



JANUARY - DECEMBER 2025

ANNUAL REPORT



OUR MISSION:

To empower servicemembers, veterans, and military spouses to transition from military life to purposeful, stable careers.

OUR VISION:

To produce confident graduates who are highly sought after by the workforce and embraced by their communities.
Together, we can honor their service and empower their futures.

OPERATION NEW UNIFORM IS POWERED BY

SANDLERSM

Thank you to Dave Mattson, President of Sandler, for allowing ONU to base its curriculum on Sandler's globally recognized training.



LETTER FROM THE CEO & CO-FOUNDER

As we close out 2025, I am honored to reflect on a year of meaningful growth for Operation New Uniform (ONU). Together, we continued to expand our impact, empowering veterans, servicemembers, and military spouses to transition into confident, purpose-driven careers.

For many we serve, this transition is anything but simple. Highly skilled individuals often struggle to translate their military experience into the civilian workforce, facing a loss of identity, limited networks, and underemployment. Military spouses encounter additional challenges with frequent relocations and career disruptions. These barriers can lead to financial strain and diminished confidence at a time that stability matters most.

Despite this, the demand for our program remained strong. In 2025, we delivered twelve full cohorts, six in-person and six online, and celebrated our 70th training and graduation milestone. We also expanded our team and moved into a larger space after a decade, positioning ONU to better serve those who need us most.

Our community showed up in powerful ways. The 9th Annual Veterans Cup Clay Shoot was once again sold out, and our 2nd Annual Patriot Games brought new energy and engagement to our mission. Most importantly, our graduates continue to thrive. We are seeing confidence restored, purpose reignited, and families strengthened, outcomes that extend far beyond career placement.

As we look ahead, the need remains critical. Too many veterans and military spouses are still navigating this transition alone, and the loss of key funding creates real pressure on our ability to serve. Your support ensures they don't have to go it alone. Together, we can honor their service by investing in their futures.

Thank you for standing with us.

Blessings,

Michelle A. McManamon

Chief Executive Officer & Co-Founder



OPERATION NEW UNIFORM IMPACT: TRANSFORMING LIVES



ROGUENS STINVIL, U.S. ARMY VETERAN

“Operation New Uniform (ONU) exceeded my expectations and played a crucial role in my transition from military to corporate life. What stood out most about the online format was its structure and accessibility, which allowed me to stay fully engaged while managing my schedule and responsibilities. The virtual discussions were enriching, thought-provoking, and fostered a strong sense of community among veterans, no matter where we were located.

The program provided me with a clear roadmap for career success and helped me articulate my value in the corporate workforce more effectively. One key takeaway was learning how to translate my military experience into impactful professional branding. I highly recommend ONU to other veterans and service members; it equips you with the tools, mindset, and confidence needed to thrive beyond the uniform.

LAURA MCKENZIE, U.S. MARINE CORPS SPOUSE

When my husband retired from the Marine Corps after 23 years of service, it was a huge change for our entire family. We had moved frequently and spent much of our time living overseas, so I did not have a normal career path. I wasn't sure what possibilities were out there for someone like me. Operation New Uniform connected me with other military spouses going through the same transition and helped me understand how to find a path forward. I was surprised to learn that my unconventional experience could be seen as a real asset in the business world. It was amazing to experience the way that the entire ONU family cares for each candidate during such a big transition. . .



FATIMA GASKIN, U.S. NAVY VETERAN

“When I first entered the program, I was carrying a very military-centered mindset into the civilian world. ONU helped me realize that while the military gave me incredible skills, I also had to learn how to communicate those skills differently, think differently, and approach opportunities with confidence outside of uniform.

One of the biggest takeaways for me was the ‘upfront contract.’ It forced me to be honest with myself about my goals, my habits, and the limiting thoughts I was holding onto. There were so many thoughts and doubts that belonged in the “trash bin,” and this program helped me recognize them and replace them with action and purpose. Another major skill I gained was learning how to effectively use LinkedIn for networking. Before ONU, the idea of cold messaging professionals felt uncomfortable and intimidating. But through the program, we learned how to strategically network, communicate professionally, and build meaningful connections using scripts and guidance that made the process approachable and authentic.”



OPERATION NEW UNIFORM IMPACT: TRANSFORMING LIVES



SCOTTY JONES, U.S. AIR FORCE VETERAN

"The convenience of the online format made it incredibly easy to balance with my schedule, but what truly impressed me was how engaging it still felt. The instructors fostered a space where everyone participated, it wasn't just informative, it was energizing. I actually looked forward to class each week. The curriculum was thorough and practical, and the ability to go at my own pace made all the difference. The confidence I gained from this experience is hard to put into words. I wholeheartedly recommend it to any veteran looking to grow personally and professionally. This platform is truly transformational."

