



Starbucks

MILITARY EGIFT CARD GIVE BACK 2021



**DID YOU
KNOW?**

Did you know that 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 *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 Starbucks Military eGift Card Give Back campaign, not only did we exceed our forecasted goal by 2.3X, but we also reached

667,720 people

and engaged

10,406 supporters!

For that, you deserve a big THANK YOU!

STARBUCKS

RAISED

\$78,042.50

SPONSORED

1,500+
military family members

The generous donation from Starbucks will underwrite Blue Star Families membership for more than 1,500 military family members, providing each of them with free access to Blue Star Benefits, Programs, and Events for an entire 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 Misty. She's a Coast Guard spouse and mother of two. Misty didn't have any experience with the military

before becoming a military spouse, but she quickly learned the challenges and opportunities. Now, after eight years of marriage, six deployments, and three cross country moves, Misty fully understands how crucial it is to find your tribe and a place to belong within your community, so you can survive the ups and downs of military life. For her, connecting to her community reduces her stress and anxiety as a wife and now a parent, too.

Over the last two years, as a Blue Star Families volunteer, Misty has hosted many Coffee Connect events at different Starbucks locations within her community. Even through the pandemic, she moved the gatherings to a virtual platform, while still receiving support from her local Starbucks for her efforts. Why be motivated to continue when they were no longer in person due to social distancing guidelines? Because the relationships created are vital to combating isolation within the military spouse community.

Misty shared: "I've seen strangers become best friends, and I witnessed the joy of a spouse winning a gift card, feeling so thankful that she will finally be able to go on a date night. I also recall seeing a spouse being comforted while dealing with the uncertainty of her husband's condition after reports of airstrikes at his base overseas. All of these and many more happened right in a Starbucks!"

As Misty prepares for her next cross-country move, she feels more prepared than ever to tackle the challenges of military life. She went on to explain: "Being a part of Blue Star Families, with all of the programs and resources available, and bringing spouses together at these Coffee Connect events has truly changed my life."



BLUE STAR IMPACT

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

Only one in four (27%) active-duty family respondents to the #BSFSurvey feel a sense of belonging to their local civilian community. That feeling of isolation is why so many military spouses, like Misty, want to engage with their civilian community and feel connected.

In Misty's case, she's moved a lot. When the mission took them to Charleston, they lived in a civilian neighborhood in a non-military area, making it hard for her to cultivate connections. And with "belonging" so strongly associated with mental health, that lack of connection created a significant challenge for her family. In addition, the deployments, extended separations, and being away from family and friends made that particular season of life feel overwhelming and isolating for her, and that's why she reached out to Blue Star Families.

But, here's the deal...

Misty's not alone. We know because military spouses tell us repeatedly via our research that they're isolated and lonely. Such things weigh heavily on our service members' consciousness and ultimately put a strain on the force. Fortunately, military spouses are turning to Blue Star Families to be the link that bridges the gap between their military and civilian worlds, so their service member can focus on the mission. And because of supporters like Starbucks, we can deliver free events, programs, and resources that keep them thriving and our nation strong.

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

Thank you for offering Blue Star Families' members a place to connect, find support, and build enduring relationships wherever the mission takes them. We appreciate your support in helping us improve the mental health and well-being of our military community. We can't wait to partner again next year!



2021 DIGITAL CAMPAIGN HIGHLIGHTS

\$156,085 split evenly between Blue Star Families & Operation Gratitude

\$ Exceeded forecast by 2.3X \$

55

PIECES OF COVERAGE

667,720

ESTIMATED REACH

10,406

ENGAGEMENTS



89,002

FACEBOOK REACH
(10 POSTS)

6,788

TWITTER REACH
(6 POSTS)

6,406

INSTAGRAM REACH
(18 POSTS)

212,029

E-NEWS REACH
(5 SENDS)



INFLUENCERS

4

BLUE STAR
INFLUENCERS

17,066

COMBINED
ORGANIC REACH



MOVING WITH THE MILITARY
8,129 REACH



BRITTANI ALEXANDRA
4,694 REACH

The Military Wife and Mom with Blue Star Families.
Paid Partnership - ✨

This Military Appreciation Month, Starbucks is committed to supporting the mental health of our military community. For each Military eGift Card sold in May, they'll give \$5 (divided evenly) to Blue Star Families and Operation Gratitude. Send an eGift: <https://www.starbucks.com/gift/category/military-month>

6 Shares

THE MILITARY WIFE & MOM
2,959 REACH



KIESHA YOKERS
1,284 REACH



MEDIA

**HONORING
MILITARY
APPRECIATION
MONTH**

**THANK YOU
FOR ALL YOU DO**

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[Send an eGift](#)

BLUE STAR FAMILIES | **OPERATION GRATITUDE** | **STARBUCKS**

Military Times Mobile Ad

209,527 Impressions | 248 Clicks
0.12% CTR (Industry standard is .05% — .08%)

