



2022

ANNUAL REPORT

OPERATION MOTORSPORT

MISSION

To engage, through Motorsport opportunities, medically retiring or retired Service Members, affected by military service, aiding in their recovery.

Veteran Recovery Through Motorsport

*Vision: To be the North American leader in veteran recovery through motorsport for medically retiring or retired Service Members, **One At A Time.***

FROM THE CEO & EXECUTIVE DIRECTOR

June 8th, 2022, was the 5th anniversary of the Operation Motorsport Program and a turning point in the Foundation's story, as documented in this Annual Report and the financials. 2022 saw new partnerships and sponsorships with the Skip Barber Racing School, Marwin Sports, Michelin, and was highlighted by a multi-year grant with the CrowdStrike Foundation. The CrowdStrike Foundations' \$200,000.00 annual grant will allow the Foundation to transition from an all-volunteer organization with a focus on professionalization of business practices and staff as we move forward.

2022 saw the first five Driver Development candidates graduate from starting in the Operation eMotorsport iRacing League to receiving SCCA National Level Competition Licenses; two of these graduates drove in the Race of Remembrance. A return to Race of Remembrance, after a two-year hiatus, was bigger and better, with a pair of Skip Barber donated Honda Type R race cars, Michelin tires, a RECARO sponsored entry, Andy Blackmore national liveries, 13 beneficiaries, 39 total team members and a P6 & P8 finish in the 12-hour race.

For the first time, in Motorsport Immersion, we saw beneficiaries embedded in the SRO and FEL Motorsport series inside Tech and Race Control. Most beneficiaries were also embedded with their teams for a full race season.

2022 also saw the 22 Pit Crew become a thing with the design of numbered and unnumbered challenge coins that would see beneficiaries presented with numbered gold coins and honorary members presented with silver coins.

2022 represented the last usage of the original Operation Motorsport logo, shifting to a more inclusive and cleaner design which dropped the half Maple leaf and the "Excite / Engage / Empower" words while moving the Soldier Signet to the left of the logo.

As the "Excite / Engage / Empower" programs were rebranded, the new programs are now Academy, Diversionary, and Immersion programs and so our core values of Team, Identity, and Purpose were solidified with a new mission statement. Our new way forward became "Veteran Recovery Through Motorsport" and continued usage of the hashtag #OneAtATime.

The future for the next five years looks bright with our sights set on 30+ Immersion Beneficiaries annually and ever-growing support numbers and attendance at Diversionary events by active service members, veterans, and supporters. The focus will be on the quality of the programs and how to best deliver them to those that can most benefit.

Diezel & Tiffany Lodder
Co-Founders

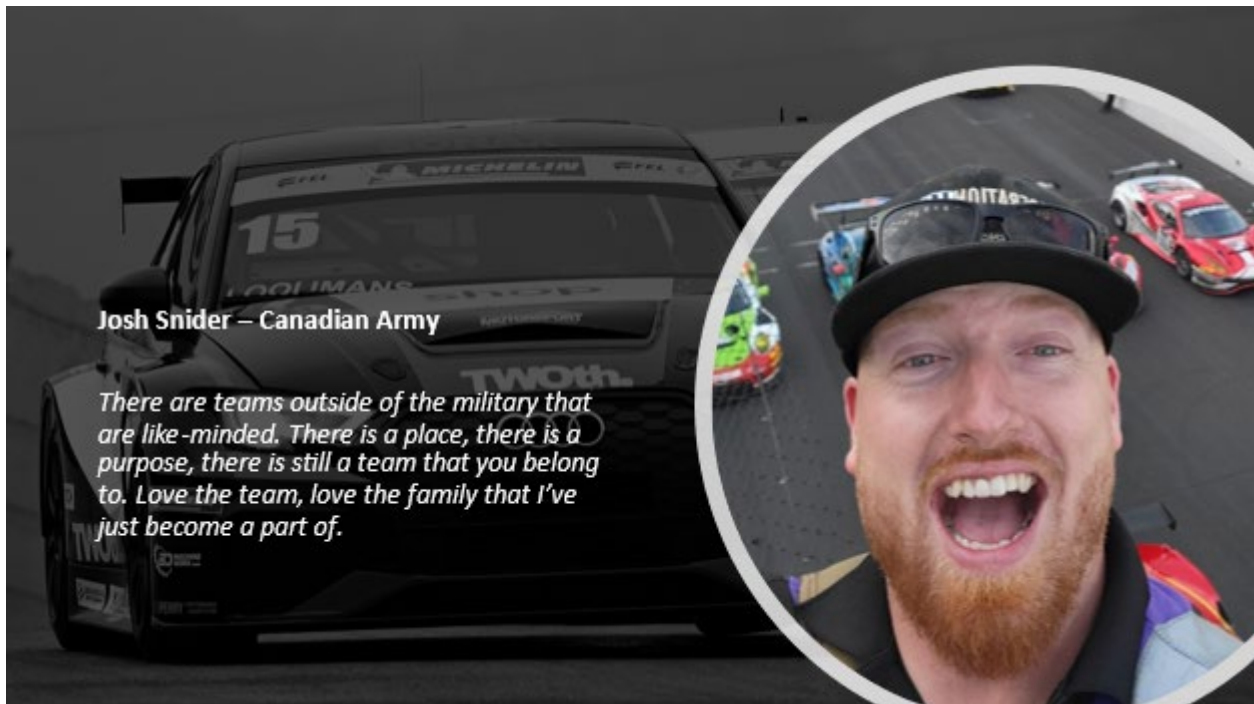
BENEFICIARY PROGRAM FEEDBACK

THERE IS MUCH MORE THAN JUST MOTORSPORT HERE...



