



Campbell's Chunky

A BLUE STAR PARTNER



81% of military families feel the general public isn't aware of the challenges military service places on families?

Military families tell us this time and time again in the *Blue Star Families Annual Military Family Lifestyle Survey*, and we're on a mission to change that narrative.

We do this by partnering with civilian neighbors — both individuals and organizations — to create strong communities of support for military families to improve mission readiness.

Cause partners like YOU give us a platform to showcase what it means to serve as a military family and gain civilian support.

And through the 2020 Campbell's® Chunky® and NFL activations, we were able to reach

256,483 people

and engage

3,979 Blue Star Families members and supporters!

For that, you deserve a big THANK YOU!



CAMPBELL'S® CHUNKY®

Cash donations raised together with Safeway, ACME, and Shaw: **\$75,000**

Unique experiences for military families, with four NFL franchises: **PRICELESS**



Together, we've not only reached thousands of people through our campaign, but we've also delivered real-life solutions to real-life challenges.

Meet Gunnery Sergeant Watkins. He was away from his family for eight months to assist with a COVID-19 aid mission. While he was risking his life in some of the most dangerous areas during a global pandemic, his wife and kids remained home.

Recognizing the hurdles military families face during a spouse's deployment, Blue Star Families and Campbell's® Chunky® teamed up with the Seattle Seahawks to provide comfort amidst the chaos.

We know from the #BSFSurvey that time away is a significant stressor for military families. So, when we have an opportunity to unite them through life-changing experiences, we're all in!

In partnership with #Chunky and the #Seahawks, we launched the Blue Star Families Ultimate Homegating Experience. While Gunnery Sergeant Watkins was gone, his wife Kaitlin — a Seahawks superfan — entered the giveaway and won.

When the Ultimate Homegating Experience was delivered to her home, we included a few BIG surprises: **2021 Seahawks season tickets and the return of her husband!**



BLUE STAR IMPACT

As an organization that supports the military, you may be shocked to know this:

Just 8% of #BSFSurvey respondents feel the general public understands the sacrifices military families make. Not feeling seen and appreciated can be extremely isolating. That feeling of isolation is why so many military families, like the Watkinses, want to engage with their civilian community and feel connected.

With “belonging” so strongly associated with mental health, a lack of connection can create major challenges for military families. But the reality is that military life is unpredictable. Inflexible working hours, frequent moves, long-term training, and deployments make it difficult for military spouses and their kids to find and make friends; **which is why 39% say they don’t have any friends in their local civilian community, and 35% don’t know anyone well enough to ask for a favor.**

Such things weigh heavily on our service members’ consciousness and ultimately put a strain on the force. We know this because they tell us in the #BSFSurvey, and to help, they want their civilian neighbors to do more than show appreciation. They want you to be aware of and understand the demands that military life places on the entire family. After all, they are serving our country alongside their service members.

So, here’s the deal...

We need your continued support. Our military’s readiness depends on strong service member families. Families like the Watkinses are counting on Blue Star Families to be the link that bridges the gap and keeps them mission-ready. And because of partners like Campbell’s® Chunky®, we can create life-changing moments of joy, as well as deliver free events, programs, and resources that keep military families thriving and our nation strong.

Thank you for raising your hand to help. We hope to work together again!



2020 DIGITAL CAMPAIGN HIGHLIGHTS

Data reflects all of Campbell's® Chunky® + Blue Star Families fall activations with the Baltimore Ravens, Philadelphia Eagles, New England Patriots, and Seattle Seahawks.

