



2023

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

In 2023, Operation Motorsport made significant strides in supporting Canadian Armed Forces, Department of Defense forces, and veterans through its innovative programs. The Motorsport Immersion Program and the Diversionary Therapy Program were the cornerstone of our efforts, focusing on rehabilitation and community integration through engaging and therapeutic activities.

Our programs effectively enhanced physical and mental health management, fostered community and camaraderie among participants, and provided tailored interventions for a broad spectrum of veterans. Our initiatives helped both recently separated service members and long-term veterans by addressing their unique needs.

In Canada, the Motorsport Immersion Program expanded opportunities for 8 beneficiaries, with a significant number from Ontario, including still-serving members, medically retired, and discharged veterans. The Diversionary Therapy Program engaged 3 Canadian beneficiaries, focusing on recently separated or still-serving individuals, and demonstrated effective cross-program engagement, with a 50% overlap in participants with the Motorsport Immersion Program.

In the USA, our programs supported 28 beneficiaries in the Motorsport Immersion Program and 20 in the Diversionary Therapy Program, promoting recovery, community integration, and personal development. The Motorsport Immersion Program included participants from across 13 states, and broad representation from all U.S. Department of Defense services, predominantly serving discharged or medically retired veterans. The Diversionary Therapy Program saw significant participation from various states, focusing on recently separated or still-serving individuals, and demonstrated an effective dual-engagement strategy with a notable number of participants involved in both programs.

Operation Motorsport's 2023 initiatives underscored our commitment to leveraging the therapeutic power of motorsport to enhance the well-being and community reintegration of veterans. Our comprehensive approach ensured a meaningful impact on the lives of those who have served, promoting their active participation in a supportive community environment.

We extend our heartfelt gratitude to everyone who supported Operation Motorsport in 2023. Our veteran-focused programs cannot exist without the incredible partners across the motorsport's community, the committed corporations, and the dedicated private donors who believe in our mission. Your unwavering support and generosity have been instrumental in enabling us to provide meaningful rehabilitation and community integration opportunities for our veterans. Together, we have made significant strides in promoting recovery and personal development, and we look forward to continuing this impactful journey with your continued partnership.

Diezel & Tiffany Lodder
Co-Founders

BENEFICIARY PROGRAM FEEDBACK

THERE IS MUCH MORE THAN MOTORSPORT HERE...

Mat Ayotte – Canadian Army Veteran

FEL – TWOth Autosport

Last year, I discovered the incredible power of this event to boost mental health recovery and take on greater challenges. To me, this race is more than a competition to get a car across the finish line. We are helping veterans like me face a new stage in life, and we are developing the tools we need to succeed.

Sean Ehler – Canadian Navy Veteran

FEL – TWOth Autosport

I reached out to Operation Motorsport mainly because I needed a new passion that I could delve into something unique and challenging.

Al Goyette – Canadian Army Veteran

FEL – Polito Racing

There is no Glory in what I have done in the summer 2023 with OpMo but only pride & a great satisfaction of accomplishment with my fellow Beneficiaries. The activation was great, everyone had a smile & was positive. The gratification of working hard, long hours in not always flawless conditions made us bond together. That is also what makes us crave more.

Tyler Guillemette – US Navy Veteran

IMSA – Gradient Racing

Operation Motorsport means everything to me. I have found the family that I lost when I left the Navy, important connections I did not realize I was missing. I have begun to find myself again, to find my purpose.

Taner Masters – US Air Force Veteran

IMSA – Crowdstrike Racing by APR

Operation Motorsport not only fulfilled my dreams of entering the racing world, but also provided an unparalleled therapeutic experience that gave me a renewed sense of purpose and meaning beyond my service in the USAF.

Brandon Mateo – US Army (Serving)

SRO – GMG Racing

My second year as an OpMo Beneficiary was an exciting one. The reception that I got from the entire team made me feel like I was contributing to something and that I was part of the team. The positive impact that this sentiment had is hard to explain, but basically, I didn't realize I was missing this type of teamwork and camaraderie in my military career until joining the team.

Peter McDade – US Air Force Veteran

SRO – CrowdStrike Racing by Riley

Seeing how much thought goes into every moment of the race, what's prepared for and done at the track to ensure everything's covered. It really made a huge difference in how I perform at work with projects and programs. Being able to see I can perform at a level like this with the CrowdStrike Racing by Riley GT3 team...taking care of as much as I can around me and make it easier for a team like this to perform. That's given me back an edge as a technical program manager and allowed me an opportunity to regain a skillset I forget that sparks so much joy.

Greg Meismer – US Marine Corps Veteran

IMSA – KOHR Motorsport

Operation Motorsport has given back what I thought was lost after leaving the Marine Corps. The sense of pride, purpose and belonging I get from participating with a race team is what I have been missing for a long time. I'm eternally grateful that a program like this exists. Thank you.

Luc Saulnier – Canadian Army Veteran

FEL – TWOth Autosport

It took me 5 years to connect with Operation Motorsport as I was not mentally, nor physically ready. Releasing back into civilian life has not been easy, but OpMo helped me make 2023 a great year.

Charles St. Pierre – Canadian Army Veteran

FPCC – Rilli Racing

Reaching out and joining Operation Motorsport has been the most meaningful experience to be part of a team again. It brought back a piece of me that was lost when I left the Army. To be with people who share similar difficulties and experiences and learning new ones together is a healing experience.

Rachael Terrey – US Marine Corps Veteran

SRO – Tech/Scrutineering

Being activated again in the 2023 season as a Beneficiary has shown me that the relationships you create in motorsport really do stand the test of time. It's an incredibly welcoming community that continues to show up for you year after year. I'm so grateful for the incredible people and wonderful experiences I was able to have because of the program.

2023 PROGRAM BENEFICIARY ENGAGEMENT AND STRATEGIC IMPACT

Operation Motorsport Program (Canada)

In 2023, Operation Motorsport Program (Canada) continued its dedicated support to program participants from the Canadian Armed Forces (CAF) and veteran communities; effectively leveraging motorsport as a catalyst for rehabilitation and community integration. The program encompassed two main initiatives: the Motorsport Immersion Program and the Diversionary Therapy Program. Both aimed to address the unique needs of active service members and veterans, enhancing their well-being through engaging and therapeutic activities.

