.S Care begins 2021 in the best shape of its history. It's financial footing is sounder than it has ever been. New sources of goods and services are now being supplemented with old sources that were knocked out in 2020 and are now beginning to bear fruit once again. More great things are within view for the charity and the military members that we serve.

Sincerely Yours,

David Work  
Board Chair

# President's Update



Dear Friends,

First, I want to take this opportunity to thank the board, staff, our supporters, and our family of dedicated volunteers for your efforts in making 2020 a very successful year.

In spite of the ongoing challenges due to the impact of the social distancing, lockdowns, increased unemployment, etc., many established programs saw a drastic increase in utilization and requests for assistance. For instance, our food pantries saw a 55% increase in use by the military community while the entire food assistance program had to be reorganized due to social distancing requirements for maintaining the safety of our clients, staff and volunteers by becoming a “contactless” service.

While Covid forced us to reorganize our day to day operations, we have not only survived but thrived - seeing growth across the board and an increased level of engagement with the military and surrounding communities. We are also proud to top the \$1,000,000 mark in cash grants given to our military families in need. Our corporate sponsors, (BOEING, Veterans United Foundation, General Motors, Foss Fuels, and you) kept an unwavering support to maintain our cash income. Additionally, we received material donations from Michael Kors, Kate Spade, Coach, Ralph Loren/Polo that exceeded \$24 million.

Even through the toughest times the men and women of America continue to “stand up” and sacrifice for those serving in the military, their families and our veterans.

From the staff of HEROES Care, thank you for empowering us to continue to make a life-changing impact every day.

Jon Jerome  
President and CEO  
H.E.R.O.E.S. Care



# MISSION & VISION

## OUR MISSION

To provide a nationwide and efficient support network available before, during and after deployment to post 9/11 servicemen and -women, veterans and their families that is known to military members, their families, commanders, and the communities in which they live.

## OUR VISION

That every military member will have the support and resources to successfully reintegrate into family and community.



Directors

**David Work**

(Board Chair)  
President  
Jay B. Smith Funeral Homes

**Ronald “Huck” J Oberlin**

(Board Vice Chair)  
Partner  
HMA Hotels

**Lois Mans**

(Treasurer)  
Lois Mans Agency  
Farmers Insurance

**Roger Jensen**

(Independent Voting Member)  
CIO NCM Credit Services

**Carl Neupert**

(Independent Voting Member)  
Sr. Chief Retired USN

Officers

**Jon Jerome**

President and CEO

**Brandon Dunman**

Vice President

Operations

**Bryan Mallot**

Coordinator

**Sharon Wellman**

Warehouse Manager

**Mark Breckenridge**

Director of Development

**Cindy Feldhaus, MSW, LCSW**

Case Manager

Advisory Board

**Gerry Mueller**

Navy Mom  
Retired Pharmaceutical Specialist  
Nonprofit Fundraiser 6 years

**Kathleen Bundschuh Winkler**

20 Year Navy Wife and Mother  
Retired Nonprofit Executive

**Cindy Fisher**

Account Assistant  
The Walking Cradle  
Volunteer Fundraiser

**Terry Trunko**

Volunteer Fundraiser

**G.E. “Ed” Magaletta**

Owner Magaletta Real Estate  
Investment/Development LLC



**Train thousands of specialized care-givers to support military families in the communities where they live.**

**Enhance morale by sending thousands of care packages overseas.**

**Help veterans and their families struggling with both the seen and unseen wounds of war.**

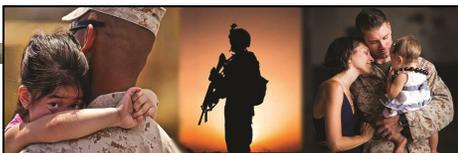
**Support military families with emergency food assistance, clothing, furniture, home, major appliance and car repairs, payment of late utility bills, and by stopping evictions and repossessions.**

**Support events such as Welcome Home and deployment parties, back- to-school drives, and holiday gatherings.**

**Provide referrals to members of the military and their families in need of specialized services.**

**...and something else:**

**We provide peace of mind for our troops far from home. Knowing someone is there for their families allows our service members to concentrate on the dangerous task at hand.**



**99.3** The percentage of expenditures returned to military families in program services.

**REVENUE**

**Contributions:** \$24,357,672

**EXPENDITURES**

**Program Services:** \$25,213,683

**Management and General:** \$117,650

**Fundraising:** \$53,245

**TOTAL EXPENDITURES:** \$25,384,577

**TOTAL NON-PROGRAM EXPENDITURES:** 0.07%

**Net Assets (beginning 2020)** \$6,148,700

**Net Assets (ending 2020)** \$5,121,795

**CHANGE IN NET ASSETS:** -1,026,356

**A detailed report is available upon request by contacting:**

**ATTN: Treasurer  
H.E.R.O.E.S. Care  
330 Sun Valley Circle  
Fenton, MO 63026**

**Contact our office:**

**636-600-0096, Toll Free: 888 799 1470, or by fax: 314- 315-4834**

**Email us at [president@heroescare.org](mailto:president@heroescare.org)**

**KEY FINANCIALS 2020**

