



Ford Motor Company

PROUD TO HONOR CAMPAIGN

**Who are
you proud
to honor?**



Ford
PROUD
TO HONOR



**DID YOU
KNOW?**

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. Through our research, we know that if military families aren't thriving, their service members aren't mission-ready, thus jeopardizing the entire force.



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

And through the 2020 Ford Proud to Honor Campaign, we were able to reach

430,756 people

and engage

10,597 Blue Star Families members!

For that, you deserve a big THANKS!

FORD MOTOR COMPANY

DONATED

\$500K+ CASH

**3 PROUD TO HONOR
GIFT BAGS**

**3 BLUE STAR FAMILIES
PHOTO SHOOTS +
PRODUCTS**

IMPACTED

**10,000 MILITARY
FAMILY MEMBERS**

Ford's generous donation will underwrite membership to Blue Star Families for 10,000 military family members, providing each of them with over \$1,200 of programming and resources year after year.





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 Rachel. She's an Army spouse who followed her husband's career to Germany and, in doing so, had to dissolve her business as a private chef. While overseas, they started a family, and she settled into her new role as a stay-at-home mom.

Eventually, the Army moved them to New York, and as she was finding ways to weave herself and her family into their new community, she was, at the same time, longing more and more to begin making her mark back in the workforce once again.

"With gaps in employment because of all the moves and raising babies, I thought I'd be virtually unemployable," Rachel said. "I put my resume up on a few different websites and applied for a few jobs, but no luck."

However, the narrative for Rachel changed when she learned about Spouseforce, Blue Star Families' Career program that matches service member spouses to employers with job opportunities that fit the real definition of a military spouse-friendly career. It has proven to be a fruitful illustration of just how much good ensues when employers commit to working alongside service member spouses.

To this day, Spouseforce has infused \$55 million into local communities and helped more than 600 spouses find employment. Rachel is one of those spouses. Within a week of working with a Blue Star Careers Manager, she had an interview lined up, and the following week, she was offered a job with Arts in the Armed Forces. "Not only can I help my family financially, I have [also] found a piece of myself again," Rachel shared. "I'm creating a community around me, and I'm involved in something that truly makes me feel alive again. Having this job has given me a way to reconnect with my individuality, which is so often lost as the wife of a service member and as someone's mother."



BLUE STAR IMPACT

As an organization that supports the military, you may be shocked to know this: **Just eight percent of #BSFSurvey respondents feel the general public understands the sacrifices that military families make. Not feeling seen and appreciated can be extremely isolating. That feeling of isolation is why so many military spouses, like Rachel, want to engage with their civilian community and feel connected.**

In Rachel's case, she's career-oriented. Much of her sense of belonging comes from the work she's able to do within her community. And with "belonging" so strongly associated with mental health, when she lacks connection, it creates a major challenge for her family. But the reality is that military life comes with inflexible working hours, frequent moves, long-term training, and deployments, which make it difficult for spouses to find and keep work.

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 Rachel's are counting on Blue Star Families to be the link that bridges the gap and keeps them mission-ready. And because of supporters like Ford, we're able to 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

51

PIECES OF COVERAGE

430,756

ESTIMATED REACH

10,597

ENGAGEMENTS

8,293

UNIQUE LINK CLICKS

96,708

FACEBOOK REACH
(19 POSTS)

16,228

INSTAGRAM REACH
(10 POSTS)

7,095

TWITTER REACH
(9 POSTS)

300,264

E-NEWS REACH
(5 SENDS)

GEAR UP AND GIVE BACK

Ford
PROUD TO HONOR

FOX TROT
OSCAR
ROMEO
DELTA

Ford
PROUD TO HONOR

Ford
PROUD TO HONOR

BLUE STAR FAMILIES | *Ford* | DAV AMBULOUS VETERANS

bluestarfamilies

bluestarfamilies It's been a challenging year for military families, from PCS delays to deployment extensions, and virtual learning. This new normal is anything but normal, and @Ford wants to help!

With the launch of its new Proud to Honor apparel line, the company is generously donating a portion of the proceeds to support military nonprofits, including Blue Star Families*.

Learn more at the #linkinbio!

*BSF and @davhq will each receive 5% of the price of Proud to Honor merchandise sold now through December 31, 2020, with a minimum

Liked by **stacy_bilodeau_** and 39 others

SEPTEMBER 8, 2020

Add a comment... Post



MEDIA/INFLUENCERS

2

BLUE STAR INFLUENCERS

10,008

COMBINED REACH

Legacy Kids Magazine
December 22, 2020 at 7:40 AM · 🌐

Being noticed matters. Being a military family, it is easy to feel like the attention is on the service member and the mission. Companies like @Ford recognize the support system that helps the machine run smoothly. They acknowledge the sacrifice, service, and strength of the family unit and support them on their journey. Blue Star Families has collaborated with Ford - where they will receive 5% of the purchase price of Ford's Proud to Honor merchandise that is being sold now through 12/31*. These funds help Blue Star Families access programs, resources, and events. This means that more families are seen and heard, and all members are empowered.

*@Bluestarfamilies will receive 5% of the purchase price of Proud To Honor merchandise sold now through December 31, 2020, with a minimum donation of \$10,000.

