

# MARINE CORPS ASSOCIATION ANNUAL REPORT 2024

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# VISION

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To be universally recognized as  
The Professional Organization for  
the United States Marine Corps.

# OUR MISSION

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To be the preeminent association for all  
Marines and friends of the Corps dedicated  
to leader development, recognition of pro-  
fessional excellence and expanding aware-  
ness of the rich traditions, history, and  
spirit of the United States Marine Corps.



# FROM THE DESK OF THE PRESIDENT & CEO

## REFLECTING ON A YEAR OF ACCOMPLISHMENTS

The Marine Corps Association (MCA) continued to build on its success in 2024, remaining steadfast in its commitment to supporting today's Marines. Our mission is made possible by the generosity of our members, donors, and sponsors. Together, we have advanced professional development, recognized excellence, and preserved the Marine Corps' rich legacy for future generations. As we reflect on the accomplishments and challenges of the past year, I extend my sincere gratitude to all who support MCA—our members, staff, sponsors, and donors. Your unwavering dedication strengthens our shared mission to honor our legacy and serve the Marine Corps.

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**YOUR UNWAVERING DEDICATION STRENGTHENS OUR SHARED MISSION TO HONOR OUR LEGACY AND SERVE THE MARINE CORPS.**

## THE MARINE CORPS ASSOCIATION FOUNDATION

Established in 2009, the Marine Corps Association Foundation serves as MCA's fundraising arm and operates as a separate nonprofit organization. It secures philanthropic support to enhance MCA programs, focusing on professional military education, recognition of excellence, and the preservation of Marine Corps history and traditions.

## MEMBERSHIP GROWTH AND DEVELOPMENT

2024 marked the launch of a new membership model, Total Force, which introduced a two-tiered framework: Associate and Premium memberships. This structure provides access to exclusive online resources, including battlefield

studies, podcasts, and our flagship publications, *Leatherneck* and *Marine Corps Gazette*.

Starting the year with approximately 37,000 members, we closed 2024 with nearly 55,000 Premium members and 239,371 Associate members. This diverse and growing community—including active duty, reserve, and veteran Marines, as well as their families—forms the foundation of our identity and impact. Looking ahead, we are committed to expanding our reach, particularly among Marine veterans.

## EVENTS AND PROFESSIONAL DEVELOPMENT

One of our greatest successes in 2024 was the execution of 33 professional events worldwide. These included awards dinners co-hosted with Deputy Commandants and commanding generals, as well as professional dinners featuring prominent speakers from the Marine Corps and Department of the Navy. Attendance reached a record high of approximately 4,700, demonstrating the value of these engagements.

Our awards program also continued to flourish, recognizing excellence at both individual and unit levels. We proudly presented just over 3,500 awards, honoring the achievements of Marines across the globe.





## MODERN DAY MARINE 2024

The 2024 Modern Day Marine (MDM) event, co-hosted with the Marine Corps League and Emerald, was a resounding success. Held at the Walter E. Washington Convention Center in Washington, D.C., the event featured record-breaking attendance, increased industry participation, and a wealth of informative briefings, lectures, and panels. MDM 2024 showcased the Marine Corps' vision, concepts, and capabilities necessary to sustain the future force. We eagerly anticipate MDM 2025, scheduled for April 29 to May 1 at the Walter E. Washington Convention Center, which will also commemorate the 250th anniversary of the Marine Corps.

## PUBLICATIONS: THE BEDROCK OF PROFESSIONAL DEVELOPMENT

Our flagship publications, Marine Corps Gazette and Leatherneck, continue to be vital platforms for professional development.

- Marine Corps Gazette has seen a resurgence in readership, offering enhanced content on tactical innovations, historical perspectives, and Marine Corps leadership. By highlighting voices from all ranks, it fosters a robust professional dialogue.
- Leatherneck remains a cornerstone of Marine Corps history and tradition. In 2024, it expanded coverage of Marine life, personal development, and contemporary military challenges, earning acclaim for its impactful storytelling.

