

2015 Financial Results Announcement



July 28, 2016

Dear Supporters,

2015 marked the first year 24-7 COMMITMENT came into existence as a 501(c)3 non-profit organization. Our organization started as a private blog and business operated as FirefighterWife.com by founder and now executive director Lori Mercer and her husband Dan. In 2015, the Mercers generously provided the initial funding for 24-7 COMMITMENT as well as the audience, resources, programs and materials that had been created under their business, Mercer Unlimited, Inc.

Revenue highlights from the 2015 Fiscal Year

- \$144k in grants and contributions, \$95k which came from 2 primary corporate partners, \$29k from our cookbook fundraiser and the rest from individual donors
- \$38k in revenue from our programs
- An additional \$35k in revenue from merchandise sales

This is an outstanding first year as a non-profit and we are very pleased with the results we were able to deliver on our mission. For details, please be sure to read "Measuring the Results of Marriage Support", a whitepaper we released in April 2016.

Expense highlights from the 2015 Fiscal Year

Program Expenses exceeded our program revenue however those expenses were covered by the contributions from our donors. These key programs are how we deliver services to support our mission of encouraging and strengthening the marriages of first responders and without the donations, we would not be able to offer them to so many at no cost. The majority of expenses are associated with events and supplies and materials for these events.

In 2015, less than \$17,000 was spent on people costs for contractors who support these programs. Over 5,000 hours of volunteer time supported the delivery of these programs. There was no salary spent for any employees including the executive director.

The surplus in the savings at the end of 2015 was set aside for upcoming 2016 expenses including:

- \$18k payment in January for the cookbook inventory from our fall fundraiser

- 2016 Commitment Weekends
- April 2016 FDIC participation

Highlights of our 2015 Programs

Commitment Weekend (previously called Flame Fest)

75 couples attended in 2015 in Glade Springs, West Virginia. 14 couples attended at a free or reduced cost. This event continues to be the pinnacle of our marriage mission as couples “make a marriage milestone” during this getaway which includes speakers, workshops and activities with other firefighters and their spouses from around the country. Beyond the weekend, these couples have connected with friendships that have created an informal support network for their fire life challenges. Since its beginning in 2013 and through 2015,

Commitment Weekend is our most expensive program to deliver both financially and timewise, consuming almost one third of our volunteer hours each year. However the impact it makes on marriages makes it well worth the effort.

Online Communities

The online communities of 24-7 COMMITMENT organically grew to ignite the mission since the beginning. Since the beginning over 5,000 have registered and participated in these communities at some point in time. These communities are led by trained volunteers and group facilitators to deliver the encouragement and supportive atmosphere that has helped so many fire families understand the fire life better and strengthen their own marriages. In June of 2015 we opened the first men’s community, the Honor Guard, and registered over 500 firefighters in the first month. Our communities were previously reserved for paid members only but operating now as 24-7 COMMITMENT, we opened them up at no cost for anyone to participate and find support for their fire family.

In 2015, these communities required a team of over 50 volunteers averaging 100 hours per week of volunteer time to deliver the services

Marriage On Fire Training Series

Launched in April 2016, the Marriage On Fire, 6 week video series was produced by Dan and Lori Mercer providing firefighter life specific marriage training for couples. This program provides over 6 hours of video plus weekly emails, homework and a community for support.

125 couples purchased this program in 2015 and an additional 120 couples qualified for free access.

What does it take for a non-profit to succeed in its mission?

Financials and transparency into our spending are very important to the 24-7 COMMITMENT way of doing business. But there are many elements that are not financially related which are key to the success of our mission including:

- The support of the many volunteers who help to deliver our programs and bring awareness to the mission
- The positive atmosphere our communities exude on social media which has been our largest growth mechanism
- Key partners who have come alongside us for promoting our programs, providing further awareness of the mission and providing us a voice at well known fire service events
- The actions of every individual who “likes”, “shares” or “comments” and especially carries that message forward in their everyday life in how they strengthen their own marriages and families and become an example within their own fire communities.

We are grateful for the big and little roles that everyone has played in furthering this cause.

2016 Vision

At the time of this information release, we are already halfway into 2016 and continue in this positive trajectory. Our outlook for 2016 remains positive. Another 65 couples participated in 2 Commitment Weekends already this year. We released a book, Honor and Commitment, and sales have reached nearly 2000. Our presence on video has increased with the availability of Facebook Live further enabling the very personal ways we are able to reach our audiences both on public Facebook pages and within our private groups. Our goals remain the same:

- Connect fire families in person with encouraging events to strengthen our marriages
- Further grow our online communities with small groups and specialty topics for fire families
- Develop additional fire family specific resources - books, articles, videos and more.

For any questions regarding the 24-7 COMMITMENT mission or these results, please email us at contact@firefighterwife.com.