Strategic Impact

The 2023 Canadian programs demonstrated significant strategic impact by:

- Enhancing engagement through sports, aiding in both physical rehabilitation and mental health management.
- Supporting a broad spectrum of veterans, from those who recently left the military to long-term veterans, facilitating tailored interventions based on their current needs.
- Fostering community and camaraderie among participants, crucial for social reintegration and mutual support.

Program Highlights

1. Motorsport Immersion Program

- **Participants:** 8 beneficiaries engaged, reflecting growth due to expanded opportunities within the FEL Motorsport and Formula Prototype Challenge Canada series.
- **Demographics:** Participants ranged from ages 26 to over 50, with a notable concentration in the 50+ age bracket. Participants reflected 5 Canadian Provinces with the majority coming from Ontario.
- **Veteran Status:** Diverse participant profiles including those still serving, medically retired, and discharged, with a predominance of medically retired veterans.
- **Service Duration and Separation:** Service duration varied from over 10 to 20 years, averaging 19.5 years. The time since separation averaged 7.1 years.
- **Therapeutic Engagement:** Integration of diversionary therapy for two participants, underscoring the program's holistic approach to veteran rehabilitation.

2. Diversionary Therapy Program

- **Participants:** 3 Canadian-based beneficiaries, with two overlapping with the Motorsport Immersion Program.
- **Demographics:** All participants were aged between 31 and 40. Participants reflected 2 Canadian Provinces with the majority coming from Alberta.
- **Veteran Status:** Inclusion of still-serving Army members and medically retired Army personnel.
- **Service Duration and Separation:** Average service duration was 13.6 years with separation times ranging from 0 to 10 years, highlighting focus on recently separated or still-serving individuals.
- **Program Synergy:** 50% of still-serving participants were involved in both Motorsport Immersion and Diversionary Therapy (eMotorsports), indicating effective cross-program engagement.

The Operation Motorsport Program's initiatives in 2023 affirm its role as an innovative and essential service in the Canadian veteran care landscape. By integrating therapeutic practices with the exhilarating world of motorsport, the program not only addresses the physical and emotional challenges faced by veterans but also promotes their active participation in a supportive community environment. This holistic approach ensures that the transition from military to civilian life is both engaging and healing, providing a model for veteran support.

Operation Motorsport Program Foundation, Inc. (US)

The 2023 initiatives by the Operation Motorsport Program Foundation, Inc. in the USA showcased substantial support for veterans and active service members through the Motorsport Immersion Program and the Diversionary Therapy Program. Both programs leveraged the unique and engaging context of motorsport to facilitate rehabilitation, community integration, and personal development.

Strategic Impact

The 2023 US programs emphasized:

- **Therapeutic Engagement:** The programs emphasized therapeutic engagement through motorsport, utilizing the sport's demands and teamwork to aid in recovery and skill development.
- **Holistic Support:** The approach catered to both physical and emotional rehabilitation needs of veterans.
- **Active Participation:** Promoted active participation among veterans, enhancing their engagement and involvement.
- **Smooth Transition:** Helped smooth the transition from military to civilian life, supporting veterans in adapting to new roles and environments while also increasing their quality of life.

Program Highlights

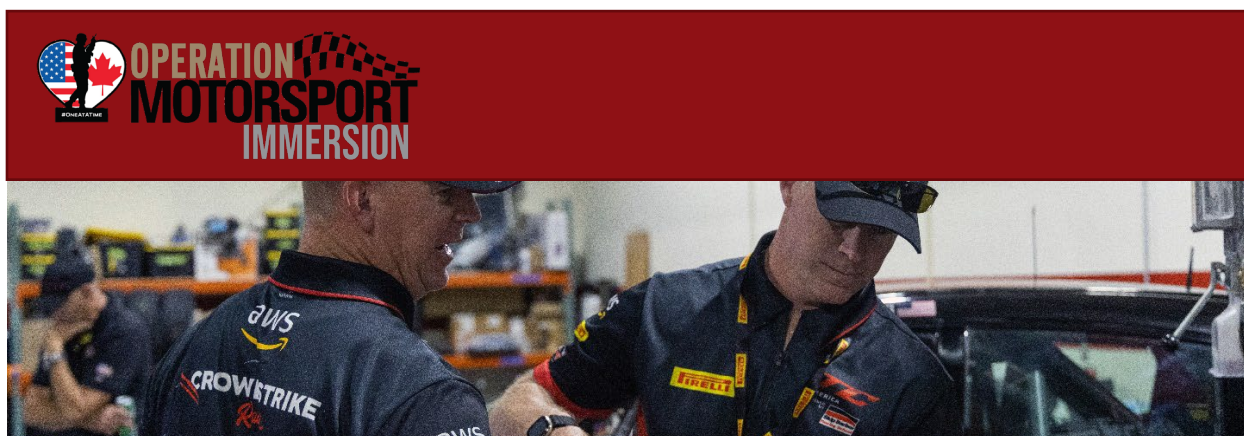
1. Motorsport Immersion Program

- **Participants:** 20 US based beneficiaries participated in activations across the IMSA and SRO race series.
- **Demographics:** Engaged participants predominantly from 26 to over 50, with a peak in the 36-40 age group. Participants represented 13 states within the US with the majority coming from Texas followed by North Carolina. The majority of participants are male with 4 female beneficiaries taking part in the program.
- **Service Background:** Participants were drawn from across the U.S. Department of Defense services including the Army, Navy, Air Force, Marines, and Coast Guard, with the Air Force being the most represented.
- **Veteran Status:** The program was diverse in veteran status, prominently serving those who are discharged or medically retired.
- **Service Duration and Separation:** The years of service among participants ranged widely, averaging 7.5 years, with separation times also varying, averaging 11.5 years.
- **Therapeutic Engagement:** Included a key component of Diversionary Therapy, integrating 8 participants in the eMotorsports League.

