



MCEC<sup>®</sup>



## 2021 Annual Report



## OUR MISSION

MCEC® supports all military-connected children by educating, advocating, and collaborating to resolve education challenges associated with the military lifestyle.



## OUR VISION

Every military-connected child is college-, work-, and life-ready.



## OUR VALUES

MCEC® remains committed to meeting our Mission and Vision through collaboration, integrity, relevance, and service.



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# EXTERNAL & INTERNAL OVERSIGHT

MCEC® ensures the quality, integrity, and consistency of its programs, trainings, and services through rigorous oversight.

## EXTERNAL OVERSIGHT:

- >> Financial validation through the annual independent audit
- >> America's Best Charities Seal of Excellence
- >> GuideStar Platinum Seal of Transparency Award, the highest level bestowed
- >> The Better Business Bureau Wise Giving Alliance accreditation
- >> Charity Navigator 100/100 Rating



## INTERNAL OVERSIGHT:

- >> Evaluation and guidance from MCEC's 20-member volunteer Board of Directors, who bring extraordinary talent and records of impact from the military, professional, academic, and nonprofit sectors
- >> Guidance and evidence-based expertise from the MCEC® Science Advisory Board, comprised of 17 volunteer professionals representing the fields of research, psychiatry, psychology, medicine, mathematics, public policy, and grief and loss specialties





## LETTER FROM THE CHAIR & CEO

As the Military Child Education Coalition® enters our 24th year in 2022, we are proud of how our organization has continued to support military-connected children despite the challenges of COVID-19. As increasing numbers of children across the nation have safely returned to school, we are excited to have even more opportunities to make a difference in their lives.

MCEC® made strides this past year on many of our initiatives, highlighted in the Accomplishments pages of this report. In our first full year as National Advocate for the Purple Star Schools Program™ initiative, MCEC® provided support and advocacy for states as they established their own programs to help schools better respond to the educational and social challenges facing military-connected children. The number of states with Purple Star Schools programs rapidly expanded, growing from only nine at the beginning of 2021 to 28 by the close of the year, with many more expected this year.

As schools had to transition to virtual classes for much of the year, we had to adjust as well. While we are proud to still offer services and support on-site, we also expanded our virtual offerings in Education Services. This allowed us to connect with parents, students, and professionals more effectively and work together to resolve the issues that affect military-connected children.

We brought our National Training Seminar back in July 2021 as a virtual event. We had the highest participation in a decade, highlighted by a speech from First Lady Dr. Jill Biden. We also returned to West Point for the fall session of the Frances Hesselbein Student Leadership Program™ thanks to generous support from PAE. Ten inspiring students, who already make an impact at their schools through the MCEC® Student 2 Student® program, were rewarded with a unique leadership experience at the United States Military Academy.

This year, we implemented MCEC's Strategic Plan 2021-2025, which is based on the Planning, Analysis, Design, Development, Implementation, Evaluation, and Maintenance (PADDIE+M) model of instructional design. This rigorous approach led us to realign several teams and create the Education Services department to maximize our organizational efficiency. This has allowed us to offer more resources and support while optimizing our mix of virtual and in-person delivery methods.

MCEC® finished the year with net revenue due to two main factors. First, we secured a Payroll Protection Plan loan that was forgiven, thus alleviating some



payroll expenses. Second, despite the very successful pivot to virtual delivery of programming, the pandemic prevented the execution of several in-person programs and initiatives in 2021. This made the full execution of our funds more difficult. We plan to use these accumulated revenues in the coming year. We expect that demand for our programs will increase as students return to in-person school. As such, we anticipate a planned and logical deficit as we make use of resources from previous budget years. Thanks to sound fiscal management and responsibility we have been able to weather the pandemic, but we are still counting on you, our supporters, to power our initiatives in 2022 and beyond.

Thanks to our generous sponsors and donors, we can offer increased virtual resources, and our signature annual event, renamed the MCEC® Global Summit, will return in July 2022. We are excited to welcome our colleagues and partners once again to Washington, DC, for a reinvigorated professional learning event that will feature the nation's foremost experts and influencers in the military-connected education world.

