



Any Soldier Inc.

2010 Annual Report

2010 Annual Report for Any Soldier Inc.

Welcome to the 2010 Annual Report for Any Soldier Inc.

While many support organizations have folded in this terrible economy, Any Soldier Inc. continues with the goal of becoming THE organization to support troops in harm's way.

Key events:

Surpassed over 1.8 million troops helped, with over 50,000 military contacts!

Web site went over 200 million hits! (on 15 April 2010)

Added a 'rejection' process to contact applications thus greatly improving the ability of potential contacts to be accepted and maintain the very high standards required of contacts.

Official page on Facebook,
<http://www.facebook.com/group.php?gid=51208402679>

Membership on the Facebook page hits over 20,000 in by December 2010!

Added "Army Only" option on menu for the Where to Send page. (3 July 2010)

Removed the "Chat Room" due to misuse. (23 Sept 2010)

Accepted for Combined Federal Campaign (CFC # 11993) for 2011.

Able to upgrade our web server's storage space. We have over 40,000 pictures, a number of videos, and much more now.

What's Next?

We are constantly on the search for avenues of improved effectiveness. Starting as a simple family effort to have grown into an organization that supports the majority of military forces in the war zones in only one year is both challenging and rewarding. We have learned many lessons and use them to guide our direction. We stay single-focused on supporting soldiers in harm's way.

We are building alliances with many other organizations and corporations to gain a stronger position as the leading effort in soldier support.

One focus is expanding our revenue base. This is necessary to take on the additional responsibilities and requirements necessary to manage and execute such a large effort.

We continue to build a more effective organization, not only for the soldiers, but so that folks around the world that want to support them the best way possible.

AnySoldier.com



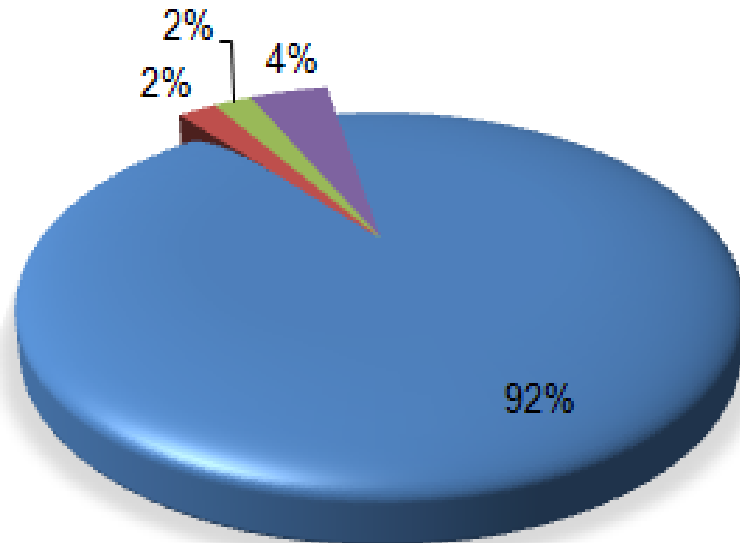
Summary of Financial Results

Audited Financials of Any Soldier Inc. may be requested by e-mail to Christina@AnySoldier.com

2010 Income

- Direct Public Support - \$338,375 or 92%
- Third Party Fundraising Revenue - \$7,547 or 2%
- Sales - \$7,242 or 2%
- Affiliate Revenue - \$14,487 or 4%

Affiliate Revenue refers to organizations who donate a percentage of sales due to a joint effort with Any Soldier



2010 Expenses

- Program Service Expenses \$257,986 or 89%
- General Administrative Expenses \$32,077 or 11%

