



ANNUAL REPORT

JANUARY - DECEMBER 2023

OPERATION NEW UNIFORM



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ONE NATION UNDER GOD

On Flag Day in 1954, Congress passed a law to add the words “under God” after “one nation” to the Pledge of Allegiance.

*I pledge allegiance to the flag of the United States of America,
and to the Republic for which it stands, one nation, under God,
indivisible with liberty and justice for all.*



MICHELE MCMANAMON

Chief Executive Officer & Co-Founder

As we reflect on the past year, I am filled with pride and gratitude for the remarkable progress and achievements of Operation New Uniform (ONU).

In 2023, we achieved significant milestones. We launched an online, self-paced version of our training program for Active Duty Servicemembers and Veterans, funded by the State of Florida, significantly increasing our capacity to assist students regardless of location and time constraints. We also expanded our outreach to Tampa, Florida, a location that is similar to Northeast Florida in terms of its military and veteran population density.

We are proud to report that the financial impact to the economy based on the salaries of all graduates since Operation New Uniform's inception in 2014 through the end of 2023 is \$23M. With 97% of our graduates securing employment within four months and an average starting salary of \$81,000, the socio-economic benefits to Veterans and their families are clear. Our long-term impact on the community is significant, as we collaborate with other non-profit agencies to provide comprehensive resources and support.

Looking ahead, our strategic priorities include expanding our geographical reach, innovating in program delivery, and strengthening our partnerships with hiring companies. We are focused on securing unrestricted funds, larger office space for training, and securing a volunteer coordinator to support our growing operations.

In conclusion, I thank each of you for your unwavering support. Together, we are making a profound difference in the lives of those who raised their hand in service to our great nation, and their families. We remain dedicated to empowering our Active Duty Servicemembers, Veterans and Military Spouses, ensuring they have the tools and opportunities to build successful, fulfilling careers.

Blessings,

Michele A. McManamon



OUR VISION

To produce confident graduates who are coveted and embraced by the community.

OUR MISSION

Operation New Uniform empowers Active Duty Servicemembers, Veterans, and Military Spouses to successfully transition from military life to purposeful, stable careers.

Annual Report Photography by Sheridan Garrett
Chief Executive Officer of Vision Quest Productions



INTRODUCTION

Established in 2014 in Jacksonville, Operation New Uniform (ONU) empowers Active Duty Servicemembers, Veterans, and Military Spouses to transition from military life to meaningful, stable careers. ONU utilizes Sandler's proprietary training to help participants build self-confidence and forge new identities beyond their military roles.

In 2023, ONU expanded its reach to support more individuals in their transition journeys. Key achievements included launching an online, self-paced version of its in-person training for Active Duty Servicemembers and Veterans, funded by the State of Florida. This innovation significantly expanded ONU's capacity to assist students wherever they are located. Additionally, ONU expanded its outreach and training to Tampa, Florida, with the support of Keiser University.

Recognizing the unique challenges faced by Military Spouses, ONU made strides toward creating a fully virtual training program tailored to their needs. This shift from in-person training addresses the real-life demands on Military Spouses, who often manage their entire households due to their spouse's activation status. ONU endeavors to develop an online, self-paced training program to better accommodate Military Spouses and their families.

In the next few sections, we will cover our 2023 objectives, achievements, financials, and impact assessment.



OBJECTIVES & ACHIEVEMENTS

I. INCREASE THE NUMBER SERVED (ACTIVE DUTY SERVICEMEMBERS, VETERANS, AND MILITARY SPOUSES):

- 2022: 67 Students
- 2023: 110 Students

II. EXPAND AND ENHANCE PROGRAM REACH:

- 2022: 7 Classes
 - Active Duty Servicemembers and Veterans:
 - Jacksonville, FL (in-person and virtual): 4
 - Tampa, FL (in-person and virtual): 2
 - Military Spouse (in-person and virtual): 1
- 2023: 10 Classes
 - Active Duty Servicemembers and Veterans:
 - Jacksonville, FL (in-person and virtual): 4
 - Tampa, FL (in-person and virtual): 2
 - New Online, Self-Paced: 2*
 - Military Spouse (in-person and virtual): 1

*In 2023, Operation New Uniform received funding from the State of Florida to create a new, online, self-paced version of its proprietary program. The training is specifically designed for Active Duty Servicemembers and Veterans whose schedules or locations do not permit in-person or virtual training. The training is timebound, with milestone requirements, regular staff check-ins, coaching, and mentoring.



