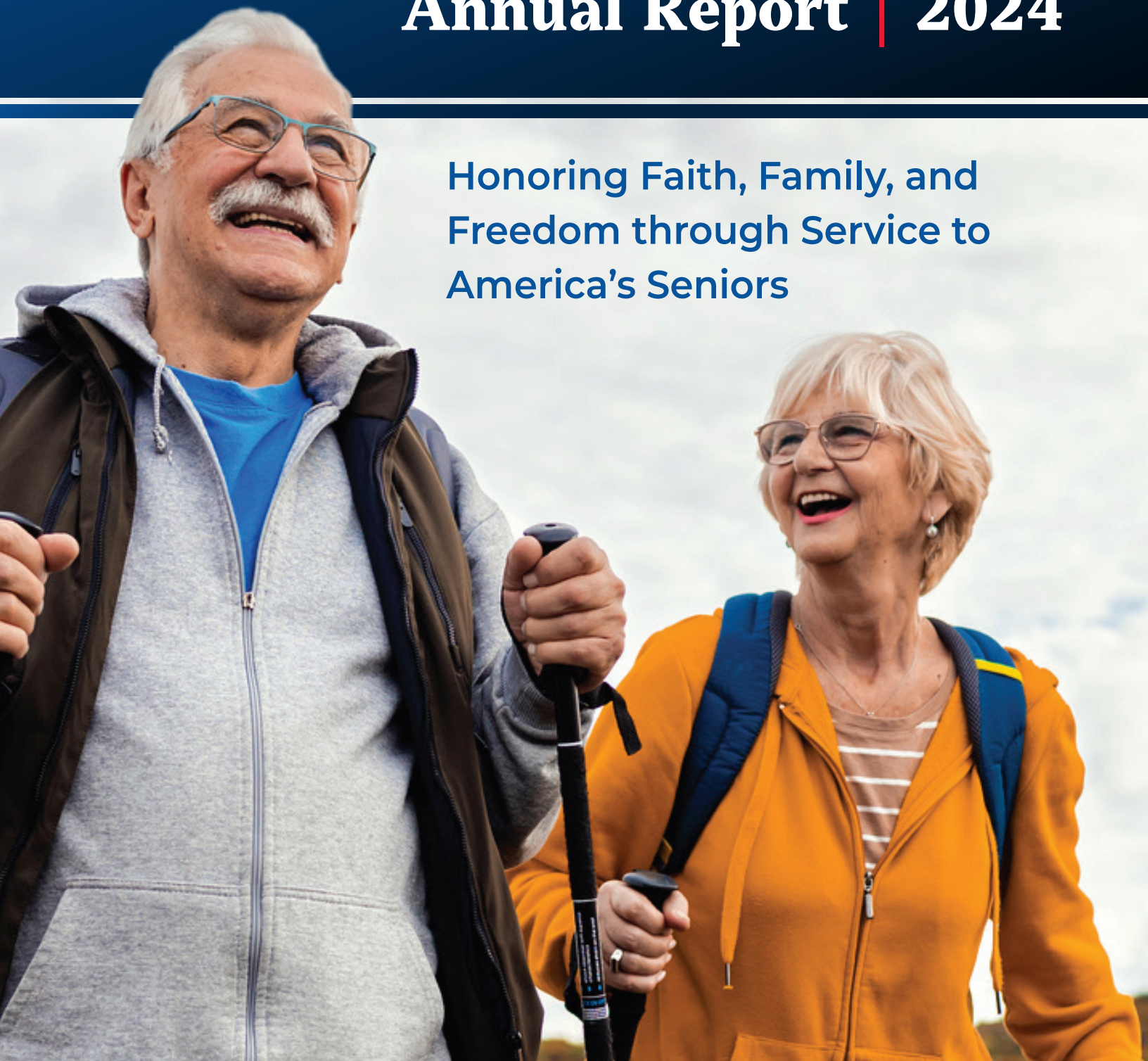


AMAC Foundation

Annual Report | 2024



Honoring Faith, Family, and
Freedom through Service to
America's Seniors



AMAC Foundation
Supporting & Educating America's Seniors

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Letter from the President

The AMAC Foundation has experienced both growth and transformation, which will mark this as a pivotal time in our history. More than ever, I am filled with deep gratitude for the generous supporters who are propelling our mission into a new era of purpose and positive outcomes.

