



# Operation Homefront Overview

2020



## OUR MISSION:

Founded in 2002, Operation Homefront is a nationally recognized nonprofit organization whose mission is to build strong, stable, and secure military families so they can thrive – *not simply struggle to get by* – in the communities that they have worked so hard to protect.

## WHO WE ARE:



- 116+ employees
- 4,000+ volunteers
- 22 National Board Members
- 51 Regional Advisory Council Members

**84%**

of Operation Homefront staff have a connection to the military. We are able to serve America's military families throughout their journey, supporting active duty, wounded/ill/injured, transitioning military and veterans, as well as caregivers and extended family.

## OUR VALUES:

Our core values serve as the fundamental principles that guide our decision making.



### **Do What's Right**

Our actions are in the best interest of the military families we seek to serve.



### **Gratitude**

We appreciate those who serve and all who support our critical work.



### **Perform With Excellence**

Our troops and their families give their very best in their service to our country and have earned our very best in return.



### **Respect Others**

Provide a collaborative, trust based environment that values dignity and every individual's contribution to our collective success.

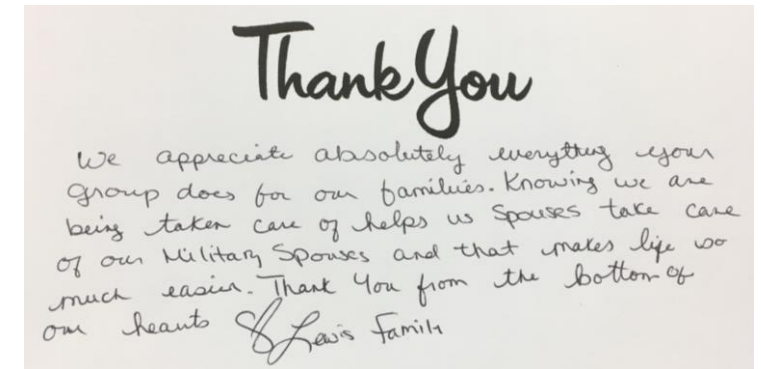
## Operation Homefront Service Territories



# OH PROGRAMS BY PILLAR



- Relief
  - Critical Financial Assistance – helps military families address critical financial shortfalls. Most often, this means assistance with mortgage payments, rent, utilities, car and home repairs, and groceries.
  - Transitional Housing – provides rent-free, two and three bedroom apartments to wounded, ill, and injured warriors and their families as they leave the military.
  - Transitional Homes for Community Reintegration – offers families the opportunity to live in a rent-free, single-family home for a period of 2-3 years, while receiving financial counseling and community reintegration support.
- Resiliency
  - Hearts of Valor – provides vital peer-to-peer support for family caregivers of our wounded warriors.
  - Homes on the Homefront – prepares veterans and their families for homeowners by providing a mortgage-free home and the opportunity to work with OH caseworkers and financial counselors.
- Recurring Family Support
  - Star Spangled Babies – provides baby showers to expectant service members or military families and their growing families.
  - Military Child of the Year® - celebrates and recognizes the tremendous achievements of military children.
  - Back-to-School Brigade – provides military children with backpacks filled with school supplies, helping to relieve families of this cost and enabling them to use their income for other expenses.
  - Holiday Meals for Military – helps military families celebrate holidays by providing them with healthy fixings for a traditional holiday meal, a prepared holiday meal or a restaurant gift card.
  - Holiday Toy Drive – brings the joy of the holiday season to military children.
  - Homefront Celebrations – honors military spouses and recognizes their contributions, while building their support network and enhancing their skills to meet the challenges of daily life.



## RELIEF

**44,000**



requests fulfilled for critical assistance totaling over **\$28 million** since 2011

**2020 Milestone:** Fulfill our 45,000th request for financial assistance and provide over \$30M in support to military families.

