



OPERATION
MOTORSPORT

2024 ANNUAL REPORT

U.S. 501(c)(3): EIN 84-2463791

Canadian Registered Charity: 704568721RR001



VETERAN RECOVERY THROUGH MOTORSPORT

MISSION: To engage, through Motorsport opportunities, medically releasing service members and veterans affected by military service, aiding in their recovery.

VISION: To be the North American leader in veteran recovery through motorsport for *medically releasing service members and veterans affected by military service*; One At A Time.

WHY WE EXIST

Operation Motorsport is dedicated to helping veterans and medically releasing service members transition back into civilian life.

Many veterans and service members struggle with the loss of their Team, Identity, and Purpose after leaving the military. For those battling physical injuries, post-traumatic stress disorder (PTSD), traumatic brain injuries (TBI), or other invisible wounds of service, the transition can feel overwhelming. Without a clear path forward, too many veterans face isolation, depression, and, tragically, the risk of suicide.

Our mission is to change that.

By providing a Team, a renewed sense of Identity, and a meaningful Purpose, we help veterans rediscover their place in the world and take control of their next chapter.

HOW WE HELP: TEAM, IDENTITY & PURPOSE

TEAM – Rebuilding Connection & Support

Whether embedded trackside with professional race teams or racing virtually with peers across North America, veterans become part of a community that values trust, teamwork, and shared goals. Both our Motorsport Immersion and Diversionary Therapy programs create opportunities to reconnect with others who understand the challenges of military transition, fostering camaraderie and reducing isolation through real-time, mission-driven engagement.

IDENTITY – Restoring Strength & Confidence

In the pit lane or behind a sim racing wheel, participants take on meaningful roles that challenge them to learn, contribute, and lead. By stepping into a new team dynamic, be it in-person or online, they build skills, rediscover personal strengths, and redefine who they are beyond injury or discharge. Veterans begin to see themselves as capable, resilient, and vital once again.

PURPOSE – Providing a New Mission

Motorsport requires focus, discipline, and precision; qualities that mirror the military mindset. Our programs offer more than just activity; they provide structure and a renewed sense of mission. Whether it's executing a pit stop, competing in an endurance sim race, or supporting a team operation, veterans find purpose in the pursuit of excellence and the shared drive to succeed.

WHAT WE OFFER: A PATH FORWARD

Operation Motorsport is more than its programs, it's a lifeline. Using motorsport as a tool, we create structured, high-energy environments where veterans can heal, reconnect, and thrive. Every race, every role, every challenge is an opportunity to reclaim their future.

EXECUTIVE DIRECTOR

2024 was a year of reflection, resilience, and recalibration. As we navigated shifting funding landscapes and the logistical challenges of running a binational nonprofit, one thing remained unwavering: our commitment to our Beneficiaries. This year, I saw firsthand how impactful our programs continue to be, whether at the track, in a sim rig, or during quiet moments of connection at the Race of Remembrance. Every activation, every mile traveled, every name honored reflected the power of community and focused recovery.

For me, this work is deeply personal. I've watched veterans arrive feeling isolated or uncertain and leave feeling reconnected and ready to move forward. These moments reaffirm why we do what we do and why we must continue. Behind each activation was a team of staff, volunteers, partners, and donors who believe in the mission. I am deeply grateful for your trust and support.

As we close the chapter on our participation in the Race of Remembrance (UK), we look forward to an exciting new opportunity in 2025, bringing that same experience of recovery and reflection home, on U.S. soil, with the inaugural Veterans Race of Remembrance at VIR.



TIFFANY LODDER, EXECUTIVE DIRECTOR & CO-FOUNDER

LOOKING FORWARD TO 2025

As we look to 2025, our focus remains clear: delivering impactful, purpose-driven programming that supports medically releasing service members and veterans in their post-military journeys. We are committed to strengthening our core offerings, deepening community connections, and investing in sustainable growth, ensuring that every veteran we serve continues to find connection, growth, and a meaningful next chapter.

While milestone events like the Veterans Race of Remembrance play a role, it is our everyday engagement on track, online, and in between that continues to define who we are.

Our goals for the year include:

- Expanding Diversionary Therapy and peer support programs
- Strengthening funding stability through deeper partnerships
- Investing in staff capacity and operational growth
- Elevating our storytelling and impact reporting
- Hosting the inaugural Veterans Race of Remembrance at Virginia International Raceway in November

With your continued support, we'll keep delivering recovery: One At A Time.

