

**Military Spouse  
Advocacy Network**  
Strong Spouses. Stronger Families.



# IMPACT REPORT

2022

## *MSAN did BIG things in 2022.*

The entire MSAN community was uplifted and energized by last year's tremendous growth. So, in 2022, we asked our strongest asset, MSAN volunteers, to continue serving our growing military community in powerful and meaningful ways.

Wow, did our volunteers deliver! In fact, we're proud to announce that a record-setting 52 MSAN members earned the President's Volunteer Service Award at various levels, recognizing their hours of hard work and dedication to carrying out MSAN's mission to educate, empower, and support military spouses from all backgrounds.

We're not the kind of organization that likes to brag, but when our volunteers spend tens of thousands of hours happily and selflessly supporting military spouses and the connected community, we shout their achievements from the rooftops!

- Our volunteers spread the good word about MSAN's one-of-a-kind peer support system and increased members in the Mentorship-HUB by 680%
- MSAN, with help from our partners, sponsors, and supporters, encouraged over 900 military spouses to apply for the Military Spouse Leadership Development Program.
- MSAN's first state-dedicated HUB, the Alabama Mentorship-HUB, continues to grow and thrive thanks to volunteers ready to share their insights and expertise about the Alabama military community.
- MSAN is proudly collaborating and expanding its programs to support the Department of Defense's initiatives to take care of military families by providing them more resources.

We were honored to invite more military-connected spouses into MSAN's HUB. Now, Post 9/11 spouses, veteran spouses, retirees, caregivers, Gold Star, and surviving military spouses are welcome to enjoy the HUB's benefits, including live support and an extensive library of educational resources.

MSAN members deserve top-notch advocacy, so that's why we continued to strengthen our relationships with the DoD and each military branch. Representation is important, after all. This year, our targeted impact earned MSAN seats at influential advocacy tables where we highlighted our community's challenges.

Of course, this list is just the start—MSAN was everywhere in 2022, spreading our mission across the globe. We can't wait for you to read about our accomplishments and get an exclusive sneak peek at what we're planning for 2023!

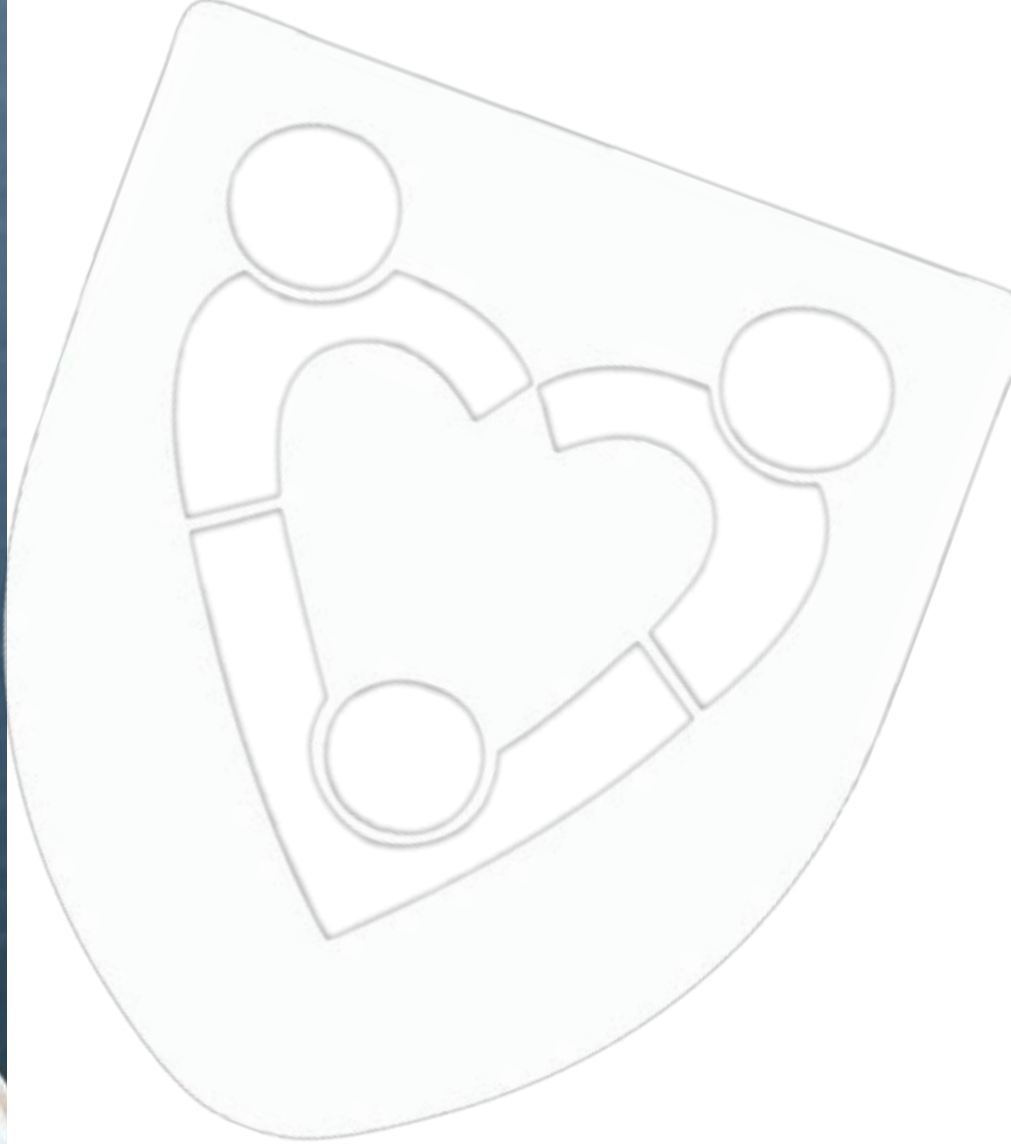
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## STATEMENT FROM THE CEO