Both publications have embraced digital platforms to reach broader audiences, ensuring members stay informed and engaged regardless of location.

## LOOKING AHEAD TO 2025

As we approach 2025 and the 250th anniversary of the United States Marine Corps, we look forward to a year of celebration and reflection. We are planning a series of events and initiatives that will not only commemorate this milestone but also reinforce the values and traditions that define our Corps. Through our publications, we will highlight significant stories and historical moments, engaging Marines and veterans in a meaningful way.

## A FINAL NOTE OF THANKS

As always, we keep our Marines, Sailors, and service members deployed around the world in our thoughts and prayers. Everything we do is for them—they deserve nothing but the best our nation can offer. It is an honor to lead this Association.

Semper Fidelis,



A handwritten signature in black ink, appearing to read "C. G. Chiarotti".

**LTGEN CHARLES G. CHIAROTTI USMC (RET)**

PRESIDENT & CEO

MARINE CORPS ASSOCIATION



# THE FOUNDATION

The Marine Corps Association's supporting Foundation significantly enhanced the professional development of Marines in 2024, thanks to the generosity of our donors and contributors. The Foundation provides a vital means for supporters to aid Marines by improving their military education, enabling many of MCA's programs.

Through MCA's Commanders' Forum program, over 9,000 Marine leaders, from noncommissioned officers to senior officers, participated in battlefield studies and staff rides. These on-site battle studies, conducted worldwide, are career-enhancing experiences that allow Marine leaders to apply historical lessons to today's challenges.

A key addition to the Commanders' Forum program was MCA's support for Decision Forcing Cases (DFCs), an adult learning methodology. The Association provided facilitators to lead Marines through DFC exercises, which place participants in the roles of historical figures facing complex problems. These exercises develop decision-making skills under pressure and foster critical thinking. One Marine Sergeant described the experience as "a breath of fresh air compared to the stale styles of adult learning."

Marine Corps leaders continued to utilize our Unit Library program to provide professional reading materials to their commands. In 2024, MCA expanded support, supplying books and wargaming materials to 127 units across the Corps, benefiting tens of thousands of Marines.

These resources enhance professional growth and allow Marines to practice warfighting techniques in a simulated environment.



The Marine Corps Association's Writing Awards program remained a valuable platform for Marines to express professional thoughts and ideas. With over 40 different writing contests, this initiative encouraged Marines of all ranks to contribute essays and articles addressing the Corps' challenges. Recognizing excellence, MCA provided more than 3,500 awards, the vast majority of which honored enlisted Marines for their outstanding achievements.

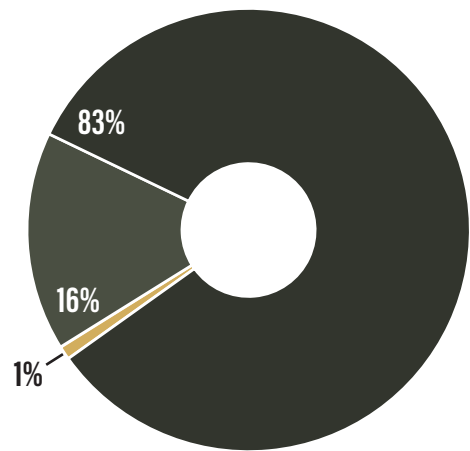
In 2024, MCA invested nearly \$1.7 million in professional development initiatives, supporting nearly 54,000 Marines. We extend our deepest gratitude to our donors, whose contributions make these programs possible.

