



OVERWATCH

A L L I A N C E

FORWARD. TOGETHER.

FISCAL YEAR 2016

ANNUAL REPORT

FROM THE BOARD



Dennis O. Tonneslan
Chair

This year was one of change for our foundation including a new name and a sharper focus on our mission. Our founding mission was to serve the entire military community — not just veterans and active duty military, but their families as well. The board is pleased to remain true to that core mission even as we relaunch as the Overwatch Alliance.

We are committed to supporting grassroots, community-based organizations, specifically those with budgets under \$500,000, because we believe these organizations have the most impact in their local military communities. We

have also chosen to focus on these smaller charities because they often have difficulty obtaining financial backing due to their smaller scope. In many cases, our grant funding helps jump-start their efforts and makes a direct impact on the success of their missions.

Our Board of Directors is comprised of veterans and active duty and retired military professionals who have lived through the exact situations and obstacles that members of our military community face every day. We use our first-hand knowledge as we determine where to spend money and what programs will benefit from our grants the most and we work extremely hard to ensure that the money we receive through donations goes directly to organizations that work directly with our country's military, veterans and their families.

The Overwatch Alliance's success is largely dependent upon the generosity of its donors – both corporate and individual. We ask that you remember the Overwatch Alliance in your giving plan this year. With your donations, we look forward to helping many more organizations next year.

Sincerely,

Dennis O. Tonneslan
Chair

CURRENT BOARD MEMBERS

Dennis O. Tonneslan
HMCM (SS/FMF) USN (Ret.)
Chair

Frank Bumstead
USN Veteran
MBM
Vice Chair

Carter A. Howard
USA Veteran
Treasurer

Bill Armistead III

Bernie Chesman
CW2 (USAR, Ret.)

Vicki Doster
Col. (ANG, Ret.)

Debbie Kubiet
CSM (USAR, Ret.)

EXECUTIVE STAFF & NON-VOTING BOARD

Brice N. Smith, CPA, MBA
President

Cheryl A. Stone
Secretary
Grants Administrator



ABOUT OVERWATCH ALLIANCE

WHY OVERWATCH ALLIANCE

Formerly called the ASMBA STAR Foundation, the Overwatch Alliance is a 501(c)(3) not-for-profit dedicated to meeting the rapidly growing financial, physical, emotional and psychological needs of our military community.

This year, we completed a major rebranding. In modern warfare, “overwatching” is the act of surveying dangerous terrain and providing cover when allies need it most. On the battlefield, overwatchers have your back. We chose the name Overwatch Alliance because we have the honor of providing cover to our nation’s heroes at home. We understand their struggles and support organizations dedicated to helping them heal, wherever they are.

At Overwatch Alliance, we believe that some of the most important work in fulfilling those needs is being done by small, grassroots organizations. All across the nation, these groups, almost always made up of volunteers, are reaching out to serve the military community on the local level. Overwatch Alliance is committed to providing grants to those operating community-based programs that are healing our nation’s heroes.

It’s about neighbors helping neighbors and serving people in your community. It may feel small in scope, but we have found that this is the best way to assist veterans and military families.

OUR FUTURE

In the coming year, Overwatch Alliance plans to intensify its ongoing efforts to fund small, grassroots organizations catering to military personnel and their families.

In order to achieve that, we must amp up our fund-raising efforts. We have increased our social media outreach and will continue to do so. We also intend to expand our use of fund-raising events to include a full “Week of Giving” drive, similar

to NPR, culminating with the Music City Salutes Radiothon and concert as well as additional black-tie events in the spring and summer.

In order to build an engaged list of possible donors, we have created a recurring newsletter. By sharing compelling content and relevant updates, we will show our donors the value of what Overwatch Alliance does, and send a call to action to donate.

ABOUT OUR BOARD

Our board includes active duty, veterans and business professionals with a genuine concern for the men, women, and families serving in our Armed Forces. They not only volunteer their time, but also contribute financially to the organization. Board members don’t just govern, they take an active role in reviewing grant packages, using carefully adopted guidelines to determine awards. Over the last 10 years, the Board has awarded nearly \$2.5 million in grants to more than 130 organizations across the United States.

LEARN EVEN MORE ABOUT US

To learn more about Overwatch Alliance, or to send a donation, please visit our site OverwatchAlliance.org. You can also find us on the social media sites below:

Facebook: [FB.com/OverwatchAlliance](https://www.facebook.com/OverwatchAlliance)
Instagram: [@OverwatchAlliance](https://www.instagram.com/OverwatchAlliance)
Twitter: [@OverwatchOrg](https://twitter.com/OverwatchOrg)

YOUR DONATIONS AT WORK

PATRIOT FOUNDATION PINEHURST, NC

The mission of the Patriot Foundation is to provide support for the families of Fort Bragg, NC (Airborne), Fort Campbell, KY (Air Assault), Special Operations Soldiers and other selected warriors. The organization, run 100% by volunteers, works to provide scholarship funding for children of deceased and wounded/injured soldiers. In the past, the Foundation has also arranged a variety of other support from individual donors for specific purposes.

REBOOT COMBAT RECOVERY FT CAMPBELL, KY

REBOOT Combat Recovery supports combat veterans and helps their families experience breakthroughs in their war against PTSD. They work to heal combat trauma by treating not just the body, but also the soul. At REBOOT locations across the country, military families are healing, divorce rates are dropping, medication abuse is decreasing and suicide numbers are being reduced.

SEGAMI FT VALLEY, GA

The primary focus of SEGAMI is a health and wellness program called the SEGAMI Healthcare Fund. The Healthcare Fund pays existing medical bills, prescription drug costs and the deductible for medical surgeries of our uninsured veterans. The goal of the SEGAMI Healthcare Fund is to assist five (5) military families per month, that receive a maximum healthcare grant of \$1,000. SEGAMI started the Healthcare Fund in October of 2010 to assist uninsured veterans and their family members.

