



2022 - 2023
Annual Report

From the President

I love Holloman. And I love Alamogordo. Yes, I genuinely mean that. No, I'm not joking. ... Seriously. It has been a dream of mine for years to run a nonprofit organization and here I am living my dream. So how could I not love these communities, right?

It is so much more than that though! While some may scoff at the small town vibes, the beating heart of Alamogordo is taking HUGE steps for the betterment of the town and everyone at Holloman. The base itself is also making many improvements and changes as well. The cogs of government move slowly though and seem to be wrapped up in the entirety of the World's supply of red tape.



With Sharene Brown Spouse of the
22nd Chief of Staff of the Air Force
May 2023

That's where the need for and the importance of the Holloman Spouses Organization comes into play. Making Holloman better is at the core of our organization. We have the funds that are needed right now to build this community up. "Help Us, Help Holloman" is a statement I said on loop this past year. We are an underutilized resource that I would truly appreciate your help promoting.

To everyone who has supported us, whether it just be with a like on a Facebook post or being a sponsor of our Auction and everything in between... You have been instrumental to our success and I thank you from the bottom of my heart, but to quote a classic "you ain't seen nothing yet"!

As we celebrate the staggering successes of our 2022 - 2023 Board Year, we are already looking ahead to next year. Community will continue to be our focus and what drives us. We will be moving forward with a "Together We Thrive" motto and mindset and we hope to have you by our side through the upcoming year.

Sincerely,

Bridget DeVos, President

The HSO

Who We Are

The Holloman Spouses Organization formed in 2019 when the existing Holloman Enlisted Spouses Club and the Holloman Officers Spouses Club merged. We are a registered 501(c)3 nonprofit dedicated to serving Team Holloman families, base organizations, and the local community.

What We Do

The HSO aims to provide ALL spouses of Holloman the opportunity to be a part of something!

Spouses from ALL branches, ALL ranks, ALL levels of service are welcome to join the organization.

We host monthly morale events, offer mentoring, focus on camaraderie, and strive to build a sense of community.

We award annual military dependent scholarships. Dependents at both Holloman AFB and White Sands Missile Range are eligible and encouraged to apply.

We also offer support to community events on base and in the city of Alamogordo. This support is shown both through financial charitable donations and volunteer acts of service.

Holloman Thrift Store & Cinderella's Closet

The Holloman Thrift Store is run by the HSO, with its proceeds helping to fund our Scholarships and Charitable Giving!

Our Thrift Store has an E1-E5 Program giving \$30 monthly merchandise credits to all E1-E5s and their immediate families.

There is also an Active Duty Uniform Program set-up to save our military members on the costs of replacing certain essential items.

Located inside the Holloman Thrift Store is our Cinderella's Closet. This program lends out dresses, suits, and accessories for every occasion from the Air Force Ball, to weddings, date nights, family photos, graduations, and prom.

Legacy

Gone are the split rank social clubs of the past. The HSO is a charitable nonprofit making a difference in the Holloman and Alamogordo communities ABOVE ALL ELSE. We will be better, do better, and leave Holloman better.

Organization Growth

53% Increase in
Membership



There was a 5.9% growth in our Facebook audience (1,021).



There was a 6.5% growth in our Instagram audience (146).



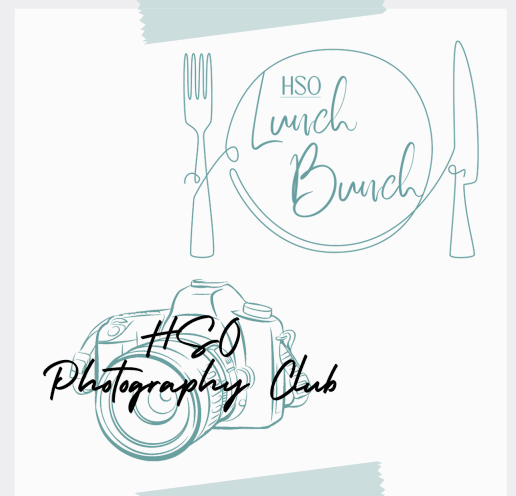
There was a 13.3% growth in overall Social Media Engagement.



We also had a 107% growth in our email reach.



New Mini Clubs



Community Outreach

We hosted 6
community
outreach events

and

volunteered at 8
other events!