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**THE FOUNDATION PROVIDES A VITAL MEANS FOR THE SUPPORTERS TO AID MARINES BY IMPROVING THEIR MILITARY EDUCATION, ENABLING MANY OF MCA'S PROGRAMS.**

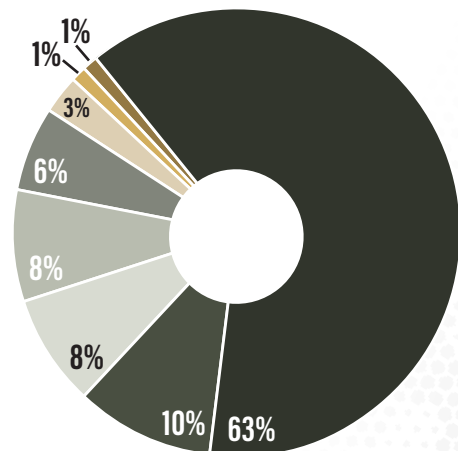
# MEMBERSHIP DEMOGRAPHICS

MEMBERSHIP OVERALL



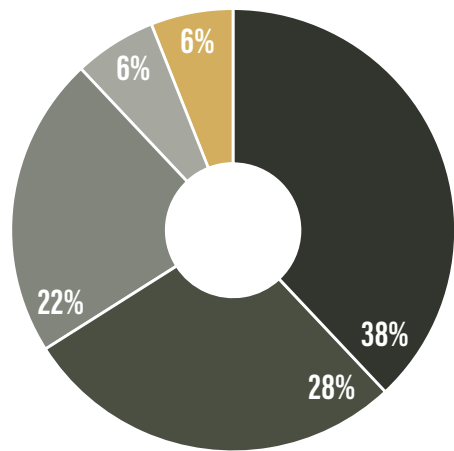
- Associate Members
- Premium Members
- Total Force

MEMBERSHIP BY RANK



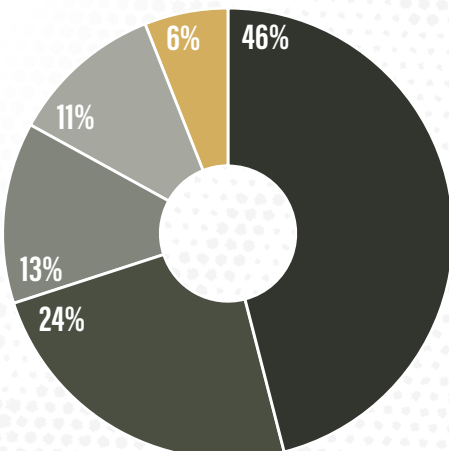
- Pvt-Sgt
- Maj-Col
- SSgt-SgtMaj
- 2ndLt-Capt
- Other Services
- BGen & Above
- W-W5

MEMBERSHIP BY AGE



- Unknown
- Under 25
- Over 65
- 24-45
- 46-65

MEMBERSHIP BY STATUS



- Active
- Other
- Veteran
- Retired
- Reserve



# EVENTS & PROFESSIONAL DEVELOPMENT

## PROFESSIONAL DINNERS

MCA hosted an expanded schedule of professional events in 2024, including a luncheon for the Deputy Commandant for Programs & Resources and multiple Spouse Summits, Professional Leadership Conferences, and a Mental Health Symposium at Marine Corps Base Quantico.

MCA organized 11 annual awards dinners and luncheons, along with six additional dinners spanning from Okinawa, Japan, to Stuttgart, Germany. Notably, we provided over 100 premier awards at these events, a sevenfold increase since 2006. In 2025, MCA expects to present over 123 premier awards, including new honors recognizing Marine Spouses of the Year and outstanding contributions in Training and Education Command and Manpower & Reserve Affairs.

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**IN 2025, MCA WILL ESTABLISH THE SPOUSE ADVISORY COUNCIL TO STRENGTHEN CONNECTIONS BETWEEN MARINE CORPS SPOUSES AND HEADQUARTERS MARINE CORPS, ADDRESSING KEY ISSUES SUCH AS HOUSING, COMMUNITY SERVICES, AND CHILDCARE.**

## PROFESSIONAL LEADERS CONFERENCE PROGRAM

Entering its second year, the Professional Leaders Conference Program reinforced key leadership messages from Marine Corps commanders. The program, hosted at Force locations, targeted NCOs, SNCOs, and junior officers, providing leadership tools tailored to modern challenges. Topics included force preservation, trauma-informed

leadership, and effective leadership strategies for Generation Z Marines. These conferences equipped participants with practical insights to enhance their leadership effectiveness.



