



**National
Military Family
Association**

2024

ANNUAL REPORT





Message From CEO

What a year!

In 2024, the National Military Family Association marked 55 years of working with families to identify and solve the unique challenges of military life.

Throughout the last five-and-a-half decades, with you in our corner, we have strengthened America's military families through programs and advocacy driven by research and grounded in the personal stories of families.

This year, those stories came pouring in.

Military spouses who applied in record numbers for our Joanne Holbrook Patton Military Spouse Scholarship told us they're refining their skills and resumes to be employable because their families need a second income to get by in this economy.

Military teens echoed their parents, with more than half demonstrating that they had experienced food insecurity in the last thirty days. They told us they're getting jobs to help their family pay bills, how hard it is to be a hidden helper and take on caregiving responsibilities, and how the stresses of military life weigh on them. Military teens' well-being continues to be significantly lower than that of their non-military peers, and their self-harm behaviors are reported at more than twice the rate of civilian teens. But these teens also told us that no matter how hard it can be, military life is also good — and more than half of them plan to serve.

It also inspires us to advocate for military families, as we have for 55 years. This year, the House Armed Services Quality of Life Panel convened to address the challenges military families share with us every day, and we worked alongside them to elevate military families' voices and make room for them at the table. Collaborating with elected officials, policymakers, and partners, we celebrated a historic 14.5% pay raise for junior enlisted service members and the inclusion of 28 other Quality of Life recommendations in the annual National Defense Authorization Act.

Our work strengthens military families today – and for years to come. We can't do it without you.

Thank you for your support.

Together, we're stronger®.

Besa Pinchotti



Year in Review



2024 Highlights



Advocacy Highlights

Since 1969, NMFA has worked with families to identify and solve the unique challenges of military life. In 2024, our leadership and grassroots advocacy advanced military family quality of life.

Historic Pay Increase:

Our collaboration with the House Armed Services Quality of Life Panel, participation in multiple Congressional roundtable discussions and years of advocacy on behalf of military families resulted in a much-needed 14.5% pay increase for junior enlisted and a 4.5% bump for most other service members.

Maternal Mental Health:

Pregnancy and the postpartum period can be especially challenging for service women and military spouses. NMFA highlighted these challenges at a Capitol Hill briefing on maternal mental health. We also championed legislation included in this year's NDAA that established a pilot program supporting maternal mental health at select Military Treatment Facilities.

WIC Awareness:

Hundreds of thousands of military families rely on the Women, Infants, and Children (WIC) program. Partnering with the National WIC Association and the Uniformed Services University of the Health Sciences, we increased military families' awareness of and participation in WIC, connecting military mothers and children with the nutrition and resources they need to thrive.

Coalition Leadership:

As active leaders in The Military Coalition (TMC), Hidden Helpers Coalition, White Oak Collaborative, and TRICARE for Kids, NMFA experts lead with authority and collaboration, building awareness and advocating for the unique needs of military kids and their families.

Grassroots Advocacy:

Through targeted campaigns like More Than A Spouse, which celebrated military spouse employment, and Speak NOW, which empowered military families to share how the Quality of Life Panel's recommendations would change their lives, NMFA engaged military families in advocacy throughout the year. We also launched our Military Family Action Center, a digital advocacy hub that puts military families into direct contact with their elected officials on the issues that matter most.



By the Numbers

Operation Purple® Camp

4,700+ military kids applied for Operation Purple Camp and **860** military kids joined us in person for a free week of sleepaway camp at locations across the country



Operation Purple® Summer Challenge



1,800+ military kids joined us virtually for nine weeks of fun, friendship, and family connections



183 military kids earned badges and prizes for their hard work, skill development, and leadership

Military Teens Lead the Way

68 military-connected teens contributed content to Bloom: Empowering the Military Teen, NMFA's signature teen program that helps military teens build community and overcome isolation, no matter where the military sends them.

25,000+ military teens engaged with Bloom's stories, artwork, and digital content throughout the year.

10 Bloom military teen artists had their artwork featured at the White House in an exhibit entitled, *A View from my Window*, giving the nation a glimpse into the military teen experience.

NMFA teen leaders were recognized at award ceremonies, panels, conferences, and summits, including the Digital Parenthood Conference in New York City and the White House celebration for International Day of the Girl.