Everyone MCEC® engages with, from military-connected students and parents to educators and professionals, and from collaborators to sponsors and donors, has been resilient and positive as we work through these challenging times together. Throughout it all, the focus has remained on how all of us can best support our military-connected kids and young adults on their journey to become college-, work-, and life-ready. MCEC® remains as committed as ever to this mission and will continue to change and evolve to meet new challenges, as well as seek new opportunities to help our students succeed.

We are eternally grateful for your continued support, encouragement, and assistance as we walk this path together.



*Cecil D. Haney*

CECIL HANEY  
Admiral, United States Navy (Retired)  
Board Chair



*Rebecca J. Porter*

DR. BECKY PORTER  
President and  
Chief Executive Officer



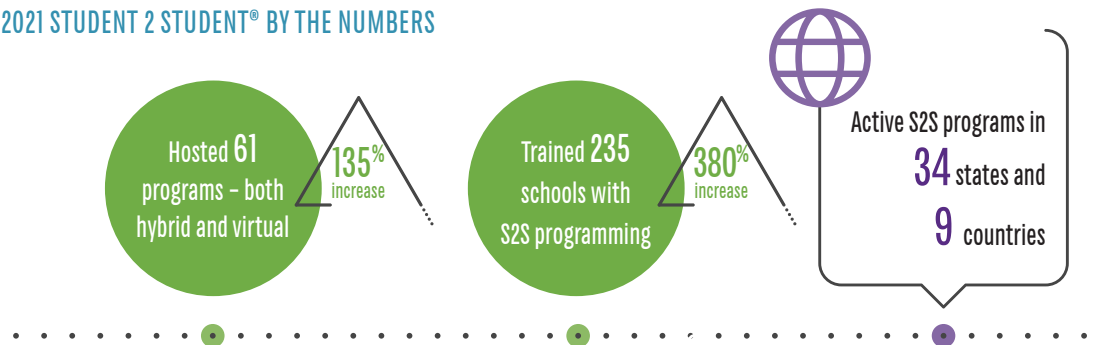
# 2021 ACCOMPLISHMENTS

Despite the disruptions caused by COVID-19 at K-12 schools across the U.S. and at schools for military-connected students overseas, MCEC® was able to deliver quality programs and services to benefit students, parents, teachers, and other professionals. Adjusting to an environment of remote learning and professional development enabled MCEC® to increase its engagement in several areas. Highlights are below.

## STUDENT ACHIEVEMENT

Student 2 Student® (S2S™) is a student-led and faculty-advised program with the mission to take care of new students at the high school, middle/junior high school, or elementary levels. An S2S™ program introduces the new students to campus, culture, and community, and impacts the entire student body by uniting the campus to create a culture of inclusion. The desired results are improved academic performance and positive peer-to-peer interactions. In 2021, we saw large increases in S2S™ training because more districts requested training for multiple schools and we were able to deliver more training virtually.

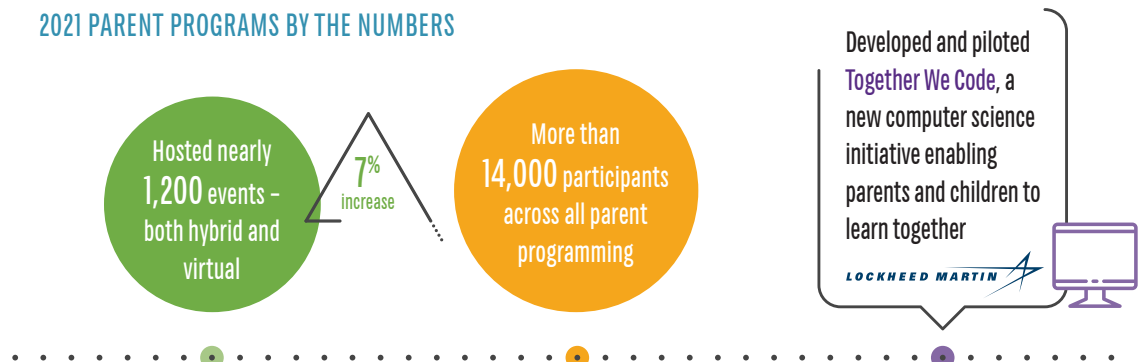
### 2021 STUDENT 2 STUDENT® BY THE NUMBERS



