Strengthening America’s Military Families Through Communities

For more information, visit bluestarfam.org.

2021 Annual Report
Dear Blue Star Neighbors,

I am very excited to share with you, once again, the work of Blue Star Families over the past year. Despite the challenges of the COVID-19 pandemic, we have continued our extraordinary streak of 20% growth year over year, driven by the demand from our population for the role we play in their lives. In fact, in many ways, it is because of the unpredictable challenges that military families face — like the pandemic and withdrawal from Afghanistan — that we are so needed. Blue Star Families serves as a key component of a larger community of support for military-connected families, with the ability to gather resources to aid our members. We always have their needs at the forefront of everything we do.

I want to point out a couple of highlights from 2021, which you can read more about in the pages that follow.

- We hosted our first DEPLOY Fellows cohort. This group of talented, devoted individuals from diverse backgrounds came to us as part of our Racial Equity and Inclusion (REI) Initiative. Fellows made significant contributions to our work while preparing for budding careers.
- As part of the REI Initiative, we fielded a groundbreaking survey specifically focused on military and Veteran families of color and the challenges they face. Just as diverse families are integral and necessary to our force, inclusion is something we are weaving into our culture and identity as an organization.
- We continued to make strides in our research efforts through fielding our annual Military Family Lifestyle Survey (aMFLS) and frequent Pulse Checks. The data gathered from these efforts is extremely valuable to lawmakers and defense leaders and helps us focus our efforts to meet our members where they are with the proper services and resources.

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A Letter From the CEO

Additional 2021 highlights include the following:

- Our membership grew to over 210,000 military and Veteran families.
- Our town halls and outreach videos with the First Lady, Dr. Fauci, Secretary of Defense, actress Kerry Washington, and more reached tens of thousands.
- Over 400,000 people visited a museum for free as part of the Blue Star Museums Program; over 6,000 participated in outdoor activities and adventures through the Blue Star Outdoors Program; 15,000 books were donated to military kids through the Blue Star Books Program.
- We launched Blue Star Welcome Week, chaired by Joe and Ellyn Dunford, engaging over 250M individuals through outreach efforts, local events, virtual opportunities, and more.
- Nearly 10,000 volunteer hours were donated (at a value of approximately $270K).

- The 2021 White Oak Collaborative included over 260 individuals representing over 80 MSO/VSOs, military, and government offices with bi-monthly meetings.

In 2009, with a firsthand understanding of military- and Veteran-connected families’ challenges, I created Blue Star Families with a small group of volunteers to meet their needs. Since then, we have grown and evolved as an organization—adding programs and services, creating new partnerships to expand offerings, and consistently having a two-way conversation with our members and community. We are on an ever-upward trajectory, and I am very excited about what we have planned for 2022 and beyond.

With appreciation,

Kathy Roth-Douquet, CEO, Blue Star Families
Why Blue Star Families?

We know military families!

Blue Star Families is a national nonprofit network by and for military families from all ranks and services, including active-duty, National Guard, and reserves.

Our mission is to support military-connected families to improve military readiness.

If military families are not thriving, their service members are not mission ready, therefore jeopardizing the entire force.

As the largest grassroots organization serving military-connected families, we have extensive experience partnering with top national brands on cause marketing campaigns.

344,400 Members & Supporters

70M National Media Audience

$5M Earned Media

MilFam Support
$157M+ worth in support

aMFLS
82,185 respondents since inception (from 2009 to 2021)

Blue Star Welcome Week
285M media impressions
Our Theory of Change

Listen
Identify, quantify, and understand emerging issues impacting military-connected families through survey research, focus groups, listening sessions, and other data-collection techniques

Share
Translate data into understanding and understanding into effective action by sharing with military and civilian communities

Partner
Partner at the national and local level to better support military-connected families

Act
Deliver data-backed programming and advocate for policy change
2021 Impact Areas

Racial Equity and Inclusion (REI) Initiative
Ensure our country meets its obligation to deliver positive, fulfilling experiences to all families who serve through this multi-dimensional, cross-sector, collective-action effort

Welcome
Cultivate a deep sense of belonging and support in military and Veteran communities for all who interact with Blue Star Families

Chapters
Facilitate engagement opportunities that create a cross-sectoral dialogue between military and civilian communities while fostering awareness and understanding of military lifestyle challenges