TIFFANY DUFFY, U.S. COAST GUARD VETERAN

"ONU completely changed my perspective on the corporate world. After being let go during a company reorganization, months of job searching without success left me feeling defeated and questioning my value. I was ready to settle for any job and change who I was just to get hired.

In less than two weeks, ONU opened doors I never knew existed, became my tribe, and challenged me to be proud of my military and professional experience. The team helped me recognize my strengths, regain my confidence, and take ownership of my self-worth. Today, I confidently pursue opportunities that align with my values, and even after graduation, ONU continues to provide support, connection, and community. They truly help people find purpose and thrive beyond military service."



DAVID MOHAMMED, U.S. ARMY VETERAN

Before I tell you what ONU did for me, I need to thank the sponsors, volunteers, and staff who make this mission possible for veterans like me. Through ONU, I discovered the DISC Profile and learned I was a high "I" personality, which finally gave me a framework to understand habits and communication patterns my wife had pointed out for years. I also learned the Sandler Method, which is not really about selling, but about building trust, listening well, and creating genuine relationships. Those lessons changed how I communicate in networking, interviews, client conversations, and everyday life. ONU did not just give me information. It changed how I operate as a person and professional. If you are a veteran looking for a program that creates real growth, or someone considering supporting this mission, I can honestly say ONU changes lives because it changed mine.

