



Any Soldier Inc.

2006 Annual Report

# 2006 Annual Report for Any Soldier Inc.

Welcome to the 2006 Annual Report for Any Soldier Inc.

2006 was a formative year for Any Soldier Inc. Growing pains driven by demand for it's services and waning support for the war made for an interesting battle.

## Key events:

The traffic on the web site remains strong in the face of the political environment:

2006	2,332,647 visits	37,761,698 hits
2005	2,948,889 visits	50,089,386 hits
2004	1,390,053 visits	15,780,714 hits

- Sergeant Brian Horn, the inspiration for Any Soldier Inc., deploys to Afghanistan with his unit, the 173<sup>rd</sup> Airborne Brigade.
- Sergeant Brian Horn is selected as the "Hero of the Year" by the Miller Brewing Company along with Stars and Stripes.
- AnySoldier.com is accepted on the AmericaSupportsYou.mil web site.
- Captain Gary Bourland, 2-time contact with AnyMarine.com, becomes a board member of Any Soldier Inc.
- AnySoldier.com reaches a new level of support on 21 December, with 4,416 contacts serving 140,555 troops!
- Any Soldier Inc. is accepted on the Combined Federal Campaign (CFC) for the first time.

Any Soldier Inc. was a guest at a number of events around the country. Some of the larger ones were:

- Pitney Bowes in Grand Central Station, NYC for their “Valentines for the Troops” day with much media coverage.
- Blocker Harley-Davidson in Parryville, Pa. sponsored a huge troop support effort.
- Amberjack V Cruise, NYC
- 2006 U. S. Beauties National Pageant
- Marriott International in San Francisco for a meeting with over 200 of their business partners.
- Ferrari-Maserati of Long Island did a benefit and demonstration of over 100 cars in September.

This is just a sampling, as many shows hosted by board member and comedian Nancy Ryan were very successful, and our supporters world-wide did various events. Some of them are highlights on our web site’s “Success Stories” page.



## **Additional sources of revenue:**

The Any Soldier Inc. online catalog of promotional items (bumper stickers, t-shirts, etc.) was vastly improved with the additional ability of online credit card processing and many additional items are now available to purchasers such as banners, key chains, pins, hats, etc.

Christine Cicala pulled together all the requirements for Any Soldier Inc. to be listed in the 2006 Combined Federal Campaign (CFC). This is a major help for Any Soldier Inc. as this allows all federal employees, including all military branches, to designate Any Soldier Inc. for their CFC donations.

Our vehicle donation program with "Car Program, LLC" is a continuing success with an amazing average of 3 vehicles a day being donated.

## **Web Site Improvements:**

There were many improvements to our web site. We started as a donated space on a friend's server, and now have our own dedicated and very high-speed system. This was necessitated by the massively heavy traffic on our web site. Some of the improvements were:

- The application the troops use to join our program has an optional "Next of Kin" area so the staff of Any Soldier Inc. can contact the person listed in case of a loss of the contact.
- Added a "News and Stuff" page, making finding interesting and important items on the site much easier and organized.
- Added a "Keyword Application". This is a unique feature on the site not found anywhere else. On the contact's updates shown on the "Where to Send" page, the server hits on "Keywords", automatically linking them to a supplier who works with Any Soldier Inc. and will ship direct to the troops. This helps the average supporter find hard to understand or find items, such as the special goggles the troops need. A simple click on the update and they go right to the best place to get the item.
- Added the "#Male/#Female" menu option on the Where to Send page. This allows folks to sort our contacts on the number of troops they support. This feature is also incorporated in the search page, the only one like it anywhere.
- Improved and expanded the search capabilities on the site offering the world's only search engine to identify the needs and wants of the deployed troops.
- The "Video Corner" is now streaming video, reducing bandwidth and improving performance to the user.

## 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](http://AnySoldier.com)