## RESILIENCY

**680** military families accepted into our Homes on the Homefront program



**\$85 million**

dedeeded value to military families since 2012

**2020 Milestone:** Enter our 700th military family into the Homes on the Homefront program and graduate our 600th military family from the program,

## RECURRING SUPPORT



**\$50 million**

Saved by military families in back to school expenses

**2020 Milestone:** Provide our 400,000th backpack with school supplies to a military child.



**475,000**

holiday meals served to military family members through the Holiday Meals for Military program

**3,800**

caregivers supported through the Hearts of Valor program since inception



**5,038**

months of rent-free housing provided to military families, saving them over **\$5.8 million** in rent & utilities

# WHY WE'RE UNIQUE



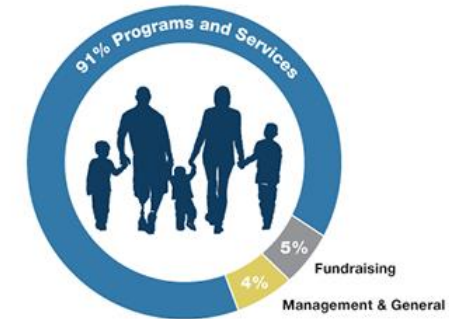
## OUTCOMES DRIVEN:

Operation Homefront is an outcomes-based organization that measures our impact through defined outcomes.



**Over 90%** of military families who responded to our outcomes surveys “agreed or strongly agreed” that our programs made them feel strong, stable and secure.

“Operation Homefront's Critical Financial Assistance program helped us through a really rough patch, ... when we thought we were going to have to move out of our house, ... So the long-term impact was huge because it came at the right time when we couldn't really see a way out of our situation.” - The Plaza Family



**Over 90%** of Operation Homefront's expenditures go toward delivering our program and services.



# KEY PARTNERS





Operation Homefront is connected with a very active and engaged military community. We collaborate with our partners to help build their connections with our military families through sponsorship, cause marketing and integrated marketing campaigns.

View our latest video [here](#).

## How We Work Together:

- Strategic Communications Plans
- Media Pitching/Promotions
- Social Media and Digital Activations
- Marketing Campaign Planning and Execution
- Storytelling and Content Creation
- Photography and Videos

Operation Homefront Social Media Metrics		
Facebook	<a href="http://www.facebook.com/OperationHomefront">www.facebook.com/OperationHomefront</a>	199,596 followers
Twitter	<a href="http://www.twitter.com/Op_Homefront">www.twitter.com/Op_Homefront</a>	67,536 followers
Website	<a href="http://www.operationhomefront.net">www.operationhomefront.net</a>	3,613,433 pageviews
YouTube	<a href="http://www.youtube.com/user/ophomefrontinc">www.youtube.com/user/ophomefrontinc</a>	1,304 subscribers
Blog	<a href="https://operationhomefront.wordpress.com">https://operationhomefront.wordpress.com</a>	41,825 total views
LinkedIn	<a href="https://www.linkedin.com/company/operationhomefront">https://www.linkedin.com/company/operationhomefront</a>	6,244 followers
Instagram	<a href="https://Instagram.com/operationhomefront">https://Instagram.com/operationhomefront</a>	10,349 followers
Flickr	<a href="http://www.flickr.com/photos/op_homefront">www.flickr.com/photos/op_homefront</a>	164,686 views in the last 28 days





# Partnership Goals



We believe that the most successful partnerships are those built on joint values. Aligning with companies who have complimentary core values to Operation Homefront provides a strong base for long-term success, avoiding transactional partnerships. With core values aligned, partnership goals are easily developed.

Operation Homefront is proud that over 90% of all expenditures go to delivering our impactful programs. As an organization focused on impact and outcomes, unrestricted support remains our greatest need and sustains our programming delivered to tens of thousands of military families each year.

As we evaluate corporate partnerships, we broadly look for:

- Opportunity to resource the OH Mission
- Brand Alignment and Awareness Opportunities
- Joint-Values and Individualized Campaign Goals
- Growth Potential
- Long-term Relationship(s)

If you'd like to become an Operation Homefront partner, please visit our Corporate and Foundation Partnerships page and select the partnership type you are interested to be connected with a member of our team.