2. Diversionary Therapy Program

- **Participants:** 23 US beneficiaries participated across two race seasons with the eMotorsport's Program.
- **Demographics:** Targeted mainly the 31-40 age group, involving a significant number of participants. Participants represented 14 states with the majority joining the eMotorsports League from Texas, followed by Florida.
- **Service Background:** Showcased a broad representation from various military branches, with the Army having the highest participation.
- **Veteran Status:** Focused on those who are medically retired or discharged, addressing their specific post-service needs.
- **Service Duration and Separation:** Participants' service years ranged broadly, averaging 9.4 years, with separation times averaging 8.6 years.
- **Program Integration:** A notable number of participants (10) took part in Motorsport Immersion, highlighting the Foundation's dual-engagement strategy.

Operation Motorsport Program Foundation, Inc.'s 2023 activities underpinned a comprehensive and holistic approach to veteran care. By blending therapy with the dynamic field of motorsport, the foundation continued to innovatively address the multifaceted needs of veterans, contributing positively to their well-being and community reintegration. This robust engagement across different age groups and service backgrounds affirms the foundation's commitment to providing meaningful and impactful support to those who have served.



BUILDING TEAM, IDENTITY, and PURPOSE

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

Motorsport Immersion Summary

- **Total Participants:** 28
- **Total Number of Training Days:** 490
- **Number of Race Series:** 4 (IMSA, SRO, FEL, Formula Prototype Challenge Canada - FPCC)
- **Number of Race Events:** 28

The Motorsport Immersion Program impacted 28 veterans and military service members across multiple racing series including IMSA, SRO, FEL, and the Formula Prototype Challenge (Canada), contributing robustly to community engagement and beneficiary support. In the IMSA series, a notable number of events led to substantial beneficiary hours and days, reflecting a deep involvement in the community. SRO's high total of activations and hours signify strong and consistent participation from the teams and series, complemented by a notable average number of beneficiaries per event. The FEL series, with its 100% activation rate in nearly all events, underscores an effective and targeted engagement strategy. Meanwhile, FPCC, though smaller in scale, showed focused engagement with specific community segments. Collectively, these efforts underscore the program's broad impact and dedication, establishing a commendable footprint in the sportscar racing landscape and benefiting a diverse group of stakeholders through extensive and varied engagements.

Motorsport Immersion Program Totals			
US Program		Canadian Program	
Program Participants	20	Program Participants	8
Number of Activations	71	Number of Activations	28
Avg Participants per Event	4	Avg Participants per Event	3
Total Training Hours	4020	Total Training Hours	1284
Total Training Days	335	Total Training Days	107



Activation Overview:

- **Total Activations:** 25
- **Total Hours:** 1260
- **Number of Participants:** 8
- **Average Number of Beneficiaries Per Event:** 2
- **Number of Training Days:** 105
- **Supporting Teams:** Crowdstrike Racing by APR, KohR Motorsport, Deily Racing, Gradient Racing



Activation Overview:

- **Total Activations:** 46
- **Total Hours:** 2760
- **Number of Participants:** 14
- **Average Number of Beneficiaries Per Event:** 6
- **Number of Training Days:** 230
- **Supporting Teams:** Crowdstrike by Riley, Random Vandals Racing, Kevin Boehm Racing, Victor Gonzales Racing, GMG Racing, SRO Tech and Race Control (Series)



Activation Overview:

- **Total Activations:** 23
- **Total Hours:** 1104
- **Number of Participants:** 6
- **Average Number of Participants Per Event:** 6
- **Number of Training Days:** 92
- **Supporting Teams:** TWOth Autosport, Polito Racing, FEL (Series)



Activation Overview:

- **Total Activations:** 5
- **Total Hours:** 180
- **Number of Program Participants:** 2
- **Average Number of Participants Per Event:** 1
- **Number of Training Days:** 15
- **Supporting Teams:** Rilli Racing



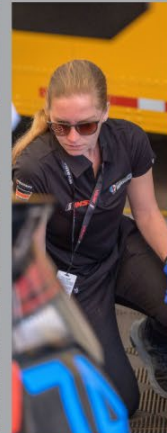
Operation Motorsport enjoyed a significant increase of activation and support within the IMSA series in 2023. This included season Beneficiary activation with KohR Motorsport in the Michelin Pilot Series and CrowdStrike by APR in the WeatherTech Series. Additional veteran placement and partnerships with teams were secured with Gradient Racing and Deily Motorsports.

Early in the race season, Operation Motorsport partnered with Deily Motorsport to host six Beneficiaries as crew members in their Hyundai racing program in the Michelin Pilot Series. The largest single team activation in the foundation's history took place at Sebring International Raceway. Although the partnership did not continue beyond the Sebring race due to financial and internal challenges within Deily Motorsport, this opportunity provided the foundation to learn what it takes to field an all OpMo crew at this level of racing.

IMSA supported the Motorsport Immersion Program by providing race credentials for Operation Motorsport staff/volunteers. This allowed more engagement and outreach to perspective teams across the paddock. This increased awareness about Operation Motorsport programs set the stage for future 2024 growth. Additionally, the Scheper Event Group provided trackside meals for staff and volunteers.

Partnering Teams – Thank You for your support!!!





Motorsport Immersion Program Activations



In 2023, Operation Motorsport extended race team partnerships with Random Vandals Racing and Victor Gonzalez Racing while continuing previous year partnerships with Crowdstrike Racing by Riley, Kevin Boehm Racing and GMG Racing. The foundation continued its activation partnership with SRO through Motorsport Immersion activations within Race Control and Tech/Scrutineering.

Operation Motorsport recognized the SRO Series Tech/Scrutineering Team as its most influential partner with the awarding of the Kevin Boehm Team/Identity/Purpose award. Throughout the season, SRO hosted multiple veterans and solidified their commitment to helping veterans reintegrate into civilian life.

Other season highlights included SRO offering one Beneficiary a paid position within Race Control and the series continued support to fundraising activities through the Operation Motorsport Patriot Car Corrals. Further, GMG Racing offered a paid position to the Beneficiary they hosted throughout the season. SRO also supported foundation staff with race event credentials and hospitality, which allowed the foundation to focus their limited funds on program activations.

