We need to serve our military families in their time of need for all they have done for us in our nation’s time of need.

**A HIDDEN CRISIS IN OUR COMMUNITY**

<table>
<thead>
<tr>
<th>Financial Instability</th>
<th>Unaffordable Housing</th>
<th>Food Insecurity</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.4M veterans live paycheck to paycheck (1.5MM live below the poverty line)</td>
<td>1.5M veterans are considered housing cost burdened</td>
<td>20% of veterans and military families report being food insecure</td>
</tr>
</tbody>
</table>

**Contributing Factors:**
Impacts from the COVID-19 pandemic on housing market, lack of knowledge with VA loans, unemployment and underemployment, lack of financial literacy, uneven access to government programs and high unemployment for military spouses

*Increasing the financial self-sufficiency of families is an important avenue to building strong, stable, and secure families. Operation Homefront meets the most pressing needs for military and veteran families in financial distress.*

- Anonymous third-party independent review conducted on behalf of Oak Foundation (2021)

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As a national nonprofit, Operation Homefront’s mission is to build strong, stable, and secure military families so they can thrive — not simply struggle to get by — in their communities - OUR communities - they have worked so hard to protect.

OUR CORE VALUES

★ Do What’s Right
★ Gratitude
★ Respect Others
★ Perform with Excellence

85% of Operation Homefront staff has a connection to the military

88% of all Operation Homefront expenditures go to delivering impactful programs.
94% of military families feel stronger, more stable, and more secure after participating in our programs.

**RELIEF**
- Fulfilled over **49K** requests
- Provided nearly **$33M** in financial assistance to military families
  - Critical Financial Assistance
  - Transitional Housing – Apartments
  - Transitional Housing – Villages
  - Transitional Homes for Veterans

**RESILIENCY**
- Awarded **640** mortgage-free homes
- Deeded over **$96M** in home equity
  - Permanent Homes for Veterans
  - Veteran Caregiver Support

**RECURRING FAMILY SUPPORT**
- Delivered nearly **500K** backpacks
- Saving **$50M** for military families in back-to-school expenses
  - Back-to-School Brigade
  - Star-Spangled Babies
  - Homefront Celebrations for Military Spouses
  - Holiday Meals & Toys
  - Military Child of the Year ® Awards
OUR SIGNATURE MOMENTS

FEB-APR
- THE MILITARY CHILD
  - Month of the Military Child
  - Military Child of the Year
  - Star-Spangled Babies*
  - Homefront Celebrations*

MAY
- MILITARY APPRECIATION MONTH
  - Military Spouse Appreciation Day
  - Armed Forces Day
  - Memorial Day

JUL-SEP
- BACK-TO-SCHOOL
  - Back-to-School Brigade
  - 4th of July

NOV
- HONORING OUR VETERANS
  - Veterans Day
  - #11DaysofImpact
  - Military Family Appreciation Month

NOV-DEC
- HOLIDAY CELEBRATIONS
  - Giving Tuesday
  - Holiday Toy Drive
  - Holiday Meals for Military

*Events are flexible
Operation Homefront seeks to raise $100 million, over 3 years, to secure the future of our military families for decades to come. 

$100 million 

$75 million—Operating Component 
$23 M in 2022  
$25 M in 2023  
$27 M in 2024 

$25 million—Capital Component  
$10 M Program Growth Fund  
$10 M Ready Reserve Fund  
$5 M Innovation Fund
With your investment, we will continue to help military families achieve the financial security they have earned and so richly deserve.
Chobani

Chobani is the maker of America’s No.1 yogurt brand, with a mission of making high-quality and nutritious food accessible to more people, while elevating our communities and making the world a healthier place.

Highlights
Overview: In 2018, veterans at Chobani designed the company’s inaugural Hero Batch, red, white and blueberry yogurt to benefit Operation Homefront.
Goal: Raise $1MM for Operation Homefront
Results: In less than one year, Chobani achieved their goal of raising $1MM for Operation Homefront and has since donated over $3.2MM in cash and in-kind to support the military families that we serve.

Impact
Since our partnership began, Chobani has:
▪ Supported our Critical Financial Assistance program, which serves tens of thousands of military families each year.
▪ Dedicated funds to our COVID-19 and disaster relief initiatives, providing much needed financial assistance to military families in Texas and California.
▪ Become the lead investor of our Holiday Meals for Military Program, which served over 17,000 meals at 136 events in 2021.
▪ Engaged their employees in Holiday Meals for Military and Back-to-School Brigade events nationwide.
▪ Served annually as judges for our prestigious Military Child of the Year program.
▪ Received our esteemed Cornerstone Award, bestowed upon those who have gone above and beyond to help Operation Homefront accomplish its vital mission to build strong, stable, and secure military families.

"We wanted to make something special with one goal: to say thank you to all who have served and to offer support to those who need it. The more we got to know Operation Homefront the clearer it became that organizations like them need the attention of us all, and I’m really proud that [Hero Batch] will feature their name and their incredible work."

Hamdi Ulukaya
Founder and CEO
Chobani