We started the year off supporting an ALS Foster Care Clothing Drive.

In July we hosted a PCS-ta for Holloman families.

We followed that up by serving food at the Back to School Bash in August.

In September we hosted a dinner for Airmen in the dorms and decorated for the Air Force Ball.

In October we ran the carnival games at Fall Fest and handed out candy to Trick Or Treaters on Halloween.

Late November we got Club Holloman in the holiday spirit with Dec' the Club.

December saw us partnering with ALS again for Santa Letters and with the First Shirts for the Airmen Cookie Drive.

We also lost our voices in December cheering on so many runners at the absolute best water table the Lady of the Mountain marathon had!

We then partnered with MainGate United to host another Dorm Dinner in February.

In April we let the kiddos come purple up The Rock and were a sponsor of FSS's MOMC carnival.

\$2,109

Spent on
Community
events

Holloman Thrift Store

We expanded and increased our Thrift Store Credits!

Last Year

E1-E4

\$5,270

\$



E1-E5

\$44,415

THIS YEAR



WE SAVED

Active Duty

\$66,098

on uniforms

Fundraising

A NIGHT IN THE Trop-bids brought in \$20,385

After a 3 year hiatus, we brought back our annual auction with amazing success!

5 local businesses contributed a total of \$5,000 in sponsorship monies. The event was attended by 108 people from Holloman and Alamogordo who bid on a total of 65 Live, Silent, and Dessert Auction items.

We also hosted 2 photography fundraisers.



In Mid-September we organized 4 days of family photo mini sessions, generating a revenue of \$824.24 for our Operations fund.

We also offered Hot Cocoa photo mini sessions in December and brought in another \$267.62 for our Operations fund.

Scholarships

We awarded
\$27,500
in Military Dependent
Scholarships



The HSO strongly supports education and learning for all spouses and military family members.

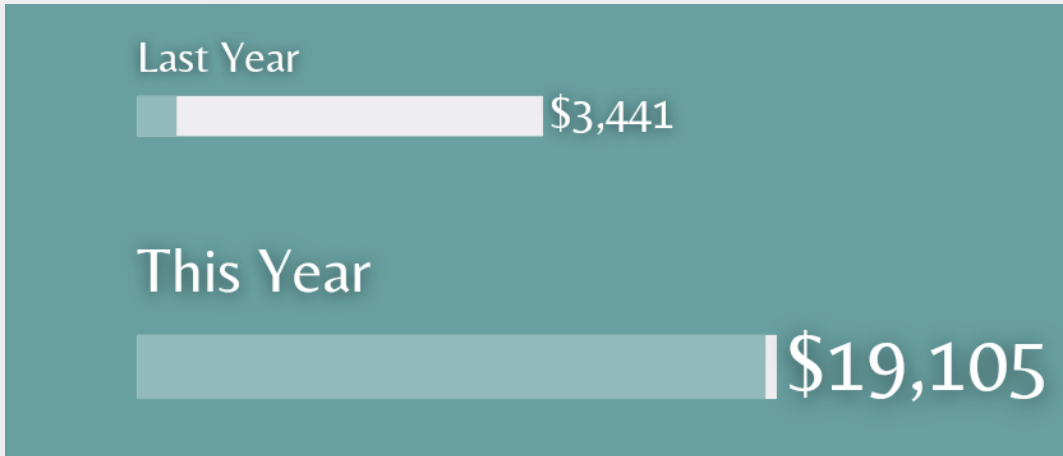
In an effort to provide Holloman AFB & WSMR dependents with opportunities in higher education, we offer an annual scholarship to college students of all levels (undergraduate, graduate, doctoral, vocational, and technical).