Partnering Teams – Thank You for your support!!!





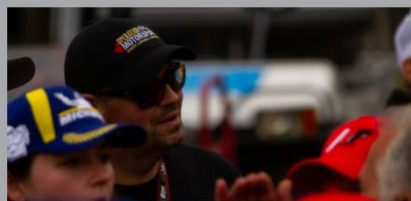
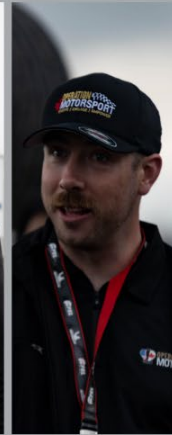
SRO Motorsport Immersion Program Activations



2023 marked our third year of activation with FEL as they continued to host two beneficiaries for the season. FEL provided Value-In-Kind annual and single event credentials for OpMo staff and volunteers. The Canadian series is still in a growth period and hope to expand in 2024 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. The foundation was able to expand with one race team, Polito Racing, and welcomes them as a partnering team for years to come.

Partnering Teams – Thank You for your support!!!





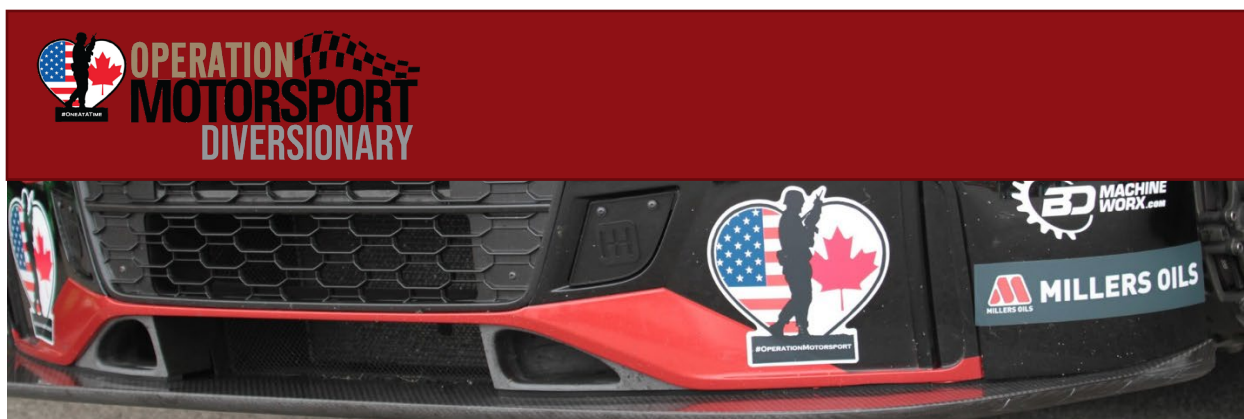
Motorsport Immersion Program Activations

FORMULA PROTOTYPE CHALLENGE CANADA

In 2023, Operation Motorsport extended program activations into the Formula Prototype Challenge Canada series with Rilli Racing. This series is designed to host prototype race cars in a sprint format at road course across Canada and the US.

The series ran five races throughout their inaugural 2023 season. Rilli Racing hosted two program participants at multiple events to include Road Atlanta, Calabogie, and Canadian Tire Motorsport Park.





BEYOND THE Paddock

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. 2023 activities included the eMotorsports/iRacing seasons and the Patriot Car Corral at select SRO races.



The eMotorsport League continued to be a low-cost/high-reward program for Operation Motorsport. This innovative program leverages the positives of eSports to support military members and veterans facing mental health challenges. By immersing participants in the dynamic and engaging environment of simulated racing, the program provides therapeutic benefits that can significantly improve the quality of life for those dealing with Post Traumatic Stress Disorder (PTSD), Traumatic Brain Injuries (TBI), and other military-related medical conditions. Using advanced simulation technology, participants experience the thrill and camaraderie of racing in a safe, controlled setting, helping to alleviate symptoms of anxiety, depression, and isolation. This program not only offers a fun and stimulating activity but also fosters a sense of community and support among participants, contributing to their overall mental health well-being and resilience.

eMotorsports iRacing League Totals			
Season – 6		Season - 7	
Total Participants	37	Total Participants	41
Program Participants	17	Program Participants	22
Avg Participants per Race	19	Avg Participants per Race	25
Total Hours of Racing	310	Total Hours of Racing	352
Total Virtual Miles	7461	Total Virtual Miles	9950
Total Virtual Laps	2536	Total Virtual Laps	3134



SEASON 6 (February 7 – April 18, 2023)

Season 6 of the Operation Motorsport iRacing League brought together 4 classes of racing: Beneficiary, Pro Beneficiary, Open, and Pro. The addition of a Pro Beneficiary Class was new for this season and will continue into future seasons. Virtual racing took place at 8 racetracks to include Daytona International Raceway, Circuit Zolder, Circuit of the Americas, Suzuka International Racing Course, Circuit Filles-Villeneuve, Sonoma, Long Beach Street Circuit, and Virginia International Raceway. Amongst the classes, GT4 and GTA3 cars covered 7461 virtual miles of practice and competition.



SEASON 7 (October 3 – December 4, 2023)

Season 7 built upon the success of Season 6, highlighted by an increase in the number of participants, specifically within the Beneficiary Classes and average number of drivers per race. The league set new milestones with the number of virtual laps (3134) and miles (9950), which is the highest since the inception of the eMotorsports League. The league ran virtual events at Willow Springs Raceway, Watkins Glen, Canadian Tire Motorsport Park, Road Atlanta, Sebring International Raceway, Virginia International Raceway, Road America, and Daytona International Speedway.



2023 eMotorsports iRacing League

- 26 Diversionary Therapy Program Participants
- 56 drivers across 2 seasons
- 662 hours of virtual racing
- 17,411 virtual miles logged
- 5,670 virtual laps completed
- 32 hours of broadcast





The 2023 Patriot Car Corral (PCC) faced several challenges with limited trackside activations, but also saw some notable successes. While the financial outcomes were not as strong as anticipated, the year provided valuable insights and opportunities for growth. Despite some unexpected hurdles from SRO, such as last-minute changes to the season, cancelation of Hot Pit Tours to the unexpected decision by SRO for Operation Motorsport to handle the Nissan Car Corral registration and parade laps, the Operation Motorsport PCC

team showed remarkable adaptability and resilience.