## PARENT SUPPORT

The MCEC® Parent Support Program is focused on empowering parents to be their child's strongest advocate on educational, social-emotional and transition issues. A team of parents from installation areas are trained to bring MCEC® Parent Workshops to their local communities and implement effective solutions to transition challenges. Workshops are offered through community-based teams, one-day education seminars, and via online webinars and podcasts. While parent program events were up slightly in 2021, the number of participants declined due to shifts away from in-person delivery and screen fatigue for students and parents working from home.

### 2021 PARENT PROGRAMS BY THE NUMBERS



## PROFESSIONAL DEVELOPMENT

MCEC's Professional Development program delivers one-day face-to-face training, asynchronous online learning, as well as live virtual courses designed to enhance the current capabilities, competency, and awareness of professionals who serve and support military-connected children and youth. New this year and in response to COVID-19-induced limitations on gathering, MCEC® introduced live virtual training. All professional training opportunities are led by highly qualified, skilled instructors experienced in youth development, education, counseling, social work, and other related fields. Virtual learning opportunities are designed to engage professionals in a meaningful way with quality curriculum in the ideal learning environment – their own home or wherever helps maximize their time.

As the landscape of education has been increasingly challenging, the ability to deliver professional development has been impacted by competing priorities on school professionals, from requirements for CEU credits being waived by some states to teacher shortages and school closures.

### 2021 PROFESSIONAL DEVELOPMENT BY THE NUMBERS



#### Mindsets: Motivate and Encourage Kids to Grow, Learn and Be Successful



##### Presenters:

Jaime Sheppard & Teri Robinson

Master Parent Educators



Today's workshop is sponsored by The State of South Carolina

909 Mountain Lion Circle | Harker Heights, Texas | 76548 | 254.953.1923 | MilitaryChild.org | CFC #10261





# 2021 ACCOMPLISHMENTS



## MILITARY STUDENT CONSULTANT SERVICE CENTER

As a trusted resource for transition- and deployment-related needs, our MCEC® Military Student Consultants (MSCs) are the premier source to address questions, concerns, or education-related needs for those who support our military-connected children. Our MCEC® Military Student Consultants are highly specialized education professionals who provide personalized concierge support directly to students, parents, and professionals who serve military-connected (Active Duty Military, Veteran, National Guard, Reserve, ROTC Cadre and Recruiter) families, no matter where they are in the world. MSCs advocate for and provide support to students and parents who experience academic or social-emotional challenges, and/or need direct problem-solving support or resources.

### 2021 MSC SERVICE CENTER BY THE NUMBERS



## MILITARY STUDENT TRANSITION CONSULTANT (MSTC) PROGRAM

The MSTC is a full time MCEC® employee embedded within school districts, able to work with students, parents, and staff daily, serving as an expert navigator knowledgeable about district policies and military-specific resources and supports. As school-based first responders, MSTCs are experts in school moves, military lifestyle, navigating the special education process, academics, college and career readiness, social-emotional issues, and conflict resolution. Their support helps decrease the turbulence in family life while building resiliency in students so they can more successfully cope and overcome the unique challenges they face while meeting their academic goals. The MSTC provides an ongoing continuum of care to students and parents to help them better understand the often confusing or stressful aspects associated with multiple transitions.

## MILITARY STUDENT TRANSITION AFFILIATE (MSTA) PROGRAM

The MSTA program enables districts with military-connected students to join a powerful network of nationwide resources to support smooth transitions. Affiliates are employees of the local education agency, designated by the school districts they serve, who assume additional work responsibilities in support of military-connected students. Affiliates are part of the school district culture, on-site and able to build relationships in order to solve problems at the local level. The strength of the Affiliate program is the personalized, continuum of care students, parents, and school personnel receive.