In 2024, many Americans found themselves questioning the future. It was a year marked by uncertainty, cultural shifts, and the erosion of traditional values. It also turned into a year of hope for the future. During this time, the AMAC Foundation rose to meet the moment – expanding our efforts to educate, support, and empower Americans age 50 and older. Yet, we remain committed to our founding work of providing Social Security Advisory Services to all who are interested, as well as expanding upon this core work to grow our educational offerings as we advance the values of faith, family and freedom.

The AMAC Foundation leads as a trusted resource for Americans 50+, providing empowering education on today's most pressing public issues, along with expert guidance and policy resources on Social Security and Medicare, as well as other pressing concerns of the day.

As you peruse this annual report, I invite you to view it through the lens of opportunity – opportunity to grow, to lead, and to serve. Our team remains more committed than ever to being a trusted beacon for mature Americans as they navigate life's next chapter.

We believe our seniors are national treasures, keepers of wisdom whose voices are essential to shaping the future. That's why our mission remains clear: to honor and protect mature Americans by defending the promises made to them, ensuring access to the Social Security benefits they have earned, and to affordable, high-quality healthcare. Above all, we champion their dignity, independence, and continued contributions to our communities.

As we carry forward the vision of our founder, Dan Weber, we remain steadfast in our commitment to the values he held dear: dignity, security, and respect for every American in their later years. The AMAC Foundation proudly upholds the enduring pillars of faith, family, and freedom – the very principles that have made this Nation great and provides the AMAC Foundation with its enduring purpose.

Thank you for standing with us.



Rebecca Weber
Chief Executive Officer- AMAC



About the AMAC Foundation

For more than a decade, the AMAC Foundation has served as a trusted source of support, education, and personalized guidance for America's seniors. As we turn the page to a bold new chapter, we are proud to share an updated Vision and Mission — refinements that reflect both our enduring values and our growing commitment to America's patriotic 50+ community.

While our values remain unchanged, the AMAC Foundation's scope and impact have grown significantly. Rooted in our legacy of serving those overlooked by bureaucracy, defending the promise of Social Security, and empowering Americans to thrive in their later years, we're proud to unveil a stronger, forward-looking vision for the decade ahead.

Your partnership with the AMAC Foundation inspires real hope across the country. Together, we work toward a future where every senior can live with dignity, security, and purpose – equipped with accurate information and supported by a caring community.

This evolution strengthens our core commitment to personalized advisory services while allowing us to meet the growing needs of seniors in today's shifting cultural and policy environment.

VISION

To be the single greatest resource for mature Americans.

MISSION

To be the premier provider of critical services and trusted source of indispensable, credible guidance for America's patriotic seniors and future generations.

Founded by Dan Weber in 2013, the AMAC Foundation was created with a simple yet powerful purpose: to ensure older Americans receive the Social Security benefits they have earned, gain fair cost-of-living increases, preserve affordable, high-quality healthcare, and never face retirement decisions alone. One of our earliest and most enduring priorities has been helping individuals navigate the often-confusing world of Social Security, a mission that has grown to include tens of thousands of personalized responses from our nationally accredited advisors.

We proudly serve a diverse and growing population, with a special focus on Americans age 50+ and the broader conservative community who share our commitment to the American way of life. Our mission is to honor and protect mature Americans by upholding the promises made to them — ensuring older Americans are supported as they face complex decisions in their golden years. We are committed to fighting for their dignity, security, and continued role in shaping strong communities.



What sets us apart? A long, steadfast commitment to fighting for America's seniors. The AMAC Foundation has been the preeminent Social Security expert for over 10 years, leading with both legislative expertise and advising over 40,000 families since our founding.

Faith, family, and freedom remain at the heart of everything we do. As we grow, the AMAC Foundation is committed to empowering Americans 50+, equipping them to thrive, contribute, and lead every day.



2024 AT A GLANCE

KEY PROGRAMS

Social Security Advisory Service (SSAS)

Foundation Veteran Outreach Program (FVOP)

Medicare Advisory Services

Retirement & Financial Sunsetting Education

Value-driven Conversations: Public Life & Cultural Values

4,229

PERSONAL
INQUIRIES

ANSWERED

34

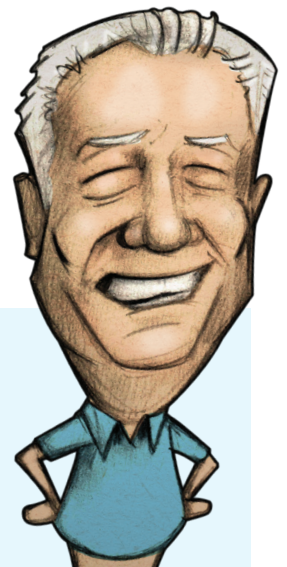
LIVE AND
VIRTUAL

EVENTS

3 NEW

SOCIAL SECURITY
ADVISORS

ADDED



“Ask Rusty” Social Security
column featured in **600+** media
outlets **WEEKLY**



PROGRAMS AND SERVICES

- **Social Security Advisory Services**
- **Conservative Education**
- **Retirement and Legacy Planning**
- **Foundation Veteran Outreach Program (FVOP)**
- **Medicare Advisory**



