



Program Overview

At NMFA, we know military families serve too. Our military family programs are designed with that service in mind to strengthen and empower families through outdoor adventures, virtual communities, and individual growth opportunities.

Operation Purple® Camp

NMFA's Operation Purple Camp, started in 2004, provides military children with a free week of sleepaway camp at locations across the country surrounded by their peers. Campers engage in fun, outdoor adventures that help build confidence, overcome isolation, and give them a break from the stressors of military life. Operation Purple Camp programming provides military children the opportunity to connect with others who have shared experiences, explore the outdoors, practice intentional skill-building, and access mental health professionals, supporting campers well beyond the conclusion of the Operation Purple Camp experience.

Operation Purple® Summer Challenge

NMFA's virtual summer experience began in response to the COVID-19 pandemic, and has become an ongoing connection point for military youth and their families around the globe. Our format of self-paced challenges paired with weekly virtual gatherings allows families to join us from wherever military life may send them. The Summer Challenge engages partners across military and civilian spaces to provide engaging resources and activities to every family who registers. Participants try new things, make new friends, and share their challenge successes for chances to earn recognition and win prizes.



69,287

Military Kids served at Operation Purple Camp locations around the world since 2004.



7,374

Military kids served through Operation Purple Summer Challenge wherever they were stationed.



98%

of parents believed sending their child to camp with other military kids was important, noting that the key benefit of Operation Purple Camp was fostering a sense of community among them.



88%

of military kids felt they learned how to get along well with other kids when in a group.



I liked to actually have a conversation start about our parent's jobs. We know and understand each other in a way none of my other friends understands.



- 12-year-old camper, Eastern 4-H



Teen Programs

NMFA supports teens in a number of ways, with professional skill development, outdoor leadership, peer connection, and the Bloom Program. Bloom was founded by military teens to amplify their unique voices and share their stories. Now, as a program of NMFA, Bloom elevates the authentic voices of military teens to empower, inspire, and connect with each other. Our teen programs help address those unique challenges of military life faced by military teens through leadership development, community building and storytelling opportunities.



Bloom has amplified the voices of military teens since 2020. Reaching **25,000** teens in 2024 alone.

Spouse Scholarships

Since 2004, NMFA's Joanne Holbrook Patton Military Spouse Scholarship program has equipped thousands of military spouses with the connections, coursework, and credentials they need to secure jobs and contribute to their families' financial security. The program assists military spouses in advancing their educational goals, obtaining certifications and/or meeting licensure requirements, and building their own businesses. When we invest in a military spouse, we invest in the whole military family.



\$9,619,442
Scholarship funds awarded to **9,531** military spouses since 2004



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I have spent a large portion of my husband's career supporting his dedication to his service. Now that he is close to retirement, words cannot express how it feels to also be supported.

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- Crystal S., Coast Guard spouse