



**OPERATION
BBQ RELIEF**



2025 Annual Report

Letter from the CEO & Co-Founder

When I think about 2025, I think about people.

I think about the families in nine states and Jamaica who received a meal when everything around them felt uncertain. I think about the veterans and first responders who walked into Camp OBR carrying invisible weight and left with something they had not felt in a long time: connection. I think about the volunteers who showed up, again and again, across 156 deployment days and 107 community events, not because someone asked them to, but because it is simply who they are.

That is Operation BBQ Relief. It has always been about people taking care of people.

2025 did not bring a single defining disaster, no headline hurricane or catastrophic tornado that dominated the news for weeks. And yet our teams still answered 11 disaster deployments, still stood up Camp OBR for 221 participants across 14 cohorts, and still engaged 988 volunteers through The Always Serving Project. It turns out the need does not take a year off, and neither did we.

In 2025, our teams provided 305,558 meals across those 11 disaster deployments. Behind each number is a moment that mattered to someone.

None of this happens without you. People taking care of people, your generosity, trust, and belief in this mission keep us moving forward. Because of you, we can answer the call when disaster strikes and care for our heroes every single day in between.



We started this organization with a few smokers and a handful of friends. Fourteen years later, that belief has provided The Healing Power of BBQ more than 13 million times.

Stan Hays
CEO and Co-Founder, Operation BBQ Relief



Who We Are

OUR MISSION

Operation BBQ Relief® provides comfort to those in need by connecting, inspiring, serving, and educating in communities far and wide.

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OUR VISION

Building Stronger Communities,
One Meal at a Time.

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OUR VALUES

Honesty. Compassion. Friendship.
Hard Work. Respect.

At Operation BBQ Relief, these values shape our actions and inspire positive change in every community we serve.



ORIGIN STORY

In 2011, after a tornado devastated Joplin, Missouri, pitmasters from Kansas City came together to feed their neighbors in need.

For 13 days, they tended their smokers, slept in their cars, and served families and first responders 120,000 hot meals - bringing comfort and hope when it was needed most.

2025 By the Numbers



DISASTER RESPONSE TEAM

- 11 Disaster Deployments
- 15 Deployment Sites
- 156 Deployment Days
- 9 States + Jamaica Served
- 305,558 Meals Served

CAMP OBR

- 14 cohorts
- 221 participants served
- 70 program days

THE ALWAYS SERVING PROJECT

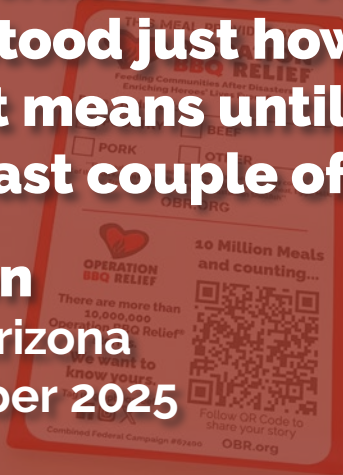
- 107 Community Events
- 170 Feeding Firefighters Events
- 988 Volunteers Engaged
- 16,882 Hours of Service
- 60,971 Meals Served

DISASTER RESPONSE TEAM

“

After a long day, the meal you made was worth everything. What you do means something. I don't think I ever really understood just how much it means until these last couple of days.

**Stephen
Globe, Arizona
September 2025**



Disaster Relief in Action

When Disaster Strikes, We Are There.

When a natural disaster devastates a community, the needs are immediate and overwhelming. Families lose their homes. First responders work around the clock. And in the middle of the chaos, something as simple as a hot meal can restore a sense of dignity, comfort, and hope. That's what Operation BBQ Relief was built to do.

How We Respond

When a disaster is declared, Operation BBQ Relief deploys its volunteer network, mobilizes equipment, and coordinates with local and national partners to establish meal distribution sites. Our teams work alongside first responders, emergency management agencies, and community organizations to ensure meals reach those who need them most, efficiently and compassionately. Every meal we provide is more than food. It is a reminder that someone cares.