Programs
Create and facilitate vibrant communities of support by providing opportunities for all members to connect with each other and their civilian neighbors

Research, Policy & Social Impact
Empower influencers with comprehensive data through customized military and Veteran research to improve the quality of life for currently-serving military and Veteran families
Racial Equity & Inclusion (REI) Initiative

- Fielded first-of-its-kind survey: Understanding the Diverse Experiences of Military Families of Color, with 2,700+ respondents
- Assembled a world-class REI Committee with Co-Chair Lt. Gen. (Ret.) Gwen Bingham, who was featured on CNN’s “Champions for Change”
- Convened a 22-member White Oak Subcommittee on REI to develop a set of recommendations and best practices for military- and Veteran-serving organizations
- Hired 11 DEPLOY Fellows from military families of color to work in local and national roles, further improving experiences and representation in country-wide community settings

“In order to go to an organization for support, you have to first trust that you are welcome there. An easy way to determine [this] is to simply look at who is at the table providing the support and see if there’s someone there who looks like you. Representation among the staff and leadership of an organization shows that they welcome and include everyone [...] and they have a variety of voices and experiences included in creating their programming.” – Tonya, DEPLOY Fellow

To foster greater representation, the DEPLOY Fellows Program was born. “DEPLOY Fellows is a Blue Star Program within our REI Initiative designed to diversify and expand the pipeline of leaders in the military community. The effort will embed and train individuals from historically underrepresented populations into Blue Star Families’ organization [...] Through our training, we’ll seed a new generation of leaders throughout the Veteran and military family support space.” – Kathy Roth-Douquet, CEO and Founder of Blue Star Families
Approximately 600,000 active-duty and transitioning military members move into new communities every year. But many will arrive feeling they do not belong.

When military families feel a sense of belonging, everything else improves — financial security, mental health and wellness, resilience, and even military readiness.

What if we could bridge the civilian-military divide by creating moments of welcome and a sense of belonging for those who have sacrificed so much for our country?
The Solution: Blue Star Welcome Week
September 25th – October 2nd, 2021

An annual event that rallies America to recognize the service and sacrifices of our military and their families and welcome them into our communities — no matter where the mission takes them.

Inaugural Blue Star Welcome Week Highlights

- National media coverage
- 24 proclamations issued by federal, state, and local government officials – including a bipartisan Senate resolution
- 80 special events nationwide
- 130 national and local nonprofit partners engaged
- Celebrity Endorsements (incl. Blake Shelton, Mark Hamill)
- Garnered more than 285 million media impressions

2021 Blue Star Families Annual Report
Blue Star Chapters 2021

866 events held in Chapter locations
50K+ attendees reached through impactful events
58,356 members in Chapters
17% membership growth in 2021
$1.8M Chapter support from funders

Highlights
- 22,177 military children were impacted by educational opportunities provided through partnerships
- Added 234 new local partnerships
- Hosted and collaborated on nationwide food distribution events, reaching 3,362 military families
Why Military Families Need Blue Star Chapters and Programs

Military families move **every 2 to 3 years**, leaving them isolated from support networks.

Only **27%** of active-duty family respondents feel a sense of belonging to their local civilian community (2020 Military Family Lifestyle Survey)

Blue Star Families’ Chapter programming **provides the building blocks for belonging**

(Connected Communities Impact Survey)

“Being a spouse in the military, it gets extremely lonely when you PCS and don’t have your ‘tribe’ yet. This gives you a push to go to events to meet people while your spouse is gone and those people can become your tribe!” — Active-Duty Military Spouse
Blue Star Programs 2021

Blue Star Welcome Programs encourage military families to get connected to the communities in which they live.

Engagements 1,232
Opportunities in communities nationwide

Blue Star Museums 400,700
Free military family visits

Impacted 125K+
Service members, spouses, children, and neighbors through events

Blue Star Volunteers 9.3K+
Hours of service given (a value of $267,914)

Blue Star Outdoors 6,106
Members participated in outdoor programs

New Caregivers 1,205
Benefited from high touch resources

Blue Star Books 14,953
Given to military kids

Yellow Ribbon Trees 162
in Starbucks stores spanning 39 states
Results of the 2021 Military Family Lifestyle Survey (MFLS) revealed the top issue facing military families continues to be military spouse employment.