Communication with SRO had its difficulties, including delays in ticket sale information and posting. However, OpMo saw significant successes at Virginia International Raceway and Sebring International Raceway events. These achievements were made possible through earlier ticket sales, increased volunteer participation, and strategic cost reductions.

PCC Ticket sales grew from 2022 (\$6,385.70) to \$10,840.00 in 2023, demonstrating a 70% growth. In total, 271 tickets were sold across 4 races at New Orleans Motorsport Park, Circuit of the Americas, Virginia International Raceway, and Sebring International Raceway. This was a 32% increase in fan engagement from 2022.

Through onsite donations and merchandise sales, the team generated \$1,500.00 to support Operation Motorsport programs. The team also executed fan engagement activities to include Parade Laps and Team tours within the SRO paddock.





On Sunday afternoon, November 12th at Anglesey Circuit in Wales, UK, two entries from Operation Motorsport successfully completed the 12-hour Race of Remembrance. Both cars, without a scratch and within sight of each other, demonstrated the strength of teamwork and the power of Veteran Recovery Through Motorsport. The team celebrated a P3 finish in class (P8 overall) with the Operation Motorsport / Rogue Motorsport UK Toyota GT86, exceeding everyone's expectations. The North American team, consisting of OpMo beneficiaries and Rogue Motorsport mentors, participated in a field of 45 entries, with a highlight being the pit lane Remembrance Service on Sunday morning.



The OpMo crews, composed entirely of veterans, included Beneficiary driver, Matt Smothermon, and two serving military officers from the Canadian Army and the US Air Force. Despite challenging conditions, the team persevered, with both cars crossing the finish line under sunny skies and the US car securing a podium finish. Matt expressed immense pride in the team's flawless and efficient performance, highlighting the emotional and triumphant scene as they crossed the finish line. The race served as a testament to the strength, resilience, and collaborative spirit of using motorsports as a therapeutic recovery tool for wounded and injured veterans.

The Race of Remembrance is more than just a race; it's an opportunity for Operation Motorsport to come together as a team, tapping into the skills and confidence beneficiaries gained through 2023 Motorsport Immersion activations across IMSA, SRO, FEL, and FPCC paddocks. Alongside Matt Smothermon, the only veteran behind the wheel, the team included 11 US and Canadian veterans who performed various team duties on the race cars, in the pit lane, and the paddock.

Proud Partner & Supporters, thank you!!





BUSINESS OVERVIEW

RECRUITING / INTEREST FORMS / APPLICATIONS

Operation Motorsport Program (Canada)

Overview: In 2023, Operation Motorsport garnered attention from several veterans across Canada, showcasing a diverse range of backgrounds and a strong inclination towards various facets of motorsport. These Canadian veterans, who are either transitioning back to civilian life or are already discharged, have shown a particular interest in roles within race car teams and crews. The collected data offers a detailed look into their military statuses, discharge conditions, and specific motorsport interests, highlighting the potential of motorsport activities as therapeutic and integrative avenues for these individuals.

Key 2023 Findings:

1. **Geographic and Demographic Insights:**
 - Predominantly, interested participants are from Ontario, with notable representation from Nova Scotia, reflecting specific regional participation and awareness.
 - Participants range in service experience, with ranks from Private Trained to Command Chief Warrant Officer, across all CAF branches of service.
2. **Program Engagement:**
 - A unanimous interest in motorsport roles; particularly in crew positions. Further, motorsport interests vary across racing platforms.
 - The majority of the participants have prior motorsport experience, enhancing their engagement and integration.
3. **Communication and Outreach:**
 - Effective outreach through social media, personal networks, and public events are key channels through which participants learn about the program.
 - All form submissions were completed through mobile devices. This highlights the need to ensure Operation Motorsport's public facing messaging is mobile device friendly.
4. **Service-Related Needs:**
 - A significant number of interested participants are medically released, and half have service-connected disabilities.
5. **Monthly Engagement:**
 - The most active month for program registrations was September 2023, likely reflecting targeted outreach or seasonal programming efforts.
6. **Transition Timing:**
 - Of the forms submitted, five were from serving military members, representing 62% of received submissions.
 - For those who have completed their service, the average time since service exit ranges from 5 to 11 years with the average being 9 years.

The insights from the Canadian segment of the 2023 interest forms reveal a concentrated interest in motorsport, particularly in team and crew roles among veterans. This enthusiasm is mirrored in their active participation and following of sports car racing and open-wheel racing.

Operation Motorsport Program Foundation, Inc. (US)

Throughout 2023, Operation Motorsport received a substantial number of interest forms from veterans in the United States, indicating a robust interest in various motorsport disciplines. These individuals, predominantly discharged and many classified as disabled veterans, are exploring opportunities within motorsport that range from hands-on team roles to spectatorship and digital interaction. The data provides insights into their military experiences, discharge statuses, and motorsport preferences, emphasizing the role of motorsport in aiding their reintegration into civilian life.

Key 2023 Findings:

1. Geographic and Demographic Insights:

- The program saw interest from veterans across multiple states, with a significant concentration in Florida, Texas, Georgia, California, and Nevada, indicating strong regional engagement.
- Participants vary widely in military rank and experience, from junior enlisted ranks such as E3 (Army - Private First Class) to senior non-commissioned officers like E9 (Army - Sergeant Major).

2. Program Engagement:

- Interests in motorsport roles are diverse, ranging from hands-on team roles to digital media and spectator involvement.
- Interested program participants follow all types of motorsports to include NASCAR, Open Wheel and Sports Car Racing.

3. Veteran Status and Service Background:

- Many participants are categorized as "disabled veterans," with several undergoing medical release processes, highlighting the physical and mental health challenges they face and the potential therapeutic benefits of the program.
- A wide representation from different service branches including the Army, Navy, Air Force, and Marines demonstrates broad appeal across the armed forces. The majority of submissions came from Army veterans, followed by Marines, Air Force, and Navy.