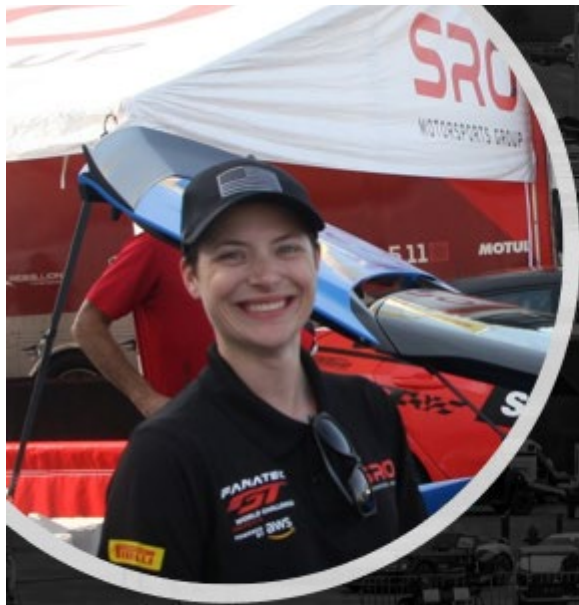
Eliot Whitfield – US Army

As I continue to be in the motorsports industry environment it just excites me that the skills I have, the degree I'm pursuing and the willingness of the team to teach me that I possibly have a future career in motorsports.



Josh Snider – Canadian Army

There are teams outside of the military that are like-minded. There is a place, there is a purpose, there is still a team that you belong to. Love the team, love the family that I've just become a part of.



Rachael Terrey – USMC

Leaving the military left a hole in my life..Operation Motorsport allowed me to get that same sense of team feeling, that same comradery, finding a way to have some purpose again.



Brandon Mateo– US Army

Take the jump, make the connection...one of the most impactful things was the way that I felt part of the team immediately. There's a goal of getting the car on the podium...working toward a common goal...everybody pulling in the same direction.



Mathieu Ayotte – Canadian Army

I found a new level of self reflection in the tranquility of the Welsh countryside, where I found new brothers to console in. I stood amongst giants of men and women who bravely faced the challenges both inside and out. I am truly humbled by what RoR has to offer.



Adam Poppenhouse – US Army

I have seen some things and done some others. This was the single most powerful experience I have had since separating . The beneficiary crew Operation Motorsport collected came together in a way that I will eternally cherish. For an entire week, I was blessed with the opportunity to live my dream, as a member of this team, with individuals I greatly respect and have grown to love.



Matt Smothermon – US Army

One morning, as we drove across the rolling hills of California wine country on our way to the track, the four of us - Mel, Darren, Jen, and myself - were just chatting, reminiscing on our military experiences and exchanging old stories. For one reason or another, the conversation made its way around to the topic of mental health and self-care. I won't share the details of what was discussed, but I will say that it was a moment of vulnerable honesty for each of us that revealed a personal struggle which, as it turned out, each one of us had also experienced. It was such a touching and powerful moment – one that filled me with a sense of comfort and relief. Each person in the car, seemingly one after another, remarked on just how grateful we were that the others had said what they did. I'm not sure how to describe it, but that moment was special... I knew I wasn't alone.



Jennifer Bernstein-Hanlon – USMC

Operation Motorsport has actually done a lot for me in a short period of time....it feels amazing to be part of a team again.

You feel like you've got some worth...I feel like I can contribute. People are patient....there's people I can count on. Thank you.



Craig Neri – USAF

Man, it's a beautiful day to go racing in Cali. I could sit up here all day and take in this view. BUT, it's time to go WIN!

Thank you Operation Motorsport for the opportunity, once again, to live this dream. Also, huge thanks to Skip Barber Racing School for bringing us on board and welcoming us like we are family. You both are amazing and I'm very grateful and bless to be a part of it!

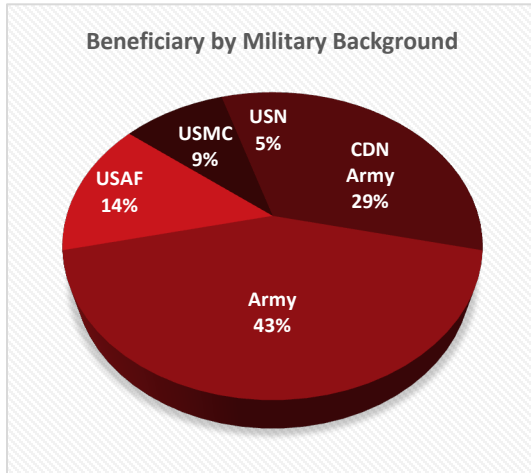


Charles St. Pierre – Canadian Army

I'm so glad to have reached out to Operation Motorsport to get me out of my basement and get me out here. I would've never been here otherwise, it's really unbelievable! Just the fact of getting me out of the house is a big step but going to Wales was giant step for me. Trusting other people and becoming a team just a couple day on unbelievable.