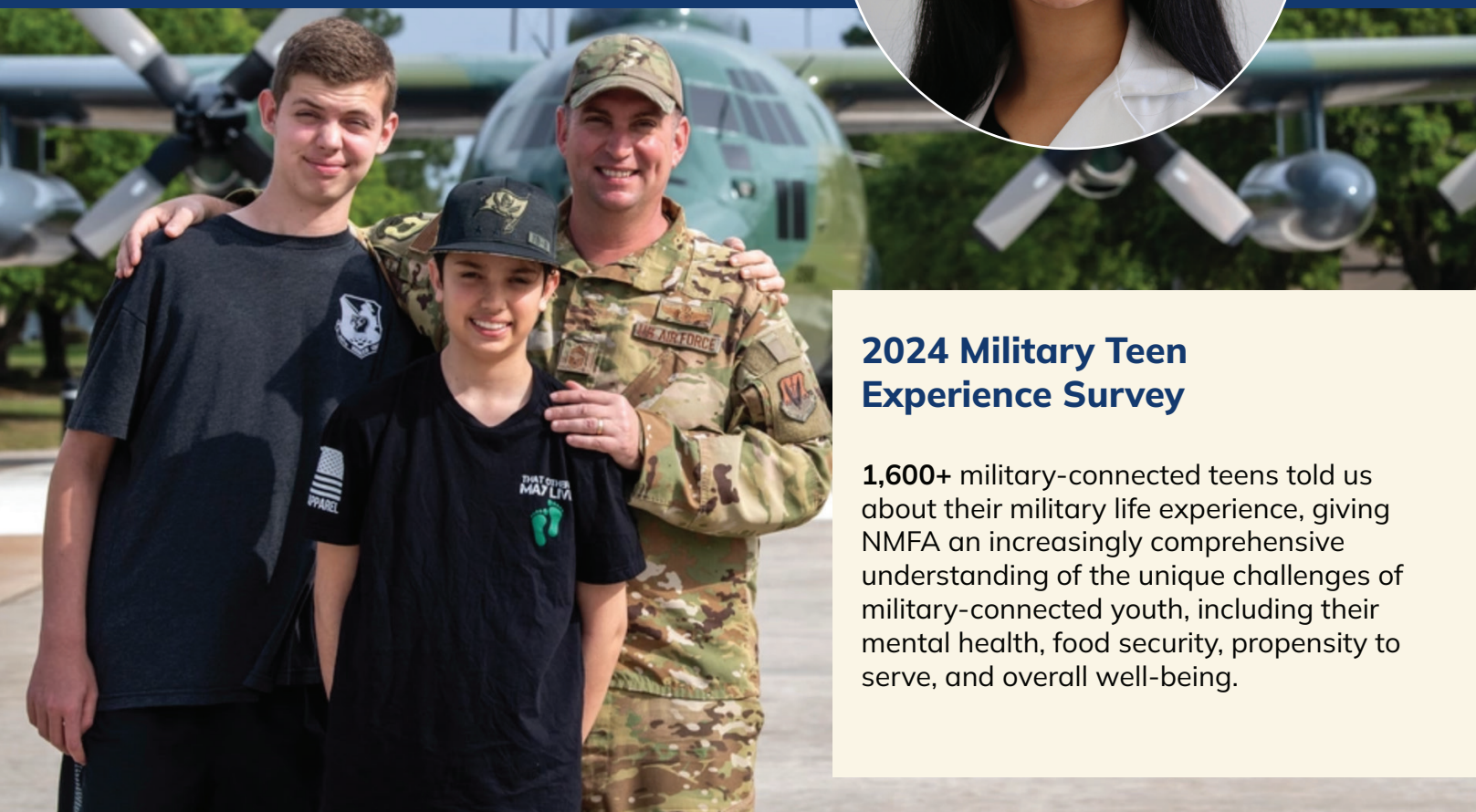


Joanne Holbrook Patton Military Spouse Scholarship

10,000+ military spouses applied for scholarship support, and we invested **\$808,750** in **736 military spouses' educations, careers, and dreams.**

Since 2004, NMFA has awarded **9,531 military spouses over \$9.6M in scholarships.**

In 2025, we'll celebrate our **10,000th** military spouse scholarship recipient and bring our total scholarship support to **more than \$10M!**



2024 Military Teen Experience Survey

1,600+ military-connected teens told us about their military life experience, giving NMFA an increasingly comprehensive understanding of the unique challenges of military-connected youth, including their mental health, food security, propensity to serve, and overall well-being.

Reaching Military Families

Military families span the globe, and wherever the military moves them, we go too. In 2024, we shared stories with them and about them across social media platforms and in the press around the world.

493M+ earned media impressions

2.4M+ organic social media impressions

1.7M+ military family members reached across social platforms

550K+ webpage visits

Together We're Stronger: Celebrating 55 Years of Supporting Military Families





NMFA got its start at a kitchen table. It was the height of the Vietnam War, and five military spouses, determined to do better by their widowed friends, sat together working through the challenges military families like theirs faced — and what could help. They took those problems — and solutions — to Congress and, knocked door to door until the Survivor Benefit Plan was born.