AMAC Foundation
Supporting & Educating America's Seniors

SOCIAL SECURITY ADVISORY SERVICES



Social Security Advisory Services

A core component of the AMAC Foundation is our Social Security Advisory Service. Staffed by a dedicated team of eight trained advisors - including several former SSA employees - this service provides compassionate, expert guidance to Americans navigating the complexities of Social Security.

Whether one is facing a quick question or a complicated eligibility issue, the AMAC Foundation's advisors ensure that every inquiry receives the time, care, and knowledge it deserves. The Social Security system can be overwhelming. Confusing rules, dense paperwork, and delayed responses often prevent people from receiving the benefits they have rightfully earned. For many older Americans, those benefits are essential to financial stability and peace of mind.

Our team meets each request with personal attention and professionalism, empowering seniors with the information they need to make confident, informed decisions.

- **4,229 inquiries** handled in 2024 to over **40,000** since the Social Security Advisory Services' inception
- Nearly **100 years** of combined experience in Social Security
- 3 new Social Security Advisors in training

We are proud to be a trusted resource for America's seniors, making sure no one must face the Social Security system alone!

CONSERVATIVE EDUCATION

Steadfast Values in a Stormy Climate

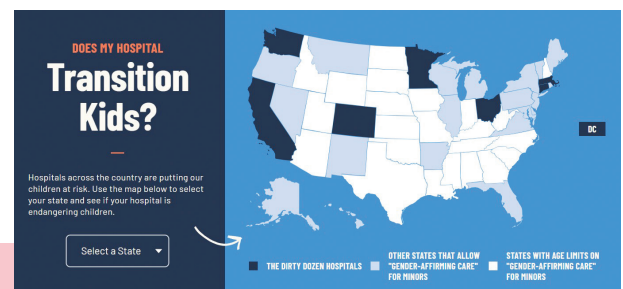
In today's increasingly divided cultural landscape, the voice of Americans grounded in traditional values is more vital than ever. Thanks to the generous support of our donors and thousands of AMAC members, the AMAC Foundation is proud to foster respectful, values-based conversations on the issues that matter most.

From protecting future generations through our “Do No Harm” initiative, to timely and insightful election coverage like Trump’s First 100 Days in November of 2024, to regular editorial contributions in AMAC media, we are helping seniors stay informed and empowered on the cultural front lines.

Our Conservative Education Series, launched in 2024, debuted with two dynamic webinars drawing more than 1,500 registrants. The enthusiastic response confirmed what we knew to be true: patriotic Americans are eager for knowledge, connection, and clarity. In 2025, we will continue expanding these opportunities – because this is only the beginning!



Rebecca Weber on the steps of the SCOTUS speaking during the Do No Harm Rally



RETIREMENT AND LEGACY PLANNING

Planning for life's next chapter is not just about finances—it is about **peace of mind**. That is why the AMAC Foundation offers practical education on legacy planning, sudden loss preparedness, and financial strategy in retirement.

Highlights from 2024 include:

- Hosting 4 multi-day intensive “Sudden Death” Seminars, offering step-by-step guidance for navigating unexpected loss
- Presenting monthly webinars on financial planning topics
- Publishing the widely syndicated “Ask Rusty” column, which reaches over 1.5 million readers annually across 600+ platforms

Our goal is simple: *help seniors live with intention, not uncertainty.*

Through both in-person and virtual programming, we give individuals the tools to confidently prepare for life's transitions, empowering them to make thoughtful decisions before they become urgent ones.



FOUNDATION VETERAN OUTREACH PROGRAM



Serving Those Who Served

The Foundation Veteran Outreach Program (FVOP) unites national partners to expand support and resources for Veterans and their families. Through collaboration, education, and purpose-driven initiatives, FVOP continues to grow in reach and impact.