IMPACT

The true measure of Operation Motorsport's impact is found in the voices of our Beneficiaries; voices you helped empower through your support. Throughout 2024, veterans from both the United States and Canada shared powerful stories of renewed purpose, connection, and healing through their participation in our programs. Their words speak volumes; of resilience, growth, and the life-changing journey through Operation Motorsport programs.

"Well, for me it's about dedicating all my efforts towards showing that we are still fighting for our brothers and sisters and honoring their ultimate sacrifice. Since June 23rd, I have been able to have more good days. However, my wife and kids say I'm a little obsessed with this racing stuff. With that being said, I find myself not thinking quite so much about the memories and thinking more about the future."

Nolan Yuke, U.S. Army Veteran



"For me as a new Beneficiary, this is a great honour to be part of this wonderful program and has made me feel included, valued, and needed in something. This year as a first-year Beneficiary has helped me gain trust and self-esteem in myself. Since joining OpMo, I have been positive, happy, and looking forward to tomorrow. I love this program and have enjoyed every minute of it while also making amazing friendships."

Michel Daigle, Royal Canadian Air Force Veteran

"My mental health and feeling of purpose really improved since joining Operation Motorsport. I wasn't sure what I would be capable of doing with my mobility issues and my aversion to crowded areas, but I have a better sense of purpose now and feel more comfortable of being on a deployment where you get to forget about everything else going on in the world for a bit and just focus on what you're trying to accomplish."

Casey Soble, Royal Canadian Air Force Service Member



"Operation Motorsport has given me 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."

Greg Meismer, US Marine Corps Veteran

PROGRAM OVERVIEW

MOTORSPORT IMMERSION

The Motorsport Immersion program places medically releasing service members and veterans alongside professional race teams, where they take on real-world roles such as pit crew, operations support, fuel and tire techs, hospitality, or media. These experiences occur in fast-paced, structured environments that echo the teamwork and focus of military service. Immersion fosters confidence, skill development, and a renewed sense of direction, helping participants take meaningful steps forward in their recovery.

DIVERSIONARY THERAPY

The Diversionary Therapy program uses sim racing and eMotorsports as accessible, engaging outlets for veterans and medically releasing service members managing challenges like PTSD or TBI. Through structured online races and collaborative activities, participants find connection, mental focus, and stress relief. This low-barrier environment encourages peer support, strengthens resilience, and helps rebuild a sense of belonging.

- 23 Veterans from the U.S. & Canada
- 97 Recovery Focused Activations Across 4 Race Series
- 480 Days of Structured Participation Supporting Mental Health & Reintegration
- 5100+ Hours of Immersion, Mission Driven Engagement

- 2 Race Seasons: 17 Races
- 64 Veteran or Military Connected Drivers
- 27,000+ Racing Miles
- 700+ Hours of Peer-to-Peer Support, Veteran Engagement & Mental Health Recovery







RACE OF REMEMBRANCE

Operation Motorsport returned to the Race of Remembrance (RoR) for its seventh and final year of participation at Anglesey Circuit in Wales. This poignant and powerful event brought together 12 US and Canadian Beneficiaries, alongside 14 dedicated staff and volunteers, for a weekend of racing, remembrance, and reflection.

The Operation Motorsport team fielded two Toyota GT86 cars, proudly carrying national liveries that represented both countries. On track, the Canadian team secured a P6 finish in-class (P18 overall), while the U.S. team crossed the line P8 in-class (P22 overall) after 12 grueling hours of endurance racing.

Off the track, the team engaged in a series of bonding and team-building activities that included go-karting, ziplining, nature hikes around South Stack Lighthouse, and a tour of the historic Caernarfon Castle. These experiences created shared memories and deepened the sense of camaraderie that defines the Motorsport Immersion experience.

A central moment of the weekend was the trackside Remembrance Ceremony, an emotional gathering of veterans and racers from 55 participating teams to pause, reflect, and honor the fallen. For many, it was a powerful moment of connection and healing.

Operation Motorsport's 2024 participation in the Race of Remembrance was a fitting tribute to the past and a meaningful capstone to our international engagement. As we look ahead to 2025, we are excited to bring a similar experience home, shifting our focus to host a U.S.-based Veterans Race of Remembrance at Virginia International Raceway, November 7-9, an evolution rooted in the same principles that first brought Operation Motorsport to Wales, UK.