We walk in their footsteps.

When military families need help, NMFA leads the charge.

In November, we invited friends, partners, policy makers, and military leadership to join us to honor our mission and celebrate 55 years of carrying our legacy forward. NMFA has strengthened millions of military families through data-driven advocacy and programs designed to support their financial security, mental well-being and overall quality of life.

The Together We're Stronger celebration reflected all of the ways we work with the community and our partners to do more for our military families. We were joined by Young Marines for the Presentation of Colors, a military teen offered a beautiful version of the National Anthem, and speakers included military spouse and investigative journalist Laura Geller, CEO Besa Pinchotti, NMFA's former Executive Director Joyce Wessel, and NMFA Board Chair VADM Raquel "Rocky" C. Bono, USN (Ret).

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This community, inspired by the spirit of NMFA's founding mothers and dedicated supporters, has kept strengthening military families as our sole purpose—our mission—for 55 years.

- Joyce Wessel,
Former NMFA Executive Director

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55 Years of Advocacy for and with Military Families



NMFA started as an advocacy organization, with military spouses advocating for the policy solutions they knew their families needed. Ever since, NMFA's highly respected advocates have been leading the charge for military families. NMFA's experts have an unparalleled reputation with Congress, the Department of Defense, the White House, and millions of military families around the world who trust us with their needs, challenges, and stories.

True to our mission, we ensure that military families are represented in the rooms where decisions are made and that their voices are heard. We also work to ensure that legislation and policy reflect the state of the military family today and the lived experiences of those in our community.

While military life poses its own unique challenges, military families also live in the economies where they're stationed, absorbing whatever local and regional challenges exist. Add that to the ups and downs of military life, and the result can be a web of complex problems that can require decades of targeted policy work, leadership, and coalition building to untangle.

At all levels of policy and decision-making, NMFA is in the room, amplifying their voices, building solutions, and advocating tirelessly for the policies, laws, and programs military families need to thrive.

Advocacy is not quick work. This year, we celebrated policy changes for which we've spent years advocating. These changes will have immediate and long-term impacts that will strengthen military families.



Advancing Military Family Quality of Life

In 2023, the House Armed Services Committee (HASC) Quality of Life (QoL) Panel identified key challenges affecting military families. Partnering with the Panel, NMFA helped policy makers understand the state of military families' well-being and financial security and advocated for solutions that were included in the FY 2025 National Defense Authorization Act (NDAA).

Working closely with the House Armed Services Quality of Life panel, we advised elected officials on the challenges of military life, connecting them with real military families for honest roundtable conversations and panel discussions.



Hearing directly from families and our policy experts, NMFA helped secure landmark provisions enhancing military families' health and well-being, including **a historic 14.5% pay bump for junior enlisted service members.**

Strengthening Families' Financial Security

In addition to establishing the historic pay raise, the FY 2025 NDAA also expanded protections for military families barely getting by. For years, we have advocated for increasing access to the Basic Needs Allowance, a targeted pay boost for families whose income and household size place them below 150% of federal poverty guidelines. This year, Congress increased the eligibility threshold to 200% of federal poverty guidelines, allowing more families access to this much-needed assistance.

Supporting Military Spouse Employment

Like most American households, military families often rely on two incomes to get by, but military spouses experience chronically high rates of unemployment. The FY 2025 NDAA includes provisions for which we've advocated that support military spouse employment and improved access to affordable, high-quality child care. Highlights include:



Full funding for the Services' child care fee assistance programs, eliminating waitlists and helping families pay for the child care available in their communities



Addressing staffing challenges faced by DoD Child Development Centers (CDC) by making employees' pay competitive with providers in civilian day care centers and offering no-cost child care to CDC employees



Expanded eligibility for CDC child care for military spouses actively looking for work



Procedures for interstate reciprocity of professional licenses, making it easier for spouses to reestablish their careers following a PCS move

The FY 2025 NDAA also permanently authorizes the Military Spouse Career Accelerator program, a competitive program that offers paid 12-week fellowships to military spouses in a variety of industries and locations.



Advancing Maternal Mental Health Care

Pregnancy and the postpartum period can be especially challenging for service women and military spouses, who may be far away from friends and family and even their spouse or partner. NMFA highlighted their experiences at a Capitol Hill briefing, and we celebrated when the FY 2025 NDAA adopted our recommendations, including the creation of a DoD pilot program at selected Military Treatment Facilities (MTFs) addressing perinatal mental health care.



