



PARTNERSHIP WITH PURPOSE

PREPARED FOR:

May 10, 2022



OperationHomefront.org

A HIDDEN CRISIS IN OUR COMMUNITY



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.



FINANCIAL INSTABILITY

2.4M veterans live
paycheck to paycheck
(1.5MM live below the poverty line) ¹



UNAFFORDABLE HOUSING

1.5M veterans are considered
housing cost burdened ²



FOOD INSECURITY

20% of veterans and military families
report being food insecure ³

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)

¹ Dubowitz, Tamara. "Food Insecurity Among Veterans." RAND, <https://www.rand.org/pubs/perspectives/PEA1363-2.html>. ² "Veterans Build." Habitat for Humanity, <https://www.habitat.org/volunteer/near-you/veterans-build>. ³ "Food Insecurity." Military Family Advisory Network, 18 Feb. 2022, <https://www.mfan.org/topic/food-insecurity/>.

SERVING AMERICA'S MILITARY FAMILIES



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

TRUSTED & RESPECTED

88% of all Operation Homefront expenditures go to delivering impactful programs.



OUR 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 PARTNER COMMUNITY



A. JAMES & ALICE B. CLARK FOUNDATION FOUNDATION	Airgas	Albertsons Companies	AUCTION.COM	BOB & DOLORES HOPE FOUNDATION FOUNDATION	CARMAX	Carnival	CHASE
Cheerios	Chevrolet	Chobani	CHOICE HOTELS	CMT	Coca-Cola	[CSX]	DOLLAR TREE
Driven Brands	FOOD LION	THE HOME DEPOT FOUNDATION	Kellogg's	Kroger FOUNDATION	LOCKHEED MARTIN	Loves	Meritage Homes
NIKE	OUTBACK STEAKHOUSE	P&G	Pillsbury	PRATT & WHITNEY DEPENDABLE ENGINES	Pulte Homes	SAIC	SEMPRA
snhu.edu	SpartanNash FOUNDATION	usbank	Walmart Foundation	WELLS FARGO	WOUNDED WARRIOR PROJECT	yes way	

OUR SIGNATURE MOMENTS



FEB-APR



THE MILITARY CHILD



Month of the Military Child

Military Child of the Year

Star-Spangled Babies*

MAY



MILITARY
APPRECIATION MONTH



Military Spouse
Appreciation Day

Armed Forces Day

Memorial Day

Homefront Celebrations*

JUL-SEP



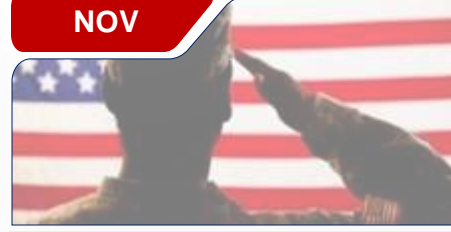
BACK-TO-SCHOOL



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

JOIN US AND MAKE AN IMPACT



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



OUR GOAL

\$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

\$ 5M Innovation Fund



THE OPPORTUNITY



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LET'S GET STARTED



ALIGN

Common Vision
and Goals



COMMIT

Funding, Resources,
Engagement



ESTABLISH

Action Plan,
Keys to Success,
Measurement



**EXECUTE
WITH
EXCELLENCE**

With your investment, we will continue to help military families achieve the financial security they have earned and so richly deserve.

PARTNERSHIP PROFILE | CHOBANI



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



THANK YOU

OperationHomefront.org



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