FINANCIAL OVERVIEW

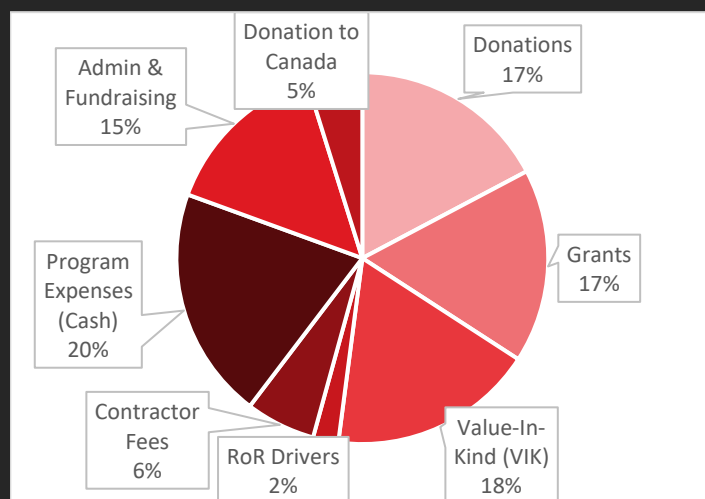
In 2024, Operation Motorsport maintained its commitment to delivering impactful, well-structured programs. Every initiative was executed with intention and aligned with our mission to support veteran recovery.

Throughout the year, we prioritized fiscal discipline, maximizing the impact of every dollar received. Through in-kind partnerships, volunteer leadership, and lean administrative operations, we kept overhead low while ensuring funds were directed to program delivery. This approach reinforces our commitment to transparency, efficiency, and donor trust.

To support the launch of our flagship North American-based event, Operation Motorsport established the Veterans Race of Remembrance LLC; a wholly owned, disregarded entity. This structure allows us to manage operational logistics while preserving full financial transparency and mission alignment.

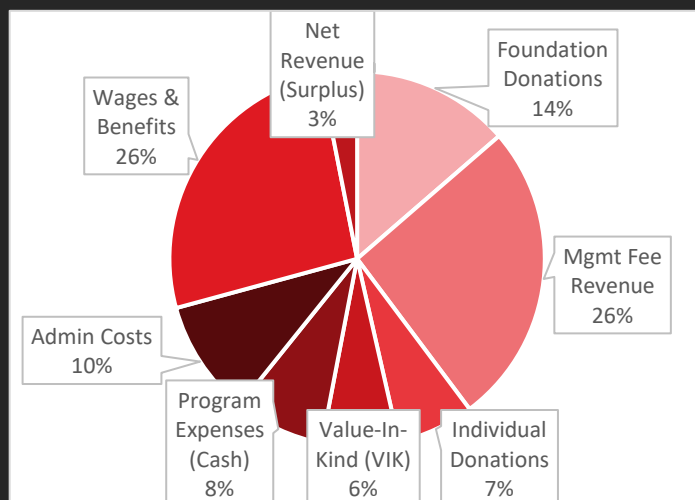
OPERATION MOTORSPORT PROGRAM FOUNDATION, INC (U.S.) OVERVIEW

- Revenue: \$529,852 USD
 - Donations: \$164,473 USD
 - Grants: 160,944 USD
 - VIK: 170,692 USD
- Contractor Fees: \$57,873.00 USD
- Program Investment (Less VIK): \$192,609 USD
- Admin/Foundation Costs: \$131,314 USD
- Donation to Canadian Operations: \$46,004 USD



OPERATION MOTORSPORT PROGRAM (CANADA) OVERVIEW

- Revenue: \$218,074 CAD
 - Donations: \$55,660 CAD
 - Auction & Merch Sales: \$1,758 CAD
- Program Investment (Less VIK): 31,643 CAD
- Admin/Foundation Costs: \$40,773 CAD
- Wages & Benefits: \$106,350 CAD



DEVELOPMENT OVERVIEW

Operation Motorsport is powered by generous donors, corporate partners, and select grants. In 2024, we focused on growing partnerships and grassroots support, ensuring every dollar raised fueled meaningful recovery experiences for veterans across North America.

CROWDSTRIKE

In 2024, Operation Motorsport was proud to continue receiving support from the CrowdStrike Charitable Foundation, whose commitment to veteran reintegration and mental health aligns closely with our mission. Their funding provided critical operational support, strategic investment, and helped expand program reach and impact. We are especially grateful for the engagement of CrowdStrike's employee volunteer community and Veteran Employee Resource Group, whose hands-on involvement brought our mission to life beyond financial support.



GIVING TUESDAY/ONLINE AUCTION

Our 2024 Giving Tuesday Online Auction raised over \$10,000, directly supporting program delivery across North America. Fueled by generous donors and motorsport partners, this campaign turned one-day giving into long-lasting opportunities for veterans to engage, connect, and heal, both trackside and online.