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Dear MSAN supporter,

MSAN saw exceptional growth in 2022 as our impact spanned from local communities to worldwide support.

Due to the overwhelming success of our Military Spouse Mentorship-HUB, along with the increase in new members seeking assistance and mentorship, MSAN has expanded its offerings to include spouses of post 9-11 veterans, retirees, caregivers, Gold Star, and surviving spouses. Now, ALL military spouses from every branch have the opportunity to receive 24/7 access to peer-to-peer support, educational resources, and personalized mentorship in a safe, interactive virtual environment.

The Alabama Mentorship-HUB, in collaboration with the Alabama Military Stability Foundation & Heroes Welcome Initiative, provided military spouses in the state of Alabama a connection to local communities, resources, mentorship and much more. We are proud to continue to grow this Mentorship-HUB and reach all the military spouses in need of support.


Also in 2022, MSAN's Military Spouse Leadership Development Program (MSLDP) exceeded success and growth expectations! We are very proud and excited to see the wonderful things that our 2022 cohort will do in our community. This program was offered completely free to a diverse group of 50 military spouses from all branches including National Guard, Reserves and spouses of post 9-11 Veterans, retirees, Caregivers, GoldStar and Surviving spouses. The selected 50 military spouses received a Leadership Certificate from Harvard University, Leading and Communicating Purposefully from the McChrystal Academy and a Mental Health Ally Certificate from Psych Hub.

We send a big thank you to our volunteers and staff for their passion to improve the lives of their fellow military spouses and to our partners, sponsors, and donors for their dedication to our community in support of our mission. We hope to have your continued support in 2023 bringing additional education, empowerment, and support to military families at a local, state and global level.

Sincerely,

*Verenice Castillo*  
*Founder & CEO*



Watch on  YouTube

## mission

Our mission is to create stronger military families through education, empowerment, and support.