OPERATION NEW UNIFORM ONU

2025 graduates

OPERATION NEW UNIFORM
ONU



JIMMY BOUDRON
NAVY



NATALIE BROWN
ARMY



WILLIAM CRESSER
NAVY



ERIC COOP
NAVY



MICHAEL DARGAVELL
ARMY



LAMONT EARNEST
NAVY



ROBERT FORD
NAVY



NICHOLAS LASILVA
ARMY



LATOYA NERI
NAVY



JACK O'SHEA
ARMY



WILLIAM WEAVER
U.S. MARINE CORPS



LEONARDO YUI
NAVY

OPERATION NEW UNIFORM CLASS 63

FEBRUARY 7, 2025 | UNF - JACKSONVILLE, FL

OPERATION NEW UNIFORM
ONU



JOSE ALONSO
NAVY



JAMES ALOUSTIN
NAVY



SHAKALA BENTLEY
NAVY



PHILLIP BURT
NAVY



ANDREA DAVIS
NAVY



JESSE HARDEE
NAVY



JOHN KALAFATIS
NAVY



KRISTI KILBORN
NAVY



SONNY PANAGIOTOU
AIR FORCE



MICHELE WHITE
ARMY

OPERATION NEW UNIFORM - (ONLINE) CLASS 64

FEBRUARY 4, 2025 | VIRTUAL - JACKSONVILLE, FL

OPERATION NEW UNIFORM
ONU



TRACY BURCHETT



EMMA BUTTERFIELD



ASHLEY KRITES



MELISSA LINDEMAN-MEZA



DARIA POLK



KRISTINE POSSERT

OPERATION NEW UNIFORM SPOUSE CLASS 6

