



# TELLING THE STORY

of our military & veteran families

# OUR MISSION

Strengthening military families by connecting them with their neighbors – individuals and organizations – to create communities of mutual support



# Programs

## Our Community Impact

Since 2009, we've delivered more than **\$109M in benefits** to military families and have grown to serve over **1.5M Blue Star Members** per year.

Thanks to our **Blue Star Partners**, hundreds of thousands of military families receive *complimentary* access to our **Blue Star Programs, Events, and Resources**.

### Blue Star Welcome Programs:

Promote a sense of belonging by welcoming military families to their communities.



**BOOKS**



**CAREERS**



**CAREGIVERS**



**MEMBER PERKS**



**MUSEUMS**



**PARKS**



**SUMMER CAMP**



**VOLUNTEERS**



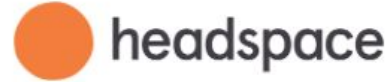
**WELCOME WEEK**

# Member Perks

Blue Star Families is free for anyone to join.

Once a member, we extend a number of valuable benefits , including freebies and discounts from our partners.

They include:



These benefits not only highlight the companies who have committed to supporting military families, but represent great value. For example, HeadSpace is a \$100 annual savings, Thrive Market is \$60, and Caribu is \$250 for a lifetime subscription. All *free* to Blue Star Families members.



# Blue Star Volunteers

Volunteers are the backbone of Blue Star Families. Our volunteers truly do it all—from planning special events to helping us tell their Blue Star Families stories, and leading meetups for military families.

**\$1,464,692.80**

VALUE CONTRIBUTED BY BSF VOLUNTEERS

**\$27.20**

NATIONAL  
AVERAGE VALUE  
PER HOUR



**5,561**

BSF VOLUNTEER FORCE



**53,849**

VOLUNTEER HOURS



**4,700 +**

EVENTS

Our Volunteers in Action



*\* calculations are based on BSF all time volunteer tracking*



## TELLING THE STORY



## ANNUAL MILITARY FAMILY LIFESTYLE SURVEY

In collaboration with



*For more information, visit [bluestarfam.org/survey](https://bluestarfam.org/survey)*



### LISTEN

Our Survey has a proven track record of elevating the voices of those who serve to the leaders and decision makers who can enhance their lives.



### SHARE

We lead the field in launching conversations and fostering collaboration among different sectors, organizations, and institutions.



### ACT

We translate our Survey's data into action for our military families—from implementing programs to increasing dialogue surrounding various challenges, informing legislative changes, and more.

# 2020 TOP 5 ISSUES FOR VETERAN FAMILIES

Time away from family 38%

Military pay 31%

PTSD/combat stress/TBI 30%

Military/VA health care 28%

Military benefits 24%



# Finding 13: Spouse Employment

Despite military spouse hiring initiatives, military spouses still perceive employers as reluctant to hire and promote them; they identify work schedule flexibility, hiring through corporate employers with multiple locations, and reasonable accommodations from commands for service members to maintain work-life balance as potential solutions.

**41%** of spouses are **not participating** in the labor force.

**20%** of spouses are **unemployed**.  
**80%** are **employed** full or part time.

**67%** reported they are **underemployed**.

Unemployment is higher for spouses of color<sup>4</sup>



Spouses of color



White, non-Hispanic spouses

Top 5 Reasons for Not Working Active-duty Spouse Respondents Who Need or Want to Work	
I homeschool/supervise virtual education for my child(ren)	35%
Child care is too expensive	34%
My service member's daily work schedule is too unpredictable	33%
My service member's daily work schedule is too long, making it too difficult for me to balance work and home demands	30%
I am recovering from a PCS move	22%

**51%** of active-duty spouse respondents agreed their **military affiliation prevented them from receiving a promotion** at some point in their career, compared to only 16% of veterans.





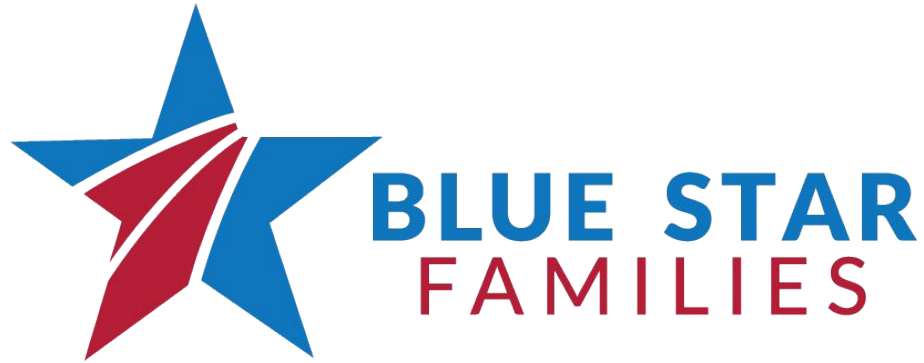
# Blue Star Families Racial Equity Initiative



To thrive, human beings need to belong and feel welcomed. It's hard to belong and feel welcomed in the military without seeing your own identity reflected in the community's support space.

The Blue Star Families Racial Equity Initiative is one solution to this challenge.

- ❖ Research and Advocacy
- ❖ Training
- ❖ Leadership
- ❖ Collaboration
- ❖ Community Impact



For more information:

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