4. Outreach and Engagement Channels:

- Key modes of discovering the program include social media, personal networks, and websites, suggesting effective digital outreach.
- Engagement through digital media is prevalent, with most interactions occurring via mobile devices. This highlights the need to ensure Operation Motorsport's public facing messaging is mobile device friendly.

5. Transition Timing:

- Of the forms submitted, four were from serving military members, representing 14% of received submissions.

- The average time since service exit for the participants is approximately 9 years with the average being 7.6 years.

Analysis of the interest forms from the United States highlights a strong engagement from veterans, particularly those identified as disabled veterans, who show a significant interest in sports car racing among other motorsport categories. The diversity in motorsport interests—from team participation to digital media roles—illustrates the broad appeal and accessibility of motorsport activities.

CONTENT MARKETING

In 2023, Operation Motorsport's content marketing efforts across Facebook, Instagram, X (formerly Twitter), and LinkedIn saw significant growth and engagement. Overall, the organization achieved a 17.2% increase in followers, reaching a total of 4,988 people. The audience is predominantly male (75%) and primarily located in the US (60%), with notable segments in Canada (24%) and the UK (8%).

Key Highlights:

- **Facebook:**
 - Followers increased by 11.9% to 2,447.
 - Engagement rate of 1.7%, surpassing the industry benchmark of 0.15%.
 - High interaction with 728 comments, 1,062 shares, 448 link clicks, and 11,762 likes.
 - Peak interaction months were January (Rolex 24) and November (Auction & Giving Tuesday).
- **Instagram:**
 - Followers grew by 37% to 1,279.
 - Engagement rate of 1.3%, exceeding the industry benchmark of 0.6%.
 - Strong engagement with 563 comments, 720 shares, 103 link clicks, 10,970 likes, and 95 saves.
 - Peak interaction months were September (t-shirt cannon reel) and November (Charity Auction & Giving Tuesday).
- **X (formerly Twitter):**
 - Followers increased by 2.7% to 642.
 - Engagement rate of 1.6%, well above the industry benchmark of 0.05%.
 - Active participation with 438 mentions, 437 retweets, and 2,517 likes.
- **LinkedIn:**
 - Followers rose by 21.3% to 620.
 - Engagement rate of 2.3%, approaching the industry benchmark of 3.16%.
 - Noteworthy activity with 136 reposts, 115 link clicks, and 895 reactions.

This performance not only shows substantial growth in Operation Motorsport's audience base but also demonstrates higher engagement rates compared to industry benchmarks, particularly in the non-profit sector. These achievements reflect the effectiveness of the foundation's content strategy and ability to connect with a target audience.

PR Highlights Summary

Operation Motorsport's public relations efforts successfully amplified the organization's visibility through strategic press releases and media engagements across various platforms and industries.

Key Highlights:

- **January:** A press release for the Rolex 24 was distributed and picked up by SportsCar365.com. Shared with key media figures and distributed via EINPresswire.
- **March:** SportsCar365.com featured three points in the Friday notes from Sonoma.
- **April:** SRO featured a piece on Mike Neri before the NOLA race.
- **May:** The Virtual Race for Heroes press release was distributed via EIN, reaching over 100 outlets, including AP, Military press, Gaming press, and various local news sources.
- **June:** A press release for the Race of Remembrance entry was distributed via EIN, appearing in over 100 outlets, including AP, Military press, and local news sources.
- **September:** A feature on volunteers Craig and Donna Neri was submitted to Hometown News.
- **October:** Two press releases announced the charity golf tournament and the Race of Remembrance lineup. Michelin Motorsports shared the Race of Remembrance release on their website.

The comprehensive media strategy ensured widespread coverage and engagement, significantly bolstering the organization's outreach and presence in the public eye.

Overall, the press releases were effectively distributed and picked up by numerous outlets across various industries, enhancing the visibility of Operation Motorsport's events and initiatives.

FINANCIAL OVERVIEW

Operation Motorsport Program (Canada)

Summary

- Total Revenue: \$122,833
- Total Expenses: \$172,934
- Net Income (Loss): -\$50,101 – balanced to \$0 with offsetting grant from US Funds

Loss Carry-Back & Carry Forward

- Non-Capital Loss in FY2023: \$49,762
- Non-Capital Loss Carry-Forwards into FY2024: \$0

Revenue and Expense Breakdown

Description	Amount (CDN)	Percentage
Revenue		
Donations & Grants	\$117,302	95.5%
Other Income	\$5,531	4.5%
Total Revenue	\$122,833	
Expenses		
Program Support	\$126,384	73.1%
Foundation Operations	\$46,650	26.9%
Total Expenses	\$172,934	

Operation Motorsport Program Foundation, Inc. (US)

Summary

- Total Revenue: \$576,203
- Total Expenses: \$371,512
- Net Assets at End of Year: \$309,889

Revenue and Expense Breakdown

Description	Amount (USD)	Percentage
Revenue		
Donations & Grants	\$526,859	91.5%
Program Services	\$49,344	8.5%
Total Revenue	\$576,203	
Expenses		
Program Support*	\$273,825	73.7%
Foundation Operations	\$97,687	26.3%
Total Expenses	\$371,512	

*Includes money granted to OpMo Canada

Significant Financial Contributors (Program Support)

- Henry Family Foundation / National Philanthropic Trust
- LA Honda World
- Porsche Club of America Sim League (Charity Sim Race)
- SRO: Portion of Patriot Car Corral Ticket Sales
- Step One Automotive
- Various Individuals through GivingTuesday Online Auction Purchases
- Various Individuals through Private Donation

Significant Financial Contributors (Foundation Operations)

- Crowdstrike Foundation / Charities Aid Foundation America: Foundation Operations

Significant Value in Kind (VIK) Contributors

- Private Vehicle Donation: Auctioned through Bring-A-Trailer
- Every race team that hosted a Beneficiary through the Motorsport Immersion Program
- IMSA: Race Credentials for Volunteers/Staff
- SRO: Race Credentials for Volunteers/Staff
- FEL Motorsport: Credentials for Volunteers/Staff
- Mobil-1
- Microsoft: Non-Profit Grant for IT services

PARTNER HIGHLIGHT



Operation Motorsport, bolstered by the CrowdStrike Foundation Grant, made substantial strides in professionalizing its operations and expanding its reach to better support medically released and retired US and Canadian service members and veterans. Key developments included establishing critical paid positions, implementing strategic marketing and fundraising initiatives, and enhancing program services. Highlights from the year included significant fundraising successes such as the Virtual Race for Heroes and the Tee It Up For Veterans Charity Golf Tournament, as well as high-impact events like the Race of Remembrance. The grant was pivotal in driving these achievements, underscoring its essential role in supporting the nonprofit's mission and operational growth.