HONORING HEROES CAMPAIGN

In 2024, the Honoring Heroes Campaign placed over 250 names on the hoods of our Race of Remembrance cars, each one a tribute that helped fund a veteran's journey toward connection, confidence, and renewed purpose. Thanks to your support, those names didn't just ride along, they helped our Beneficiaries take the next step in their recovery.



TRACKSIDE DONATIONS & FAN ENGAGEMENT

Throughout 2024, Operation Motorsport conducted outreach to inform the public of our mission and collected at-track donations at key race events across North America. These grassroots contributions directly supported program delivery, reinforcing the community's hands-on role in veteran recovery.

PARTNER HIGHLIGHT: FISHER HOUSER FOUNDATION



In 2024, Operation Motorsport launched a transformative partnership with Fisher House Foundation. Through the Hero Miles program, airfare was provided for U.S. Beneficiaries, eliminating one of the biggest barriers to participation and ensuring seamless access to immersive recovery opportunities across the country.

*You've given me back a
community I was sure
I'd lost forever.*

Richard Davenport, Purple Heart Recipient
U.S. Army and U.S. Navy Veteran



Travel is often an obstacle facing veterans seeking to engage in immersive recovery programs. Thanks to Fisher House and their Hero Miles Program, Operation Motorsport was able to:

- Provide 56 flights to Motorsport Immersion Veterans
- Achieve a 25% increase in program participation over 2023
- Support a 50% increase in activations within the IMSA paddock and a 40% increase in the SRO paddock
- Eliminate logistical hurdles, allowing veterans to focus on their growth and recovery

Operation Motorsport is proud to stand alongside Fisher House Foundation in serving those who served. This partnership ensures that recovery is not delayed by distance and that every veteran has access to Operation Motorsport programs.

Thank you, Fisher House Foundation, for helping turn Hero Miles into life-changing miles.



ORGANIZATION & COMMUNITY ENGAGEMENT

Operation Motorsport is a binational charity organization. Structurally, the organization operates as two distinct but mission-aligned entities: a registered 501(c)(3) nonprofit in the United States and a registered charity under the Canada Revenue Agency (CRA) in Canada.

Each entity is governed by its own independent board of directors, providing oversight and strategic guidance. Since its founding in 2017 in Canada, Operation Motorsport has rapidly expanded into the United States, delivering programs across both countries through a unified vision and operational coordination.

Despite its broad reach, Operation Motorsport operates without a centralized physical office. The organization is primarily volunteer driven, with a geographically dispersed team of dedicated supporters spanning North America. In 2024, the organization employed two staff members and one part-time contractor in Canada and engaged three part-time contractors in the United States to support fundraising and communication activities. This lean operational model, supported by thousands of volunteer hours annually, allows Operation Motorsport to direct most of its resources to support its Beneficiaries.



FUELED BY VOLUNTEERS: 2024 HOUR BREAKDOWN



BOARD ENGAGEMENT THROUGHOUT 2024



THANK YOU

Thank you to the incredible companies and race teams who stand behind Operation Motorsport. Your generous support fuels our mission. Whether through financial contributions, in-kind support, or by welcoming our Beneficiaries into your teams, you are making a lasting impact. We are proud to recognize your commitment below.

FOUNDATION PARTNERS/SUPPORTERS



PROGRAM PARTNERS/SUPPORTERS



PARTNERING RACE TEAMS





CALL TO ACTION – JOIN THE MISSION

Veterans don't stop serving when they leave the military, but too many return home without direction, connection, or support. That's where you come in.

Your generosity powers every activation, every opportunity, and every moment of healing. Whether it's turning a wrench, logging sim laps, or sharing stories in the paddock, your support creates real change in the lives of those who served.

Together, we're not just honoring their service, we're helping build what comes next. One At A Time.

HERE'S HOW YOU CAN MAKE AN IMPACT:

- **Donate** – One-time or monthly gifts directly support veteran recovery programs
- **Sponsor a Veteran** – Fund a participant's journey through Immersion or Diversionary Therapy
- **Partner With Us** – Join as a sponsor, race team, or in-kind contributor
- **Volunteer** – Offer your time or skills to strengthen events and operations
- **Fundraise** – Launch a campaign in your community to raise awareness and support
- **Spread the Word** – Follow us online and share our mission with your network

Be the Difference in a Veteran's Next Chapter

Join us at www.operationmotorsport.org or contact info@operationmotorsport.org to get started.

Because recovery is a journey and no one should have to travel alone.