Military Kids' Education

When military kids move with their serving parent, they do so through a variety of schools, districts, and systems — and with varied success. We called on Congress to ensure that Impact Aid, which provides additional funding to local school districts serving large numbers of military-connected children, was funded appropriately. This year, Congress authorized \$50 million for this essential assistance, with an additional \$20 million to support schools serving military kids with special needs. These funds will help ensure that the school districts serving military families can offer the high-quality education our children need and deserve.

Advocating with Military Families





NMFA is the only organization dedicated to identifying and solving the unique challenges of military life with military families.

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Being able to provide other spouses a job through my business gives them a sense of purpose and allows them to have a positive economic impact on their family.

- Amy Schweizer,
Marine Corps Spouse
and Tiny Troops Soccer Owner

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More Than A Spouse

Since 9/11, over 4 million Americans have served in the U.S. military. DoD reports that throughout the post-9/11 wars, half of service members were married while serving. Yet the unemployment rate facing millions of American military spouses has been stuck at over 20% for the last two decades.

Now, the newest generation of military spouses — born after America's longest war first started — are facing the same hurdles of those two decades earlier, and they're doing so without better outcomes or sufficient mentorship to understand the hiring environment they've married into. The average enlisted service member is employed by DoD for less than seven years; the average officer serves for close to 12 years. For military spouses, that means a constant cycle of new spouses looking for work, first-time jobs, career development, and professional advancement, all while navigating military-mandated moves, deployments, and transitions.



Spouses applying to our Joanne Holbrook Patton Military Spouse Scholarship program share that their chronic and/or recurrent employment struggles to find work contribute to loss of identity and self-worth, compounded by the constant need to “start over” with each relocation. The stress of not being able to fulfill personal and professional aspirations, alongside the financial strain, can deeply affect mental health, leading to higher rates of isolation and anxiety. That’s where the More Than A Spouse campaign steps in. A revival of a campaign run by NMFA in the height of the post-9/11 wars, the More Than A Spouse campaign intercedes in military spouses’ lives by reminding them that their challenges are historical, entrenched, and not unique — and that they are not in it alone.

Leveraging storytelling to overcome isolation and build community, more than 90 military spouses shared their own stories with us to not only process their own experience navigating the challenges of military spouse employment, but to inspire other military spouses that despite the difficulties, it’s possible to be *More Than A Spouse*.

Generating understanding of the enduring history of military spouse unemployment has never been more critical. In 2025, the Work Opportunity Tax Credit (WOTC) will expire, providing an opportunity for military spouses to be added to the tax credit going forward. This monumental opportunity for military spouses will require community-wide, grassroots advocacy. The More Than A Spouse campaign has capitalized on this current momentum in advancing military spouse employment and has enabled military spouses to share their stories with each other and their elected officials when it matters most.

More Than A Spouse Highlights

Tonia is more than a spouse—she’s a role model for military spouses, encouraging others to pursue their dreams fearlessly and embrace their worth. She has broken barriers in the male-dominated construction industry, earning certifications and working on prestigious projects like the Jefferson Memorial restoration.

Tonia didn’t let the challenges of military life, including frequent moves and high unemployment rates, stop her from building a successful career. Instead, she carved her own path by starting a consulting business and now runs Mothers in Construction, a nonprofit supporting women in the industry. She is frequently featured as a guest speaker to share her story, and the one story she is most proud of is when her children tell others, ‘My mom helped build that.’



Tonia Rivers:
Construction Leader and Groundbreaker

Speak NOW

The Speak NOW storytelling campaign gathered 60 first-hand accounts of quality-of-life challenges faced by military families, including housing costs, pay disparities, and career barriers for spouses.

We shared those military family experiences with the The House Armed Services Committee (HASC) Quality of Life (QoL) Panel and Senate Armed Services Committee (SASC) to underscore the urgency of QoL reforms. We also issued a Call to Action urging families to contact their own Senators in support of the QoL recommendations.

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Even with our BAH, we still needed to pay \$300 to \$400 in electricity and gas monthly. My husband is considering a second job and even leaving the military.

- Air Force Spouse

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NMFA Launches Military Family Action Center

In late 2024, NMFA launched its first-ever digital advocacy hub to empower military family members to take their stories to their elected officials. The hub, which features customizable letters to Congress, enables military families and their supporters to directly urge legislators to adopt solutions to the most pressing challenges military families face.

In its first month, 99 military family members sent 208 letters to Congress, asking them to incorporate the QoL recommendations into the FY 2025 NDAA, humanizing the need for these reforms and reinforcing our advocacy with their lived experiences.



Congressional Reception



Since 1984, NMFA has honored individuals and organizations that demonstrate an unwavering commitment to the well-being of military families with the Support of Military Families Award. This prestigious accolade recognizes those whose work or leadership has positively impacted the lives of service members and their loved ones across the globe.

