



National
Military Family
Association

Operation Purple® Camp



Military children serve alongside their parents in ways that often go unseen. They navigate family separations and reintegration, frequent moves, and the many emotional realities of military life, often without peers who truly understand what they are carrying.

At the National Military Family Association, we believe that Military Kids Serve Too®. Since 2004, NMFA has honored that service through Operation Purple Camp, providing free, weeklong summer camp experiences that give military-connected kids something essential: a place to belong, to connect, and to simply be kids.

What is Operation Purple Camp?

Operation Purple Camp is a nationwide summer camp program offered exclusively to military-connected children. While it includes the adventure and fun of a traditional summer camp, it is intentionally designed with military kids in mind.

Campers participate in age-appropriate activities that encourage peer connection, confidence-building, and personal growth.

Opening Doors to Opportunity

Summer camp is life-changing but cost often puts it out of reach for military families balancing frequent moves, family separations, and caregiving responsibilities.

Operation Purple Camp is free for families, removing a key barrier to access. That access creates opportunities for connection, confidence, and growth that extends well beyond the week at camp.

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It's more than just a summer camp. It's a place where military kids can be kids, while also being understood and supported for the unique challenges they face. It was a relief to know she was in a safe, supportive environment.

”

- Vitalia, mother of 1 camper

What Camp Builds

Operation Purple Camp focuses on intentional skill-building in three areas:

Resilience



Helping kids build confidence, adaptability, and emotional strength

Connection



Creating meaningful relationships with peers who share military life experiences

Service



Fostering pride in their role as military kids and recognizing their contributions

The Camp Experience

Throughout the week, campers unplug from technology and reconnect with joy, nature, and community. They zipline and tackle ropes courses, swim and kayak, explore creativity through arts and STEM activities, and team up for sports and group games. They also participate in meaningful traditions, including our signature Wall of Honor activity and flag ceremonies, that foster pride in service and shared identity.

Impact at a Glance



70,480 military kids served since 2004



100% of parents reported their child felt safe and connected during their camp experience



2004: NMFA founded Operation Purple Camp because Military Kids Serve Too®



SCAN TO LEARN MORE

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