### 2021 MSTC/MSTA BY THE NUMBERS

Conducted 80 professional and academic trainings and 90 dedicated events.

181% increase

Provided transition support to nearly 1,800 students and problem-solving support to more than 1,800 students, parents, school professionals, community members, and installation representatives.



"Military children are constantly moving, just like their families. So, they are having to pick up and uproot several times during their life. They face a tremendous amount of change. They are constantly having to go into a new city, a new school district where they know no one. I think oftentimes people believe that all schools look the same and act the same and they don't; they are unique communities of their own."

~ Dr. Sean Maika, Superintendent of Schools, North East ISD, San Antonio, Texas



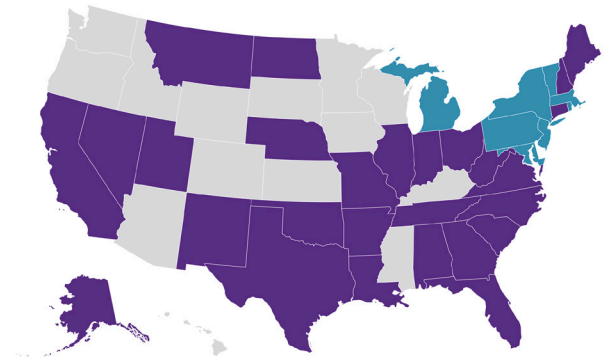


## PURPLE STAR SCHOOLS

MCEC® is the National Advocate for the Purple Star Schools Program™. The Purple Star Schools designation is typically approved at the state level and reflects the schools and districts that have demonstrated prioritization to support the social-emotional and academic challenges of military-connected students. The program is still expanding nationally, so states are in different stages of legislation, executive action, and implementation. While MCEC® does not designate Purple Star Schools, it advocates for and assists with education and readiness for schools seeking the designation through their state.

### 2021 PURPLE STAR SCHOOLS BY THE NUMBERS

- >> Helped grow statewide programs from nine at the beginning of 2021 to **28** by the close of the year
- >> Seven additional states - and counting - have Purple Star Schools legislation working its way through committees
- >> **134** education professionals trained to help their districts and campuses become Purple Star ready



## SCHOOLQUEST™

SchoolQuest™ launched in April 2021. It is a free interactive tool designed to support highly mobile military-connected parents and students with making the best choices before, during, and after a transition to improve academic success and social well-being. SchoolQuest™ is a comprehensive resource including academic trackers to monitor and plan a student's academic career progress. Additionally, student profiles can be customized to each student to track deadlines, courses, and topics of interest. There are a variety of resources on academic topics as well as scholarships, that are available. The tool uses checklists and school searches to assist in relocation and includes guidance on how to compare schools as well as space to take notes for easy reference.

### 2021 SCHOOLQUEST™ BY THE NUMBERS





## 2021 NATIONAL TRAINING SEMINAR

MCEC's signature annual event is a professional development and training opportunity inside of a two-day highly structured format with measurable and clearly defined outcomes. Each event includes an outstanding array of keynote speakers, informative distinguished lecturers, and breakout sessions, featuring workshops with usable, relevant information focused on supporting military-connected children. Due to the ongoing pandemic, the 2021 NTS was fully virtual, which allowed MCEC® to increase event participation by 65% over the previous seminar. In addition, post-event surveys indicated high levels of satisfaction, with more than 90% of respondents assessing the content as impactful on their ability to support military-connected students and their ability or willingness to analyze personal and professional practices.

### 2021 NTS BY THE NUMBERS

Event with more than 30 sessions presented to 1,740 attendees

65% increase

Highest attended/viewed sessions included those related to capturing student voice, using Whole Child Design, and the power of storytelling.



# NEW FOR 2022

## DON'T MISS THE 2022 MCEC GLOBAL SUMMIT!

Join us this July in DC as we come together. Take your place as part of a worldwide coalition to learn from the best in the field, and learn from each other!