2022 BENEFICIARY OVERVIEW

WHO PARTICIPATED WITH US

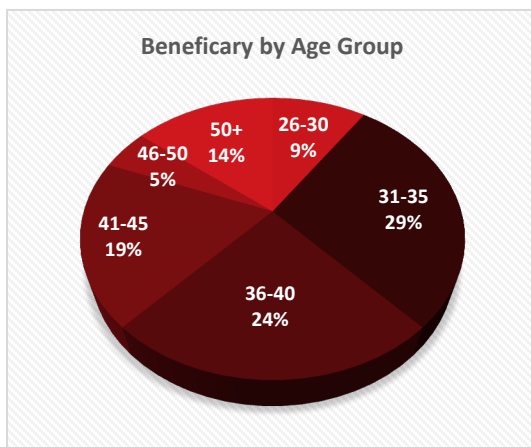


Beneficiaries came from a variety of military backgrounds and experiences. The majority of participants have served in the US Army (43%) followed by the Canadian Army (29%), US Air Force (14%) and US Marines (9%).

The average length of service for 2022 Beneficiaries was 13 years. Only three members were still serving (1 x US, 2 x Canada) with the typical Beneficiary having been separated for an average of 6 years by the end of 2022.

Since the Foundation generally practices that Beneficiaries are enrolled in programs for a maximum of two years, at best, the average time between separation and enrollment into Operation Motorsport Programs is four years.

Looking at the difference between US and Canadian veteran/service activations, the majority (71%) come from the United States with 29% come from Canada.



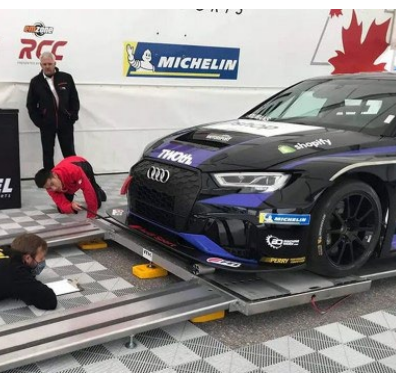
The average program participant was 39 years old, with the youngest Beneficiary being 29 years old and the oldest being 54 years old.



BUILDING TEAM, IDENTITY, AND PURPOSE

The Motorsport Immersion Program is the main focus of the Foundation's efforts.

- Team: coming together to achieve a common goal and building camaraderie.
- Identity: sameness and oneness.
- Purpose: refocusing the most important reasons for existence.



- 21 Beneficiaries across IMSA, SRO, FEL, and Driver Development
- 441 Training Days
- 9 Race Teams
- 3 Race Series
- Countless Memories

Operation Motorsport activated 21 Beneficiaries within International Motor Sports Association (IMSA), SRO Motorsports Group - America (SRO), FEL Motorsport (FEL) series, and Driver Development in 2022. Most of these activations took place within SRO, with a total of 13 Beneficiaries activating across 7 races. The second most active series was FEL with 4 Beneficiaries across 6 events. IMSA was the least active

series with only two Beneficiaries active within the season, 67% of the races across both WeatherTech and Michelin Pilot Championship. Two Canadian based Beneficiaries activated with both FEL and SRO and were the only program participants to cross the US/CDN border during the regular racing season. Of all activated Beneficiaries, two US based program participants attend seven events each, giving them 100% of available activations within SRO. On average, Beneficiaries attended four events.

Activations included race series support within SRO and FEL; primarily within race control, tech, or safety car duties. The SRO series hosted a maximum of four Beneficiaries at a single event. Within the race teams across IMSA, SRO, and FEL, Beneficiary positions included pit crew (prep, fire bottle, tire management, communications, mechanics, driver assist and set-up) or photography. Skip Baber Racing School, within the SRO Touring Car America series, hosted the most Beneficiaries of any race team, with a maximum of three at any single event.

The SRO Virginia International Raceway event in June 2022 saw the most Beneficiaries activated at one location with a total of 9. This event also included hosting Senator Thom Tillis of North Carolina as he requested to visit Operation Motorsport and receive an overview of its programs. This event continued the partnership with USO-North Carolina within the Patriot Car Corral.





SRO is by far the most active series for Operation Motorsport, and we enjoy the biggest partnership when compared with any other series.

Our race team partnership continued to increase with Skip Barber Racing School as the team supported the greatest number of Beneficiaries when compared to any other team in the Foundation's history. At its peak, Skip Barber hosted three Beneficiaries on multiple race weekends.

The SRO series embedded multiple Beneficiaries across race operations and support to include Race Control and Tech/Scrutineering.

Over the last two years, Operation Motorsport executive staff attended the SRO Awards Gala and presented the Kevin Boehm Team/Identity/Purpose award to a deserving team or individual. For 2022, the SRO Race Control, Todd Ketcham was honored on behalf of SRO for their support to Operation Motorsport and embedding a Beneficiary within their team. Throughout the 2022 season, the SRO team continued to increase roles and responsibilities for this Beneficiary and this individual became a trusted team member.





In our second year of activation as a charity with FEL, they continued to host a beneficiary for the season while also covering the cost of airfare for that individual. FEL also provides VIK annual and SEC credentials for OpMo staff and volunteers. The Canadian series is still in a growth period and hope to expand in 2023 with more teams. This has presented a challenge for OpMo as there is a limited number of teams within the paddock, and not all are interested in partnering. Our teams (FEL, TWOth and Rilli Racing) are 100% committed to the Immersion program to which we're able to have four beneficiaries.

