

COMBAT COOKIE CONNECTIONS



Our Mission

We are a veteran owned and operated 501(c)3 non-profit organization. We bake and ship fresh from the oven cookies to U.S. military members who are deployed overseas with a mission to increase their morale. Being away from the comforts of home can be emotionally challenging. Sending cookies is one way to bring the feeling of home to a deployed military member.

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As 2024 comes to a close, I am excited to see what 2025 will bring. As the president of this incredible non-profit, I want to express my deepest gratitude to our amazing volunteers. Our board members—Christine, Pam, and Brandon—have been instrumental in our success. Our consistent weekly crew, including my mom, Shirley, Kate, Nancy, and Kris, has been unwavering in their support. We are also deeply grateful to our other volunteers, including Nikki, Shannon, Chuck, Jan, Sue, Glenda, Jim, Donna, Dale, Pam, Linda, Kelly, Bonnie, Marge, Christina, and Rebecca, who help keep us running. We wouldn't be where we are without all of you and the continued support of our many patrons.

As many of you know, Combat Cookies is not your typical bakery or nonprofit. We have skillfully combined selling delicious sweets to the public while keeping our mission to boost the morale of our military. Since opening our Dayton storefront in May 2021, we have proudly achieved this goal.

Three and a half years later, we're still going strong, and it's all thanks to supporters like you! Your belief in our mission has been the backbone of our success. Many of you have become like family, and that's one of the most rewarding parts of this journey.

As we look ahead to 2025, I'm excited to continue on our journey with a slight change in focus. Unlike many business owners or CEOs who aspire to grow bigger, my goal for Combat Cookies remains to serve our military members and keep our mission clear while staying the same size.

Over the past three and a half years, with the incredible help of our volunteers, I've dedicated myself to building Combat Cookies. I'm proud of what we've achieved, but in the process, I've neglected my personal well-being. Simple joys have been put aside, and my loved ones have had to visit the bakery just to spend time with me. Life is too precious to be spent entirely on work, so it's time to find a better balance.

Combat Cookies is thriving, and it's time to reduce special orders for cakes, cupcakes, and cookies to allow me more time to be human. Of course, our military boxes will remain our top priority. We will continue to be a small, grassroots nonprofit that values quality and personalization over quantity.

I was recently asked by a customer when is the time to turn our nonprofit into a for-profit. My answer is simple. Never. That has never been my goal and will never be. By keeping our team small and focusing primarily on supporting our military, we can stay closely connected to our mission, effectively manage our operations, and maintain the quality and personal touch that defines our nonprofit.

A wise reminder I've come to embrace: true success is not measured by size or scale but by the impact we make and the joy we find in the journey. By staying true to our mission, I hope to maintain the essence of Combat Cookies while also finding time to enjoy life's simple moments.

Thank you for supporting our mission and I look forward to another year with you all! May God bless each and every one of you, and may He continue to guide and support us in our mission.

Brandi

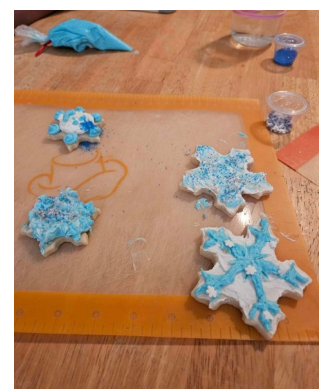
We received some boxes and cards from two of our younger supporters. This is a fantastic barn drawing created by 12-year old Garrett, the son of one of our volunteers, as well as the grandson of another volunteer. This barn has been standing since 1939 and is located on Garrett's family's property. This family has a history of seven generations of farmers on their land.

We also received two packets of letters from the art classes of Kendra Billingslea. Kendra teaches art at Mulvane Elementary and Middle Schools, Mulvane, Kansas, and was kind enough during Veterans Day to have her classes do art work to include in the boxes to our veterans! Thank you!



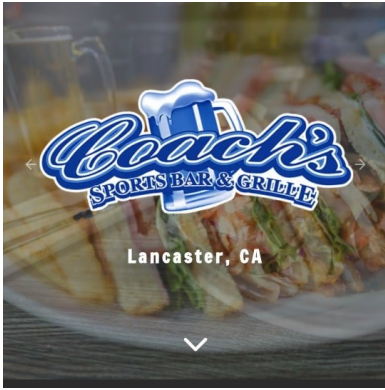
When you go on vacation for a week and make friends with the neighbor's dog, you later get to know his owners, and the word about Combat Cookies spreads.

Thank you Sabrena, from Michigan for the wonderful surprise! An entire box full of kids colorings shipped from Michigan! We love the decorated box too!!



For the holidays, we offered DIY Cookie Decorating Kits. The kits included six cookies, two icing bags, and three sprinkles. Each kit was \$12 (picture one above).