2025 Disaster Relief Impact

- 🔥 11 Disaster Deployments
- 🔥 15 Deployment Sites
- 🔥 156 Deployment Days
- 🔥 9 States + Jamaica Served
- 🔥 305,558 Meals Served



Disaster Relief in Action

Hurricane Melissa | Jamaica Relief Operation | October 2025

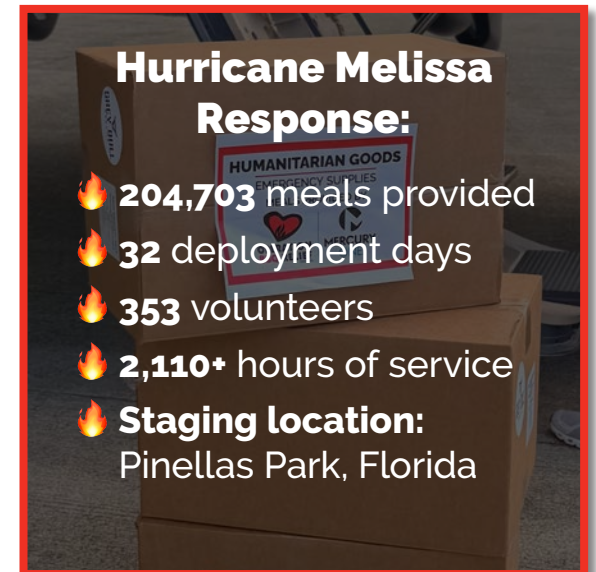
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When the Plan Changes, the Mission Does Not.

Getting to Jamaica is not the same as getting to the next state. When Hurricane Melissa struck, Operation BBQ Relief was ready to deploy. Logistics to the island were complicated, and perishable food shipments were not an option.

We set up a staging facility in Pinellas Park, Florida, and procured shelf-stable meal items that could be safely transported and distributed to Jamaica. It was a different deployment; the mission was the same.

OBR procured, packed, and coordinated the distribution of meals to families affected by the storm, a community an ocean away, reached because our team refused to accept that distance was a reason not to help.



From Guest to Volunteer.

Teresa Schrachta

After losing her son, USMC Lance Corporal Alexander Schrachta, Teresa attended Camp OBR™, a place built for military members, veterans, first responders, and the families of fallen heroes; a place to reconnect, recharge, and heal.

Today Teresa deploys with OBR volunteer teams, providing hot meals to families and first responders in the aftermath of natural disasters.

"I was introduced to Operation BBQ Relief through Camp OBR. They do culinary therapy, emphasizing the importance of having a hot meal. The impact on me has made me volunteer and help out, because they do amazing things."





About Camp OBR

Camp OBR is a fully funded retreat located at Missouri's Lake of the Ozarks, dedicated to enriching the lives of military members, veterans, first responders, and their families, including the Gold Star Community. Through culinary therapy, outdoor adventures, and programs supporting mental well-being, Camp OBR fosters connection, growth, and lasting memories.

What We Offer

Culinary Therapy: Guided by expert chefs, participants explore barbecue and cooking as a means of connection and healing.

Outdoor Adventures: From fishing and water sports to hiking and ATV rides, participants connect with nature and with each other.

Mental Health and Well-Being: Programming designed to promote mental health, strengthen relationships, and foster a renewed sense of purpose.

2025 Camp OBR by the Numbers

- 🔥 14 cohorts
- 🔥 221 participants served
- 🔥 70 program days
- 🔥 2,613 meals served



One Phone Call Changed Everything.

Donnie Paul

A firefighter and small business owner, Donnie was not looking for a new community when a friend called the night before a barbecue basics class in Kingsport, Tennessee, and invited him to join.

"I had never seen a smoker in real life. Barbecue was just something I ordered at a restaurant."

A month later, two pitmasters from class checked in on him. Donnie's mother was recovering from a stroke, and he was in charge of Thanksgiving. The pitmasters made him a shopping list and a cooking timeline, then spent the holiday on the phone, walking him through every step.

"That day, great food and wonderful joy were shared through my mom's house; I knew that day I had to be a part of this."

Today, Donnie serves as Operation BBQ Relief's Operations Manager and a lead for The Always Serving Project.