There is limited traffic that attends FEL SCCC events which impedes fundraising or merchandise sales. Nancy Cooper was the 2022 EC coordinator and struggled with growing the OpMo program and brand within the paddock.





Although we don't typically activate a beneficiary without an EC, we had one beneficiary full season within the IMSA paddock that was solid and was observed and looked after by OpMo's ED at every event. This beneficiary was embedded with Hardpoint Racing and was tasked as the driver assist and radio person for the team, utilizing his transferrable skills. He was promised an opportunity to learn data, and a time frame was set out, but when the team member left, so did that opportunity. This beneficiary will not return in 2023 to Hardpoint as per his request.

IMSA has agreed to provide a limited supply of SEC's and one annual credential for an Event Coordinator for 2023. The EC will also be welcomed in the KMBC throughout the season. Working with Scheper Event Group to provide meals for EC at a reduced price.





EXPANDING OUTREACH

The Diversionary Therapy Programs provide participants the opportunity to focus on activities that distract from the daily challenges resulting from military service impact. These programs bring together supportive and like-minded people who share similar interests and create new or stronger bonds through interaction. 2022 activities included the eMotorsports/iRacing seasons and Patriot Car Corral.



SEASON 4 (DECEMBER 14, 2021 – FEBRUARY 22, 2022)

Season 4 was an average season. Participation was similar to Season 3, with 40 registrations and a total of 9 active Beneficiaries. Average participation in each race was 23 drivers, with Beneficiary averaging around 6 entries per race. The USO of North Carolina fielded two entries with Brian Knight, the Fayetteville center manager, fielding two entries per race.

SEASON 5 (AUGUST 16 – OCTOBER 11, OCT 2022)

Season 5 was a successful season for eMotorsport with an increase in participation across the board with many new drivers joining from Porsche Club of America Sim Racing. The season started with 44 total registrations and averaged 33 drivers per race with an average of 8 Beneficiary participants. Broadcast viewership went up 8% from Season 4, due to the number of new drivers this season.



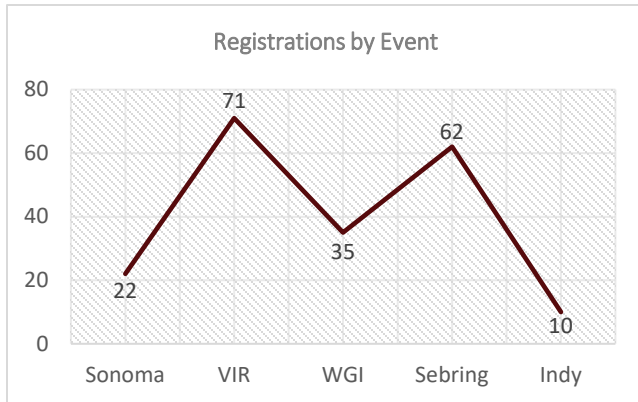
CHARITY EVENTS

Various sim racing organizations held charity/fundraising events on behalf of Operation Motorsport throughout 2022. This biggest was through the Porsche Club of America (PCA) sim racing program with Dutch Sim Racing Team running their own charity race to support Operation Motorsport. Total funds raised in 2022 during these events equaled \$17K USD. Total cost to execute this program was \$2,600 USD.

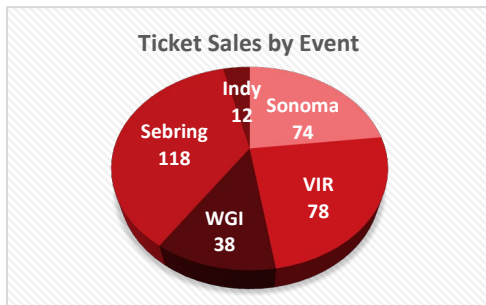


Operation Motorsport executed its first semi-full year of Patriot Car Corrals (PCC) at select SRO races across North America. Although not limited to military members and veterans, this program creates an opportunity for participants to enjoy trackside events while not being directly involved with the racing programs such as those under the Motorsports Immersion Program. The PCC brings together like minded people who can engage, and expand their network, while also becoming exposed to Foundation programs. Operation Motorsport also uses this program as a fundraising opportunity to bring in additional support to the Foundation.

Paul Morro led this effort as the PCC Manager and saw varying levels of success throughout the season. Each event consisted of OEM generic VIP parking with volunteers within the region of the racetrack helped with registration and execution. Car Corral participants were greeted with paddock tours where they could witness and engage with Operation Motorsport Beneficiaries, lunchtime parade laps led by SRO, hot pit tours during the race, a social hour / meet & greet, and use of an Operation Motorsport tent or sponsored facility when available. Fundraising efforts focused on the 2022 Honor Your Hero Hood campaign where donations purchased space for the name of a military member or veteran on the hood of the Honda Civic Type R that raced in the 2022 RoR.



The PCC saw a total of 204 registrations across five events. This number of ticket sales is higher than registrations as the above number does not reflect everyone who purchased a PCC ticket having registered with the Operation Motorsport table/representative upon arrival. Of these registrations, Virginia International Raceway saw the most registrations (71) with Indianapolis seeing the least number of registrations (10).