SMOKY MOUNTAIN SERVICE DOGS LOUDON, TN

This all-volunteer organization acquires, trains and places certified service dogs with qualified veterans who have physical and psychological disabilities – at no charge to the veteran. There is a huge need for service dogs for our veterans, and the largest obstacle in placing these service dogs is cost. The average cost to select, raise, train and certify a service dog is around \$25,000. Overwatch Alliance is pleased to provide training sponsorships of \$5,000 per dog.



FY16 GRANT RECIPIENTS

The following organizations received a grant from Overwatch Alliance during the 2016 fiscal year. Every organization applying for funding is thoroughly vetted for accuracy and transparency in reporting, program spending, fund-raising expenses, and executive compensation, as well as how well they are spending YOUR donation dollars. We want to be confident that your contributions to Overwatch are being used wisely – so we direct our grant support to small, grass roots volunteer-based organizations with programs and services aimed at making a significant and lasting impact in the lives of our military community, veterans and their families and loved ones. A list of the organizations that have received a grant from us in previous years can be found at www.overwatchalliance.org/grant-recipients.

American Military Family
Community Access, Inc.
Divide Camp, Inc.
Educational Destinations, Inc.
Enchanted Haven Horse Rescue
Homes for Veterans
Honoring our Veterans
K9 Care Montana, Inc.
Lehigh Valley Military Affairs Council
Luke's Wings
Military Racquetball Federation

Operation Troop Appreciation
Patriot Foundation
Patriot Rovers
Pets Loyal 2 Vets
Project New Hope, Inc.
REBOOT Combat Recovery
Sarasota Manatee Association for Riding Therapy
SEGAMI
Smoky Mountain Service Dogs
Southwest Horse Power, Inc.
Special Ops Survivors

This past fiscal year, we received a record number of requests from organizations needing help. As you can see, we were only able to fund 22 of them. Your support in the coming year can help grow this list!



MUSIC CITY SALUTES

A DAY OF GIVING AND A NIGHT OF COMMUNITY OUTREACH

Lightning 100, a local independent radio station, joined with Overwatch Alliance again in 2016 to host Music City Salutes, a 12-hour radiothon and charity concert, on Veterans Day. Proceeds raised during the day-long event benefited Overwatch Alliance.

Lightning 100 challenged its listeners to support military charities by making a donation online to Overwatch Alliance. The day of giving continued at Marathon Music Works with a benefit concert featuring headliner JD McPherson, with additional sets by Nikki Lane and Langhorne Slim. Several corporate sponsors helped make the evening possible including Regions Bank, Tito's Handmade Vodka, Dr. Pepper, AT&T and Sierra Nevada.

During the event, Overwatch Alliance was pleased to provide a \$5,000 grant to Operation Song. While performing on Armed Forces Entertainment Tours

at military bases around the world conflict, longtime Nashville songwriter Bob Regan was inspired to start Operation Song. His thought was that putting a service member or a veteran in a room with a songwriter could be therapeutic.

Operation Song pairs professional songwriters with veterans, active military and their families to help them tell their stories through song. Together, they arrange the puzzle pieces of their experience into verses and choruses and the result is a complete song that they can call their own. To date, they've assisted over 300 veterans with over 400 songs written.

There is no charge to veterans for this program. Almost 100% of their expenses are allocated to Program Expenses, which means they are spending their donors' money wisely. This is exactly the type of organization that Overwatch Alliance wants to support.



FY16 FINANCIAL REPORT

The ASMBA STAR Foundation, Inc., dba Overwatch Alliance is a related entity of the Armed Services Mutual Benefit Association (ASMBA) and therefore a part of ASMBA's Consolidated Financial Statements. These financials are presented under generally accepted accounting rules (GAAP) with a fiscal year that ends each year on March 31st. These financials were audited by Lattimore, Black, Morgan and Cain, PC, in Brentwood, TN, and their audit report dated June 1, 2016 expressed an unqualified opinion on the financial statements. The following is the financial position of the ASMBA STAR Foundation for the year ending March 31, 2016:

REVENUE		
Contributions, Gifts, Grants:		\$95,041
Federated Campaigns	\$22,331	
Related Organizations	\$0	
All Other Contributions	\$72,710	
Investment Income:		\$89,059
Net Income from Fund-raising Events:		\$31,153
TOTAL REVENUE		\$215,253
EXPENSES		
Grants & Similar Amounts Paid:		\$72,000
Program Service Expenses	\$84,682	
Management & General Expenses	\$12,624	
Fund-raising Expenses	\$82,428	
TOTAL EXPENSES:		\$179,734
TOTAL REVENUE LESS EXPENSES:		\$35,519
	Beginning Current Year	End of Year
Total Assets:	\$1,534,881	\$1,433,936
Total Liabilities:	\$1,239	\$143
Net Assets at End of Year:	\$1,533,642	\$1,433,793

Overwatch Alliance awards grants to non-profit organizations that provide services to the men and women who serve, or have served in our military, veterans, and their families and loved ones. Only non-profit organizations designated as tax exempt by the Internal Revenue Service under Section 501(c)(3), and not considered a private foundation as described in Section 509(a) are eligible. Please visit the "Apply" section of our website at www.overwatchalliance.org to learn more about the application process.



*Thank you to everyone who made FY2016
another great year for Overwatch Alliance.*

Overwatch Alliance

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Internal Revenue Service EIN: 26-3180510
a 501 (c) (3) Public Charity

Combined Federal Campaign (CFC) Number: 57446
Charity Registration in all 50 states and the District of Columbia