MARCH 13, 2025 | VIRTUAL - JACKSONVILLE, FL

OPERATION NEW UNIFORM
ONU



BRENDAN BROWN
NAVY



NATASHA CAGE
NAVY



ISAIAH GARCIA
MARINE CORPS



STEPHEN HODGSON
AIR FORCE



OCTAVIA LEON
AIR FORCE



JONATHAN NIEVES
NAVY



LAWONDA TURNER
ARMY

OPERATION NEW UNIFORM (ONLINE) CLASS 65

APRIL 1, 2025 | VIRTUAL - JACKSONVILLE, FL

OPERATION NEW UNIFORM
ONU



JONATHAN BLALOCK
NAVY



RYAN CANTU
COAST GUARD



SCOTT CHILD
NAVY



DWAYNE EDMOND
NAVY



SCOTTY JONES
AIR FORCE



ALEXANDER PERSCHALL
ARMY



ASHLEY SAWINSKI
ARMY NATIONAL GUARD



ROGUENS STINVIL
ARMY



ALECIA TOLIVER
ARMY



ALEXANDER TRAHE-
VALENCIA
ARMY



MARK WADSWORTH
NAVY

OPERATION NEW UNIFORM (ONLINE) CLASS 66

MAY 6, 2025 | VIRTUAL - JACKSONVILLE, FL



OPERATION NEW UNIFORM CLASS 67
APRIL 25, 2025 | UNF - JACKSONVILLE, FL



OPERATION NEW UNIFORM CLASS 68
MAY 23, 2025 | UNF - JACKSONVILLE, FL



OPERATION NEW UNIFORM CLASS 69
AUGUST 28, 2025 | UNF - JACKSONVILLE, FL



