2020 ANNUAL REPORT

SPIRIT OF AMERICA





CITIZENS SERVING THE NATION

Citizens created the United States of America to make the dream of a free and better life a possibility for all.

Our government of the people, by the people, for the people — a novel concept at the time — was built on citizen participation. We have relied on citizens doing their part throughout our history. From the Revolutionary War, to supporting World War II by planting victory gardens, to marching during the civil rights movement, to sewing masks for our doctors and nurses on the front lines of the coronavirus, it has been ordinary citizens working together who have fueled our progress.

Without citizen service, there would be no America today.

Spirit of America is a nonprofit citizen service organization founded in response to the attacks of 9/11. Our mission is to engage citizens in preserving the promise of a free and better life. We are officially approved by Congress and the Department of Defense to work alongside deployed US troops and provide assistance to meet the local needs they identify. We fill the gaps between what's needed on the front lines and what the government can do. And, with private-sector resources, speed, and flexibility, we deliver exactly the assistance that is needed.

As it has been since America's founding, our citizens must participate to preserve the promise of a free and better life. To strengthen our security, and to bring the entire world closer to the shared values we uphold, we need to work together.

shared values we uphold, we need to work together.

It is time for all of us to serve the nation.

No endorsement of Spirit of America by the US Department of Defense,
Department of State, or US personnel is intended or implied.

A MESSAGE FROM OUR CEO



Dear Friends and Supporters,

2020 will always be remembered for the global pandemic. It was an extraordinarily difficult year for people everywhere — here in America and around the world.

As in every challenging time, there are citizens who stepped up to help and serve their communities. America's men and women deployed abroad continued to serve the nation, and Spirit of America continued our work — implementing 116 projects in support of their missions in 2020. Each project was developed in response to needs identified by US military and Department of State personnel serving abroad. Each project supported the initiative of the local people and partners who are key to the stability and betterment of their communities.

It is a testament to our team's entrepreneurial problem solving and to the relationships we've built over the years that our operations could continue despite limitations on travel and movement that hobbled many other organizations.

Beyond the pandemic, our country continues to face significant challenges to our security, prosperity, and way of life. When I founded Spirit of America, our focus was helping our troops reduce the threat of terrorism. Terrorism persists. In addition, the aggression and malign behavior of Russia and the Chinese Communist Party have emerged as significant and growing threats. They represent an authoritarian model that would extinguish the freedoms and values that generations of Americans have fought to defend.

The magnitude of these challenges can be overwhelming.

In the face of such complexity, it is important to remember a simple truth: our security is strongest when people choose to be friends and partners of the United States. This depends on America's power of attraction, or as our Advisory Board member General Jim Mattis puts it, America's "power of inspiration."

That's where Spirit of America plays a unique and critical role. We make America's value proposition – the promise of a free and better life – real and tangible. Powered by citizens and citizen service, we demonstrate that the United States is a friend to all who seek a better life. This is one of the reasons former Chairman of the Joint Chiefs of Staff, Marine General Joe Dunford, says, "your support of Spirit of America is important to our country's future."

Your support is the foundation of everything we do. Thank you for being part of the Spirit of America team.



Chief Executive Officer

IMPACT

RESPONDING WITH SPEED AND FLEXIBILITY TO EMERGING NEEDS

At the start of 2020, Spirit of America's focus remained supporting US efforts to protect our security, values, and position in the world. Then, the coronavirus pushed the world into lockdown.

"Short of picking up arms and joining us hand in hand, there is no better way to support the troops."

-SPECIAL FORCES MASTER SERGEANT AARON ZWOSTA **UNITED STATES ARMY, RETIRED**

In early March 2020, we brought our field operations team home from overseas. However, the team's work continued uninterrupted. America's men and women remained deployed around the world, and Spirit of America helped them respond to urgent coronavirus-related needs. US missions around the world looked to Spirit of America to provide critical protective

equipment and resources to America's friends, allies, and partners. These donations demonstrated US commitment to. and solidarity with, those countries and their people.