As this was the first year of concentrated effort, there were challenges along the way. Executing the full breath of the PCC can be financially challenging. Those challenges include attracting participation while creating a welcoming environment that is truly unique from the General Admission ticket purchase. Through PCC ticket sales, and not including any Value-in-Kind donations from the series or tracks, the Foundation received \$9525.70. The Foundation output for execution costs was \$8292.13. This is a net profit of \$1233.57. Although this is a profit, if the Value-in-Kind donations were not made (REDCOM \$5000 donation, WGI T10 hospitality suite rental, plus others), the 2022 PCC would have resulted in a net-loss to the foundation. For 2023, the Foundation will develop an overall financial goal for the PCC program as now it has a base to work from.

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DON'T WAIT FOR THE RIGHT OPPORTUNITY, CREATE IT



In partnership with the Skip Barber Racing School, five Operation Motorsport attended a 5-day racing school program at Lime Rock Park in late June. This was an unforecasted cost for the Foundation. Costs were kept to a minimum as Skip Barber Racing School donated each school slot and a private donation was received to cover the Beneficiary's lodging. Further, each Beneficiary covered their own travel to/from the school. For 2023, Operation Motorsport intends to include future school attendance for up to five Beneficiaries in its annual budget.

The select Beneficiaries had various racing backgrounds prior to attending the school. For some, they had never spent time behind the wheel of an actual race car. One thing in common across all of them though was their participation in Operation Motorsport's iRacing Program. The Foundation used this program to identify those sim drivers who showed respect and consistency across multiple races or seasons. This was the initial benchmark used to identify potential Beneficiary Drivers for the Race of Remembrance.

This program included both the Basic 3-day and Advanced 2-day race programs. Upon completion, each driver earned eligibility for a SCCA National Level Competition License; a minimum license requirement needed to participate in the 2022 Race of Remembrance. Of the five attendees, two were identified to represent their country as primary Beneficiary Driver for the Race of Remembrance. One driver was selected as a back-up.





After a two-year hiatus due to COVID-19, Operation Motorsport returned to Anglesey Circuit, Wales, for the annual Race of Remembrance. The entries saw an increase in team size and car count as the Foundation partnered with Skip Barber Racing School and Michelin as the major supporters. Designed by Andy Blackmore, the Foundation raced two Honda Civic

Type R touring cars wearing US and Canadian themed liveries. Added support was received from CrowdStrike, AWS, RECARO, Racing Radios, TWOth Autosport, REDCOM and individual contributions.

The team took 39 personnel, including 13 Beneficiaries and various support/volunteer staff. Skip Barber provided four personnel to support and oversee the cars and Michelin provided a UK based tire engineer. Each race entry included a US and Canadian Beneficiary driver and the support crew included Beneficiaries representing their respective country. In addition to the Beneficiary drivers, each car included three Gentleman Drivers.

Prior to the race, the team conducted various team building and cultural events to include go-karting, touring Caernarfon Castle and visiting South Stack Lighthouse. Entering the race weekend, the team was extremely focused and tight knit. Even though the Foundation was operating two separate teams/entries, within the garage, the team competed as one organization. Throughout the event, the team faced various challenges and overcame them together. The team qualified well and maintained their respective positions



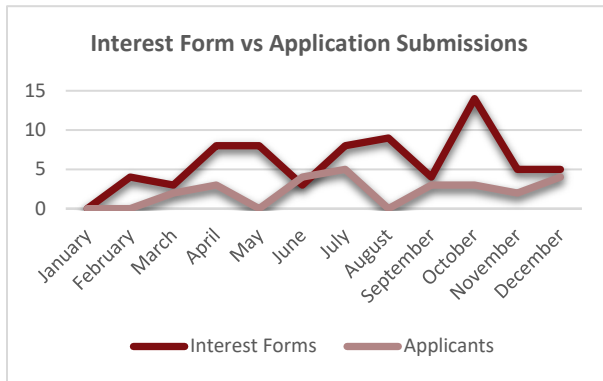
throughout the entire 12-hour race. The highlight was having both Beneficiary drivers in their car, bringing it across the finish line at the same time, finishing P6 and P8 in class.