## BEHIND THE CAMOUFLAGE

The Behind the Camouflage initiative launched in 2024 to support and connect Marine Corps spouses. MCA hosted summits providing essential resources and created a dedicated website section featuring curated content and engagement opportunities. The initiative also introduced a podcast and featured articles in Leatherneck Magazine to amplify its reach.

In 2025, MCA will establish the Spouse Advisory Council to strengthen connections between Marine Corps spouses and Headquarters Marine Corps, addressing key issues such as housing, community services, and childcare.

# EVENTS & PROFESSIONAL DEVELOPMENT CON'T.

## MODERN DAY MARINE MILITARY EXPOSITION

Modern Day Marine 2024 (MDM24) set new records, welcoming over 9,000 participants—a 28% increase from the previous year. The event featured 15 main stage briefs, 27 additional presentations, 25 program manager briefs, and the introduction of the Drone Zone. Additional engagements included the Training Command Learning Symposium, the Small Business and Contracts Industry Day, and the Objective One Wargaming Convention.



MDM24 also emphasized community support, hosting the Military Spouse Symposium and an Employment, Transition, and Education Resource Fair. High-profile engagements, including the Congressional Breakfast, reinforced the event's strategic significance. The Marine Corps Association remains committed to expanding the impact of Modern Day Marine in the years ahead.

## PROFESSIONAL DEVELOPMENT

The Gazette and Leatherneck editorial teams expanded professional development resources for Premium members and the broader Marine Corps community. With the support of Information Technology and Strategic Communications, MCA enhanced “member-only” web content access and improved the functionality of the MCA website and magazine archives.

The Gazette, in collaboration with a professional historian, published 60 new battle study

packages covering historic Marine Corps battles and other significant engagements. Additionally, MCA Films released two new productions in the Corps Voices oral history series: The Battle of Manassas and The Battles of Fallujah, which reached record audiences on MCA's YouTube channel. To mark the 20th anniversary of the Second Battle of Fallujah, the Gazette and Leatherneck teams recorded and published oral history interviews with battle veterans as part of the Scuttlebutt podcast series.



**THE GAZETTE AND LEATHERNECK EDITORIAL TEAMS EXPANDED PROFESSIONAL DEVELOPMENT FOR PREMIUM MEMBERS AND THE BROADER MARINE CORPS COMMUNITY.**



# PUBLICATIONS

## LEATHERNECK MAGAZINE

Leatherneck continues to bridge past and present Marines through compelling news, features, and historical storytelling. The magazine received recognition from the Marine Corps Heritage Foundation, with Patrick Reed winning the General Roy S. Geiger Award for his article on Marine Corps aviation.

Coverage highlights included an exclusive interview with SgtMaj Carlos Ruiz, a special aviation issue, and features on the 80th anniversaries of Saipan, Tinian, and Peleliu, as well as the 20th anniversaries of Najaf and Fallujah. In November, Leatherneck launched its "Road to 250" series, commemorating the Marine Corps' 250th anniversary.

## MARINE CORPS GAZETTE

The Gazette remains the premier forum for professional dialogue, featuring contributions from across the Marine Corps and academia. Themed editions highlighted insights from senior leaders, and special issues focused on Information, Acquisition, and Aviation. The Gazette also launched the "Road to 250" series, chronicling milestone eras leading to the Marine Corps' 250th anniversary in 2025.