In the last months of 2020, we adjusted our field operations strategy to increase our impact on the safety and success of US troops and diplomats. Our support to US missions and counterterrorism operations in conflict zones remains our priority. Beyond this traditional focus, Spirit of America began shifting to a "deeper impact" strategy in which we will focus our resources on the top US priorities. This means we will put "more wood" behind "fewer arrows." This is perfectly aligned with the needs and interests of our US military and State Department partners: they want us to have a greater impact on their most important priorities, particularly countering the challenges of Chinese and Russian malign behavior. And, this shift in strategy will allow more time to develop projects that have a greater impact and will provide more resources to execute those initiatives without sacrificing our hallmark speed and flexibility.

116
PROJECTS

46
COUNTRIES

8,506
TOTAL IMPACTED US FORCES
36% INCREASE FROM 2019

972,695
TOTAL IMPACTED LOCAL CIVILIANS

115,016
TOTAL IMPACTED PARTNER FORCES

AREAS OF IMPACT

"The speed Spirit of America can operate at is unmatched, and their impact is tremendous just when we needed to earn trust with locals while trying to achieve national objectives."

-US SPECIAL FORCES SOLDIER

EUROPE

Bosnia and

Herzegovina

Bulgaria

Estonia

Georgia

Kosovo

Latvia

Montenegro

Ukraine

LATIN — AMERICA

Belize

Colombia

Curacao

Guatemala

Honduras

Panama

Trinidad and

Tobago

MIDDLE EAST & **CENTRAL ASIA**

Afghanistan

Bahrain

Iraq

Jordan

Lebanon

Syria

Tajikistan

Uzbekistan

Yemen

ASIA PACIFIC

Federated States of Micronesia

Fiji

Indonesia

Laos

Maldives

Marshall Islands

Palau

Philippines

Thailand

Timor Leste

Vietnam

AFRICA

Burkina Faso

Mali

Mauritania

Mozambique

Niger

Nigeria

Senegal

Sierra Leone

Somalia

Tunisia

Uganda

FEATURED PROJECTS

SAVING LIVES AND PROTECTING HEALTH DURING A GLOBAL PANDEMIC

As the coronavirus spread, America's men and women remained deployed around the world. Spirit of America responded quickly to urgent coronavirus-related local needs that troops and diplomats identified, saving lives and demonstrating friendship to partners and allies. Through

"It's important to mobilize the whole country to meet our nation's challenges. That's what Spirit of America is so good at."

-MICHÈLE FLOURNOY
FORMER UNDER SECRETARY
OF DEFENSE FOR POLICY

more than 40 projects in 26 countries, Spirit of America supported the US response to the pandemic and filled critical gaps no one else could address.

These projects helped prevent the transmission of the coronavirus among vulnerable populations, and they reduced the

health risks to US troops and diplomats as well as America's local partners. The value of these projects wasn't limited to their short-term impacts. Demonstrating solidarity with and steadfast support for our friends, partners, and allies is crucial to preserving American leadership and influence during — and after — times of global crisis.









Here are a few examples of the locally sourced supplies we provided to America's partners and friends:

- 4,900 face masks and 30,000 disposable gloves for Iraqi partner forces
- 6,000 face masks, 25,000 disposable gloves, and 200 kgs of bleach for partners in Tajikistan
- 2,500 viral test kits and 2,500 sterile swabs to improve Laos' testing capacity
- > 280 face shields for partners in Bosnia and Herzegovina
- > 337,000 disposable gloves for partners in Lebanon





STRENGTHENING THE US-MONTENEGRO RELATIONSHIP

To demonstrate American friendship to Montenegro and to help families experiencing hunger because of the COVID-19 pandemic, Spirit of America developed the Montenegro Seed Project with the US Embassy and two local

"Spirit of America's willingness to reach out to citizens and enlist their participation is crucial to the fundamental essence of American democracy."

-AMBASSADOR RYAN CROCKER

organizations. Spirit of America provided \$20,000 of agricultural assistance, including almost 30 types of locally sourced seeds, to help sustain 68 families in vulnerable rural communities. The seeds helped these families grow their own food and feed their communities — over 6,500 pounds of food harvested were donated to public kitchens.