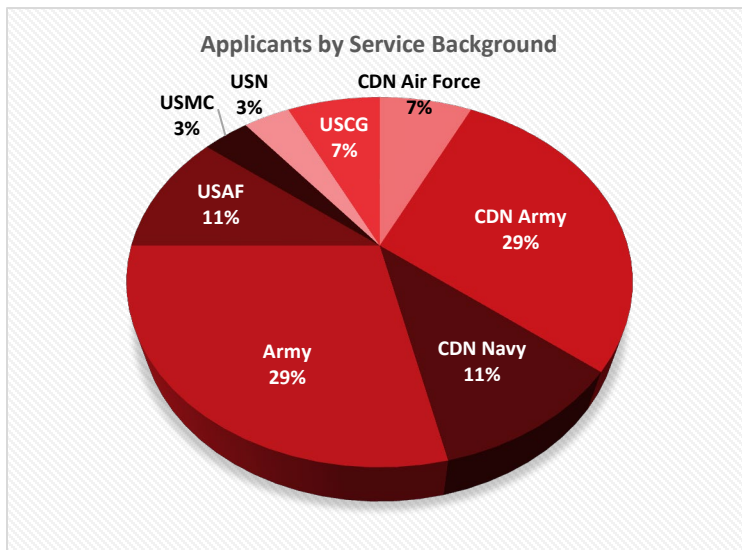
BUSINESS OVERVIEW

RECRUITING / INTEREST FORMS / APPLICATIONS

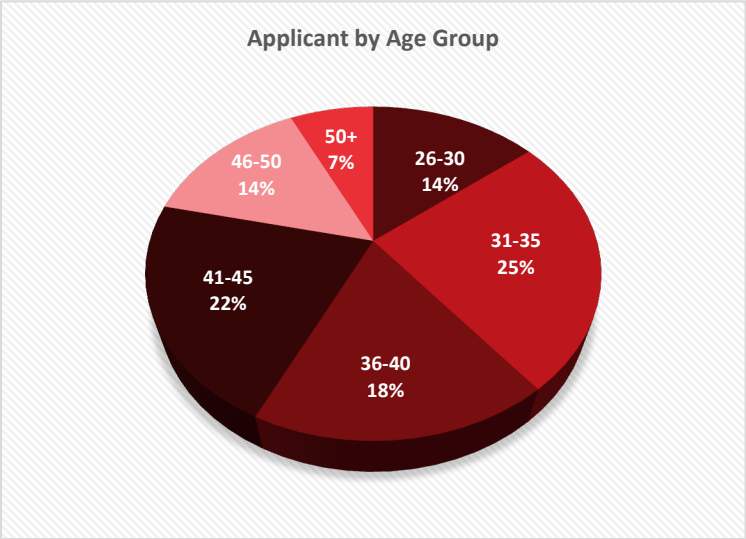
Operation Motorsport received 71 Interest Forms from potential applicants across the United States and Canada. Of the 71 forms received, 56 came from the US and 15 from Canada. Within the US, most people live in North Carolina (9), California (8) and Texas (6). Within Canada, most submissions were from Ontario (6) and Nova Scotia (3). Of the 71 screened individuals, at least 28 received and completed the full application for acceptance into the Motorsports Immersion Program.



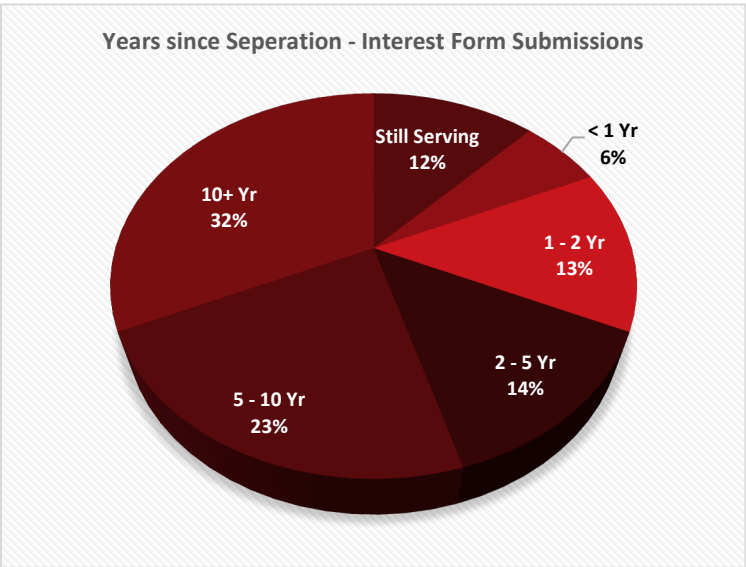
Of these applicants, 5 activated within the 2022 race season. This is an 18% activation rate based on received applications. This number is a bit misleading though as the Foundation made the deliberate decision not to activate new Beneficiaries after the mid-point of the racing season as this could cause undue stress for the race teams since they were already well within the racing season and implementing new crew members creates integration challenges. The latest regular 2022 race season application received and activated was April 2022 with the activation taking place in August. An activation was initiated in support of Race of Remembrance with that application received in June 2022 and activated in November.



The bulk of applicants come from a US Army (29%) or Canadian Army (29%) background. The least represented service background is tied between the US Navy and US Marine Corps, each with 3% of applicants. On the Canadian side, the least represented service background was the Air Force (7%).



The average age of applicants in 2022 was 35 years old. Of those activated, the average age was 34 years old. The majority of applications received represent the 31-35 age group (25%) followed closely by the 41-45 age group (22%) and finally 36-40 age group (18%). Of note, no applications were received in 2022 from the 18-25 age group.



The majority (32%) of potential applicants to Operation Motorsport programs are 10+ years removed from military service. The next most interested group (23%) is between 5-10 years removed. The least represented group (6%) are those who left the military less than 1 year ago. 12% of interest forms received were from those still serving, with half (4) being in the Reserve/National Guard and the other half (4) on Active Duty. Further, about 50% of those respondents identified as proceeding through the Medical Release/Retirement process.

Analysis of the collected 2022 data indicates Operation Motorsport is challenged with identifying and engaging with medically releasing service members prior to their separation. Although the Foundation’s mission is to provide opportunities for medically retired veterans, or those affected by their service (verified through proper confirmation letters), there may be an unbalanced ratio between groups. The foundation will use 2023 to develop a plan that increases awareness of its programs and opportunities available to those who have not yet medically released.

KEY PARTNER DEVELOPMENTS



In March, we announced our official partnership with Skip Barber Racing School, the recognized leader in driver development across all levels of motorsports to include Indy, NASCAR, and the sports car racing world. This partnership came about from embedding Beneficiaries into the race team during the 2021 SRO season. Skip Barber Racing quickly realized the benefits that military veterans bring to the team and wanted to expand support into 2022. Further, the executive staff of Skip Barber, along with multiple employees, come from either a First Responder or military background.