# MCEC® GLOBAL SUMMIT

## THE JOURNEY OF THE MILITARY CHILD

### JULY 18 — 20, 2022

WASHINGTON, DC

The content for our 2022 MCEC® Global Summit theme, **The Journey of the Military Child**, will build on a whole child and holistic approach to military-connected youth. Emphasis will focus on supporting and nurturing all areas of development and learning while incorporating a broader view of the skills and knowledge military-connected children need for long-term success.



Please follow us on social media @MilitaryChild and check out our website, [MilitaryChild.org/MGS](https://militarychild.org/mgs), for the latest news about 2022 sessions and speakers.



# 2021 ACCOMPLISHMENTS



## MCEC® EN ESPAÑOL

formerly known as Parent Educator Team En Español

MCEC® En Español is an initiative that responds to the need to provide valuable resources and tools to the Spanish-speaking military community. In addition to translating relevant MCEC® resources and SchoolQuest™ content into Spanish, this team provides interpretation services for parents seeking advice from MCEC's Military Student Consultant Service Center and offers virtual workshops addressing various education-related topics relevant to the unique military family lifestyle.

### 2021 MCEC EN ESPAÑOL BY THE NUMBERS

MCEC En Español events:

Live parent workshops with **90** attendees

**17** live-streamed workshops and interviews in collaboration with Esposas Militares Hispanas USA Armed Forces (EMHUSA),

Reaching more than **3,300** viewers

Organized a virtual bilingual early literacy event with the author of "Atrápa la estrella" on Facebook Live

Translated **21** parent-focused curricula, the Tell Me a Story™ program, SchoolQuest™ checklists, and other resources



**5**

Requisitos que piden las Universidades en su solicitud de ingreso



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The Honorable Rosemary Freitas Williams





# INVESTMENT PARTNERS

As MCEC® continued to meet unusual challenges in 2021 associated with the pandemic, we could not have been successful in our quest to serve military-connected children and their families without our incredibly committed and loyal supporters – individuals, corporations, and foundations. Their consistent support clearly demonstrates they are as dedicated as we are to the academic success and social and emotional well-being of military-connected children. We are pleased to use this opportunity to thank all our valued donors who have remained stalwart supporters throughout the year. Highlights include:



USAA's generous support enabled MCEC® to develop and officially launch three new programs:

1. **SchoolQuest™**, a FREE, innovative parent resource of tips, tools, and tactics that enables parents to plan for and track their student's academic progress; create customizable student profiles; develop personalized checklists; set helpful reminders; search school capabilities across the nation; and access interactive resources.
  2. **Military Student Consultant Service Center**, a free, concierge-type service with highly trained and experienced staff who answer questions, provide resources, and help military families address some of the unique challenges associated with the military lifestyle; available to them no matter where they are in the world.
  3. **Spanish-speaking Master Trainers** who conduct trainings, workshops, and Tell Me a Story™ events in Spanish, and are systematically translating many of our resources into Spanish.
- .....



H-E-B, along with the Military-Civilian Charitable Foundation and The University of Texas at San Antonio, helped facilitate a Student 2 Student® Jamboree in San Antonio, TX, which included topics relative to leadership and academic futures and addressed poignant and sensitive issues associated with the social-emotional impact the pandemic has had on adolescents.





Veterans United Foundation funded the expansion of MCEC® services in the Fort Campbell, KY, area to add professional development and student support to our already successful parent support program.



Lockheed Martin assisted MCEC® in developing and providing a STEM event delivered virtually to high school students across the country. The event, which attracted over 1,000 registrants, highlighted some of the exciting careers in the space industry and featured an experienced astronaut who described his journey from high school to his current career. Lockheed Martin also provided significant programmatic support for military students, their parents and educators.



SID W. RICHARDSON  
FOUNDATION

The Sid W. Richardson Foundation funded the initial steps for a school system in Central Texas to become Purple Star certified while also introducing their families to GAB-on!, a platform that encourages parent/child dialogue and family engagement.