At our 2024 Congressional Reception, NMFA proudly bestowed this award to two remarkable recipients: Secretary of Defense Lloyd J. Austin III and the House Armed Services Committee (HASC) Quality of Life Panel.

Under the leadership of Secretary of Defense Lloyd J. Austin III, the Department of Defense prioritized the well-being and readiness of military families. Recognizing that the stability of service members is deeply intertwined with the quality of life for their loved ones, Secretary Austin spearheaded critical initiatives to address the needs of today's military families.

The House Armed Services Committee (HASC) Quality of Life Panel brought unprecedented focus to the day-to-day challenges military families face in service to our nation. Throughout the year, the panel worked closely with military families, NMFA, and other military service organizations to identify barriers to well-being and develop actionable recommendations. On April 11, 2024, NMFA joined the HASC Quality of Life Panel and nonprofit partners on Capitol Hill to release these groundbreaking recommendations, many of which were incorporated into the FY 2025 NDAA. This year's awardees solidified the standards for championing the quality of life for military families, creating meaningful change that echoes across the Department of Defense and Capitol Hill.



State of the Military FamilySM Summit



The State of the Military Family Summit, NMFA's premiere annual event, brings together military families, partners, and policy makers to explore critical issues facing families. The 2024 State of the Military Family Summit put the cost of service—and its toll on the family—front and center.



This year's Summit examined the challenges families face on the road to financial stability and opportunities for change that, as a community of leaders, we can champion. Speakers included economist Nicole Cervi, human-centered design expert Scott Weiss, business leader Hilary Fordwich, and two panels of military spouses sharing their personal stories of perseverance, financial stress, and employment challenges.

The panels, which were moderated by military spouses and journalists Natalie Brand and Laura Geller, addressed the eye-opening finding that civilian households' average income exceeded military households' average income by nearly \$14K in 2021.

Panelists put that number in perspective. Heidi Starr, a Marine Corps spouse, opened up about the challenges of caregiving, supporting kids with special needs, and restarting a career in so many entry-level jobs that growth can feel unattainable. Houston-based attorney, community advocate, and entrepreneur Reda Hicks talked about creating solutions that work with our lives and help us achieve our goals. Navy veteran and Marine Corps spouse Ailsa Emmel talked about the importance of women's health, wearing a multitude of hats, and finding her passion for supporting women in digital formats. Chantae McMillan, who is an Army spouse and also an Olympic athlete, was honest about how hard it can be to pursue two equally demanding careers — and how important it is to advocate for yourself and what your family needs, even when it's at odds with military life.



Together they reminded attendees that military families serve, too, and often at great expense. As we considered ways in which we could support military spouses going forward, Scott Weiss reminded participants that intractable problems, like chronic unemployment, often require new ways of thinking — while keeping military spouses' lived experiences at the center of our solutions and decision-making.

Human Centered Research and Insights



NMFA's Research and Insights work stands alone in the military community for its commitment to human-centered research initiatives that generate actionable insights for understanding and improving the financial security and well-being of military families.

With data from over 16,000 military families, NMFA leans on mixed-methods research techniques to understand the families we serve. We utilize both quantitative (numerical) and qualitative (descriptive) measures to capture a detailed, comprehensive State of the Military Family, supported with listening sessions and in-depth interviews to ensure our understanding is both broad and deep.

Family Voices, Future Choices: The Influence of Military Families on Service Propensity

Military service is often a family business, but do families want that service to continue? To explore military families' perspectives on their service and that of the next generation, we surveyed nearly 10,000 military spouses, service members, and more than 1,300 military teens in the first quarter of 2024 to gauge their sentiments about military life. NMFA and Deloitte's Center for Government Insights collaborated on the research and analysis. We learned that 84% of respondents (approximately 70% were spouses) are confident a military career is best suited to support their family's needs, and 81% would encourage their children to serve.

Military Teen Experience Survey

Military teens shared their desires to serve — as well as their experiences moving, navigating transitions, serving as caregivers at home, making new friends, and navigating mental health challenges — in our fourth year of the Military Teen Experience Survey.

While military teens report that their friendships are strong and important, and the vast majority report not needing mental health care, the fourth iteration of this survey presented yet another year in which military teens' mental well-being is concerning lower than their civilian peers. More than half of respondents were classified with moderate mental well-being (57%), 8% demonstrated high mental well-being, and 35% demonstrated low mental well-being. In contrast, population studies utilizing the same validated instrument find that around 75% of respondents fall into the moderate mental well-being category and 25% fall into the high and low categories.