Of note, the value Skip Barber Racing School brought to Operation Motorsport and its programs cannot be overstated. This included:

- Multiple Beneficiary activations within the team throughout the 2022 SRO TC series.
- Hosting 5 potential Race of Remembrance Drivers and teaching race craft through a 5-day Skip Barber Racing School program; qualifying each driver for their National SCCA Competition License.
- Loaning two Honda Civic Type R TC cars for the Foundations use during the 2022 Race of Remembrance.
- Providing support crew and a driver to the Race of Remembrance while covering expenses associated with shipment of cars, equipment, and personnel travel.
- Charity Hot Laps during the SRO Virginia International Raceway and Watkins Glen International races; raising over \$2500 USD.
- Engagement throughout the year in helping Operation Motorsport tell its story by sharing information through their website and social media channels.
- Providing in excess of \$250,000 USD in Value-in-Kind donations.



FINANCES / FUNDRAISING / GRANT

CANADIAN ACCOUNTS – EXPENSE: \$24K

- Beneficiary activations totaled approximately \$14K CDN.
 - Travel costs were approximately \$10K CDN.
 - The foundation will increase Beneficiary activations for 2023 and require partnering race teams to cover lodging costs at a minimum.

CANADIAN ACCOUNTS – INCOME: \$23K + \$25K VALUE-IN-KIND

- Value-in-Kind support included race series credentials, meals, staff self-support travel/expenses, donated items for auction, and Race of Remembrance support.
- Donations totaled approximately \$19K CDN.
- Auction Donations totaled approximately \$3K CDN.

US ACCOUNTS – EXPENSE: \$73K

- Pending accountant verification (expected March/April 2023)
- Beneficiary activations totaled approximately \$52K USD.
 - The biggest cost was Air Travel, totaling approximately \$31K USD.
 - Lodging costs were approximately \$10K USD.
 - The foundation will increase Beneficiary activations for 2023 and require partnering race teams to cover lodging costs at a minimum.

US ACCOUNTS – INCOME: \$141K + \$310K VALUE-IN-KIND

- Pending accountant verification (expected March/April 2023).
- Value-in-Kind support included race series credentials, meals, staff self-support travel/expenses, donated items for auction, and Race of Remembrance support.
- Donations totaled approximately \$95K. Major contributions from:
 - Henry Family Foundation
 - CJ Moses
 - Marwin Sports
 - Fabio Napoleoni
 - Grier Martin
 - CrowdStrike Veterans Employee Resource Group
 - Michelin
 - Amazon Warriors
 - Rilli Racing to support Foster Films at the 2022 Race of Remembrance
- Major Fundraising campaigns:
 - Charity Sim Racing: \$17K USD.
 - Online Auctions: \$12K USD.
 - RoR Honoring Service Campaign: \$17K USD.

CROWDSTRIKE GRANT



CrowdStrike approached the Foundation in June 2022 with the intent to financially support Operation Motorsport through a grant from the CrowdStrike Foundation. The team was asked to develop multiple partnership options, laying out how financial support would allow Operation Motorsport to professionalize its staff and business practices. The team presented three multi-year options ranging from \$600K USD to \$1.5M USD in support. After internal review, CrowdStrike offered a 2-year \$400K USD Grant and invited Operation Motorsport representatives to Las Vegas and the Fal.Con expo to officially announce their support. Find the announcement [here](#) and the team interview from Fal.Con.



The first \$200K was received on December 20th, 2022. The remaining funds will be distributed at the end of the 2nd month, each quarter, beginning March – December 2023. The Foundation will use these funds to primarily hire key staff while also investing in tools that will aid in professionalizing business norms within the non-profit industry.

STAFF / VOLUNTEERS / BOARD

The Foundation grew in key volunteer areas and the hiring of its first contractor as part of the CrowdStrike Foundation Grant.

HUW LEAHY – FOUNDATION ADVISOR (VOLUNTEER)



Huw joined the team as a Foundation Advisor. He was familiar with Operation Motorsport through his racing career with TWOth Autosport and introduction to multiple Beneficiaries embedded with the team. He is semi-retired and past President & CEO of Lumenera Corporation with multiple years of leadership within both the private sector and publicly traded corporate environments.

Huw was a gentleman driver at the 2022 Race of Remembrance where he stated: *“Having brought two cars from overseas with limited room for support tools made the race that much more difficult and riskier for the team. A little creativity and the occasional trip into town kept the cars running to the end and enabled both cars to finish in the top 10 in-class.”*

DONNA NERI – SRO EVENT COORDINATOR (VOLUNTEER)



Donna joined Operation Motorsport as an Event Coordinator after seeing the positive impacts of Beneficiary activations with her husband, Craig Neri. Donna spent time with other Event Coordinators in 2022 and onboarding into the role before taking over late in the racing season. She is one of two 2023 SRO Event Coordinators.

She is a devoted military veteran spouse, having met Craig as high school sweethearts. Donna supported Craig throughout his 30-year USAF career while also raising a family and focusing on her professional goals. She works as a Senior Contract Specialist while also attending to her horses and pursuing CrossFit and other fitness goals.

SHERRI HERRIMANN – PR/MARKETING CONTRACTOR



Sherri joined the team to assist in Public Relations and Marketing. She is an experienced Coordinating Producer, Content and Communications Manager, and the CEO & Founder of [1972 Media](#), a company specializing in storytelling for companies and personalities alike.

