

BLUE STAR
Welcome Week 2022
 September 24 – October 2



Impact Report

Blue Star Welcome Week is an annual initiative to inspire and engage our nation to come together in a **spirit of welcome** for the approximately 600,000 active-duty military and transitioning-out-of-service families who move to new communities each year. Through Blue Star Welcome Week, we help **military and Veteran families** feel connected in the communities where they live and serve.

Growth Highlights 2021 → 2022

School Support Posts +2,000%	Paid Social Media Impressions +204%	Honorary Committee Members +156%
Website Page Views +367%	Print Media Mentions +200%	Events Hosted +137%

2022 Program Evaluation

We did it! Blue Star Welcome Week **made a difference** for military and Veteran Families in 2022. We achieved a phenomenal Net Promoter Score which is a measure used to **gauge customer loyalty, satisfaction, and enthusiasm**. We were also extremely successful in **connecting participants with their communities**.

Net Promoter Score (NPS)* 2021 = 68 → 2022 = 89	90% of surveyed Blue Star Welcome Week event participants who moved within the past 12 months to their community report that they now have more knowledge of resources in their local community
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*Compared to global benchmark numbers across industries, the top 25% of companies have an NPS of 72 or higher.



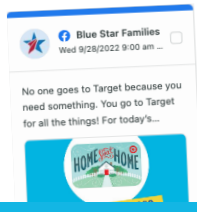
I just moved here four weeks ago from San Antonio. I am glad I came to this!

— Tampa Event Attendee



New in 2022

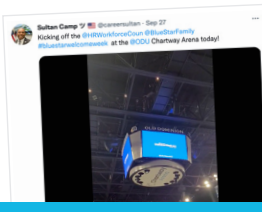
Welcome Gift



- \$30K in donations gifted to military and Veteran families
- Nearly 15K entries
- Giveaways resulted in over 3K new members

“Thank you so much for all of the effort and generosity!”
— Giveaway Registrant


Partner-Hosted Events



- Over 80 events hosted by 30+ partner organizations across the country and overseas

“Way to bring the community together! Thank you Blue Star Families!”
— Military Spouse

Daily Virtual Programming



- Hosted a full calendar of virtual events and activities for the nine days of Blue Star Welcome Week

“My favorite part was the workout day ... also learning about employment!”
— Virtual Programming Attendee

Careers Town Hall



- Networking and educational opportunities for nearly 800 military spouse and female Veteran registrants

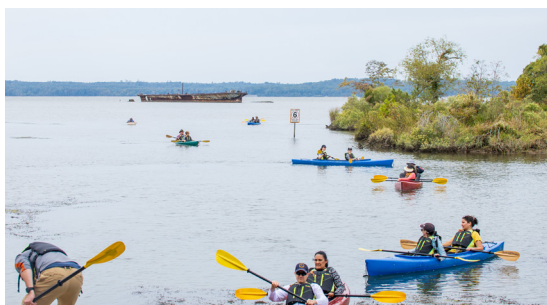
“Thank you for connecting, everyone!! My LinkedIn is blowing up, and I LOVE IT!!! Love this incredible community!!!”
— Town Hall Attendee

Family Impact



Tampa Chapter Hurricane Support

During Blue Star Welcome Week, **just two days before Hurricane Ian was set to make landfall on the Florida coast**, the Tampa Chapter held one last Welcome to the Community Event. Sarah, a military spouse, had only been in Tampa for a month. She didn't know how to prepare for a hurricane. At the event, other military families were able to offer advice that kept her safe, while providing a sense of community and support during a stressful time.



National Capital Region Mallows Bay Event

“I just wanted to tell you and your wonderful staff, volunteers, and supporters a BIG THANK YOU! It was a blessing to see our 12-year-old and 16-year-old hang out just playing together. Your group gave our family a brief break to enjoy the outdoors without the stress of preparing. The kayaking tour was informative and relaxing. **Thank you again for caring for our family and the military community.**”



Government Support Highlights

Government officials at local, state, and federal levels **showed up to support** military and Veteran families during Blue Star Welcome Week. They issued proclamations, created encouraging videos for our families, and attended local events to extend an in-person welcome, further exhibiting the **wide range of support** garnered for this initiative.