The May and Stanley Smith Charitable Trust provided invaluable unrestricted funds which enabled MCEC® to strengthen and grow in spite of the challenges associated with the pandemic.



Boeing generously supported the Purple Star Schools initiative creating supportive school environments for military students and their families in the National Capital and Tidewater regions of Virginia.

## OUR HEARTFELT THANKS

TO THE FOLLOWING DONORS FOR  
THEIR GENEROUS SUPPORT OF  
OUR MISSION:

- >> American Legion Child Welfare Foundation Inc
- >> Association of Military Banks of America
- >> BAE Systems
- >> Boeing Company
- >> Defense Credit Union Council
- >> Friends of the Central Texas State Veterans Cemetery
- >> H-E-B
- >> Lockheed Martin Corporation
- >> Mason Brown Family Foundation
- >> May and Stanley Smith Charitable Trust
- >> Military Benefit Association
- >> Navy Federal Credit Union
- >> Oshkosh Corporation
- >> Raytheon Company
- >> Sid W. Richardson Foundation
- >> Star Charity Golf Classic
- >> The Barry Robinson Center
- >> The College Board
- >> USAA
- >> The USAA Foundation
- >> Utley Education Foundation
- >> Veterans United Foundation





# INVESTMENT PARTNERS

## PAE

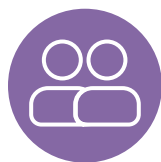
PAE has underwritten the cost of the semi-annual Frances Hesselbein Student Leadership Program™ (FHSLP) for the past two-and-a-half years. FHSLP is a week-long intensive experience held at the US Air Force Academy in the Spring and the US Military Academy at West Point in the Fall. It is designed to build skills through personal and small group settings through which students gain confidence, competence, and commitment to their leadership and build their local Student 2 Student® peer mentorship program. Distinguished guests provide insights to overcoming challenges and building personal character.



USAA, The College Board, AT&T, Boeing, BAE Systems, Association of Military Banks of America, Defense Credit Union Council, Military Benefit Association, and Tutor.com, along with several other organizations and individuals, enabled MCEC® to provide a fully virtual National Training Seminar, allowing registrants to attend the high caliber training opportunity free of charge and without any travel or lodging expenses.







# COLLABORATIONS

“The thing about serving military-connected children is that it really is about developing communities of care. And the coalition part of our name, Military Child Education Coalition®, really speaks to those partnerships in communities of care.”

~ Dr. Becky Porter, President and CEO, MCEC

- >> Alabama Education Trust Fund
- >> Armed Services YMCA
- >> Association of Defense Communities
- >> Association of the U.S. Army
- >> Blue Star Families
- >> Camp Corral
- >> Center for Public Research and Leadership, Columbia University School of Law
- >> Clearinghouse for Military Family Readiness, Penn State University
- >> Council for Professional Recognition
- >> Deloitte Consulting LLP
- >> Department of Defense
- >> Department of Defense Education Activity
- >> Department of Education
- >> Department of Veterans Affairs
- >> Elizabeth Dole Foundation
- >> Enlisted Association of the National Guard of the U.S.
- >> Florida Defense Support Task Force
- >> Frances Hesselbein Leadership Institute
- >> GAB-On!
- >> H-E-B
- >> Institute for Veterans and Military Families, Syracuse University
- >> Joining Forces
- >> Kansas State University
- >> Military Family Advisory Network
- >> Military Family Research Institute, Purdue University
- >> Military Impacted Schools Association
- >> Military Interstate Children's Compact Commission (MIC3)
- >> National Association of Federally Impacted Schools
- >> National Child Traumatic Stress Network
- >> National Guard Association of the United States
- >> National Guard Bureau
- >> National Military Family Association
- >> Office of the Secretary of Defense - State Policy Office
- >> Operation Homefront
- >> PsychArmor
- >> Sesame Workshop
- >> South Carolina Department of Veterans' Affairs
- >> Texas A&M University - Central Texas
- >> Texas Education Agency
- >> The College Board
- >> Tragedy Assistance Program for Survivors
- >> Tufts University
- >> Tutor.com
- >> United Through Reading
- >> University of South Carolina, College of Education
- >> University of Texas at San Antonio
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- >> U.S. Navy
- >> U.S. Space Force
- >> White Oak Collaborative
- >> Wounded Warrior Project