**THE ALWAYS
SERVING PROJECT®**





THE ALWAYS SERVING PROJECT®

About The Always Serving Project

The Always Serving Project is a year-round initiative of Operation BBQ Relief dedicated to serving military members, veterans, and first responders. Through culinary therapy, The Always Serving Project connects, inspires, educates, and serves communities with The Healing Power of BBQ beyond moments of disaster.

**2025 Always Serving Project
by the Numbers**

- 🔥 107 Community Events
- 🔥 170 Feeding Firefighters Events
- 🔥 988 Volunteers Engaged
- 🔥 16,882 Hours of Service
- 🔥 60,971 Meals Served

Our Volunteers



The Heart of Everything We Do.

Operation BBQ Relief doesn't happen without our volunteers. From competitive pitmasters and professional chefs to first responders, veterans, and everyday community members, our volunteer force is one of the most dedicated and diverse in the nonprofit world. They show up before the sun rises and stay until the work is done. They give their time, their skills, and their hearts to communities in need. They are the reason our mission is possible.



2025 Volunteer Force Overview

- 🔥 26,043
Total registered volunteers
- 🔥 31,435
Total volunteer hours

Our Donors

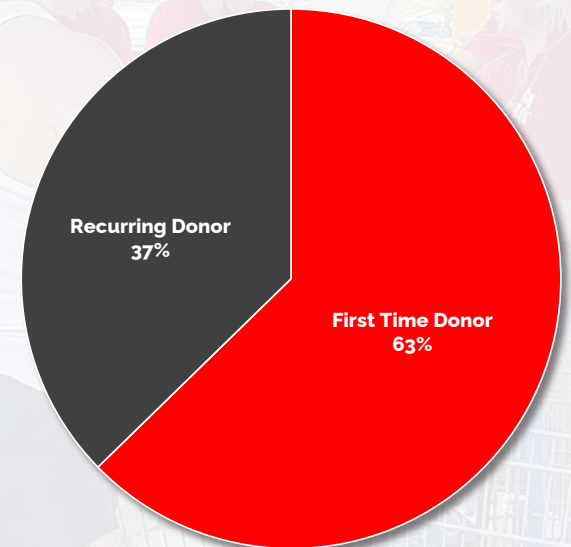
2025 Donor Highlights

Every meal provided, every deployment launched, every Camp OBR cohort welcomed, and every community event hosted in 2025 was made possible by the generosity of people who believe in this mission. Our donors are not transactions. They are partners in every hot meal that reaches a family in crisis, every veteran who finds healing at Camp OBR, and every community that receives a visit from The Always Serving Project.

Operation BBQ Relief provided 305,558 meals in 2025. Because of our donors, we never had to say no to a community in need.



We are committed to deepening our relationships with every donor who invests in this mission, ensuring they see the full impact of their generosity and feel connected to the community they help sustain.



1,635 first-time donors

Our Supporters

None of This Happens Alone.

Operation BBQ Relief exists at the intersection of community, generosity, and purpose. Our corporate sponsors, nonprofit partners, and supporters make it possible for us to answer every call, reach every community, and serve every hero. We are deeply grateful to the organizations that invested in our mission.

Corporate Supporters

- Amazon
- Blue Rhino
- Butterball
- Carhartt
- DripDrop
- Ergo Chef
- Far East Brokers and Consultant
- Farmers Insurance
- Ferrellgas
- Hy-Vee
- Lowe's
- National Beef
- Nor-Am
- Ole Hickory Pits
- Prairie Fresh
- Sunbelt Rentals
- ThermoWorks
- Turtlebox
- Walmart.org
- YETI

Nonprofit Partners

- AirLink
- American Logistics Aid Network
- American Red Cross
- Certified Angus Beef
- E3 Foundation
- Guy Fieri Foundation
- Hearth, Patio and Barbecue Association (HPBA)
- Mercury One
- MO Vets Outdoors
- National Voluntary Organizations Active in Disaster
- Pork Checkoff
- T.A.P.S. International
- The Salvation Army
- USO

Restaurant Sponsors

- Sonny's BBQ

To our sponsors, partners, and supporters: thank you. Because of you, "The One Hot Meal That Matters" reached communities and heroes across the nation in 2025.

Financials

Trusted With Your Investment.