Q1 Overview (January - March 2023)

In the first quarter of 2023, Operation Motorsport focused on establishing key infrastructure to professionalize its operations and foundation structure. This included appointing Tiffany Lodder as the paid Executive Director and contracting a PR/Marketing professional and a Development Strategist. These steps were crucial in expanding outreach and implementing strategic focus within the organization. Efforts were also made to codify financial, fundraising, and governance practices. The application for the Canadian charity status was initiated.

Q2 Overview (April - June 2023)



During the second quarter, Susan Richmond joined as Development Coordinator, bringing extensive nonprofit administration and fundraising experience. A comprehensive content strategy plan was implemented, leading to social media engagement surpassing industry benchmarks. The organization began systematically applying for grants, guided by a structured application calendar. These advancements underscored the grant's role in driving the nonprofit's growth, enhancing its marketing and branding efforts, and solidifying its financial foundation to better serve its beneficiaries.

Q3 Overview (July - September 2023)

In the third quarter, Operation Motorsport leveraged the CrowdStrike Foundation Grant to further expand its outreach and engagement efforts. A highlight was the successful 2023 Virtual Race for Heroes, which raised over \$15,000, a 35% increase from the previous year. Fundraising efforts

were complemented by increased marketing and branding activities, which helped attract more program participants.

Q4 Overview (October - December 2023)

The final quarter of 2023 saw Operation Motorsport achieving significant milestones with the inaugural Tee It Up For Veterans Charity Golf Tournament which raised \$15,000, while the Giving Tuesday Online Auction generated \$21,000. The organization also explored new grant opportunities for 2024. Marketing efforts included participation in the Performance Racing Industry tradeshow and a Virtual Fireside Chat with CrowdStrike's Executive Leadership.

In conclusion, the progress made by Operation Motorsport in 2023, supported by the CrowdStrike Foundation Grant, has been transformative. The grant has been instrumental in enabling the organization to professionalize its staff, operations, enhance marketing and fundraising efforts, and expand its program services. With the establishment of key paid positions and the implementation of strategic initiatives, Operation Motorsport has significantly increased its outreach and engagement with medically released and retired US and Canadian service members and veterans. As a result of CrowdStrike's continued support, Operation Motorsport is better positioned to continue its mission of providing meaningful support and opportunities to the veteran community.

SPONSORSHIP HIGHLIGHT



In October, Operation Motorsport held its first charity golf tournament at Candlewood Country Club in Whitter, California. LA Honda World Racing led as the Entitlement Sponsor while helping present a motorsport themed event by placing one of their TC America race cars and team hauler in the parking lot, serving as the background for golfer sign-in. Additional tournament support was received from US Bank, Wiideman Consulting Group, Dr. Squatch, and LA Bodega Brewing Company.



The tournament netted almost \$15,000 for 2024 programs and brought together golfers from around the area where they enjoyed a beautiful day of golfing, catered dinner, and silent auction. Each registered golfer received a goody bag, including a unique military style challenge coin highlighting the partnership between LA Honda World and Operation Motorsport.



STAFF / VOLUNTEERS / BOARD

Volunteer service awards



The Presidential Volunteer Service Award (PVSA) is a prestigious national honor that recognizes individuals and groups who demonstrate an exceptional commitment to volunteer service over the course of 12 months. Established in 2003, the PVSA celebrates those who have dedicated their time and energy to improving their communities through various service projects. This award encourages a sustained commitment to volunteerism, making a significant impact through collective efforts.

In 2023, the foundation honored notable recipients: Paul Morro, Craig Neri, Donna Neri and Jason Leach, acknowledging their exemplary contributions with Presidential Volunteer Service Awards. These individuals have exemplified the spirit of volunteerism and are an inspiration for others to engage in meaningful community service.



Staff

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

TIFFANY LODDER – EXECUTIVE DIRECTOR (STAFF)



Transitioning from a volunteer since 2017 to a staff position in 2023, Tiffany Lodder is the Executive Director and Co-Founder of Operation Motorsport. With a strong passion for motorsports and a deep commitment to the veteran and military communities, Tiffany leverages her leadership and strategic vision to establish and build long-term partnerships to create impactful rehabilitation programs by developing comprehensive outreach initiatives, implementing collaborative projects, and monitoring and evaluating program effectiveness.

DIANA SCOTT – ADMIN COORDINATOR (STAFF)



Diana is a 35-year military spouse who brings a wealth of admin experience along with a deep understanding of the struggles of veterans and their families as they deal with results of military service.

SUSAN RICHMOND – FUNDRAISING / DEVELOPMENT (CONTRACTOR)



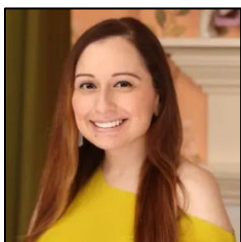
Susan was hired as the Fundraising / Development coordinator in May 2023. Throughout the year, she expanded the organization's fundraising efforts to include helping secure support for the first charity golf tournament. Susan is passionate about veteran support, and it showed in her approach and fundraising design. She departed OpMo at the end of 2023 to focus on caring for her family.

SHERI HERRMANN – PR / MARKETING (CONTRACTOR)



Contracted as a PR/Marketing professional (1972 Media); Sheri codified and executed social media outreach calendar which increased presence across Facebook, Instagram, Twitter, and LinkedIn. Throughout the year, the organization enjoyed expanded awareness across all social media platforms as demonstrated in MoM growth that exceeded industry standards.