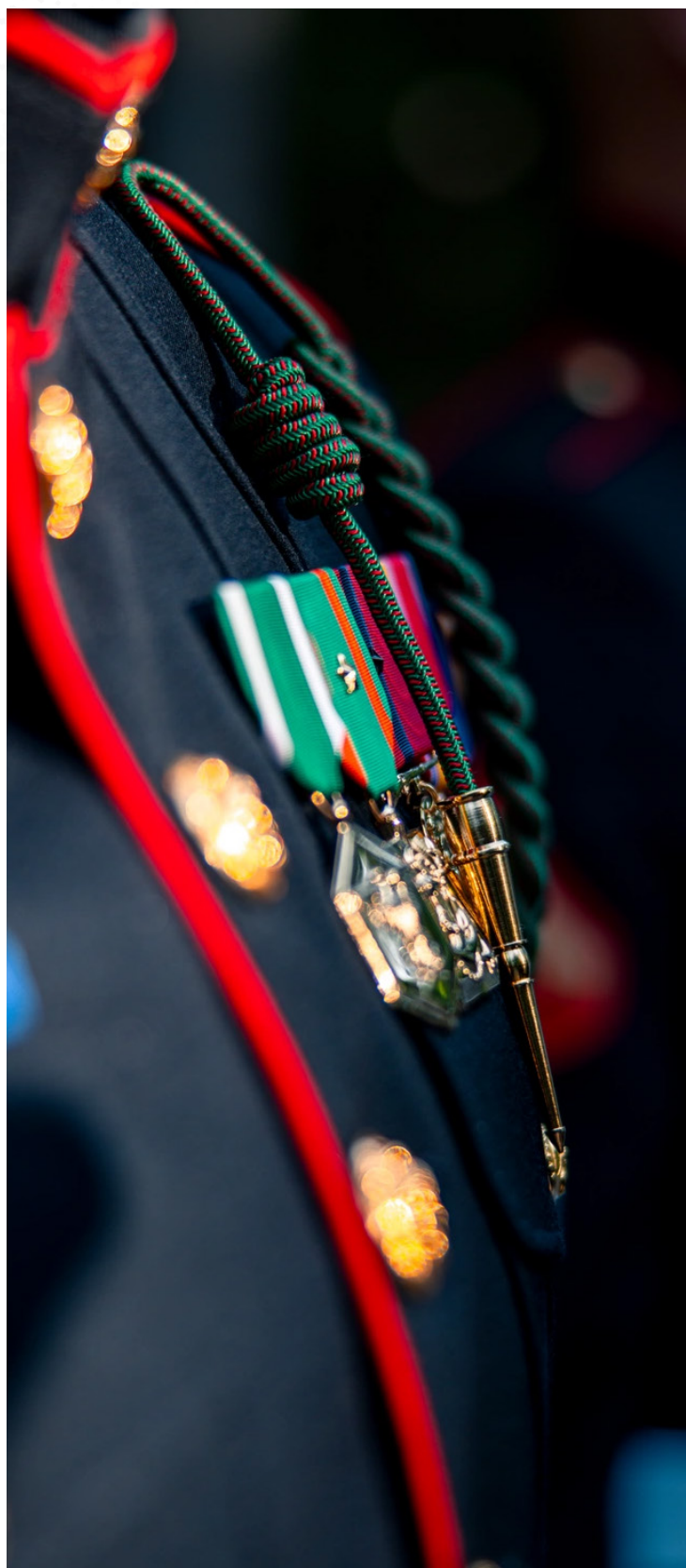
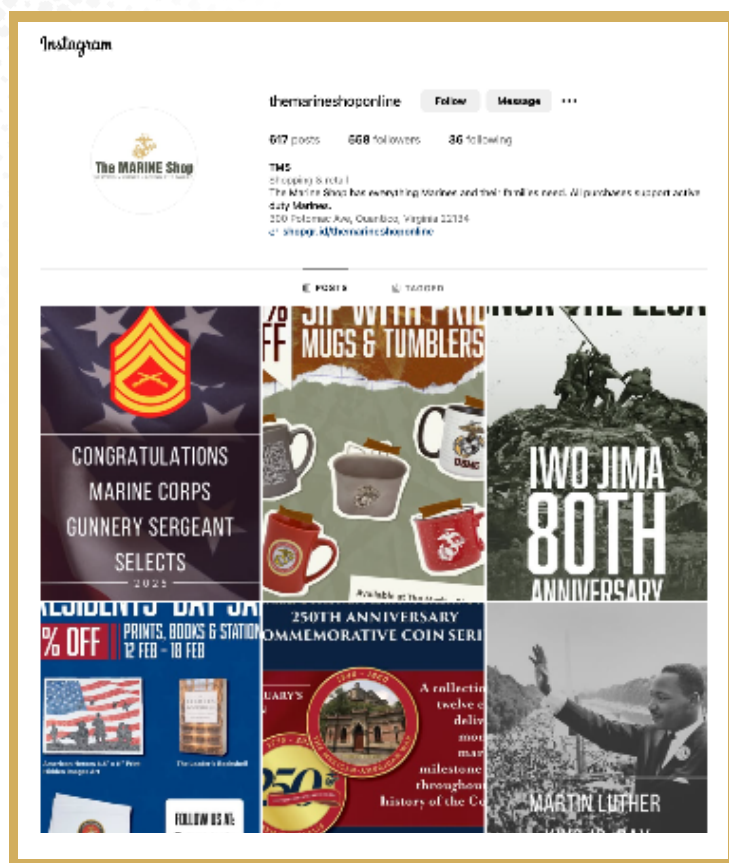