OPERATION NEW UNIFORM SPOUSE CLASS 7
OCTOBER 2, 2025 | VIRTUAL - JACKSONVILLE, FL



OPERATION NEW UNIFORM CLASS 70
OCTOBER 31, 2025 | UNF - JACKSONVILLE, FL



OPERATION NEW UNIFORM CLASS 71
NOVEMBER 4, 2025 | VIRTUAL - JACKSONVILLE, FL



OPERATION NEW UNIFORM CLASS 72
NOVEMBER 20, 2025

2025 IMPACT

135
Graduates

605
Lives Impacted

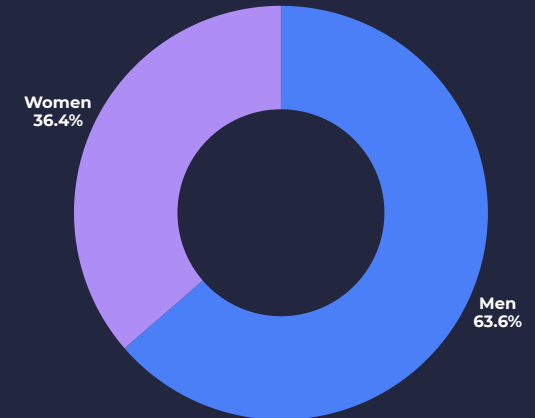
\$85,000
Average Alumni
Salary

\$35.04M
Economic Impact Since
ONU's 2014 Inception

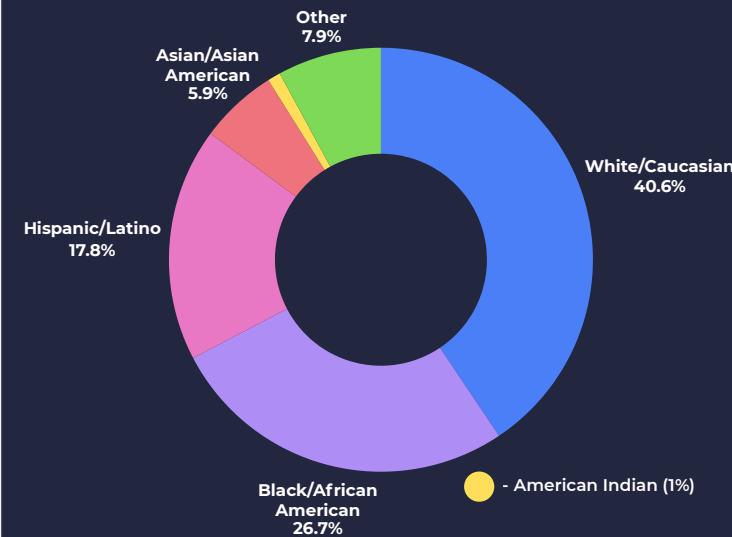
\$5.57M
Economic Impact

STUDENT DEMOGRAPHICS

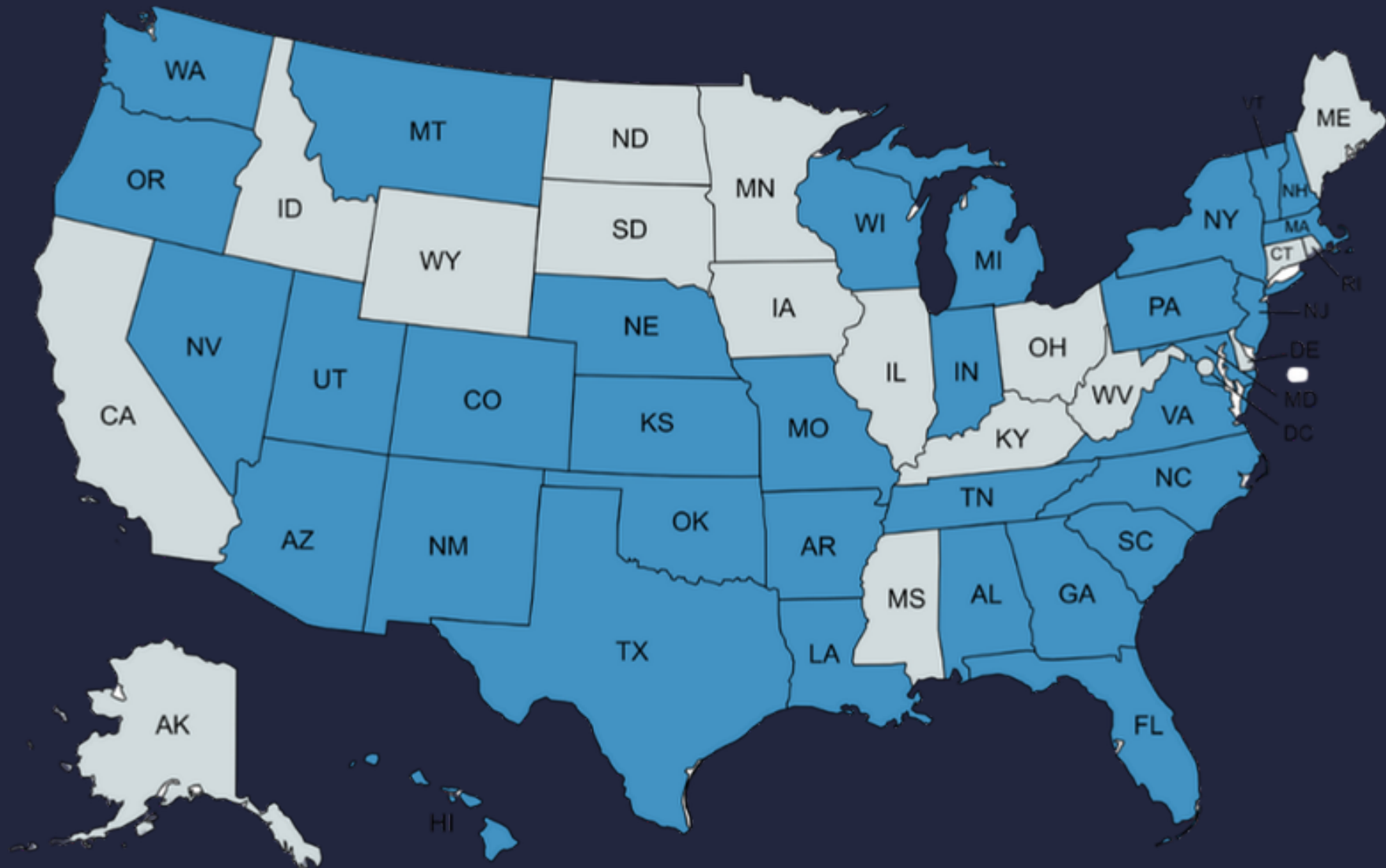
STUDENT GENDER



STUDENT ETHNICITY



2025 ALUMNI MAP



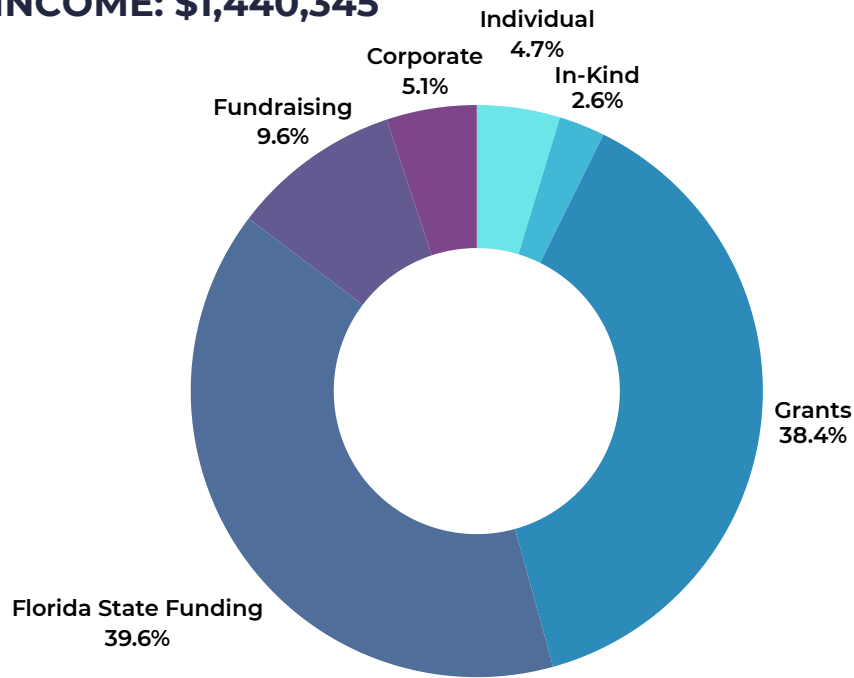
● - STATE WHERE ALUMNI LIVE

COUNTRIES

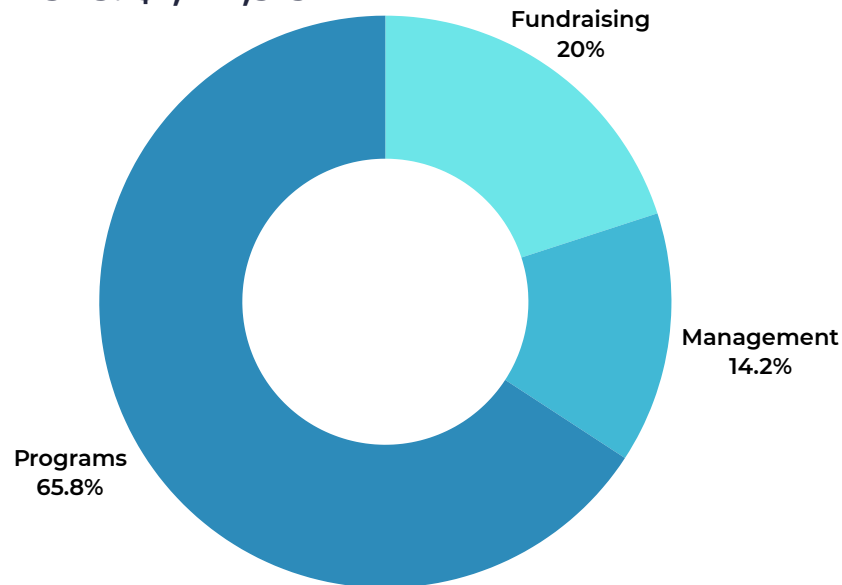
- BAHRAIN
- ITALY

FINANCIAL OVERVIEW

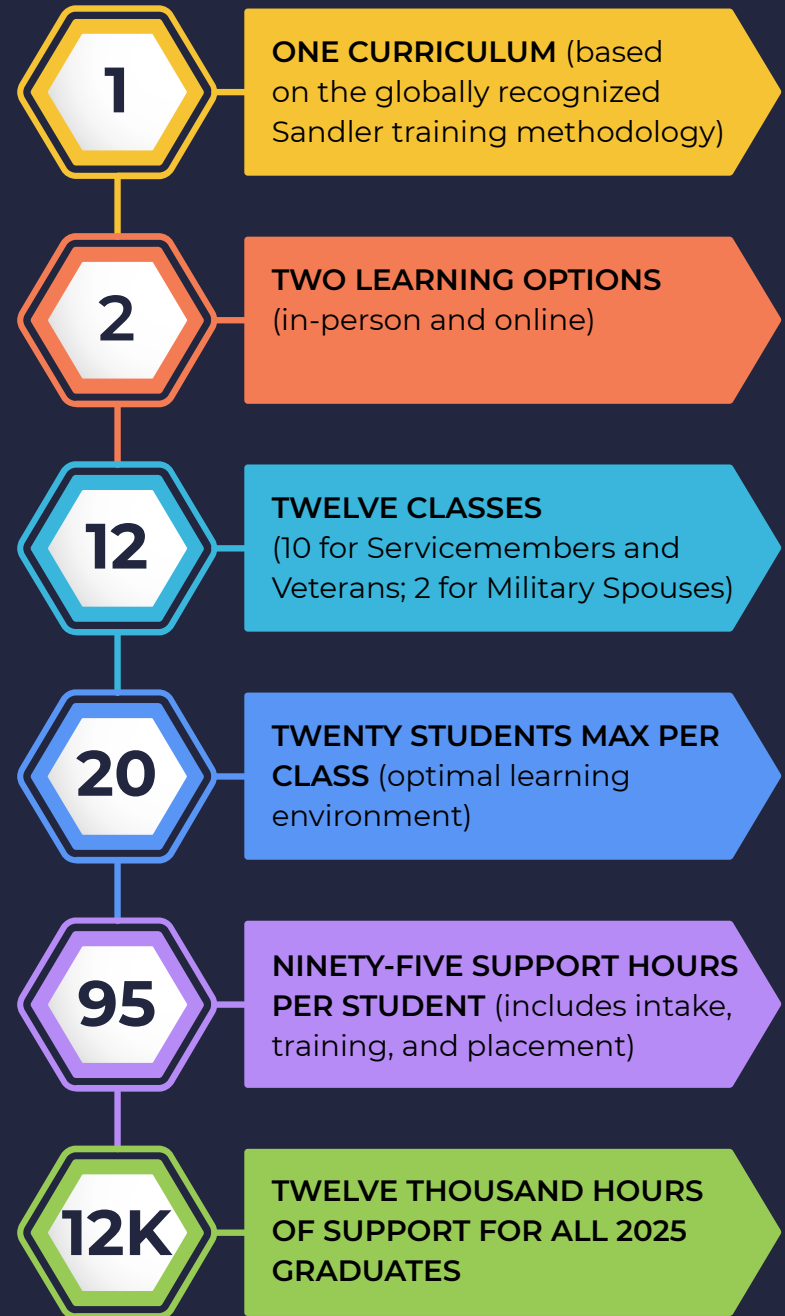
INCOME: \$1,440,345



EXPENSES: \$1,217,515



2025 BY THE NUMBERS





THANK YOU, FLORIDA!