Blue Star Careers continues to broker solutions for all military spouses.

- 35% of military spouse respondents are not employed but need or want employment
- 43% of military spouses of color respondents are not working but need or want paid employment, compared to 32% of white, non-Hispanic spouses

**349%**
Growth of bilingual spouses in Spouseforce

**7.6K+**
Members joined Spouseforce

**50+**
New employers and resources within Blue Star Careers

**8K+**
No-cost certifications and training offerings for upskilling
"Thank you for offering these surveys and publishing the results. I am hopeful that the more data is gathered and available to the public, the more changes will be made to improve military life experiences." — 2021 MFLS Respondent
Applied Research Publications 2021

Q1
★ 2021 Military Family Lifestyle Survey
★ Pulse Check: Military & Veteran Families’ Financial Needs

Resulted in:
- Enactment of Sec. 567 of FY2022 NDAA: Study on Employment of Military Spouses
- Military spouses added as a protected class in the Commonwealth of Virginia

Q2
★ Pulse Check: Military Families’ Perceptions of the COVID-19 Vaccine
★ Caregiving in Military Families

Resulted in:
- Blue Star Families’ COVID-19 vaccine awareness campaign, increasing the likelihood of military and Veteran families receiving the vaccine

Q3
★ Pulse Check: Supporting Our Afghan Allies
★ Survey Fielding: Understanding the Diverse Experiences of Military Families of Color

Resulted in:
- Blue Star Families’ collaboration with Welcome.US to connect key stakeholders and improve resettlement efforts

Q4
★ Illinois Community Assessment

Resulted in:
- Increased awareness of local military and Veteran families’ needs in the wake of the COVID-19 pandemic
Blue Star Families’ Impact Survey Results 2021

Greater Connection
- 81% of respondents in Chapters say activities MADE THEM FEEL CONNECTED to their community
- 1 in 3 respondents attended a Blue Star Families event

Stronger Support
- 71% of respondents in Chapters say programs BROADENED THEIR LOCAL SUPPORT NETWORK
- “BSF fills a huge gap in the needs of military families for support and connection.”

More Belonging
- 52% of respondents FEEL A SENSE OF BELONGING to their local civilian community
- Compared to 30% of active-duty family respondents to the 2021 MFLS

“[Blue Star Families is] a lifeline between the military and community. [...] programs help support families, help the kids feel special during difficult changes, and create a bridge to help military families and their new community.”
- Active-Duty Military Spouse
Top Donors – CEO Circle $1M+

In 2021, CSX funded six Blue Star Chapters, with more on the horizon. Together, we partnered with community organizations on 360+ events, engaging 24K+ service members, families, Veterans, and civilian neighbors. With CSX’s Blue Star Welcome Week sponsorship, military families new to their communities experienced a week-long program filled with events designed to connect them with their new neighborhood. Additional growth came through support of Blue Star Careers, Blue Star Outdoors, and impactful surveys – the annual Military Family Lifestyle Survey (aMFLS) and Understanding the Diverse Experiences of Military Families of Color Survey.

Blue Star Families appreciates all that Craig Newmark Philanthropies has done to support the New York Tri-State Chapter and other programs, including digital transformation, DEPLOY Fellows, and Team Up Against COVID-19. Additionally, as the lead sponsor of Blue Star Welcome Week, the foundation helped turn a moment into a movement for the many military families who move to new communities each year. We appreciate this long-standing relationship.

USAA, another top donor, has sponsored many of our initiatives to strengthen military and Veteran families, including the White Oak Collaborative and White Oak Retreat, Corporate Playbook, Military Spouse Employment Initiative, aMFLS, and Blue Star Welcome Week. The significant support of Blue Star Welcome Week further cemented its commitment to ensuring our military-connected families feel welcomed and connected – no matter where their life in service takes them.
### Top Donors – $500k and Below

#### FRIENDS OF THE FLAG - $50,000 - $99,999
- Amazon
- Blue Cross Blue Shield Association
- CJM Foundation
- Disney Worldwide Services, Inc.
- Microsoft Software & Systems Academy
- Northrop Grumman Corporation
- Paul and Joanne Prager
- PennyMac Giving Fund
- Pentagon Federal Credit Union
- Schmidt Futures
- Veterans United Foundation

