



Macy's

SALUTES THOSE WHO SERVE 2021

MAJ. CHEREE & LTC. JAMES BROWNE
U.S. ARMY



DID YOU
KNOW?

Did you know that 81% of military families feel the general public is not aware of the challenges military service places on families?

Military families tell us this time and time again in *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.



Blue Star 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 2021 Macy's campaign, we reached

9,443,826 people

and engaged thousands of supporters!

For that, you deserve a big THANK YOU!

MACY'S

RAISED

\$1,656,185.80

*Split evenly with Bunker Labs



SPONSORED

The generous donation from Macy's will underwrite

5 Blue Star Chapters

San Diego, Missouri, Utah, New York City, and D.C.

Engagement of

10,000 Members

per Chapter per year, providing them with free access to Blue Star Benefits, Programs, and Events

Blue Star Families'

Racial Equity & Inclusion Initiative,

supporting both research & advocacy efforts, as well as comprehensive curriculum development for our first-year cohort of DEPLOY Fellows



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



Meet Hisako. She is a first-generation Asian American married to a first-generation Asian American and Marine. After graduating with a master's degree, Hisako was unable to work for the first few years due to limited job availability where her family was stationed. When they moved to their next duty station, Hisako was hit with another challenge. She found herself in the National Capital Region, where employment is extremely competitive, with the disadvantage of not having connections and ties to the area to help get her foot in the door. As a highly educated and qualified professional, Hisako was disappointed to find

herself amongst the 22% of unemployed military spouses, thus carrying the burden of financial distress that was placed on her family.

Fortunately for Hisako, she connected with Blue Star Families. When she landed a Blue Star Families fellowship, other opportunities followed. The fellowship turned into a consulting position, which eventually led to her position as a director of her department.

BLUE STAR IMPACT

Today's modern military families are racially diverse, representing many cultural backgrounds and experiences. The support organizations in place to serve them, however, are disproportionately white. The lack of representation creates a culture where families of color do not feel like they belong. And when families do not feel a sense of belonging, they are less likely to hear and be aware of the support services available to them.

In fact, in the 2020 Resilience Under Stress Study (RUSS), Blue Star Families found **military families of color are more likely to experience financial distress and are less likely to hear about support and resources.**



In Hisako's case, she has now worked seven years in the military family space, but she remains surprised by the lack of representation in her field.

"As an Asian American, I do notice there is not much representation among the VSO/MSOs I have worked for or with, which has felt lonely at times," Hisako said.

But, here's the deal...

Blue Star Families changed the narrative for Hisako and her family. Yet, there is still a lot more work to do. With funding from Macy's, we aspire to be the changemaker for many more military families of color through the **Racial Equity and Inclusion Initiative (REI)** because we know when there is a lack of belonging, it weighs heavily on our service members' consciousness and, ultimately, puts a strain on the force's mission readiness.

Fortunately, military families of color are turning to Blue Star Families for a place to connect, find support, and build enduring relationships — wherever the mission takes them. And through the REI, the *DEPLOY Military Community Fellows* program was established — a program designed to diversify and expand the pipeline of leaders in the military community. This effort will embed and train seven individuals this year from historically underrepresented populations into Blue Star Families as paid staff in national and Chapter roles. The DEPLOY program will help us seed a new generation of leaders throughout the Veteran and military family support space.

Military families are counting on us, and we need your continued support.

With cause partners like Macy's, we will continue to change the landscape in support of all military families — allowing our All-Volunteer Force to thrive.



2021 CAMPAIGN HIGHLIGHTS

\$1.6M split evenly between Blue Star Families & Bunker Labs

513

PIECES OF COVERAGE

9,443,826

ESTIMATED REACH

Blue Star Families July 1 · 🌐

🇺🇸 IT'S BACK 🇺🇸 Macy's Salutes Those Who Serve, and we're honored to be one of two nonprofits (again!) that Macy's supports! Now through 7/31, Macy's shoppers can round up their in-store purchase amount or donate online to Blue Star Families and Bunker Labs. Learn more: <https://bddy.me/3jxnZa9>. #macysgives

Blue Star Families
Charity Organization

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

7,123 People Reached 659 Engagements

Boost Post

David Vera, Kay Carroll and 332 others 2 Comments 22 Shares

39,182

FACEBOOK REACH
(11 POSTS)

42,081

TWITTER REACH
(7 POSTS)

34,845

INSTAGRAM REACH
(133 POSTS, STORIES, AND REELS)

193,120

E-NEWS REACH
(8 SENDS)



INFLUENCERS

5

BLUE STAR
INFLUENCERS

271,684

COMBINED
ORGANIC REACH



MOVING WITH THE MILITARY | 132,260 REACH



JO, MY GOSH | 63,078 REACH



KIESHA YOKERS | 51,242 REACH



A SAILORS WIFE | 19,061 REACH



MILITARY SPOUSE MAGAZINE | 6,043 REACH



MEDIA



TV: Chicago & San Diego

6 Total Hits | 223,072 Total Impressions

Earned Media: Chicago & San Diego

\$43,672 Total In-Kind Value



Radio: Chicago & San Diego

290 Total Hits | 8,639,842 Total Impressions

*The Tampa Room Reveal in-store event was scuttled by the hurricane, which is why we did not receive any media coverage.

LOVE NOTES!



mtmama22 This is beyond amazing!



6w 1 like Reply



tauyanm This is such an amazing move to support ❤️❤️❤️

3w 1 like Reply



christina.alexius I love this campaign!

4w 2 likes Reply



MEMBER ACTIVATION

As a Blue Star Partner, Macy's not only donated 100% of its round-up funds to military families and Veterans, but it also treated members of Blue Star Families to some **really** neat opportunities.

First, Adriene Engstrom, Blue Star Families DEPLOY Fellow, and Cheree Browne, Blue Star Families New York Tri-State Chapter Member, attended the New York Stock Exchange Bell Ringing Ceremony with Macy's executive staff on July 2nd.

Second, Macy's hosted **five Blue Star Families members and their families**, from all branches of service, at its 45th annual 4th of July Fireworks display from Hunter's Point South Park, Long Island City, NY.

Third, **five Macy's stores** volunteered to assemble **47 "Welcome Kits"** to give to local PCSing military families this September during Blue Star Welcome Week.

And, fourth, together with Bunker Labs, we surprised **two Blue Star Families members and one Veteran** with room makeovers furnished by Macy's and designed by Maria Reed from Moving with the Military. Episodes of Macy's room makeovers will be available to stream this November on Roku TV, YouTube, Facebook, and MovingwiththeMilitary.com. They will also be featured in Military Spouse Magazine this fall.



"As a mother, I pour so much into my children. As an entrepreneur, I consistently pour into my business. As a soldier, I am always giving back and not thinking about it because that's my duty. To have Macy's give so much back to me, and appreciate me, and my business, and just being a soldier, it meant so much! The group of people there for me made me feel so comfortable and allowed me just to be myself, and it felt amazing. This memory is one I will always cherish, and every time I sit down to do my work in my new home office, I will forever be reminded of the amazing group of people that gave so much back to me." — Rashaii

Thank you, Macy's, for being an outstanding Blue Star Partner!