Army Wife 101
November 19, 2020 · 🌐

As we head into the holiday season, consider gearing up and giving back! The Army Wife 101 team is honored to partner with [Blue Star Families](#) a beneficiary of [Ford Motor Company's](#) new [#ProudToHonor](#) store.

If you're Ford fans, honor your heroes with what you wear or drink from! We are loving our "Ruck Up Tote Bag!" And while this tumbler sold out fast, we're itching to get our hands on their other can coolers and mugs as Christmas presents!

Every time you purchase Proud to Honor merchandise, 100% of Ford's profits will be donated evenly between @bluestarfamilies and @davhq through 12/31*.

(Ad) Learn more and start shopping here: fordproudtohonor.com/store.

*BSF and DAV will each receive 5% of the purchase price of Proud To Honor merchandise sold now through December 31, 2020, with a minimum donation of \$10,000 to BSF and DAV each.

LEGACY KIDS MAGAZINE
(SUBSIDIARY OF LEGACY MAGAZINE)
PRINT AD

430

IMPRESSIONS
(THE INAUGURAL ISSUE)

Who are you Proud to Honor?

Tell us about the #MiFam member you want to recognize.

It's been a hard year for military families. So we want to bring a little positivity to 2020.

Blue Star Families is on a mission to recognize the #MiFam member in your life who has been a total rockstar throughout PCS orders, deployment extensions, virtual learning, and canceled plans. Is it your mom or dad? A neighbor? Friend? We want to hear all about them!

Who are you proud to honor? Email proudtohonors@bluestarfam.org to recognize them today! Select stories will be highlighted during an upcoming campaign, giveaways included!

BLUE STAR FAMILIES



BLUESTARFAM.ORG/PROUDTOHONOR

423

LANDING PAGE VISITS

200

NOMINATIONS

3

WINNERS



Recognize a military family member in your life for a chance to win a Ford Proud to Honor gift basket!

It's been a hard year for military families. Between PCS delays, deployment extensions, virtual learning, and all the stress associated with living through a global pandemic, are you feeling like there's nothing normal about our "new normal"? We're with you!

But amongst all of the chaos that we will forever associate with 2020, we have also been *so very inspired* by our military families. We thought everyone could use a little inspiration right now and Ford Motor Company, an awesome #BlueStarNeighbor, agrees. Together with Ford, we're on a mission to recognize the #MilFam member in your life who has been a total rockstar throughout this crazy year. Is it your service member, spouse, milkid, or veteran?

We want to hear all about **who you're proud to honor!** Complete the form below to nominate the special person in your life who works hard and deserves to be recognized. Select nominees will receive a Ford *Proud to Honor* gift basket!



Ford has a long history of supporting the military, and this fall, its Proud to Honor apparel line will benefit YOU! Learn more and start shopping today [here!](#)

Blue Star Families will receive 1% of the net sales of the Proud to Honor apparel line through December 31, 2021 with a minimum donation of \$15,000 to our organization.



WHO ARE YOU #PROUDTOHONOR?



Grace, Navy Spouse

“Resilient, steadfast, and dedicated to the military community. Grace volunteers her time to help military spouses find meaningful employment by mentoring and connecting them to available resources like job search workshops, networking opportunities, and entrepreneurship resources. She is a true champion for spouses and military families as a whole!”
- Grace A.

“Thanks so much once again. Received my beautiful gift package the other day!!”
- Grace



Matt, Coast Guard

“As a leader, my husband has made such a huge difference here in Alaska. When we first arrived, the suicide rate was the highest in the Coast Guard. Through training, mentoring, and supporting the folks that work for him, Alaska hasn’t had a suicide in almost ten months. Now shipmates know what to do and will take time to help each other. We have seen this program working to save many, many lives. Through the pandemic, Matt [...] paid out-of-pocket for a suicide awareness donut drive where he took time to go office to office, unit to unit to hand out critical information. He has done a fantastic job making sure everyone is healthy mentally and physically.” - Nancy

“I am so honored to be selected...very cool, and humbling all the same.”
- Matthew



Kathryn, Air Force Spouse

“My friend Kathryn is a hardworking mom to four kids and a proud military spouse. In the early days of the pandemic, Kathryn organized a fundraiser to put together kits for medical professionals serving on the frontlines. Even when social distancing meant we all had to stay apart, she managed to organize people from all over the world to support one another. Kathryn regularly checks in on her friends, whether they are down the road or miles away. She oversees her children’s online education and teaches a course herself. Kathryn’s husband serves in the Air Force, and she has taken on these responsibilities knowing that he is working demanding hours to serve our nation. I’m proud to call her a friend, and I would love to honor her.” - Melissa

“Thank you so much! This is so sweet and so humbling!”
- Kathryn



FORD LOVE NOTES



“A few months back I signed on to the @bluestarfamilies site and applied our family to partake in @ford’s new #proudtohonor line of clothing... and guess what!!! WE GOT SELECTED! We are so honored to be a part of this. The experience for the whole family was one we will remember and cherish forever!”

— Caitlyn, Army Spouse



“Thank you! We had fun & Veterans Day was a blessing for our family. A day to remember for sure.”

— Tanya, Retired Air Force Veteran Spouse



“The photo shoot went good! We had a great time!! Thank you!!”

— Shelby, Army National Guard Spouse

*Thank you, Ford, for being an outstanding
Blue Star Neighbor!*