# RETAIL

## THE MARINE SHOP

The MARINE Shop made significant strides in improving operations, implementing new marketing strategies, procedures, and customer service standards. To mitigate supply chain disruptions, the shop identified alternative manufacturers and continued to meet specialized uniform needs, including new female evening dress trousers and Marine Band uniforms.

E-commerce enhancements, SEO improvements, and targeted digital marketing have driven increased traffic and engagement, laying the groundwork for sustained growth and an improved customer experience.





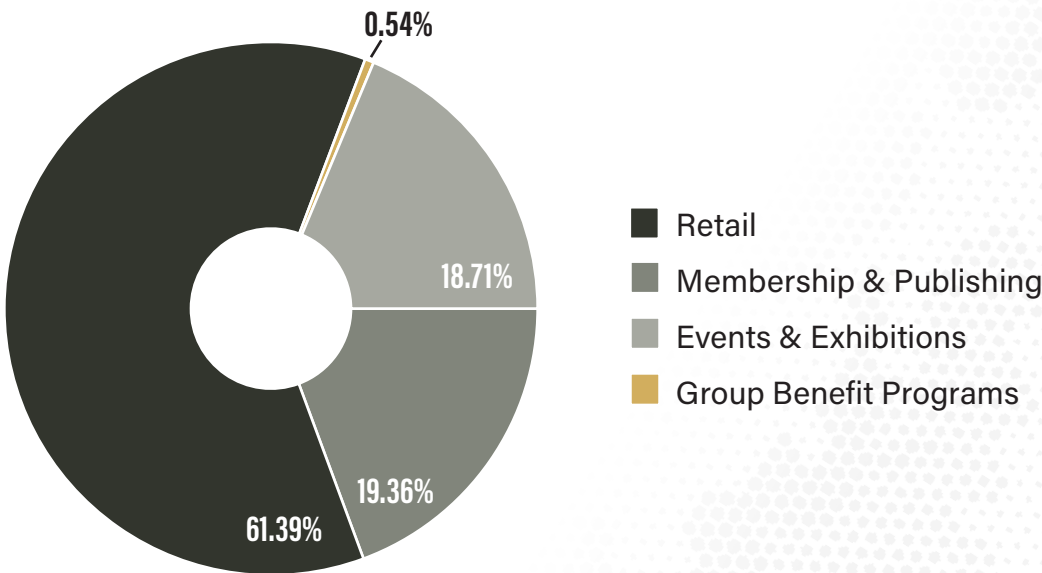
# MARINE CORPS ASSOCIATION & MARINE CORPS ASSOCIATION FOUNDATION

## STATEMENTS OF ACTIVITIES

### MARINE CORPS ASSOCIATION FY2024 (UNAUDITED) RESULTS

Revenue	
Operating	\$10,204,732
Other	926,605
Investments	1,014,149
Total Revenue	\$12,145,486