Proclamations by local, state, and federal entities

2021 = 24 → **2022 = 43** **+79%**

States represented

2021 = 10 → **2022 = 25** **+150%**



“ I’m thrilled to be part of Blue Star Welcome Week to help communities across the country welcome Veterans and their families home. ”

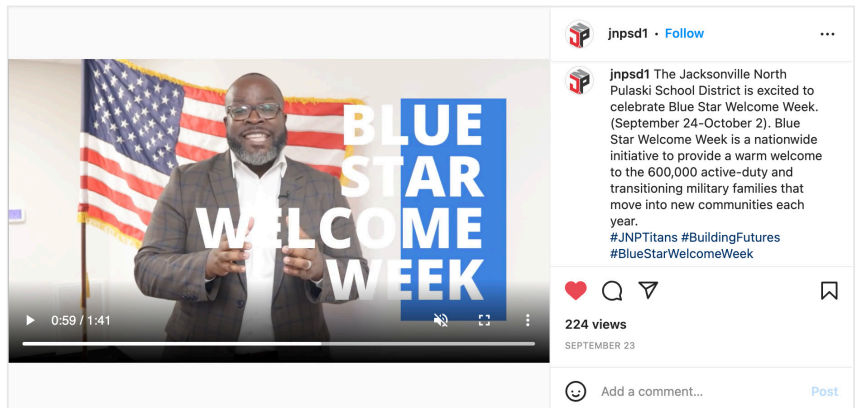
— Secretary of Veterans Affairs Denis McDonough Video of Support

School Support Highlights

We were **inspired by the growth** in the number of teachers, administrators, schools, and school districts that welcomed military and Veteran families into their schools during Blue Star Welcome Week.

School Support Posts

Growth = +2,000%



Dr. Jeremy Owoh, Jacksonville North Pulaski School District Superintendent Video of Support



Community Outreach Highlights

Blue Star Families' Chapters, teams, volunteers, and partner organizations brought Blue Star Welcome Week to life virtually and in-person. Together, we engaged military and Veteran families across the world to **help them feel settled and connected** after the summer relocation season.

Communities
 2021 = 47 ➡ 2022 = 139
 Growth = **+196%**
 Includes 5 overseas communities

In-Person and Virtual Events
 2021 = 79 ➡ 2022 = 187
 Growth = **+137%**

Partner Events
 2022 = **82**

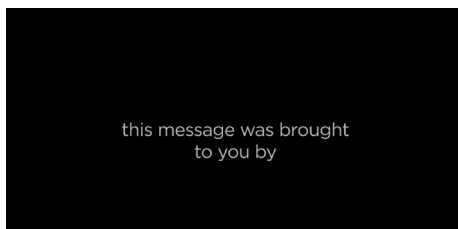
Media and Social Media Highlights

Major media outlets and celebrities **answered the call** to create moments of welcome for those who have served and sacrificed for our country. The result was a **resounding increase in awareness** of Blue Star Welcome Week and the needs of military and Veteran families.

Total Potential Media and Social Media Impressions = 132 million



In the News





Celebrity Endorsements

Craig Melvin

Craig Melvin September 29 · 🌐

My friends at [Blue Star Families](#) are kicking off their annual [#BlueStarWelcomeWeek](#) from now until Oct. 2nd. This campaign is designed to welcome the nearly 600,000 military members and their families who moved to new communities this year!




WELCOMEWEEK.BLUESTARFAM.ORG
Blue Star Welcome Week - Supporters
 Blue Star Welcome Week, celebrates the roughly 600,000 active...

Iain Armitage

Iain Armitage Retweeted

Blue Star Families @BlueStarFamily · Oct 1

Check out @YoungSheldon's @IainLoveTheatre wearing our paracord bracelet in support of military and Veteran families! Come celebrate [#BlueStarWelcomeWeek](#) with us.