FVOP will expand its mission by building new outreach events and resources centered on four key pillars:

- Encouraging patriotic service
- Veteran suicide prevention
- Supporting the transition to civilian life
- Promoting Veterans in small business

2024 HIGHLIGHTS

- Produced **FVOP Collaborator and Mission video recordings**
- Hosted ongoing **monthly discussions and think tank sessions**
- Actively participated in **Veteran Suicide Prevention Month** (September)
- Enhanced **team structure and program delivery** for better outreach
- Shared **Social Security Guidance for Veterans**
- Attended and Networked at the **American Legion Conference**
- Began planning **2025 educational webinars**



POWERED BY AMAC FOUNDATION



MEDICARE ADVISORY

Medicare can feel overwhelming, but it need not be navigated alone. That is why we launched **MedicareReport.org**, a clear, unbiased resource designed to help you understand your options with confidence.

Updated daily by expert analysts at the AMAC Foundation, MedicareReport.org serves as a trusted vanguard for seniors facing a rapidly changing healthcare system. It is a public resource, free to access and grounded in the same professionalism and personal care that define our renowned Social Security Advisory Service.

Additionally, our team personally provides straightforward answers to the most pressing Medicare questions, including:

- ***Understanding the Medicare basics (Parts A, B, C, and D)***
- ***How do I avoid late enrollment penalties?***
- ***How do I enroll in Medicare?***

The \$88,000 Mistake

- And the Team That Fixed It

When Cheryl reached out to the **AMAC Foundation's Social Security Advisory Service** in April 2024, she was advocating for her sister who had recently lost her husband.

After applying for widow's benefits through the Social Security Administration (SSA), Cheryl's sister's claim was denied. SSA incorrectly assumed that the state pension she was receiving was **not covered by Social Security** and applied the **Government Pension Offset (GPO)**, a rule that can significantly reduce or eliminate survivor benefits.

Cheryl knew where to turn. She contacted the **AMAC Foundation's Social Security Advisory Service** for help.

The AMAC Foundation's Social Security Advisory Service Advisors thoroughly reviewed the case, examining all documentation and pension records. After detailed research and multiple communications with SSA, the Advisor determined:

- **Cheryl's sister's state pension was covered under Social Security**
- **The GPO should not have applied**
- **The SSA adjudicator had not properly reviewed the pension details**

With the Advisor's guidance, Cheryl submitted a formal appeal with the correct documentation. SSA ultimately **overturned its original decision** and approved full widow's benefits, including a **retroactive payout**.

Without the AMAC Foundation's Social Security Advisory Service, Cheryl's sister could have lost **more than \$88,000** in benefits.

Thanks to Cheryl's determination, and the expert support of the **AMAC Foundation's Social Security Advisory Service**, her sister received the benefits she was rightfully owed.



SCAN HERE
TO HEAR CHERYL'S STORY
IN HER OWN WORDS

LOOKING AHEAD

Empowering More.

Leading Boldly.

A Steady Voice for America.



After a landmark year of growth, the AMAC Foundation started 2025 with strong momentum and purpose that will carry the Foundation forward. As we continue advancing our mission to support America's seniors, we are also sharpening our focus on the cultural and policy battles that directly affect them. The challenges may be great, but so is our resolve.

2025's growth includes:

- Increase Conservative Education and empowerment of patriotic Americans
- Reach more Americans through powerful video and written content
- Welcome two new Social Security Advisors to our expert team of advisors
- Elevate trusted voices like "Ask Rusty" column and podcasts by partnering with new media platforms
- Strengthen our cornerstone programs: Social Security and Medicare Advisory Service, Foundation Veteran Outreach Program, and legacy education
- Stand boldly for truth, dignity, and personal empowerment

We are more than a nonprofit. We are a growing national movement of patriotic Americans – we are living our values and leading by example.

Thank you!

The success of the AMAC Foundation is made possible by the unwavering support of our donors and partners. Your belief in empowering mature Americans fuels every phone call we answer, every event we host, and every resource we provide.

Together, we are shaping a stronger America – for today and for generations to come.



AMAC Foundation

Supporting & Educating America's Seniors

Ways to Get Involved:



- Donate to support our growing work:
- Share our events with your friends and family at events.amac.us
- Reach out to connect with us using the information below

Contact Us

888-750-2622 | Monday - Friday, 9am - 4pm Eastern

General Inquiries: info@amacfoundation.org

Social Security Advisory Service: ssadvisor@amacfoundation.org

amacfoundation.org | socialsecurityreport.org | medicarereport.org

The AMAC foundation is a 501(c)(3) nonprofit organization. EIN: 32-0312372

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