



HeroBox, Inc. Annual Report 2012

Notable Milestones

Received grants from Google, Home Depot Foundation, 1687 Foundation and Salesforce.com
Partnered with The Home Depot Foundation for annual Celebration of Service
Hosted our annual Holiday HeroDay
Featured on CNN (spoke with a HeroBox recipient in Afghanistan via Skype)
Partnered with Sheltering Books to collect 3,000 books for the troops
Launched 3rd version of website to enhance user experience
Registered sponsors in all 50 states
Sent 11,088 HeroBoxes to deployed service members

Key Financials

Total Revenue	1,484,864	
Total Expenses	1,429,175	
Net Revenue	55,689	
Programs	810,975	57%
Administrative	195,662	14%
Fundraising	422,538	29%

Please Note: HeroBox fundraising expenses are unusually high this year because we focused heavily on raising money for our programs. Typically our Program expenses are over 90%. We continue to be good stewards of your donations and look forward to advancing our mission with the funds raised.

Yours in Freedom,

Ryan Housley
Executive Director