Operation New Uniform extends its sincere gratitude to Governor Ron DeSantis, Representative Linda Chaney, and Senator Jay Collins for their continued belief in our mission and their support through state appropriations funding. Their investment reflects a deep commitment to the men and women who have served our country and are now working to build meaningful civilian careers and stable futures for their families.

This critical funding allows Operation New Uniform to continue providing no-cost career readiness training and individualized support for servicemembers, veterans, and military spouses across Florida. Through our proven program model, students gain the confidence, communication skills, professional development, and career preparation needed to successfully transition into the civilian workforce.

State support not only strengthens our ability to serve more military families today, but also positions ONU for long-term growth and expanded impact throughout Florida and beyond. Because of leaders who recognize the value Veterans and Military Spouses bring to our communities and workforce, hundreds of graduates are finding purpose, stability, and meaningful employment after service.

We are deeply grateful for the partnership, advocacy, and leadership demonstrated by our governor, senator, and representative. Their support is helping transform lives and ensuring those who served our nation have the opportunity to thrive beyond the uniform.

WAYS TO GIVE

Operation New Uniform (ONU) is a 501c3 non-profit whose mission is to empower active-duty servicemembers, veterans, and military spouses to successfully transition from military life to purposeful, stable careers. We rely upon the generosity of grantors and donors to support and sustain our mission.

Individual Giving

Make a one-time gift - or join our Loyalty Brigade and give monthly to provide ongoing support.

Corporate Giving

Join the Loyalty Corps and help shape the next generation of civilian leaders.

Qualified Charitable Distributions (QCDs)

QCDs are issued directly from IRA administrators by check. Contact our team before initiating your donation.

Checks/General Giving Inquiries

For security, Operation New Uniform does not disclose account or investment details. Contact us for assistance.

Stock Donations

Stock gifts are initiated through your financial institution. Contact us directly for secure processing instructions.

Volunteer

Volunteers play a key role in mentoring and supporting our students.

Loyalty Brigade

Join the monthly Loyalty Brigade for \$24 a month for 24 months and ensure Servicemembers, Veterans, and Military Spouses never have to pay for ONU's life-changing program.



CORPORATE SUPPORTERS & GRANTORS



CORPORATE SUPPORTERS & GRANTORS



Thomas and Lis Peterson
Private Family Foundation



GOD



FAMILY



COUNTRY

WE EXTEND OUR SINCERE GRATITUDE TO OUR LOYALTY BRIGADE MEMBERS, CORPORATE SPONSORS, GRANTORS, AND INDIVIDUAL DONORS WHOSE GENEROSITY MAKES OUR MISSION POSSIBLE. YOUR SUPPORT STRENGTHENS OUR ABILITY TO SERVE THE COMMUNITY, EXPAND OUR IMPACT, AND CONTINUE THIS IMPORTANT WORK EACH DAY.

WE ARE DEEPLY THANKFUL FOR YOUR PARTNERSHIP AND TRUST, AND WE WELCOME SUPPORTERS TO VISIT OUR NEW SPACE TO SEE THE IMPACT THEIR GENEROSITY HELPS CREATE.



"OPERATION NEW UNIFORM IS DEEPLY GRATEFUL TO FISHER GLOBAL FOUNDATION FOR PARTNERING WITH US TO BRING OUR PROVEN CAREER READINESS PROGRAM TO SAN ANTONIO. THEIR INVESTMENT IN TECHNOLOGY AND EXPANSION WILL HELP MORE SERVICEMEMBERS, VETERANS, AND MILITARY SPOUSES BUILD MEANINGFUL CAREERS AND BRIGHTER FUTURES."

MICHELE MCMANAMON, ONU CEO & CO-FOUNDER



"THE FISHER GLOBAL FOUNDATION BELIEVES EXCEPTIONAL LEADERS CATALYZE EXTRAORDINARY CHANGE. WE ARE HONORED TO SUPPORT OPERATION NEW UNIFORM'S MISSION TO HELP MORE MILITARY FAMILIES BUILD SUCCESSFUL FUTURES."