More troubling, military teens are engaging in self-harm behaviors at significantly higher rates than civilian teens. Almost half of all respondents (45%) have self-harmed at some point in their lives, and more than half of them (53%) have thought about it. Worryingly, nearly one in three respondents (31%) engaged in patterns of self-harm, having harmed themselves more than twice in the past six months. Globally, about 18% of adolescents engage in self-harm behavior.



Again this year, the majority (54%) of military teen respondents report having low or very low food security in the past month. Unsurprisingly, food security was correlated to service member rank, with enlisted households in general experiencing lower food security and junior enlisted households having the lowest food security.

Despite those challenges, military teens and young adults are eager to follow in their parent's footsteps and continue service to their country. 51% of our respondents plan to serve in the military, and 7% of young adult respondents are already serving. A recent Department of Defense (DoD) study estimates around 10% of civilians aged 16-24 are planning on joining the military.

Military kids serve, too® – and many plan to make it their future.



Human Centered Design Workshops Examine Military Spouse Employment

Over 10,000 military spouses applied for our Joanne Holbrook Patton Military Spouse Scholarship in 2024. These spouses highlighted their struggles with unemployment, the difficulty of holding down jobs, and the challenge of finding affordable, high-quality child care so that both parents in two-parent military households can work.



In partnership with Human Centered Design firm Catalest, we hosted two workshops in 2024 to imagine how we might think differently about military spouse unemployment. Corporate leaders interviewed military spouses, who shared their unique stories that also reflect the overall trends. Then they got to work: identifying patterns, ideating solutions, and building prototypes for real interventions that might provide new ways to address this long-standing problem. In the course of two full-day workshops, NMFA helped civilians unaware of the military spouse unemployment problem better understand the experience while gaining their fresh perspective. NMFA has already started implementing those actionable ideas to better support military spouse employment.



Military Family Programs



NMFA's signature military family programs offer direct services that meet the needs of military families today. We address the challenges they've shared with us in our research and provide short-term support while our policy team builds long-term solutions.



Joanne Holbrook Patton Military Spouse Scholarship

Our unique program stands alone in its flexibility to support military spouses pursuing any and all kinds of dreams — academic or professional. We invest in tuition, professional development, certification and licensure, start-up costs, and more. Our scholars come from every uniformed service and every chapter of the professional journey. From spouses working toward their four-year degrees as they launch their careers to those who are adapting to military life and pivoting professionally, military spouses reach out to us for financial support. Our awardees this year include a US Olympian on her way to the Paris Olympics, a consulting firm entrepreneur specializing in policy solutions for lawmakers and decision-makers to consider on behalf of low-income families, and a therapist who offers clinical-level counseling exclusive to military spouses and their families.



For 21 years, NMFA has invested in the financial security of military families around the globe by supporting **9,531 military spouses with \$9,619,442 in scholarships.**

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Thank you for believing in my potential and for the impactful work you do for people like me. I am honored to have the backing of an organization that understands and values the unique journey of military life.

- Luiza G.,
Army spouse

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Operation Purple® Camp

Operation Purple Camp provides military children with a week of sleepaway camp at locations near military installations around the country. At Operation Purple Camp, military children engage in fun outdoor adventures that help them build skills and confidence; they connect with other kids like them, helping to reduce the isolation of military life; and they are connected to additional resources—such as support from mental health professionals—to improve their well-being while at camp and provide continuing support throughout the year.

Throughout the weeklong program, our signature Operation Purple Camp curriculum helps military kids enhance their problem-solving skills, grow their understanding of the natural world, and learn about what makes their military family so special, all while disconnecting from technology.

Military life demands that kids be resilient, but resilience doesn't always come naturally—it must be nurtured. Our academically grounded and rigorously researched curriculum fosters opportunities for military kids to practice and hone the skills that support resilience in a safe, fun, and stress-free environment. Military kids leave camp proud of their own service, connected with a community of peers, and ready to tackle the challenges of military family life.

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I really like how easy it was to connect and relate to everyone around me. I felt more comfortable starting conversation because I could ask about their experiences being a military child and we could quickly find things in common. I had a total blast this summer and met so many people!

- Camper age 15,
Jamestown 4H, VA

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In 2024, we created opportunities for the entire family to enjoy the fun of camp, beginning with a special chance for families to explore the camp together during pickup. Understanding that lasting connections are critical, we offered multiple ways for camper and family engagement post-camp, with both virtual and in-person reunions. Campers and their families have additional opportunities to connect post-camp, increasing the connections they'll have for years to come.