Based on the project's success, the US Embassy gave a \$130,000 grant to the two local organizations to scale the project. "This

is what the US-Montenegrin partnership looks like," said US Ambassador to Montenegro Judy Rising Reinke, who visited some of the families and championed the project in interviews with local media.

BUILDING SUPPORT FOR US TROOPS IN IRAQ

To bolster local support for the presence of US troops in Iraqi Kurdistan — who continue to fight the remnants of ISIS — and to strengthen the vital partnership between Americans and Iraqi Kurds, Spirit of America provided 700 student backpacks to four schools in Iraqi Kurdistan. The backpacks, each filled with school supplies, were distributed to low-income children by members of the US military and Ministry of Peshmerga Affairs, fostering goodwill within the community.



SUPPORTING SOLDIERS IN UKRAINE'S WAR ZONE

To strengthen US-Ukraine relations during COVID-19 and to counter Russian anti-American misinformation and propaganda, Spirit of America partnered with the US embassy in Ukraine to protect Ukrainians in the eastern

"Spirit of America represents a new capability — not just another nonprofit."

-GENERAL JOSEPH F. DUNFORD JR. UNITED STATES MARINE CORPS, RETIRED FORMER CHAIRMAN, JOINT CHIEFS **OF STAFF**

conflict zone. Spirit of America provided funding for a women's veteran organization to sew 2,100 face masks for troops and civilians. This project also helped a vulnerable veteran population during an uncertain time.







"I've seen you in action and know you can make a difference. Godspeed!"

-BORIS G., FALLS CHURCH, VIRGINIA

SUPPORTING AMERICA'S RESPONSE TO THE LEBANON BLAST

In early August, an explosion ripped through the streets of Beirut, the capital of Lebanon. The impact was immediate and catastrophic: 4,000 wounded, over 200 dead, countless buildings damaged or destroyed, billions of dollars in damage, and 300,000 people homeless. To demonstrate American friendship to an important US partner in the Middle East, Spirit of America provided \$56,000 in disaster relief assistance. In coordination with the US embassy, Spirit of America worked with a Beirut humanitarian organization, Baytna Baytak, to bring damaged neighborhoods back to life. Spirit of America's support funded the inspection and repairs of more than 900 homes and provided pro bono legal representation for 150 low-income individuals.



REINFORCING AN IMPORTANT **RELATIONSHIP WITH VIETNAM**

The relationship between the US and Vietnam has become increasingly cooperative since formal diplomatic relations began 25 years ago. This relationship is crucial today in the face of an increasingly aggressive China that is undermining regional security. To demonstrate America's commitment to the future of Vietnam, Spirit of America worked with the US embassy in Hanoi to fund the travel and lodging of American Vietnam War veterans for

"Thank you for all you do, for your clear priority to help our servicemen and women help others and themselves, and for allowing us to help in some small way."

-SUSAN H., IDAHO FALLS, IDAHO

a highly publicized event with Vietnamese Vietnam War veterans. In June, US Ambassador to Vietnam Daniel J. Kritenbrink and six American veterans met with Vietnamese veterans at the Thanh Hoa Bridge, a frequent target during the war. The event reflected on the history of the two nations and highlighted how former adversaries can become partners and friends.



▲ US Ambassador to Vietnam Daniel J. Kritenbrink, right, meets with Vietnam War veterans in an event marketing 25 years of normalizing diplomatic relations with Vietnam. Spirit of America provided travel and lodging for six US veterans to attend.

IN MEMORIAM

GEORGE SHULTZ

In February 2021, Spirit of America lost a friend — and the nation lost a great leader — when former Secretary of State George Shultz passed away.

A Marine Corps veteran who served in the administrations of three US presidents, Shultz joined the Spirit of America Advisory Board in 2010. He was appreciative of Spirit of America's action orientation and our ability to get things done. And, he loved the idea of getting citizens involved in strengthening our security and preserving our freedom.

Over the years, Shultz gave his time and service to Spirit of America on many occasions. He participated in events, met with our Board and staff, and supported our efforts to gain Congressional recognition and approval of Spirit of America's partnership with the US military. Shultz said:

"Spirit of America helps our troops and diplomats produce results. Results build momentum, and changes in momentum can change the course of history."