**SOLIDARITY
OF SERVICE**
BROUGHT TO YOU BY OPERATION GRATITUDE

**Episode 10
Service, Surveying &
Strengthening Military Families
with Guest, Jessica Strong**

Listen at solidarityofservice.buzzsprout.com

Solidarity of Service Podcast

5,735 Reach | 0.12% CTR | 27 Listeners

Air Force Times
May 28 at 6:19 AM · 🌐

Blue Star Families
May 17 at 9:33 AM

Jamie, Store Manager of a Starbucks Military Family Store in Riverside, California, is a longtime supporter of Blue Star Families. Before COVID, she hosted events with the organization and provided a space where people with military spouses who have post-traumatic stress could gather monthly for support in a safe environment. Jamie would set up a table for them with pastries and coffee." Read her story: <https://bddy.me/3tUfpB>

STORIES.STARBUCKS.COM
During Military Appreciation Month, Starbucks focuses on supporting mental health

Military Times

2 Social Shares | 117,167 Combined Reach
1,106 Engagements

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Blue Star Families, Operation Gratitude, and Starbucks Team Up to Support Mental Health

By News — in News

THANK YOU FOR ALL YOU DO
YOU KEEP US GOING

Do you think President Biden ultimately will or will not arrive at an infrastructure package that earns one or more Republican votes in the Senate?

☐ Definitely will
☐ Probably will
☐ Probably will not
☐ Definitely will not
☐ Other / No opinion

[NEXT](#)

During this symbolic month of May, and in response to current times, we're on a mission to do everything possible to give military families and veterans the support, information, tools, and, most importantly, a place to belong as we wade through uncharted territory, together.

Military Spouse Joint Op-ed

2,959 Reach | 88 Engagements



MEMBER ACTIVATION

Military Spouse Appreciation Day Virtual & In-Store Event May 7th

Event host Kathy Roth-Douquet, Blue Star Families' CEO, promoted the Starbucks eGift Card Give Back during her opening remarks. Plus, all participants received a \$5 Starbucks Military eGift Card for attending!

1,041
VIEWERS

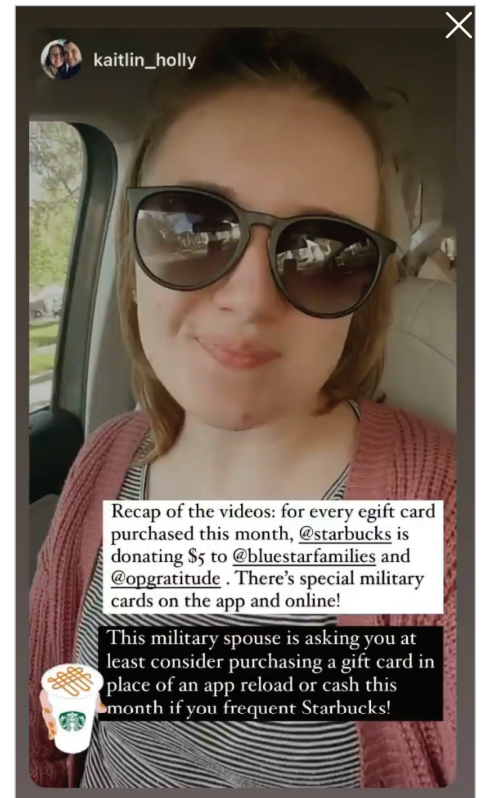
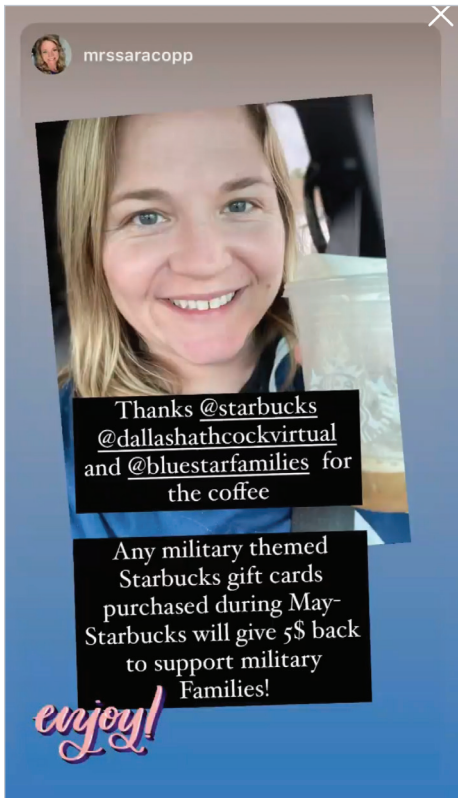


Additionally, Blue Star Families' National Chapter Region Director, Julie Riggs, celebrated eight military spouses at a Starbucks Military Family Store in Arlington (Columbia Pike) during a virtual Military Spouse Appreciation Day Event Watch Party! She treated them to Starbucks goodies and an Operation Gratitude Care Package, which volunteers, including Starbucks partners, assembled. Inside each care package were personal care products, snacks, coffee, and handmade items, as well as handwritten notes from grateful Americans across the country.





MILSPOUSE GRATITUDE + CAMPAIGN SHOUTOUTS



Thank you, Starbucks, for being an outstanding Blue Star Partner!



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