Operation Purple® Summer Challenge

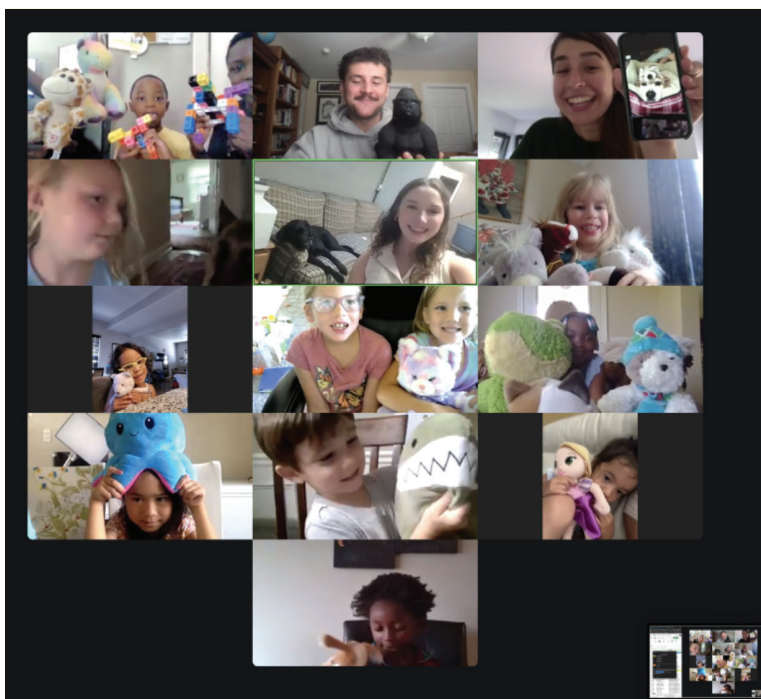
NMFA's virtual summer program continued for the 5th year in a row with our 9-week Summer Challenge. Kids ages 3 to 13 got weekly opportunities to try new things, strengthen ties within their families and build connections with other military families across the globe. Participating families enjoyed activities that covered STEM, kid-friendly finance smarts, reading, outdoor activities, and more. Families were encouraged to share their experiences and submit their activities for the opportunity to earn prizes.

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My children really enjoyed connecting with other military kids. We PCS'd this summer and having the consistency of a weekly meet up no matter whether we were at home, in a hotel, or in our new home really helped them cope and realize that some things will stay the same amidst all the changes.

- Operation Purple Summer Challenge parent

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A hallmark of our virtual program is the partnerships that open doors for military kids, even from home. United Through Reading provided 610 families with a free copy of the Book for the Military Child and a live conversation with the author during a virtual cabin meeting. These Global Gatherings bring Summer Challenge participants together like they would at a traditional, in-person camp. We offered military kids the opportunity to increase their financial savvy through digital gaming and a live session with FitMoney. Tiny Troops Soccer joined us to get kids moving and outdoors, and we had a visit from a K9s for Warriors veteran and service animal pair. These visits become highlights of the summer, and our visits from a K9s for Warriors pup create an annual summer celebrity for our Summer Challenge participants.

Summer Challenge leaders made Global Gatherings the best part of the summer. They created a dynamic virtual environment where military kids were able to complete activities and connect with their peers. Year after year, Summer Challenge is a beloved program for military kids, families, and partners to connect, learn, and have fun.



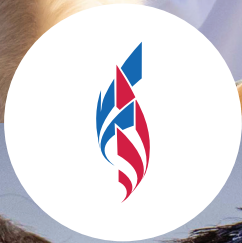
Military Teen Leadership

In 2024, Bloom: Empowering the Military Teen was adopted as a fully sponsored program of NMFA. Bloom's work is guided by teen leaders who support their teen peers around the world as they create content, build community, and support their military teen peers. Bloom leads the way in creating community in digital spaces for military teens and overcoming isolation with storytelling. Now home at NMFA, Bloom continues to grow in impact and authority.

For the Month of the Military Child, Bloomers collaborated with Cohen Veterans Network for an Ask Us Anything series to share their stories and provide strategies to help teens and parents manage the mental health impacts of military life. In May, Bloom Director of Communications, Kaitlyn Hsu, shared her experience as a digital native on a panel at the Digital Parenthood Summit in New York City. Bloom members also hosted a session at the Purple Star USA: National Convening of Schools and Communities to show all the ways they build community. In October, Bloom Chief of Staff Emily Austin was selected as one of First Lady Jill Biden's 2024 "Girls Leading Change" honorees. NMFA will continue to support Bloom's work by military teens for military teens and expand opportunities for military teens to connect, create, and lead.

NMFA's teen leadership extends beyond Bloom to ensure that all teens, regardless of their interests, have a way to grow at NMFA. In April, we partnered with the White House to showcase military teen artwork in its Military Children's Corner for the Month of the Military Child. Our Operation Purple program laid the groundwork for our first military teen Counselor in Training cohort, which will launch in 2025. Military teen interns also joined us to collect and analyze data as part of our summer programs.

