



NATIONAL
MILITARY FAMILY
ASSOCIATION

Our Mission: To stand up for, support, and enhance the quality of life for every military family through bold advocacy, innovative programming, and dynamic and responsive solutions.

Together Our **Connections** are Stronger

Our Operation Purple® Camps are a place where military kids can spend time with their peers, who have experienced similar hardships—continued separations, frequent moves, and sometimes a parent’s injury or illness.

Operation Purple Family Retreats® help families strengthen and renew their relationships before or after a deployment or transition.

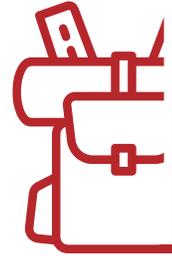
Our Operation Purple Healing Adventures® are family retreats designed specifically to help families of wounded, ill, or injured service members.

More than 70,000 kids and families have attended our Operation Purple programs.

Together Our **Families** are Stronger

Rising child care costs and reduced access remains a crisis point for many Americans, including military families. Our Child Care Fee Relief program helps military families’ immediate needs for financial assistance to cover child care costs, so parents can focus on the mission at hand.

Together with generous partners, more than 3,400 families have received over \$5 million in funding to help offset the financial hardship child care brings.



in 2021, NMFA sent **765 campers** to **14 weeks** of Operation Purple Camp at **13 different locations** around the country.

Operation Purple Camps

On average, **more than 4,800 military kids apply to attend each year.**



Operation Purple Healing Adventures

On average, more than **180 families apply to attend each year.**



Operation Purple Family Retreats

On average, **more than 300 families apply to attend each year.**



Military Spouse Education and Employment Program

764 scholarships awarded totaling **\$800,000**



Together Our **Opportunities** are Stronger

Military spouses often put their own careers and ambitions on hold to support their service member. Our scholarship program helps spouses pursue all types of degrees, professional licenses and certifications, and aids entrepreneurs with business ownership costs.

More than 7,450 military spouses have expanded their career options with the \$7.4 million in scholarship funds we've awarded.

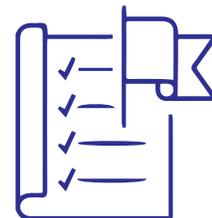
Together Our **Voice** is Stronger

When a military member serves, their family serves too. We urge our nation's leaders to keep military families at the forefront of their minds.

How do we do this? Because we are a strong voice on the issues that matter, Congress looks to us to provide testimony on legislation impacting military families. With the help of hundreds of military-connected global volunteers, we keep an eye on issues within military communities, and convey the needs of families to those with the power to do something about it.

Together Our **Future** is Stronger

We believe all military families deserve quality child care, dependable health care, spouse employment options, great schools, caring communities, a secure retirement, and support for widows and widowers.



2022 Program Goals

Operation Purple Camps

Send 1,500 kids to in-person camps and 500+ to virtual Operation Purple Camp at Home

Operation Purple Healing Adventures

Provide 45 families a retreat experience during three weekends

Operation Purple Family Retreats

Serve 200 families during three weekends and four one-day experiences

Military Spouse Education and Employment Program

Award 750 scholarships totaling \$800,000

SOCIAL MEDIA IMPACT

-  **107,000 organic followers**
-  **25,600 followers**
-  **3,843 followers**
-  **7,940 followers**
-  **Social Reach: 2.3M quarterly**

WEBSITE

-  **Users per years: 352,132**
-  **Email: 200,000 contacts**