Expenses	
Operating	\$9,060,502
Administrative	2,543,279
Total Expenses	\$11,603,782
Change in Net Assets	
Net Assets, Beginning of Year	14,444,668
Net Assets, End of Year	\$14,986,372

### FY2024 ASSOCIATION OPERATING REVENUE (UNAUDITED)



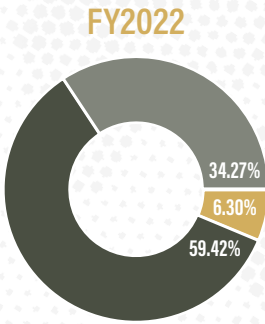
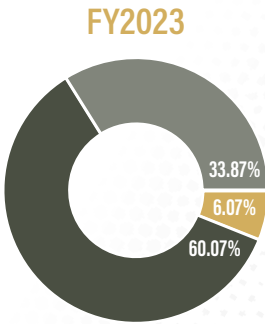
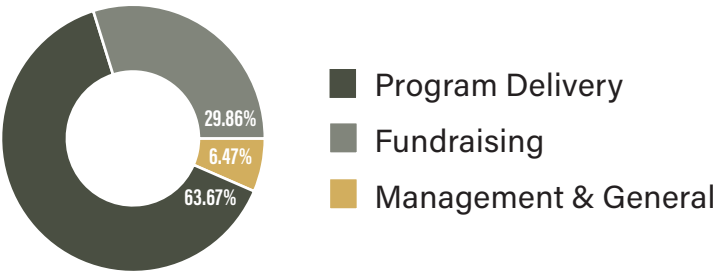
# MARINE CORPS ASSOCIATION & MARINE CORPS ASSOCIATION FOUNDATION CON'T.

## STATEMENTS OF ACTIVITIES

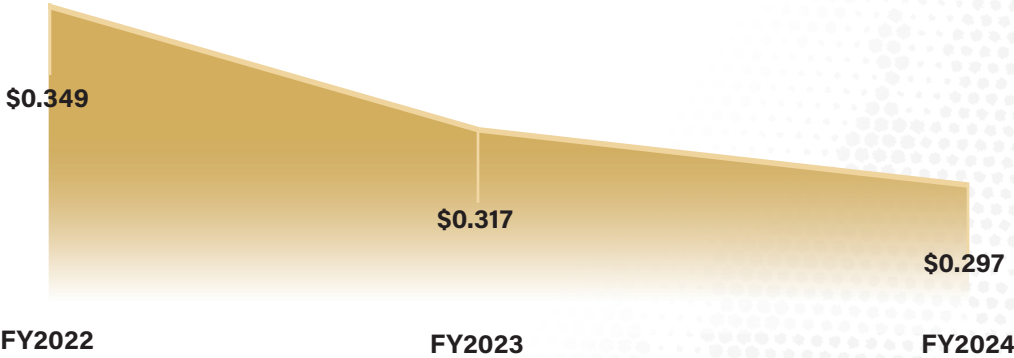
### MARINE CORPS ASSOCIATION FOUNDATION FY2024 (UNAUDITED) RESULTS

Revenue	
Contributions	\$2,795,103
Investments	66,014
Total Revenue	\$2,861,117
Expenses	
Program Delivery	\$1,771,285
Management & General	179,915
Fundraising	830,809
Total Expenses	\$2,782,009
Change in Net Assets	
Net Assets, Beginning of Year	971,152
Net Assets, End of Year	\$1,050,260