Operation BBQ Relief is committed to transparency and responsible stewardship of every dollar entrusted to us. Because of the generosity of our donors, sponsors, and partners, we are able to direct the vast majority of our resources directly to the programs and communities we serve. The following reflects our 2025 financial overview.

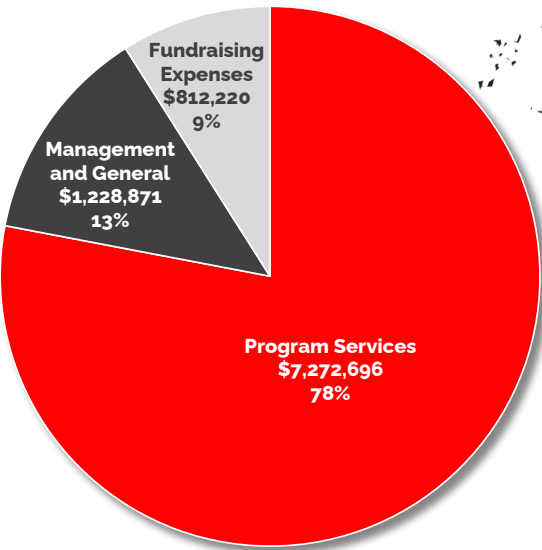
In 2025, Operation BBQ Relief intentionally deployed reserves and prior year restricted contributions to meet an extraordinary level of disaster need, including our largest international response to date in Jamaica. This planned investment reflects our commitment to answering every call, made possible by the strength of our balance sheet. With 15 million in net assets, Operation BBQ Relief remains financially strong and positioned to respond whenever and wherever disaster strikes.

Operation BBQ Relief is a registered 501(c)(3) nonprofit organization. EIN 45-2442792. Audited financial statements are available upon request at OBR.org.

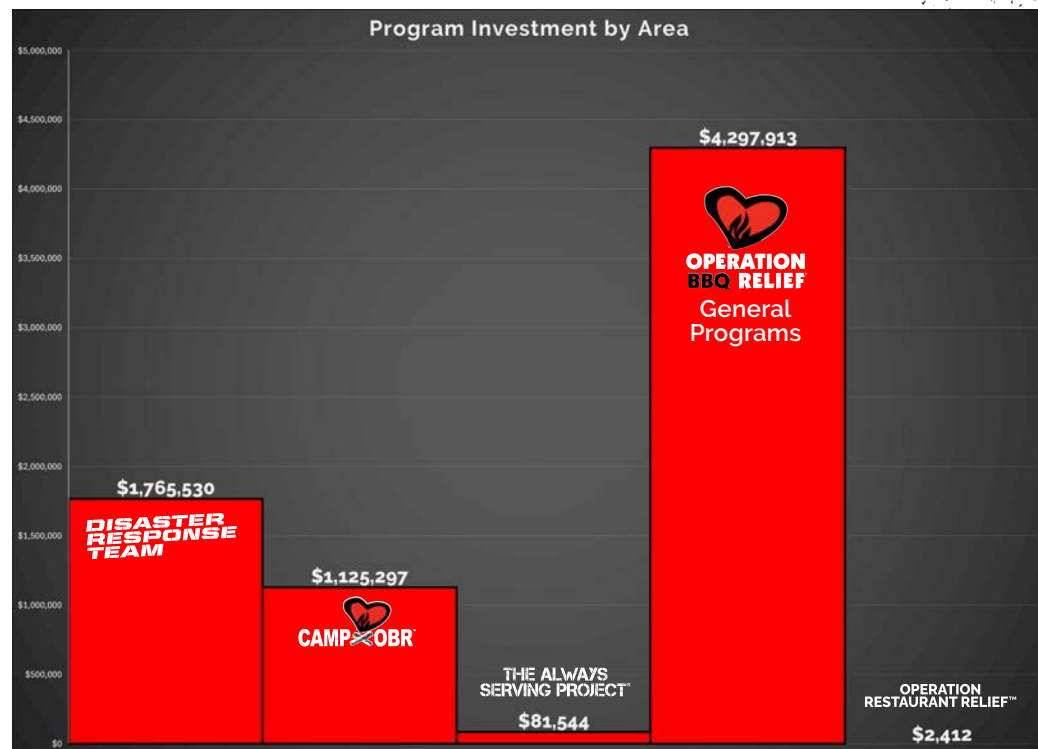
2025 Revenue Overview

🔥 Total Revenue.....	\$4,972,624
🔥 Contributions and Grants.....	\$2,911,969
🔥 Contributions of Nonfinancial Assets....	\$1,374,430
🔥 Special Events, Net	\$111,583
🔥 Net Investment Return.....	\$503,199
🔥 Royalties and Other Income	\$71,443