OBJECTIVES & ACHIEVEMENTS

III. STRENGTHEN & ENHANCE PARTNERSHIPS: (EXAMPLE: SWISHER)

Swisher, a family-owned business since 1861, has been a longstanding supporter of the mission of Operation New Uniform. In December of 2023, they demonstrated their unwavering commitment to supporting our nation's heroes by sponsoring both the class and graduation event for Class 56 of Operation New Uniform in Jacksonville. This partnership marked a significant milestone in our mission to empower Active Duty Servicemembers, Veterans, and their families.

Class 56, comprised of twelve dedicated Active Duty Servicemembers and Veterans eager to embark on new professional journeys, benefited immensely from Swisher's generous sponsorship. Their support enabled ONU to provide comprehensive, proprietary training, mentorship, and career guidance tailored to the unique needs of each participant at no charge to them.

Thanks to Swisher's sponsorship, these students received not only technical skills but also crucial soft skills that are vital in today's competitive job market. The impact was immediate and profound, with Class 56 participants equipped to secure employment within a remarkably short period after completing the program.

One such story is that of U.S. Navy Senior Chief Petty Officer (Ret.) Anthony Osborne, who transitioned from military life after 22 years and was looking to hone his skills in his current career, and potentially



OBJECTIVES & ACHIEVEMENTS

embark upon a new opportunity. After separating Anthony joined his wife, U.S. Navy Chief Petty Officer (Ret.) Kimberly Osborne (*pictured above with their children*), in real estate sales. To sharpen his skills in this new field, he applied to be part of Class 56, sponsored by Swisher. Anthony shared his newfound skills, talents, and abilities with his wife, who applied for and was accepted into the very next in-person class in Jacksonville. Anthony went on to accept a leadership position with an industry-leading company, while Kimberly is utilizing her new skills to increase her real estate sales.

Swisher's commitment to empowering veterans through education extends beyond financial support; their team actively engaged with Class 56 participants, providing insights and networking opportunities that enriched their learning experience. This collaborative effort underscores Swisher's dedication to making a lasting impact on the lives of those who have served our country. They also invited the Osborne's, and other ONU Alumni, to attend sporting events where they would be celebrated for their service to our great nation.

We extend our deepest gratitude to Swisher for their invaluable partnership and unwavering support. Together, we continue to pave the way for Veterans to thrive, ensuring they have the tools and opportunities to build successful and fulfilling futures. Thank you, Swisher, for supporting our mission, and making a difference in the lives of families like the Osbornes'.



CLASS 56: SPONSORED BY

SWISHER

A FAMILY-OWNED COMPANY. EST. 1861





OUR IMPACT: BY THE NUMBERS

\$23M

Financial impact to the economy based on the salaries of all graduates since Operation New Uniform's inception in 2014 through December 31, 2023.

\$82K

Average salary of graduates. This is an increase of \$8k from 2022.

97%

Percentage of graduates who secured employment within four months of graduating. This is the same as 2022.

ETHNICITY

- White/Caucasian: 54%
- Black/African American: 26%
- Hispanic/Latino: 7%
- Asian/Asian American: 6%
- Prefer Not To Answer: 7%

\$5M

Financial impact to the economy based on the salaries of all graduates employed during the 2023 calendar year. This is an increase of \$2.9M from 2022.

110

Number of graduates in 2023. This is an increase of 43 students from 2022.

90%

Percentage of graduates who indicated that the program "fills the gap" left by other transition training programs. This is the same as 2022.