In the next three pictures above, you will see two of our younger supporters enjoying their DIY cookies kits before Christmas. Thank you to the Hall Family for your continued support and for sharing the pictures of your kiddos!



A big THANK YOU to Coach's Sports Bar and Grill from Lancaster, CA for their \$500 donation to Combat Cookies? We thank you for your support all the way from California!

Combat Cookies also scored an invite to the Marine Corps Ball in late November. Despite the Marines' playful jabs about our Air Force pride—let's be real, it was pure envy—we had a great time. Plus, we brought the cake, so we were definitely the icing on the evening. We would like to give a big shout out to our local USMC League for their additional donation of \$200 to Combat Cookies. We truly appreciate you all!



Are you ready for some good news? Our name and tagline have been officially registered with the US Patent and Trademark Office! Why is this important? Last year, we found a for-profit company that was using our name and tagline (with a slight twist) as their own. We approached them, asking them to stop because it could be very confusing to others seeking us out. They refused, so we decided to register our company information so that it would make them, and others like them, think twice before trying to imitate us.

I'd like to give a huge shout-out to our top donors, Mark Slade and Petra Zender for believing in our mission and helping to fund this project. We also thank our attorney who made this process simple for us.

Our logo is also currently pending and should be official very soon.

Oh! In case you're wondering what happened to our imitators, it appears they went out of business recently. That was not our intention. We wished them success...as long as they changed their name.

United States of America
United States Patent and Trademark Office

Combat Cookies

Reg. No. 7,607,494
Registered Dec. 17, 2024
Int. Cl.: 45
Service Mark
Principal Register

Combat Cookies Inc. (INDIANA NON-PROFIT CORPORATION)
294 Market Street #222
Dayton, INDIANA 47941
CLASS 45: Charitable services, namely, providing emotional support services for deployed military members by means of shipping them fresh baked cookies
FIRST USE 3-1-2018; IN COMMERCE 3-1-2018
THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR
No claim is made to the exclusive right to use the following apart from the mark as shown: "COOKIES"
SER. NO. 98-346,329, FILED 01-08-2024



Denise J. Brent
Acting Director of the United States Patent and Trademark Office



United States of America
United States Patent and Trademark Office

Cookies with a Mission

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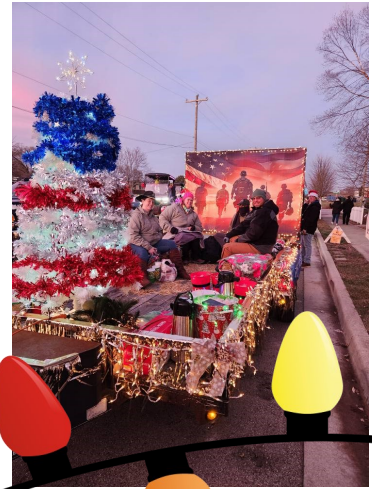
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THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR
No claim is made to the exclusive right to use the following apart from the mark as shown: "COOKIES"
SER. NO. 98-346,419, FILED 01-08-2024



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Acting Director of the United States Patent and Trademark Office



A VERY MERRY MAIN STREET Downtown Lafayette was lit up with holiday magic on Saturday, December 7th. The streets will lined with members of the community as we welcome the holiday season for a lighted Christmas Parade. The parade took place on Main Street from 11th to 2nd Streets. We want to thank Glenda, Sue, and Jim for getting us ready for the parade. You guys are awesome!



Santa comes to Combat Cookies



We also had a visit from the Grinch. The Grinch went around the corner to Brandon Bass Art for the afternoon.

What a year at Combat Cookies!

We are pleased to say that we mailed 209 boxes to our deployed service members. In 2023 we mailed 216, so we were slightly under this year.

Brandi and her team of volunteers made over 11,000 cookies in 2024. AMAZING!

Many of the cookies were sent in the 209 boxes mailed to our troops.

Don't forget to send names of deployed service member to Brandi, so that we can mail them a box in 2025.

You can go online at

<https://www.combatcookies.org/contact-us>

To make a request!

2018 - 2024 COOKIE COUNTER

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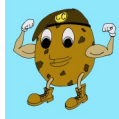
2024 Boxes Sent

2 0 9

Goal = 15 Boxes per month



WHY
we do what we do



January 2025

Sun

Mon




Tue

Wed

Thu

Fri

Sat

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| | | | 1  | 2 | 3 | 4  |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 Bakery 10a-2p |
| 12 | 13 | 14 | 15 | 16 Bakery 2p-6p | 17 | 18 Bakery 10a-2p Bingo, 4088 3p-8p |
| 19 | 20  | 21 | 22 | 23 | 24 | 25 Bakery 10a-2p |
| 26 | 27 | 28 | 29 | 30 | 31 | |