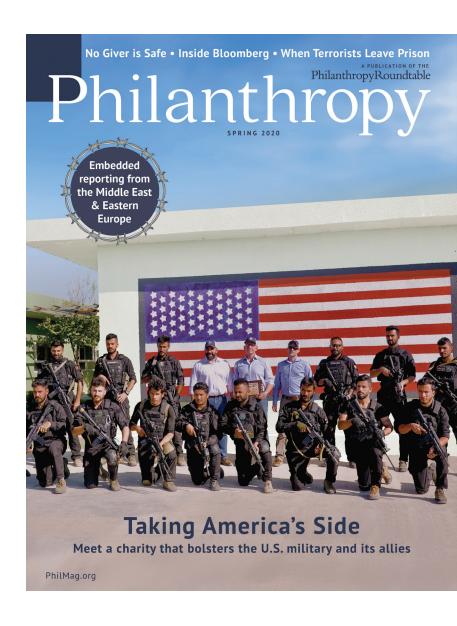
George Shultz knew about changing the course of history. He was one of the most influential statesmen and policymakers of all time. Spirit of America will remember him with great fondness, respect, gratitude, and love.



COVER STORY IN PHILANTHROPY MAGAZINE

In late 2019. Karl Zinsmeister of the Philanthropy Roundtable spent 10 days embedded with Spirit of America and our US military partners in the Republic of Georgia, Iragi Kurdistan, and Serbia. He saw firsthand how our all-veteran team works with US troops and diplomats to keep them safe, promote American values, and strengthen America's security.

Zinsmeister's experience with Spirit of America is chronicled in the cover story for the Spring 2020 edition of Philanthropy Magazine. The article is a strong validation of Spirit of America, our work, and the impact we achieve with your support.



"In many of these cases, it is local hearts and minds that are being appealed to. 'The future of war is winning people, not territory,' suggests John Phelan, a financier who donates to Spirit of America, in explaining why he thinks the group serves our national interest. Much of what Spirit of America does can be viewed as trust-building. That is often a precondition for improving security today. And it is something that everyday citizens can help with."

"The tale will carry you through war-wracked countries so you can observe the work of an innovative charity that is tightly focused on national security. The story suggests one of the best ways we can win friends and influence enemies around the world is through decentralized human-to-human philanthropy — taking advantage of grassroots American inventiveness and the capacity of our values to inspire others. This narrative documents a practical working model, not a theory."



PHILANTHROPY

In the capital city of Thillisi there is now an alternative attraction—the national Museum of the Soviet Occupation. It wesphotos, artifacts, and statistics to document the damage and statistics to document the damage and death that flowed from Russia's overnaming of Georgia in 1921. The exhibits climax in a set of blood-med letters: "foral victims 880,000." That out of a national population of 4 million.

Today, Georgia still has a serious Russia problem. That's the reason Spirit of America openates in the country. It's what I am here to observe.

After Georgia withdrew from the USSR, a long build-up of tension finally flashed into hot war in 2008. Over 80,000 Russian troops pound into two Georgian powinces, and Russian twosp pound into two Georgian powinces, and Russian twosp pound into two Georgian powinces, and Russian twapalanes and artilley bombarded other cities, induding the cupital. Simultaneous with their physical invasion the Russians humched opbertatacles and an information war—their first use of a tactic they have since house.

The Georgian security forces were quickly routed, with 184 killed and



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GOVERNANCE

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US Army, Retired

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Admiral Scott Swift

US Navy, Retired

Admiral Kurt Tidd

US Navy, Retired

Matt Turpin

US Army, Retired

FINANCIAL SUPPORT

Spirit of America is a privately funded 501c3 nonprofit organization. We are supported entirely by private contributions from citizens, foundations, and businesses. We do not receive, and would not accept, government funding.

For 2020, total net assets were \$8,491,578. Total liabilities and net assets were \$9,057,479.







*Averages reflect Spirit of America's independently audited financial statements since 2008.



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