## values

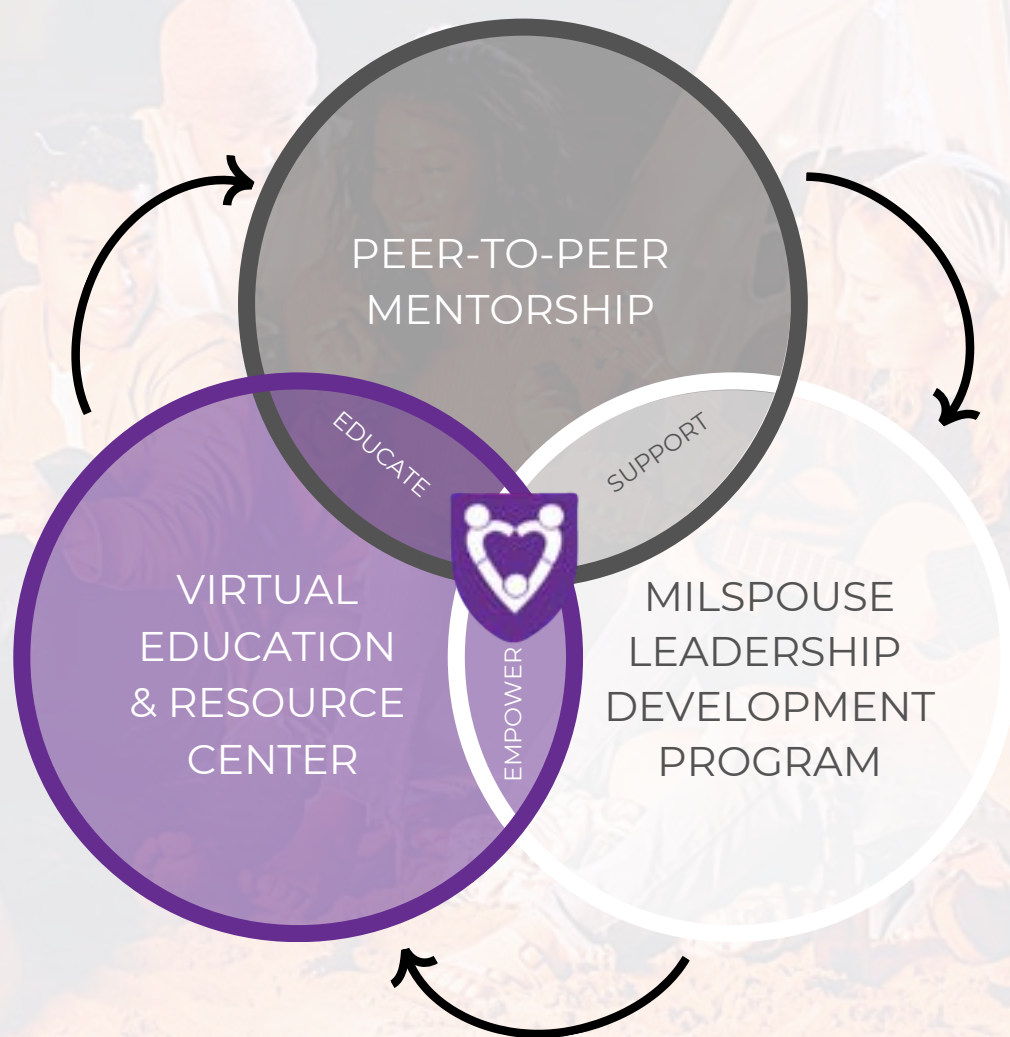
**Education:** Guiding military spouses to resources and opportunities to help deepen their understanding of the military lifestyle.

**Empowerment:** Providing military spouses with the knowledge, tools and support they need to advocate for themselves, their service member and their families.

**Support:** Facilitating mentorship and training to ensure no spouse is left behind.

**Community:** Building strong connections between military spouses across the world and local communities through a Mentorship-HUB (Helps Us Bridge) providing a sense of family and connectedness from day one.

**Collaboration:** Connecting military spouses with resources to educate and empower their communities.



This organization supports the U.S. military and its veterans and families; however, use of logos and seals does not imply endorsement by the U.S. Department of Defense or any of its branches.

# OUR IMPACT IN 2022

## *an overview*

# 456,084

## TOTAL OUTREACH

# 320%

Increase in donations, sponsorships and grants

# 680%

Increase in military spouses that joined the Mentorship-HUB

# 900+

interested applicants for the Military Spouse Leadership Development Program

# 99.8%

of funds being directly used to support MSAN's programs

# 18

Community partnerships

# 52

Volunteers received the President's Volunteer Service Award



### Why I am a

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**E**  
**E**  
**R**

Through my time with MSAN, I have learned so much and it has inspired me to take classes to increase my knowledge. Along the way, I have connected with military spouses stationed all over and have seen the immense support available through the Mentorship-HUB.