#### SILVER SUPPORTERS - $25,000 - $49,999
- Albertsons Companies Inc.
- Aura
- Blue Shield of California
- Booz Allen Hamilton
- Cerner Corporation
- History Channel
- Leonardo DRS
- Philips North America
- REI Co-Op
- Viasat
- Walton Family Foundation
- Wounded Warrior Project

#### GOLD SUPPORTERS - $25,000 - $49,999
- American Armed Forces Mutual Aid Association
- American Red Cross
- Armed Services YMCA
- Bank of America
- The Barry Robinson Center
- Bob Woodruff Foundation
- CareLinx
- Centene Corporation
- Cohen Veterans Network
- Consolidated Edison Company of New York Inc.
- Crescent Cities Charities
- Delta Dental
- Department of Interior - National Park Service
- DEPCOM Power
- Elizabeth Dole Foundation
- Express Scripts
- Fisher House Foundation
- Galileo
- Guardian Centers LLC
- The Independence Fund
- Leidos Inc.
- Microsoft
- Perry and Donna Golkin Family Foundation
- The Preferred Client Group
- Pro Football Hall of Fame

#### COMMUNITY CHAMPIONS - $100,000 - $249,999
- AARP
- Boeing
- Comcast
- COVID Collaborative
- CVS Health
- JFJ
- Johnson & Johnson
- Lockheed Martin Corporation
- MetLife Foundation
- Navy Federal Credit Union
- Salesforce
- Sleep Number Corporation
- Starbucks Corporation
- TriWest Healthcare Alliance

#### LEADERS OF LIBERTY - $250,000 - $499,999
- Department of Interior - National Park Trust
- JPMorgan Chase & Co.
- Patrick J. McGovern Foundation

#### HOMEFRONT HEROES - $500,000 - $999,999
- Macy’s Inc.

#### Top Donors – $500k and Below
- Psychological Health Center of Excellence (PHCoE)
- Rancho Santa Fe Foundation
- Rosie Riveters
- The Safeway Foundation
- Safeway Inc.
- Sandbox
- Shaw’s Supermarkets
- Spiritune
- Tee It Up For The Troops, Inc.
- Textron
- Tramiel Charitable Trust
- U.S. Chamber of Commerce - Hiring Our Heroes
- Verizon
- Vista Outdoor
- Walmart Foundation
- Wargaming Group Limited
- The Wawa Foundation
Kathy Roth-Douquet  
CEO, Blue Star Families

Noeleen Tillman  
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Board of Directors
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Emeritus Members  
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Doug Wilson
## Assets

**Current Assets**
- Cash and Cash Equivalents: $7,781,592
- Accounts Receivable: $1,353,609
- Prepaid Expenses and Deposits: $186,059
- **Total Current Assets**: $9,321,260

**Property and Equipment, Net**: $100,576

**Total Assets**: $9,421,835

## Liabilities and Net Assets

**Current Liabilities**
- Accounts Payable, Accrued Expenses & Other: $794,866
- **Total Liabilities (All Current)**: $794,866

**Net Assets**
- Without Donor Restrictions: $7,401,053
- With Donor Restrictions: $1,225,916
- **Total Net Assets**: $8,626,969

**Total Liabilities and Net Assets**: $9,421,835

## Revenues
- $12,333,358

## Expenses

**Program Expenses**
- Communities: $5,835,383
- Research and Policy: $1,066,740
- REI-DEPLOY: $751,785
- Technology Engagement: $1,647,859
- **Total Program Expenses**: $9,301,767

**Fundraising**: $835,290

**Administrative Expenses**: $837,938

**Total Expenses**: $10,974,995
Credentials

Blue Star Families is the nation’s largest grassroots military family support organization, with a mission to support military families to improve military readiness. Its distinctive approach builds stronger communities around military families through knowledge and programs that address the unique needs of those who serve. Blue Star Families’ nationally recognized surveys and analysis give military families an important voice that informs policymakers and its military family programs. It uses the power of its collective resources and cross-sector collaborations to make a difference in the lives of hundreds of thousands of military family members to strengthen the troops, their families, and our nation as a whole. For more information, visit bluestarfam.org.