2025 Expense Overview



Financials



*General Programs departmental and operational expenses such as warehouses, equipment storage, freight, supplies, and depreciation for vehicles and equipment.



Fund Stewardship

78 cents of every dollar goes directly to programs and services.

Operation BBQ Relief's financial statements are audited annually by an independent certified public accounting firm. Audited financial statements are available upon request at OBR.org.

Operation BBQ Relief holds a four-star rating from Charity Navigator and the Candid Gold Seal of Transparency, reflecting our commitment to accountability, efficiency, and mission-driven financial management.

CFC #67400 | EIN 45-2442792 | OBR.org

Looking Ahead

The Fire Keeps Burning.

2025 reminded us of something we already knew: the need never stops. Disasters don't wait for convenient timing. Heroes don't stop needing support between deployments.

In 2026, we are building on the foundation that 14 years of mission have created. This is our 15th anniversary year, and we are approaching it with the same spirit that started everything: neighbors taking care of neighbors, one hot meal at a time.

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Our 2026 Priorities

Growing Our Disaster Response Capacity

Operation BBQ Relief is expanding our volunteer network, deepening our partner relationships, and strengthening our logistics infrastructure to ensure we can respond faster and reach farther than ever before.

Deepening Our Hero Support Programs

Camp OBR and The Always Serving Project are expanding their reach in 2026, welcoming more participants, hosting more events, and connecting more communities with The Healing Power of BBQ. Every cohort, every class, and every Day of Giving is an opportunity to change someone's life the way Donnie Paul's and Teresa Schrachta's were changed.

Investing in Our Donor and Volunteer Community

Our growth depends on the people who believe in this mission. In 2026, we are deepening our commitment to the donors and volunteers who make everything possible, creating new ways to stay connected, see your impact, and grow with us.

Looking Ahead

How You Can Help



DONATE.

Your gift powers every meal, every deployment, and every program Operation BBQ Relief delivers. No gift is too small. Every dollar is put to work. Visit OBR.org to make your gift today.

Join the Ember Circle. Our monthly giving community keeps the fire burning between disasters, providing steady, reliable support that lets us deploy the moment a community needs us. A monthly gift of any size makes you a sustaining partner in every meal we serve.



VOLUNTEER.

Whether you are a seasoned pitmaster or have never touched a smoker, there is a place for you in the Operation BBQ Relief family. Sign up at OBR.org and be ready when the call comes.



ADVOCATE.

Tell someone about Operation BBQ Relief. Share our story. Post about our mission. Invite a friend to volunteer. The most powerful thing you can do for this organization is help more people find it.

**Together, we will keep the
fire burning in 2026 and beyond.**

Visit OBR.org to donate, volunteer, or learn more.



BOARD OF DIRECTORS



Will Cleaver
Chairman



Stan Hays
Board Member



Kesa Edwards
Board Member



Paul Taylor
Board Member



John David Wheeler
Board Member

LEGAL AND ORGANIZATIONAL INFORMATION

Operation BBQ Relief is a registered 501(c)(3) nonprofit organization incorporated in the United States. Contributions to Operation BBQ Relief are tax-deductible to the extent permitted by law.

EIN 45-2442792

CFC #67400

Audited financial statements are available upon request at OBR.org.

ACCREDITATIONS AND RECOGNITION



THANK YOU

Every meal. Every deployment. Every hero served. Every community reached.
None of it happens without the people who believe in this mission.
Thank you for being part of the Operation BBQ Relief family.

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**Feeding Communities After Disasters.
Enriching Heroes' Lives Every Day.**

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OBR.ORG

@opbbqrelief
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