FISHER GLOBAL FOUNDATION



*Thank
You*



PICTURED LEFT TO RIGHT: FL STATE REPRESENTATIVE DEAN BLACK, JEFF BROWN (SWISHER), FLORIDA SENATOR JARRID “JAY” COLLINS, CHRIS HOWARD (SWISHER), MICHAEL MARROW (SWISHER)

"SUPPORTING OPERATION NEW UNIFORM ISN'T JUST PHILANTHROPY FOR US — WE'VE HIRED THEIR GRADUATES, AND WE'VE SEEN DIRECTLY WHAT THIS PROGRAM PRODUCES. VETERANS BRING AN EXTRAORDINARY LEVEL OF COMMITMENT AND CHARACTER TO EVERYTHING THEY DO, AND ONU ENSURES THEY HAVE THE TOOLS TO CARRY THAT INTO THE CIVILIAN WORKFORCE. SWISHER IS HONORED TO BE PART OF THAT MISSION, BOTH AS A SUPPORTER AND AS AN EMPLOYER."

NEIL KIELY, SWISHER PRESIDENT & CEO

9TH ANNUAL VETERANS CUP

The 9th Annual Veterans Cup Clay Shoot brought together supporters, sponsors, and community partners for a sold-out day in support of Operation New Uniform's mission to help servicemembers, veterans, and military spouses overcome the challenges of transitioning into meaningful careers.

Funds raised support ONU's career readiness program, providing the coaching, tools, and professional connections needed to restore confidence, build networks, and create sustainable career pathways. We are grateful to everyone whose support helped advance this mission.



FUNDRAISING EVENT: 9TH ANNUAL VETERANS CUP CLAY SHOOT



2ND ANNUAL PATRIOT GAMES

The 2nd Annual Patriot Games brought together supporters and sponsors for a day of golf in support of Operation New Uniform's mission to help servicemembers, veterans, and military spouses overcome the challenges of transitioning into meaningful careers.

As with our annual Veterans Cup, the funds raised at the Patriot Games are pivotal in achieving our mission to empower servicemembers, veterans, and military spouses to transition from military life to stable careers, at no cost to them. We are grateful to everyone who participated.



FUNDRAISING EVENT: 2ND ANNUAL PATRIOT GAMES



ONU IN THE NEWS



First Coast Living - Operation New Uniform 9th Annual Clay Shoot

CEO Michele McManamon appeared on First Coast News' "First Coast Living" to promote the 9th Annual Veterans Cup fundraiser and share ONU's mission of helping transitioning servicemembers and veterans build successful civilian careers. During the segment, McManamon discussed the importance of ONU's work and explained how proceeds from sponsorships and team participation directly support the organization's career readiness program, allowing services to remain free for students and military families.



WJXT 4 - Operation New Uniform Graduation 70

WJXT Channel 4 featured Operation New Uniform on its "This Week in Jacksonville" segment ahead of ONU's 70th Graduation Ceremony, with CEO Michele McManamon discussing the organization's mission and impact on transitioning servicemembers and veterans. The interview also highlighted special guest speaker Lieutenant Colonel Allen West and emphasized the importance of celebrating ONU graduates while continuing to provide critical transition support for military families in the Jacksonville community.

Pulling for Veterans

Friends and supporters of Operation New Uniform came out to Jacksonville Clay Target Sports for the ONU 9th Annual Veterans' Cup Clay Shoot Fundraiser on Friday, April 11.

This is one of two signature fundraising events held each year to raise funds for the Jacksonville-based nonprofit, which works with military veterans and their families as they transition out of the military world and into the civilian one.

ONU Board Member Blace Albert said the event turnout was incredible.

"It's phenomenal but this represents Jacksonville, to be honest," Albert said. "It's a great town that supports our veterans in a lot of different ways and ONU is very unique in how they do that, so we are just extremely happy to have this tremendous support."



Resident: Riverside - Pulling for Veterans

Resident: Riverside featured Operation New Uniform's 9th Annual Veterans' Cup Clay Shoot Fundraiser in its May 2025 issue, highlighting the strong community support behind ONU's mission to serve transitioning veterans and military families. Coverage included remarks from ONU Board Member Blace Albert, who praised Jacksonville's commitment to supporting veterans and described the event turnout as "phenomenal." The feature also spotlighted event participants and supporters through photos from the day, helping showcase the community partnerships and engagement that continue to strengthen ONU's impact across Northeast Florida.

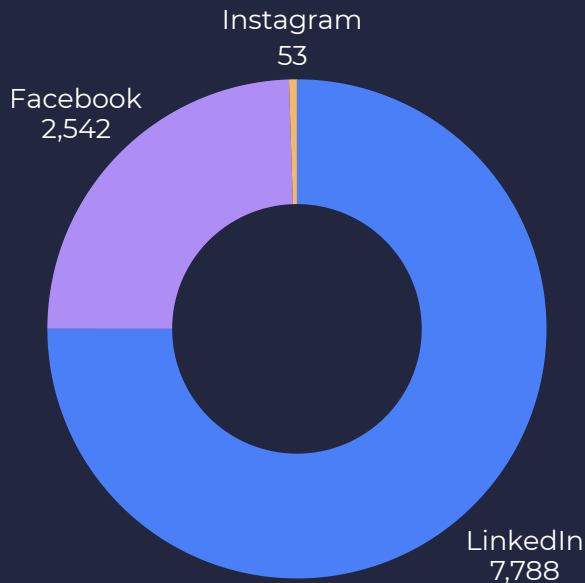
SOCIAL MEDIA METRICS

In 2025, ONU experienced impressive growth across social media. Followers on LinkedIn grew by 779K% compared to 2024, with impressions and clicks increasing by 15.81M% and 1.32M%, respectively. Facebook engagements improved by 299K%.