## MILITARY CHILD EDUCATION COALITION®

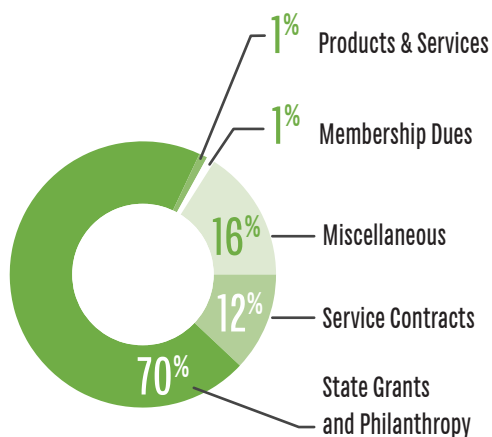
STATEMENT OF ACTIVITIES & CHANGES IN NET ASSETS FOR THE YEAR ENDED  
DECEMBER 31, 2021 (unaudited)

REVENUES	
Service Contracts	\$ 664,177
State Grants & Philanthropy	3,800,906
Products & Services	55,868
Membership Dues	46,072
Miscellaneous	852,915
<b>Total Revenues</b>	<b>\$ 5,419,938</b>

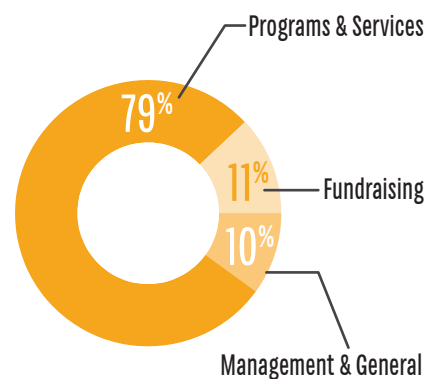
EXPENSES	
Programs & Services	\$ 3,648,891
Management & General	465,881
Fundraising	543,737
<b>Total Expenses</b>	<b>\$ 4,658,509</b>

CHANGE IN NET ASSETS	
Net assets as of Jan 1, 2021	\$ 4,955,553
Net assets as of Dec 31, 2021	\$ 5,716,982

### REVENUES



### EXPENSES





Some of the responses we have received to date from users of the tool include the following:



"I have 2 middle school students. One is gifted and one has challenges. I was able to find everything I needed to prep for a PCS move and get them enrolled in their new school on this site."

"It is filled with the kind of information I wish I had when we first started military life with children."



"It puts everything I need to manage a difficult PCS in the midst of a global pandemic in one place. I didn't have to search the internet for the details I needed to get my three children enrolled in their new schools."

"It puts everything together in one place!  
And, it works on my iPhone!"



"It is tailored for military families to help with the most stressful transitions we encounter during a PCS: schools."

"I LOVE this website! Thank you for your vision in putting everything together in one place!"



*register for free or to learn more, go to*  
**SchoolQuest.MilitaryChild.org**



## MCEC LEADERSHIP

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Cindy Simerly  
Vice President, Fund Development

Amanda Woodyard  
Vice President, Education Services



## ANNUAL REPORT

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Karen Kirk  
Graphic Designer

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Director of Marketing and Communications

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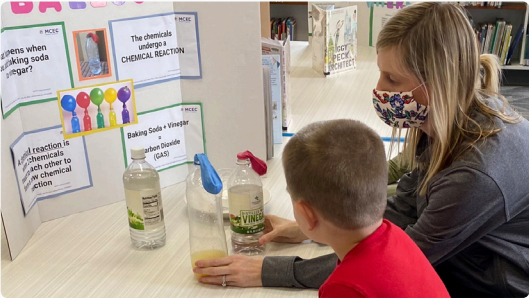
*stay in touch!*



TO DONATE:

**MilitaryChild.org/donate**





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