7 6 112

Willie Geist

Willie Geist @WillieGeist

My friends at [@BlueStarFamily](#) are doing great work to help the 600,000 military families who moved to new communities this year adjust to their new lives. You can help by signing a welcome card at the link below! [#BlueStarWelcomeWeek](#)



welcomeweek.bluestarfam.org
 Blue Star Welcome Week - Supporters
 Blue Star Welcome Week, celebrates the roughly 600,000 active-duty and transitioning military families who move to new communities each year.

7:44 AM · Oct 2, 2022 · Twitter for iPhone

5 Retweets 36 Likes

“ One of my favorite military traditions is a “Hail and Farewell” when members and families gather to welcome newcomers and to say thank you to those departing. Such gestures mean the world to military families. Constant change can be a challenge, but when our sacrifices and contributions are recognized it can make it all worth it. To those military communities who welcome us into your lives, your neighborhoods, your friend groups . . . THANK YOU!

— Mollie Raymond, Spouse of General John “Jay” W. Raymond, U.S. Space Force





Honorary Co-Chairs

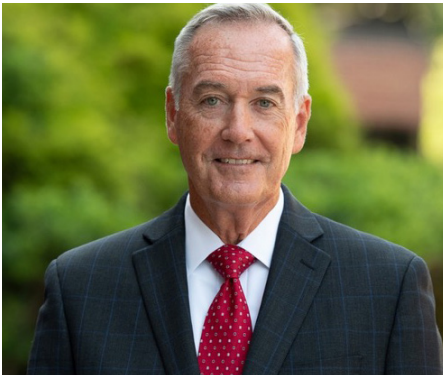
Blue Star Welcome Week **benefited greatly** from the fantastic support of our honorary co-chairs. These individuals served as **champions for this initiative**, using their **significant influence** to emphasize the importance of creating a sense of belonging for military and Veteran families.



The sooner and the better they [military families] get integrated into the local community, the happier they are.



— General Joseph Dunford (Ret.) and Ellyn Dunford



General Joseph Dunford

Honorary Co-Chair, Blue Star Welcome Week
U.S. Marine Corps (Ret.)
19th Chairman of the Joint Chiefs of Staff



Mrs. Ellyn Dunford

Honorary Co-Chair, Blue Star Welcome Week
Military Family Advocate



Craig Newmark

Honorary Co-Chair, Blue Star Welcome Week
Founder, craigslist and craig newmark philanthropies
Board Member Emeritus, Blue Star Families

Now is the time to continue the momentum of Blue Star Welcome Week – together. We cannot do this important work without you!



Appendix

National Nonprofit Partners

AARP	Hiring Our Heroes	Robert Irvine Foundation
American Armed Forces Mutual Aid Association	Military Child Education Coalition	Student Veterans of America
American Red Cross	Military Interstate Children’s Compact Commission	The Mission Continues
Child Care Aware of America	Military Officers Association of America	Tragedy Assistance Program for Survivors
Cohen Veterans Network	National Military Family Association	USA Girl Scouts Overseas