15 Total Scholarships

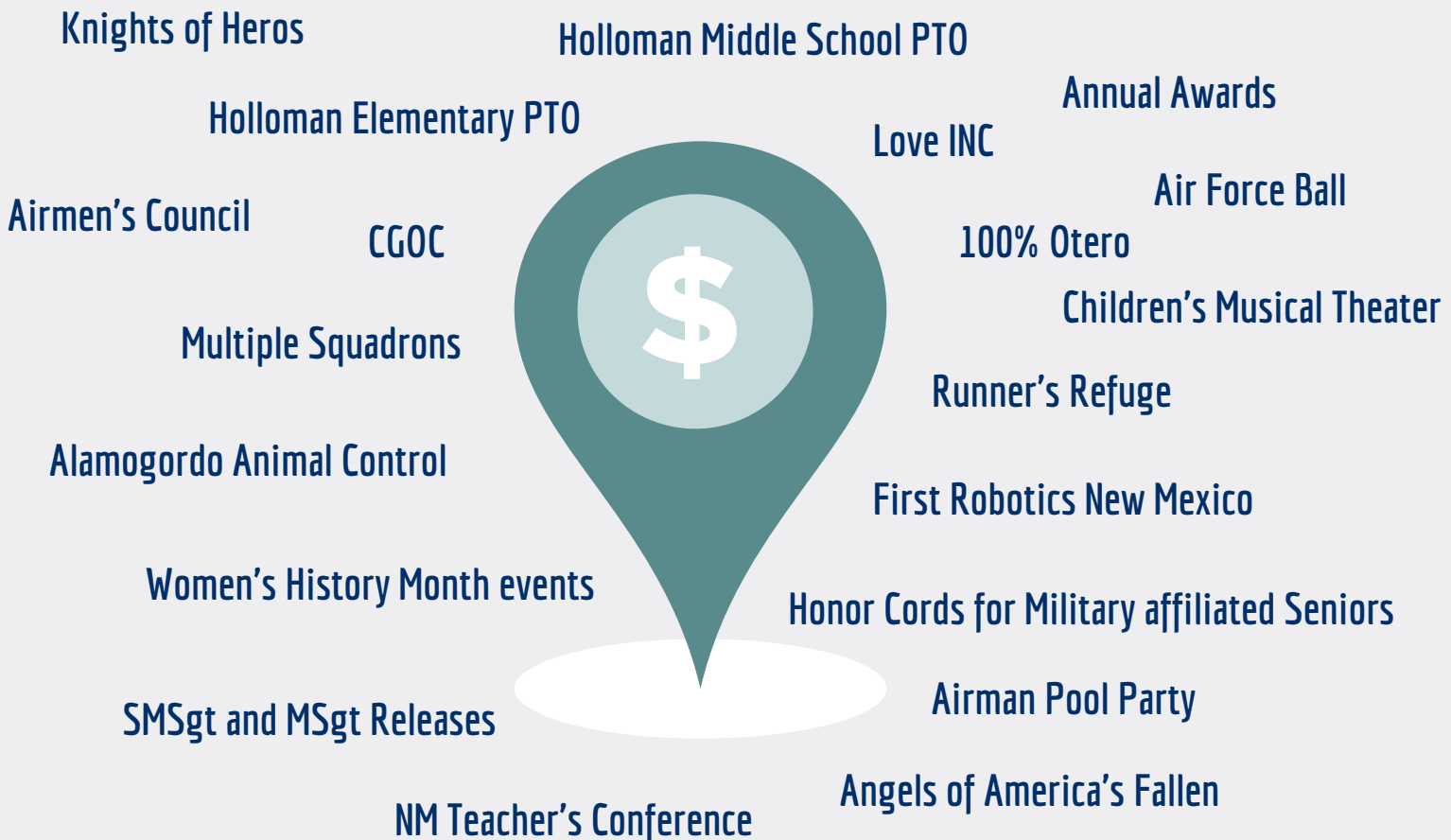
- 3 High School Seniors
- 1 College Freshman
- 11 Military Spouses



Charitable Giving



455%
**Increase in
Charitable
Giving**



Continuing Support

WE APPRECIATE AND WELCOME YOUR CONTRIBUTIONS AND VOLUNTEERSHIP!

Join

Annual Membership Dues for the 2023-2024 year will once again be just \$20!

Military Spouses from all branches and of all ranks are welcome! Mil-to-Mil, Retirees, and Community DVs are also encouraged to join!

Donate

A well stocked Thrift Store is the easiest way to Help Us Help Holloman!

Volunteer

Our Thrift Store is open to anyone with base access on Tues & Thurs from 10a - 6p and there is ALWAYS something to get done! We could also use help and extra hands on our Community Outreach activities!

Sponsor

We are looking forward to another successful auction in 2024.

A huge factor in our success was our amazing sponsors. Plan now to get your business on the list for next year!