Sherri was approached by Operation Motorsport to assist in developing a better understanding of how the Foundation’s public facing message is received as well as conduct internal interviews of Beneficiaries, Staff, Volunteers, and other supporters to inform Executive Staff of the challenges and opportunities to better represent the Foundation and its mission. Her report clearly summarized Strengths, Weaknesses, Opportunities, and Threats while also developing a Content Strategy that can be implemented across the brand, website, and social media platforms. Sherri is currently under contract for 2023.

PAUL MORRO – PATRIOT CAR CORRAL MANAGER (VOLUNTEER)



Although no stranger to Operation Motorsport and its mission, Paul officially joined the organization as the Patriot Car Corral Manager in 2022. He will execute this program across the SRO series along with service as a Foundation Ambassador at select IMSA races.

Paul has supported the Foundation, primarily at VIR over the years. He is an avid sports car racing enthusiast as well as amateur racer having participated in Champ Car's 24-hours of VIR. He truly believes in helping veterans and is completely committed to the Foundation's efforts.

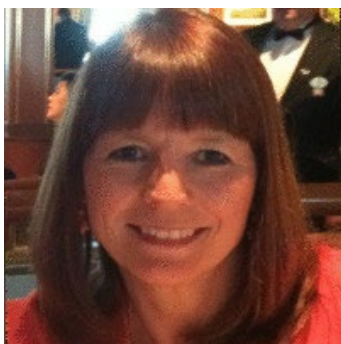
BRIAN KNIGHT – ADVISORY BOARD – USO-NORTH CAROLINA (VOLUNTEER)



Retired US Army Command Sergeant Major (CSM) Brian Knight joined the Operation Motorsport Advisory Board as the senior USO-North Carolina representative. He oversees daily activities as the Operations and Program Manager at the USO Center in Sand Hills, North Carolina. He is also active with the Operation eMotorsport iRacing League and hosts military members from the Sand Hills center through the use of donated sim racing rigs.

A strong veteran advocate, Brian spent the majority of his 23-year Army career stationed with the 82nd Airborne Division, Fort Bragg, North Carolina.

NANCY COOPER – ADMINISTRATIVE ASSISTANT, CDN BOARD SECRETARY, FEL MOTORSPORT EVENT COORDINATOR (VOLUNTEER)



Nancy left the Foundation at the end of 2022. Nancy joined Operation Motorsport in 2019 and was primarily active within the Canadian side of the Foundation. She served as an Administrative Assistant, Board Secretary (Canada), and Event Coordinator within FEL Motorsports.

She left to focus on her family and professional work. We wish Nancy the best of luck in future endeavors.

TED RANCE – ADVISORY BOARD (VOLUNTEER)



Ted left Operation Motorsport in 2022 to focus on increased levels of responsibility in race operations with the Ottawa Sports Car Club (OSCC). Founded in 2017, the OSCC engages across all levels of motorsports to include karting to high-performance road racing machines. Ted will continue to offer support as he can from his OSCC position; specifically in helping Operation Motorsport Beneficiaries achieve their racing goals by being a mentor and aiding in licensing.

We wish Ted the best of luck and hope to see him at a racing event soon.

LOOKING FORWARD

2023 presents great opportunity for the Foundation. Our primary goal is to expand the Immersion Program to include 10 Beneficiaries each across IMSA, SRO, and FEL Motorsports. We will engage and identify race teams and motivate them to give back to the veteran community by embedding program participants and helping them build a sense of Team, Identity, and Purpose. We will tell our story effectively, thereby expanding awareness and enticing others to join our cause.

We will focus on achieving Canada Revenue Agency (CRA) status, effectively making both sides of the organization the same from a non-profit perspective. As of now, we cannot issue donation tax receipts in Canada because of our status. This will change in 2023 which will expand our donor list.

We will further our relationships with the military's programs that assist medically releasing service members. This will include the USMC Wounded Warrior Regiment, Operational Stress Injury Social Support (OSSIS) - Canada, and other organizations. These relationships are critical to ensuring we identify and engage with service members before they leave the military.

We will expand our Board from the Friends & Family approach that was needed to establish the organization over five years ago. As we review the current state of the Foundation, this approach is no longer valid and we must mature the board with the right mix of Military/Veteran, Business, and Non-Profit leaders who will provide oversight and governance while expanding brand awareness and support through their diverse network. We will expand outreach outside of the motorsports arenas. The story of Operation Motorsport is an easy one to tell yet it currently resonates only within the sports car racing world.

With the CrowdStrike Foundation Grant, we will focus on hiring key positions that set the course for added growth across all our programs. The focus will include hiring:

- Executive Director
- Administrative Assistant
- Fundraising Specialist

In addition to these positions, we will expand tools and services that focus on:

- Accounting
- Legal
- Marketing
- Outreach

To achieve these goals, and others laid out in the Foundation's 2023 Strategic Focus, we will rely on every Staff Member, Volunteer, and Board Member that joins our family. They are vital to ensuring this Foundation can meet these goals while executing the programs our Beneficiaries deserve.

OPERATION MOTORSPORT SUPPORTERS
ACKNOWLEDGING THOSE WHO SUPPORTED US IN 2022

PARTNERS



SUPPORTING PARTNERS



andyblackmoredesign



PARTNERING RACE TEAMS



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