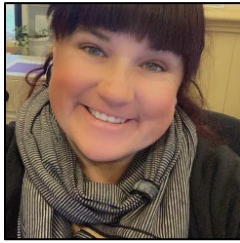
VALARIE RAMIREZ – DEVELOPMENT CONSULTANT (CONTRACTOR)



Contracted as a part-time Development Strategist; Valarie focused on developing a fundraising plan and building the foundation to support long-term fundraising, board development, and staff hiring. Her wealth of experience across the nonprofit space professionalized the organization and brought forth new business practices to enable higher-level strategic thinking.

Volunteers

CAROLINE PARENT – VOLUNTEER COORDINATOR (VOLUNTEER)



Caroline managed all aspects of the foundation's volunteer requirements to include identifying, interviewing, and onboarding. Caroline is a proud wife of a Canadian military veteran and after seeing the benefits the program provided her husband, she joined to contribute in a meaningful manner.

Departed Staff/Volunteers

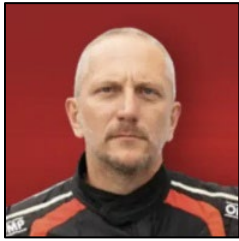
DONNA NERI – SRO EVENT COORDINATOR (VOLUNTEER)



Donna joined Operation Motorsport in 2022 as an Event Coordinator after seeing the positive impacts of Beneficiary activations with her husband, Craig Neri. She left at the close of the 2023 season to focus on her family and professional work. We wish Donna the best of luck in future endeavors.

Board of Directors

HUW LEAHY – CANADIAN BOARD SECRETARY



Semi-retired businessman and racecar driver Huw Leahy joined the foundation as the Canadian Board Chairman. He is the past President & CEO of Lumenera Corporation and was very successful in the business world. Huw joined the foundation after witnessing the power of its programs through TWOth Autosport and joined Operation Motorsport as a driver in the 2022 and 2023 Race of Remembrance.

SEAN SWEETMAN – CANADIAN BOARD TREASURER



Sean Sweetman is the Associate Vice President of Business Development for National Mortgage Sales. He joined Operation Motorsport as the Canadian Board Treasurer. He brings a wealth of financial business experience and is also the former director of Scotiabank.

KEITH GALLAGHER, FACHE – US BOARD SECRETARY



Retired US Army Brigadier General Keith Gallagher is a compassionate and caring leader of the military service members and veterans. He joined Operation Motorsport as the US Board Secretary and has been instrumental in expanding the foundation's network for financial support. His military background includes multiple tours as the commander of DoD healthcare facilities across the United States and Europe and this experience is instrumental in ensuring the foundation remains focused on the health and care of program participants.

JASON LEACH – US BOARD TREASURER



Retired US Army Sergeant Major Jason Leach expanded his volunteer roles within the organization by assuming the US Board Treasurer role. Having joined the foundation in 2019, this expanded opportunity allows Jason to be more intimately involved in budget development, oversight, compliance, and maintain a pulse on the financial status of US programs and foundation operations.

JASON BIVINS – US BOARD MEMBER



Jason Bivins is the President of Great Hire, Inc, a California based company that provides contract recruiting and staffing services to Fortune 500 companies and small business. Jason joins Operation Motorsport after being a driver in the 2022 and 2023 Race of Remembrance. A staunch supporter of veterans and the military, Jason's focus is on helping the foundation through chairing the Fundraising Committee. He was also the foundation's lead in its first charity golf tournament.

Retired Board Members:

- Lynn Friedman – US Board Treasurer
- Fabio Napoleoni – US Board Member
- Hector Martinez – US Board Member
- Kim Dorrington – Canadian Secretary

LOOKING FORWARD

As we move into 2024, Operation Motorsport is poised to build upon the successes of the past year, further expanding our impact and reach within the veteran community. Our commitment to leveraging the therapeutic power of motorsport to enhance the well-being and community integration of veterans remains unwavering.

Program Expansion and Innovation

- **Motorsport Immersion Program:** We aim to increase the number of beneficiaries, engaging more veterans across Canada and the USA. By forming new partnerships with additional racing teams, we plan to offer more immersive experiences and diversified roles within the motorsport community.
- **Diversionsary Therapy Program:** We will continue to innovate in the eMotorsports space, leveraging the latest technology to provide engaging and therapeutic virtual racing experiences. This includes expanding our eMotorsports League and exploring new digital platforms to reach a broader audience.

Enhanced Outreach and Engagement

- **Community Engagement:** Strengthening our outreach efforts, we plan to increase awareness about our programs through strategic marketing campaigns, social media, and in-person conferences and events. We aim to connect with more veterans, helping them discover the transformative potential of our programs.
- **Partnership Development:** We will continue to cultivate and expand our network of partners within the motorsport industry, corporate sector, and veteran support organizations. These partnerships are crucial for providing resources, opportunities, and support to our beneficiaries.

Sustainable Growth and Development

- **Fundraising and Support:** To sustain and grow our programs, we will intensify our fundraising efforts, exploring new avenues and engaging with more donors. Our focus will be on creating a sustainable financial foundation that ensures the longevity and expansion of our initiatives.
- **Operational Excellence:** We are committed to enhancing our operational capabilities by investing in staff development, volunteer training, and organizational infrastructure. This will enable us to deliver our programs more effectively and efficiently.

Holistic Veteran Support

- **Comprehensive Care:** Our holistic approach to veteran support will be further refined, ensuring that we address the physical, mental, and emotional needs of our participants. By integrating feedback from our beneficiaries, we will continuously improve our programs to better serve the veteran community.

As we look forward to 2024, we are excited about the opportunities ahead. Our mission to support veterans through motorsport remains at the heart of everything we do. With the continued support of our partners, donors, and community, we are confident in our ability to make an even greater impact in the lives of those who have served. Together, we will drive forward, building purpose, identity, and team spirit through the power of motorsport.

OPERATION MOTORSPORT SUPPORTERS
ACKNOWLEDGING THOSE WHO SUPPORTED US IN 2023

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