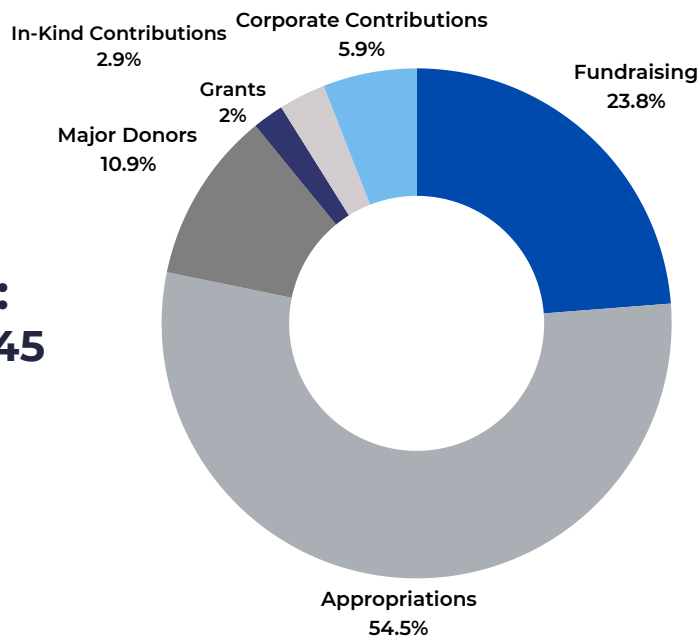
62% / 38%

Percentage of male graduates/
Percentage of female graduates.
The number of female graduates increased by 6% from 2022.

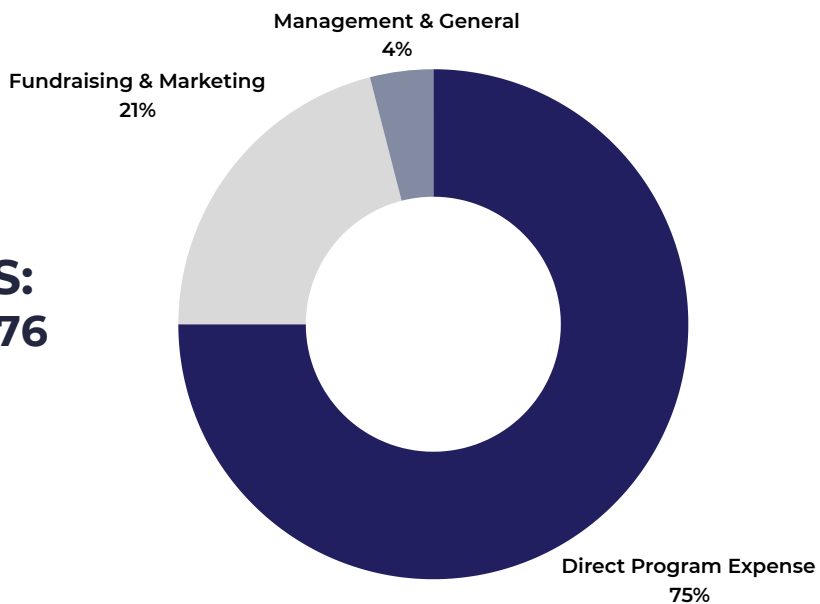


FINANCIAL OVERVIEW

REVENUE:
\$1,255,984.45



EXPENSES:
\$1,206,628.76





THANK YOU
CORPORATE SUPPORTERS & GRANTORS

SANDLERSM





- 1010 XL/92.5
- Abentras
- Addison Commercial Real Estate
- Adkinson Towing
- AEA Investors
- Aegis Pension Services
- Akron Community Foundation
- American Roll-On Roll-Off Carrier
- Ascendo Resources
- Amazon Global Military Affairs
- Amazon Smile Foundation
- Arlington Toyota
- Bank of America
- BBVA
- Beaver Street Fisheries
- Burton Foundation
- Caddell Construction
- CDZ Sales
- CIT Bank
- Clay County Electric
- Conceptual HR Solutions
- Congruent Wealth
- Convene Connections Group
- COX Media Group
- Eccentriq Development Solutions
- Ennis, Pellum & Associates, CPA's
- Fidelity National Financial
- Fields Auto Group
- Fire Watch
- First Citizens Bank
- First Citizens Wealth Management
- First Coast Road Rangers
- First Command Financial Services, Inc.
- Fisher Design
- Florida Archeological Services
- Florida Blue Foundation
- Florida Power & Light
- Foundation Building Materials
- Gryphon Wealth, LLC
- Hartley Press
- Heather McMaster Press
- Hueman People Solutions
- ICE (formerly Black Knight)
- Intercontinental Exchange
- Intrepid Capital
- Jacksonville Business Journal
- Jacksonville Party Company
- Jacksonville Radio
- Jacksonville Regional Chamber
- JAXPORT
- Johnson & Johnson
- J.P. Morgan Chase
- J.P. Morgan Chase Private Bank
- K9s for Warriors
- Keiser University, Jacksonville Campus
- Keiser University, Tampa Campus
- Manifest Distilling
- Marks Gray Lawyers
- Marsh Landing Title
- Mercedes Benz of Jacksonville