NMFA continues to build its teen programming to ensure that extraordinary military teens are connected with consistent programming to develop their leadership skills and once-in-a-lifetime opportunities to celebrate them.



2024 Impact



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It was the brain break the kids needed during our current life situation. It made them feel loved and as a part of a team.

- Sheetz Family,
Camp Cullen, TX

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Dear Donors, Thank you for blessing our 3 boys with a wonderful week at camp. My husband was deployed this year and it hasn't been easy. This reminded them the world is on their side. Thank you!

- Larkin Family,
Eastern 4H, NC

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I liked that I was able to come out of my shell more. I tried things I never thought I'd like.

- Camper age 15,
Camp Surf, CA

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Our family can't put into words how much we appreciated this virtual camp. The camp provided her with so much. Our current transition has been one of her most challenging and I believe in my heart that this had a huge positive impact on her and us as a family. The program was user friendly and helped us all stay engaged in a positive way. It was something we did as a family and something she could look forward to each week and no matter where we were.

- Operation Purple Summer Challenge Parent

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Because of this scholarship, I am able to pursue my dreams and support my husband while he pursues his.

- Dannah H.,
Marine Corps spouse

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Your support empowers us to achieve our dreams and make meaningful contributions, despite the challenges we face.

- Laurencia B.,
Air Force spouse

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2024 SUPPORTERS

Thank you to these generous
partners who help NMFA shine for
military families.

Corporations and Foundations that gave \$25,000 or more.



MilitaryTimes



Humana
Military



Johnson&Johnson



GENERAL DYNAMICS

The Wasily Family
Foundation



UNDER ARMOUR



C. Scott and Dorothy E. Watkins
Charitable Foundation

JPMORGAN CHASE & Co.

\$100,000+

Comcast NBCUniversal
Fisher House Foundation
Lockheed Martin Corporation
May & Stanley Smith Charitable Trust
Military Times Media Group
Northrop Grumman Corporation
Under Armour Foundation
Wounded Warrior Project

\$50,000 - \$99,999

E.A. Sween Company
Humana Military Healthcare Services
Johnson & Johnson
JPMorgan Chase & Co.
Leidos
Leidos QTC Health Services
Oak Foundation
Hollister and David Petraeus
TriWest Healthcare Alliance
The Wasily Family Foundation

\$25,000 - \$49,999

American Online Giving Foundation, Inc.
Blue Cross Blue Shield Association
Delta Dental of California
District of Columbia Society,
Sons of the American Revolution
General Dynamics Corporation
Estate of Elaine Harmon
Paul and Patricia Hogan

Ladera Foundation Fund at
Schwab Charitable

MKM Foundation

PenFed Foundation

Schwab Charitable

C. Scott and Dorothy E. Watkins
Charitable Foundation

\$10,000 - \$24,999

American Legion Auxiliary
Springfield - Post 176

Army & Air Force Exchange Service

Association of Military Banks of America

Ellen & Ronald Block Family Foundation

Will Bousquette

The William Brown Foundation

Carelon Behavioral Health, Inc.

Church & Dwight Employee Giving Fund

Congressional Sports for Charity

Costco Wholesale Corporation

DAV Charitable Service Trust

Fidelity Charitable

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Form 990 Summary

Organization: National Military Family Association | EIN: 52-0899384 | Tax Year: 2024
Location: Alexandria, VA | Website: militaryfamily.org

Mission: To improve the lives of military families through advocacy, programming, and responsive solutions.

Financial Highlights

Total Revenue: \$3,573,603
Total Expenses: \$4,556,895
Ending Net Assets: \$4,445,215

Revenue Breakdown

Contributions and Grants: \$3,124,635
Other Revenue
(including investments and fundraising): ~\$448,958

Expense Breakdown

Program Services: \$3,295,529
Management and General: \$652,546
Fundraising: \$608,820

Key Program Areas

- 1. **Strengthening Military Families:** Advocacy and direct services to support physical, mental, and financial well-being.
- 2. **Children's and Family Programs:** Camps, scholarships, leadership development for youth.
- 3. **Community Engagement and Policy Change:** Summits, teen initiatives, and public awareness efforts.

Governance

Independent Voting Board
Members: 13

Total Employees: 25

Board of Governors

**VADM Raquel “Rocky” C. Bono
USN (Ret)**
Chair

Hollister “Holly” K. Petraeus
Vice Chairman

Francis de Sales Cumberland Jr.
Corporate Secretary

**Gen. Herbert “Hawk” Carlisle
USAF (Ret)**
Treasurer

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The Honorable Tina W. Jonas
Board Member

The Honorable Gail H. McGinn
Board Member

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Military Family
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