DIGITAL CAMPAIGN

30

PIECES OF COVERAGE

256,483

ESTIMATED REACH

3,979

ENGAGEMENTS

10,629

FACEBOOK REACH
(7 POSTS)

11,192

TWITTER REACH
(9 POSTS)

8,489

INSTAGRAM REACH
(5 POSTS)

226,173

E-NEWS REACH
(9 SENDS)



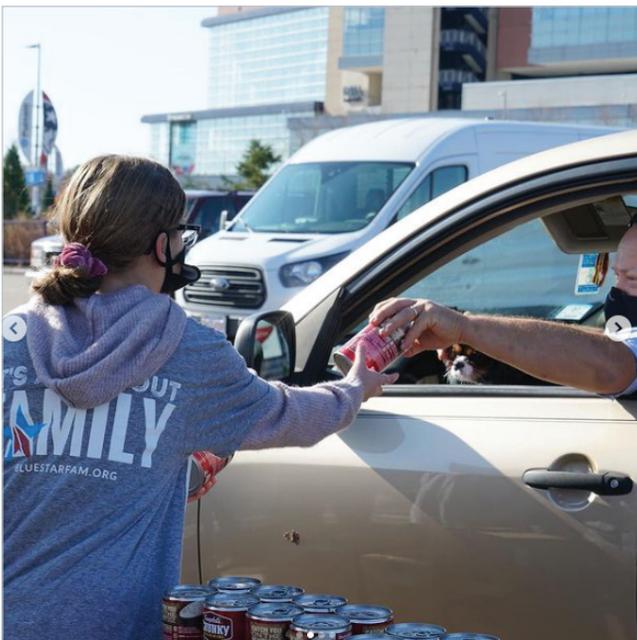


CAMPBELL'S® CHUNKY® LOVE NOTES



“This is so exciting!!! My family will be so excited! Aaron is CWO4. He has 25 years in and we’ve been Ravens fans since they started! When we come home to Baltimore we always try to go to a game or hang out with family and watch one. I’m so happy!” – Brenda

“It was fun to see the Ravens play against the Cowboys [because] our kids were born both here in MD and in TX [...]. Luke is over the moon, especially with the jersey, and Ravens flag, football, etc. Everyone likes the shirts and were negotiating for the hats, lol.” – Gayle



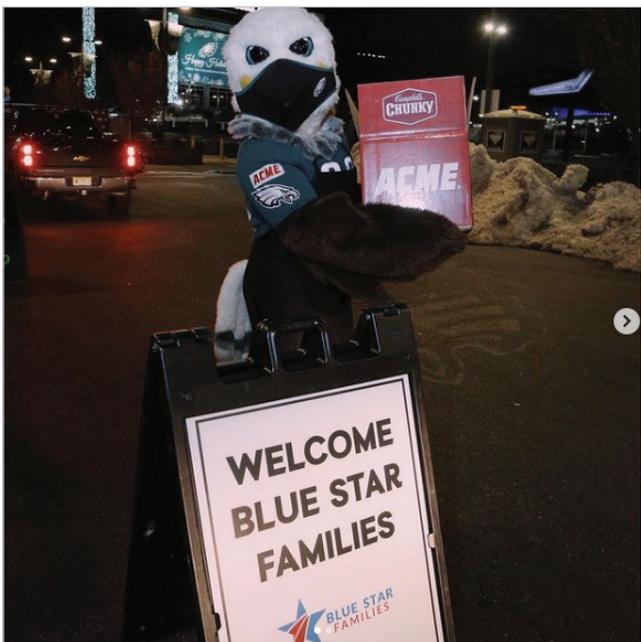
“We spent our morning volunteering with Blue Star Families to assist the Patriots Foundation and Campbell’s Soup with their Food for Vets program. We assisted in distributing 500 shelf-stable food boxes for military veterans and their families at Gillette Stadium. We had a wonderful time!” – Tracy



CAMPBELL'S® CHUNKY® LOVE NOTES



“Thank you sooooo much! I don’t even have the right words to tell you how much today meant to us. It was truly one of the most special days of our lives and definitely the brightest moment of 2020. Thank you for bringing such joy to me and my boys. I cannot say thank you enough! Thank you again times a million!!” – Kaitlin



“Thank you so much! This will seriously help my family and I. Thank you!” – Sarah

“I really appreciate this so much! It will truly help our holiday season be better.” – Rebecca

“I just wanted to thank you! My sons were so excited. They have been having a really difficult time with their dad being deployed over the holidays and this really made their day! My one son has autism and is a huge Eagle’s fan. He has been carrying around the football for weeks now.” – Olivia

Thank you, Campbell’s® Chunky®, for being an outstanding Blue Star Neighbor!