In October 2025, we created a new Instagram account, @onuveterans. We gained 53 followers from October - December and look forward to continuing to grow the page.

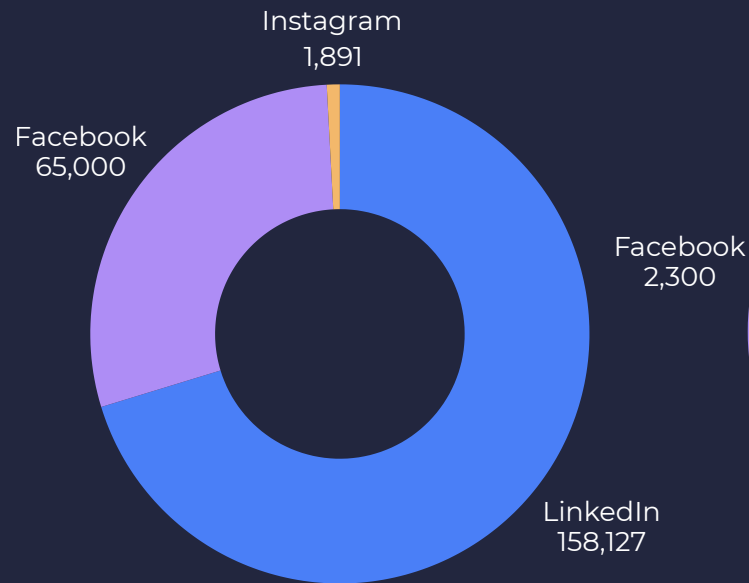


FOLLOWERS



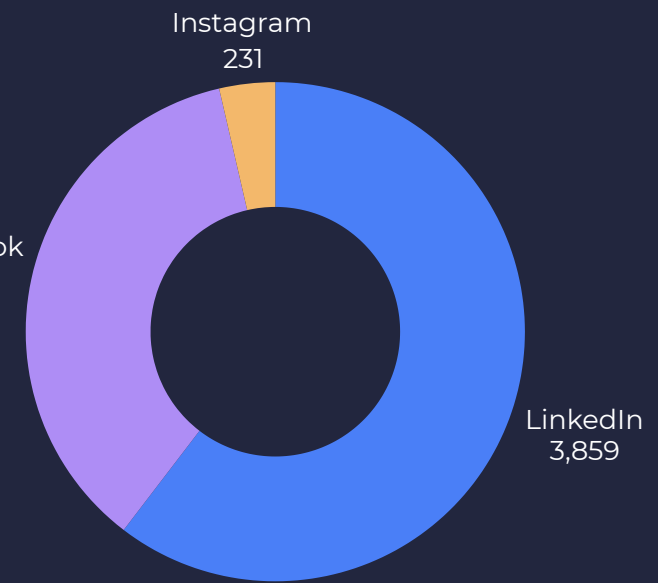
TOTAL: 10,383

IMPRESSIONS



TOTAL: 225,018

ENGAGEMENT



TOTAL: 6,390



BOARD OFFICERS

CHAIR



BOB BUEHN
AI READY VETERAN
NAVY VETERAN

TREASURER



DAYTON WARFLE
PATRIOT CONSULTING
MARINE CORPS VETERAN

SECRETARY



DANIEL STARRATT
ARMY VETERAN

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DAVID TRENHOLM
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NAVY VETERAN

HONORARY MEMBER



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BLACE ALBERT
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ABRAHAM BLOCKER
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ARMY VETERAN



LEIGH JACOBS
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SIMONE RIDGELL
PROCOM
NAVY VETERAN



RAYMOND THEISS
FIRST CITIZENS
ARMY VETERAN



MARK VLAUN
ARC GROUP
COAST GUARD VETERAN

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JAX EXEC. JET CENTER



JAKE AMMON
FRANKLIN STREET
NAVY VETERAN



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FRONT LINE VISIONARIES
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BROOKE JONES CHINETTI
THE HASKELL COMPANY
ARMY VETERAN



MELISSA CIRCELLI
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INSTAGRAM



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