Honorary Committee Members

Lieutenant General Gwen Bingham, U.S. Army (Ret.)	Congresswoman Cathy McMorris Rodgers
Major General Charles Bolden, USMC (Ret.), and Mrs. Jackie Bolden	Brigadier General Michael Meese, President, AAFMAA, and Mrs. Ramona Meese
The Honorable Kenneth Braithwaite	The Honorable Leon Panetta
General Vincent K. Brooks, U.S. Army (Ret.), and Spouse, Dr. Carol P. Brooks, DSc	Master Chief Petty Officer of the Coast Guard Vincent W. Patton III, USCG (Ret.)
Senator Richard Burr	Mrs. Krysti Pereira, Spouse of Command Master Chief for Deputy Commandant of Mission Support Jahmal Pereira
General George W. Casey, Jr., USA (Ret.) and Mrs. Sheila Casey, Board Chair, Blue Star Families	The Honorable Whit Peters and Mrs. Kathleen M. Peters
Richard Danzig, 71st Secretary of the Navy, Senior Fellow, Johns Hopkins Applied Physics Laboratory	General Edward A. Rice, Jr., USAF (Ret.)
Admiral Paul Zukunft, U.S. Coast Guard (Ret.), and Ms. Fran DeNinno	Mollie Raymond, Spouse of General John “Jay” W. Raymond, U.S. Space Force
27th Secretary of Defense Mark T. Esper and Mrs. Leah Esper	ADM John Richardson, USN (Ret.), 31st Chief of Naval Operations
The Honorable Eric Fanning and Ben Masri-Cohen	Command Sergeant Major James Sims, U.S. Army (Ret.)
General David L. Goldfein, USAF (Ret.) and Mrs. Dawn Goldfein	Mr. and Mrs. Frederick W. Smith
Former National Security Advisor to President Obama James L. Jones	General Larry O. Spencer, USAF (Ret.)
The Honorable William J. Lynn III and Mary Murphy	Senator Reverend Raphael Warnock, U.S. Senator for the State of Georgia
Honorable Ryan D. McCarthy and Mrs. Jennifer McCarthy	The Honorable Robert Wilkie
Kari McDonough, Senior Advisor- Welcome Fund, Welcome.US	Bob Woodruff, ABC News Reporter, Co-Founder, Bob Woodruff Foundation
Lieutenant General H.R. McMaster, U.S. Army (Ret.), and Mrs. Kathleen McMaster	Lee Woodruff, Speaker, Author, Executive Media Trainer, Co-Founder, Bob Woodruff Foundation
Sergeant Major of the Marine Corps Alford L. McMichael, USMC (Ret.)	

Funding Partners

craig newmark philanthropies



Proclamations

State of Alabama | Governor Kay Ivey
State of Arizona | Governor Doug Ducey
Oceanside, California | Mayor Esther Sanchez
San Diego, California | County Supervisor Nathan Fletcher
San Diego, California | Mayor Todd Gloria
State of Colorado | Governor Jared Polis
Jacksonville, Florida | Mayor Leonard Curry
Tampa, Florida | Mayor Jane Castor
State of Florida | Governor Ron DeSantis
State of Hawaii | Governor David Ige
Chicago, Illinois | Mayor Lori Lightfoot
State of Illinois | Governor J.B. Pritzker
State of Iowa | Gov. Reynolds
Hopkinsville, Kentucky | Mayor Wendell Lynch
State of Kentucky | Governor Andy Beshear
State of Massachusetts | Governor Charlie Baker
Baltimore Maryland | Mayor Brandon Scott
Howard County, Maryland | County Executive Calvin Ball
State of Missouri | State Representative Bill Hardwick
Bronx, New York | Borough President Vanessa Gibson
Brooklyn, New York | Borough President Antonio Reynoso
Queens, New York | Borough President Donovan Richards

Staten Island, New York | Borough President Vito Fossella
State of North Dakota | Governor Doug Burgum
Cincinnati, Ohio | Chief of Staff Keizayla Fambro
Middletown, Ohio | Mayor Nicole Condrey
State of Ohio | Governor Mike Dewine
State of Oklahoma | Governor Kevin Stitt
State of Pennsylvania | Governor Tom Wolf
State of South Carolina | Governor Henry McMaster
State of South Dakota | Governor Kristi Noem
Clarksville, Tennessee | Mayor Joe Pitts
State of Tennessee | Governor Bill Lee
San Antonio, TX | Mayor Ron Nirenburg
State of Utah | Governor Spencer J. Cox
Chesapeake, Virginia | Mayor Richard W. "Rick" West
Newport News, Virginia | Mayor McKinley L. Price
Norfolk, Virginia | Mayor Kenny Alexander
Portsmouth, Virginia | Mayor Shannon Glover
Virginia Beach, Virginia | Mayor Bobby Dyer
State of Virginia | Governor Glenn Youngkin
State of Washington | Governor Jay Inslee
State of West Virginia | Governor Justice