### EXPENSE RATIOS FY2024 (UNAUDITED)



### FUNDRAISING EFFICIENCY TREND



WORKING CAPITAL

RATIO

0.38

YEARS



# BOARD OF DIRECTORS

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<b>LTGEN MARK A. BRILAKIS, USMC (RET)</b> Chairman of the Board	<b>MR. BRYAN H. WOOD, SES (RET)</b> Board Counsel	<b>COL JOHN REED, USMC (RET)</b> Governance Committee Chair
<b>MR. JAY S. HOLMES</b> Vice Chairman of the Board	<b>MAJGEN JAMES KESSLER, USMC (RET)</b> Futures Committee Chair	<b>SGTMAJ ROBIN FORTNER, USMC (RET)</b> Development Committee Chair
<b>LTGEN CHARLES G. CHIAROTTI, USMC (RET)</b> President & CEO of MCA	<b>COL RICHARD BRADY, USMC (RET)</b> Finance Committee Chair	

## BOARD MEMBERS

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<b>LtGen John Broadmeadow, USMC (Ret)</b>	<b>MajGen Michael Martin, USMC (Ret)</b>
<b>Col Eric Chase, USMC (Ret)</b>	<b>Col Christopher Patton, USMC (Ret)</b>
<b>Maj Misty Cook, USMC (Ret)</b>	<b>LtCol Jeff Speights, USMC (Ret)</b>
<b>Maj Thomas Craig, USMC (Ret)</b>	<b>Col Andrew Starr, USMC (Ret)</b>
<b>Mr. Timothy Eichhorn</b>	<b>Mr. Michael Stocker</b>
<b>Col Christopher Escamilla, USMC (Ret)</b>	<b>MajGen Thomas Weidley, USMC (Ret)</b>
<b>Dr. Susan Johnston, Ph.D.</b>	<b>Ms. Ariane Whittemore, SES (Ret)</b>
<b>Col Robert Love, USMC (Ret)</b>	

# BOARD OF GOVERNORS

<b>LTGEN MARK A. BRILAKIS, USMC (RET)</b> Chairman of the Board	<b>MR. BRYAN H. WOOD, SES (RET)</b> Board Counsel	<b>COL JOHN M. REED</b> Governance Committee Chair
<b>MR. JAY S. HOLMES</b> Vice Chairman of the Board	<b>MAJGEN JAMES KESSLER, USMC (RET)</b> Futures Committee Chair	<b>SGTMAJ ROBIN FORTNER, USMC (RET)</b> Development Committee Chair
<b>LTGEN CHARLES G. CHIAROTTI, USMC (RET)</b> President & CEO of MCA	<b>COL RICHARD BRADY, USMC (RET)</b> Finance Committee Chair	

## BOARD MEMBERS

<b>SgtMaj Johnny Baker, USMC (Ret)</b>	<b>SgtMaj Michael Mack, USMC (Ret)</b>
<b>Lieutenant General John Broadmeadow, USMC (Ret)</b>	<b>SgtMaj Stephanie K. Murphy, USMC (Ret)</b>
<b>Col Eric Chase, USMC (Ret)</b>	<b>Mr. Michael Raiole</b>
<b>Mr. Thomas "Tom" Craig</b>	<b>SgtMaj Gary Smith, USMC (Ret)</b>
<b>SgtMaj Thomas Eggerling, USMC (Ret)</b>	<b>LtCol Jeff Speights, USMC (Ret)</b>
<b>Mr. Timothy Eichhorn</b>	<b>Col Andrew O. Starr, USMC (Ret)</b>
<b>Col Christopher Escamilla, USMC (Ret)</b>	<b>SgtMaj Robert "Grant" Van Oostrom</b>
<b>Col Robert Love, USMC (Ret)</b>	<b>MajGen Thomas Weidley, USMC (Ret)</b>