- Mercer Wine Estates
- Meyer Najem
- Mission BBQ
- Network for Good
- New York Life
- Nimnicht Chevrolet
- One Digital
- Optimum Personnel Services
- Pet Paradise
- PGA Tour Red Coats
- Ponte Vedra Rotary Foundation
- Raintree Graphics
- Republican Women's Club of Duval Federated
- Rick O'Connor's Allstate
- Salesforce
- Sandler- Dave Mattson
- Sandler by the Ruby Group
- Sandler Tampa Bay
- Seasons 52
- Sight & Sound Productions
- Smith Books, Inc.
- SWCA Environmental Consultants
- Synovus Bank
- The Haskell Company
- THE PLAYERS Championship
- The Rachel Foundation
- The Tool Family
- The Williams Company
- Tom Petersen Foundation
- United Community Bank Foundation
- University of North Florida
- Vestcore Family Foundation
- Veterans United Craft Brewery
- Vision Quest
- Wander Media
- Westpac Midstream
- Wild West Guns & Gold

JOIN THE LOYALTY BRIGADE

Become a Loyalty Brigade member (monthly donor) by donating \$24 for 24 months and positively impact the lives of Active Duty Servicemembers, Veterans, Military Spouses, and their families.



 \$24 FOR 24



THANK YOU LOYALTY BRIGADE SUPPORTERS

- Blace and Kelly Albert
- James L. Bailey, III
- Robert Barber
- Kristine Binkley
- Jeffrey Blount
- Leah Boyd
- Robert Buehn
- Brian Butler
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- James Dunn
- Timothy Edwards
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- Deborah Gavin
- Timothy Goerin
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- Jeffrey and Elissa Wallace
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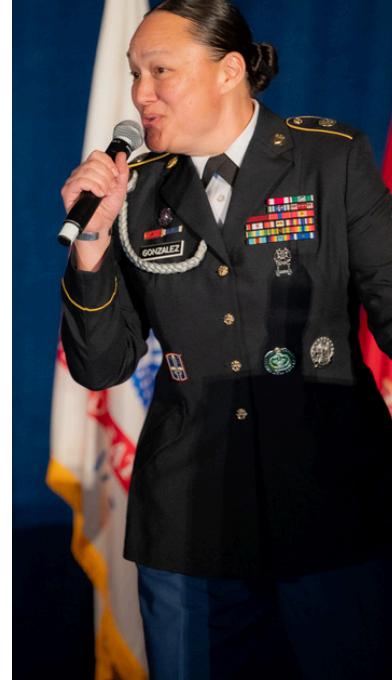
THANK YOU INDIVIDUAL SUPPORTERS

- Gabrielle Abbosh
- Marshall Adkinson
- Charlie and Maria Alberto
- Hollie Anderson
- Ryan Auclair
- Ron Autry
- Robert Barber
- Gretchen Bates
- Leah Boyd
- Louis and Lina Caldropoli
- Baron Carlson
- Jim Cotton
- Allissa Daniels
- Jerry and Allissa Daniels
- Joey and Monica Delmonico
- Donald Farley
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- Jay Forde
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- Edward Rundt
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- Margaret Sherill
- Susan Steward
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- Amy Tennant
- John Thompson
- Gary and Kristi VanDyk
- Christopher Valdiva
- Cathy Wichert
- Efferem Williams
- Lismarie Winslow
- Joseph Zanghi
- Louis Zitello
- Tommy and Judith Zitello



VETERANS CUP CLAY SHOOT FUNDRAISER 2023





HEROES GALA FUNDRAISER 2023





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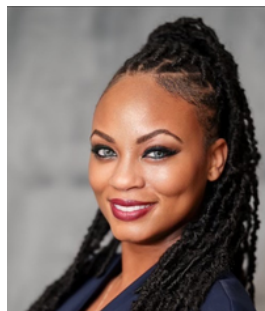
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Johnny McManamon
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