



2025 MID-YEAR REPORT

January–July 2025

A Growing, More Connected Community

Military Families Outdoors (MFO) is helping thousands of military families across the country find belonging, improve wellbeing and overall health, and strengthen families through customized outdoor experiences. In the first half of 2025, MFO programs empowered families to not only explore parks and public lands, but also to access nature in their own backyard and communities.

Impact Snapshot



4,000

participants impacted across YTD



130+

programs and events hosted by program partners YTD



200+

new social connections formed through MFO events this year



32%

of families attending events signed up for an America the Beautiful park pass

MFO partners Blue Star Families, Armed Services YMCA, and Wilderness Inquiry bring MFO’s mission to life. From guided hikes to family field days and camp activities, these programs are tailored to meet families where they are, whether settling into a new duty station or navigating a deployment.

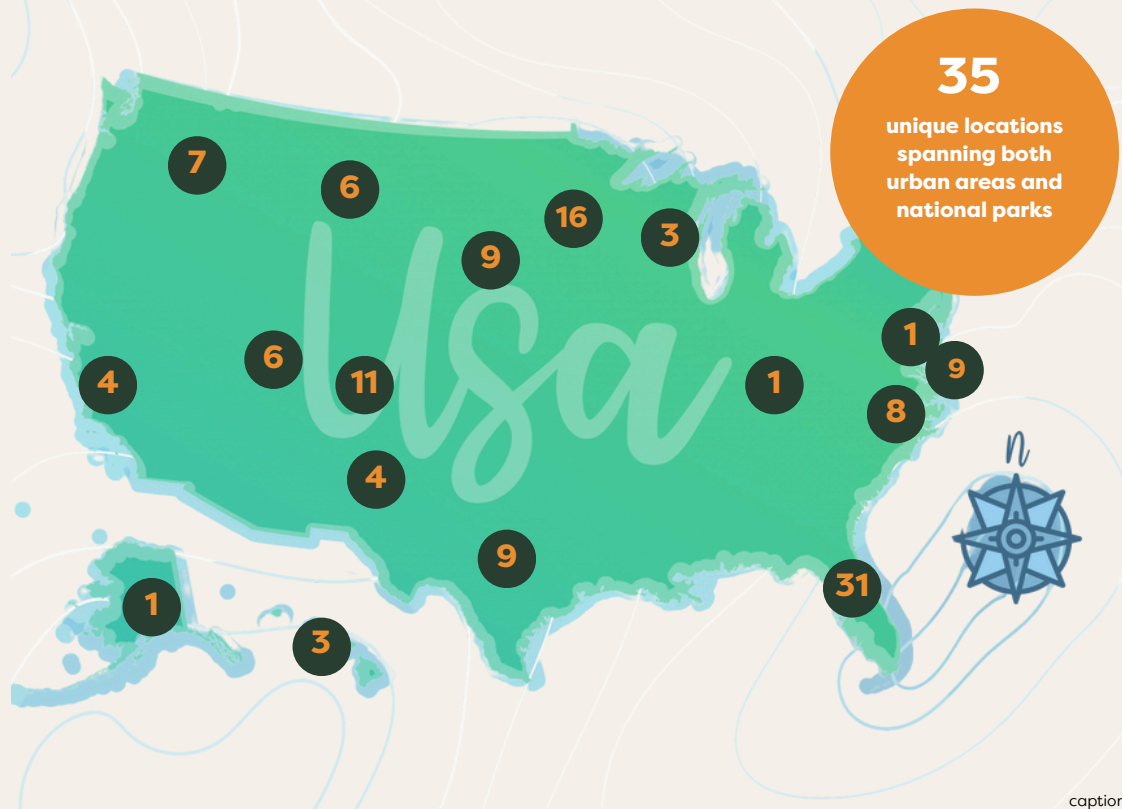


Exploring Rocky Mountain National Park



Hawaii Hike at Volcanoes National Park

Military Families Outdoors Programs by State



caption

Our post-program outdoor surveys highlighted the benefits of MFO programs and the outdoors:

97% of respondents say they agreed or strongly agreed that they feel a sense of belonging in the outdoors

91% of respondents say they agreed or strongly agreed that they understand more about how parks and public lands can improve their/ their family's mental health

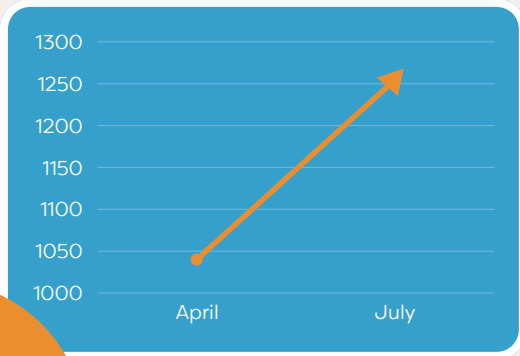
87% of respondents say they agreed or strongly agreed that they understand more about how parks and public lands can improve their/ their family's physical fitness



A recent wilderness Inquiry led MFO excursion

MFO continues to expand awareness & engagement

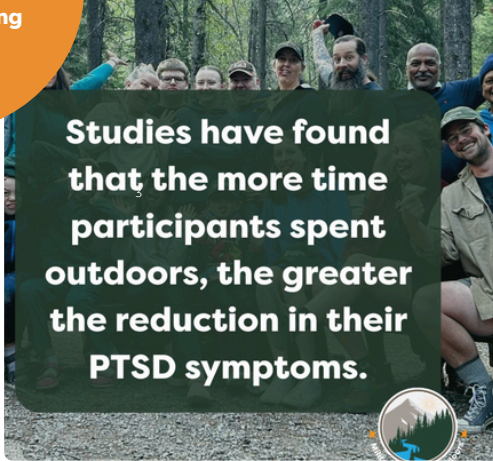
Membership to the Military Families Outdoors group in the Blue Star Neighborhood* increased by 20% from April to July.



*The Blue Star Neighborhood is a platform that allows military families to connect with other members, find events, share stories, and access trusted resources to navigate military life.

“From breathtaking outdoor adventures to unforgettable family bonding moments, each event has been thoughtfully planned and executed with care, purpose, and heart... This program is so much more than just events and gear—it's a lifeline to community, connection, and healing in nature.”

25,038 visits to the MFO website landing page YTD



60,653 people reached across partner social media channels YTD

-The Merwin Family

Over 60,000 people were reached across partner social media channels from April-July through campaigns such as “Nature is Medicine,” and “Road Trip Resources,” sharing the benefits of the outdoors and encouraging military families to get out and explore.