*Kristen T.*



### Why I am a

**V**  
**O**  
**L**  
**U**  
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**E**  
**E**  
**R**

Being a volunteer is giving others a small part of my own life; it is something that makes a difference; you transcend as a person because you contribute a part of yourself to other people. It is an action that leaves you with a sense of satisfaction and well-being for helping other people in any situation...

*Fatima Merino B.*



### Why I am a

**V**  
**O**  
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**E**  
**R**

Volunteering with MSAN has given me a new purpose and rekindled passion for helping fellow military spouses. I get to experience the mission of MSAN from behind the scenes and see the impact that our volunteers are making every day. You will not find a more dedicated, caring, supportive, knowledgeable, and passionate group of spouses anywhere else!

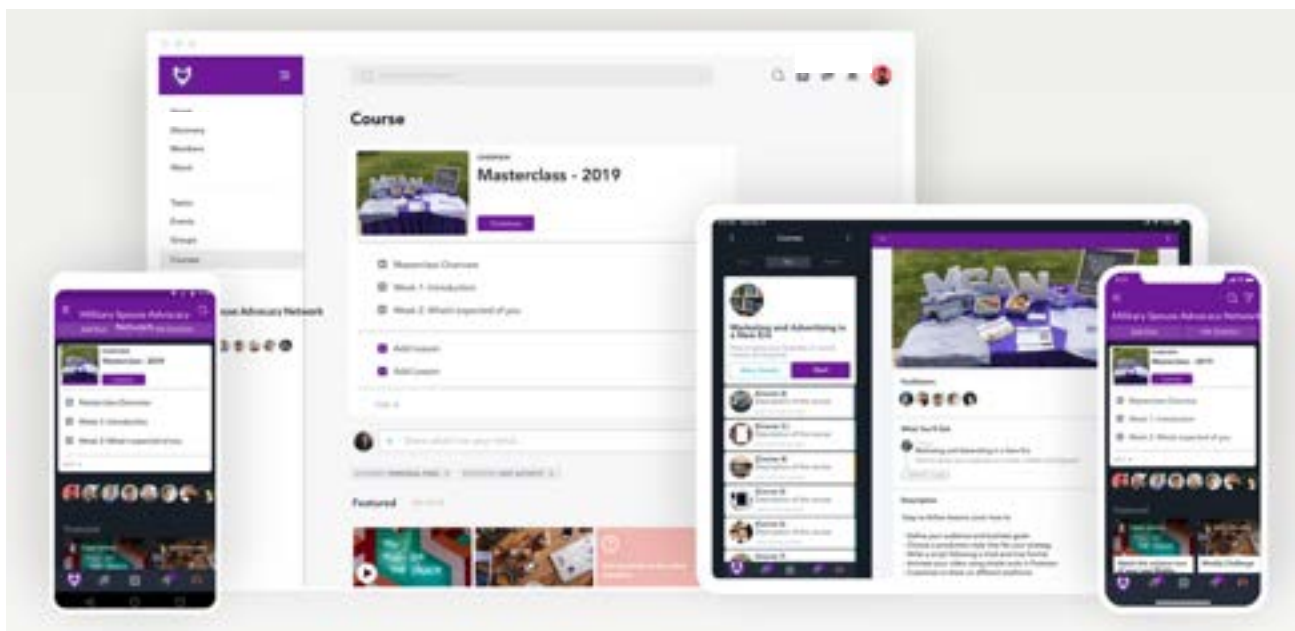
*Stephanie E.*

For more testimonials from MSAN volunteers, visit our website:  
[www.militaryspouseadvocacynetwork.org](http://www.militaryspouseadvocacynetwork.org)

# OUR IMPACT IN 2022: *Global Mentorship-HUB*

Our *Military Spouse Mentorship-HUB* helps to bridge military families from every branch of the Armed Forces and their surrounding communities in locations around the world through 24/7 peer-to-peer mentorship, resources, programs and much more.

In 2022, MSAN expanded its offerings to include spouses of post 9-11 veterans, retirees, caregivers, Gold Star, and surviving spouses. Now, **ALL** military spouses have access to resources and support throughout their military journey.



## 680%

Member Growth

## 2,000+

military spouses had access to 24/7 peer-to-peer mentorship

## 40%

members have been married for less than 4 years

## 81%

of our members reported in our entry Mentorship-HUB survey that they were not knowledgeable about the benefits & programs available to them before joining our community

## 14,276

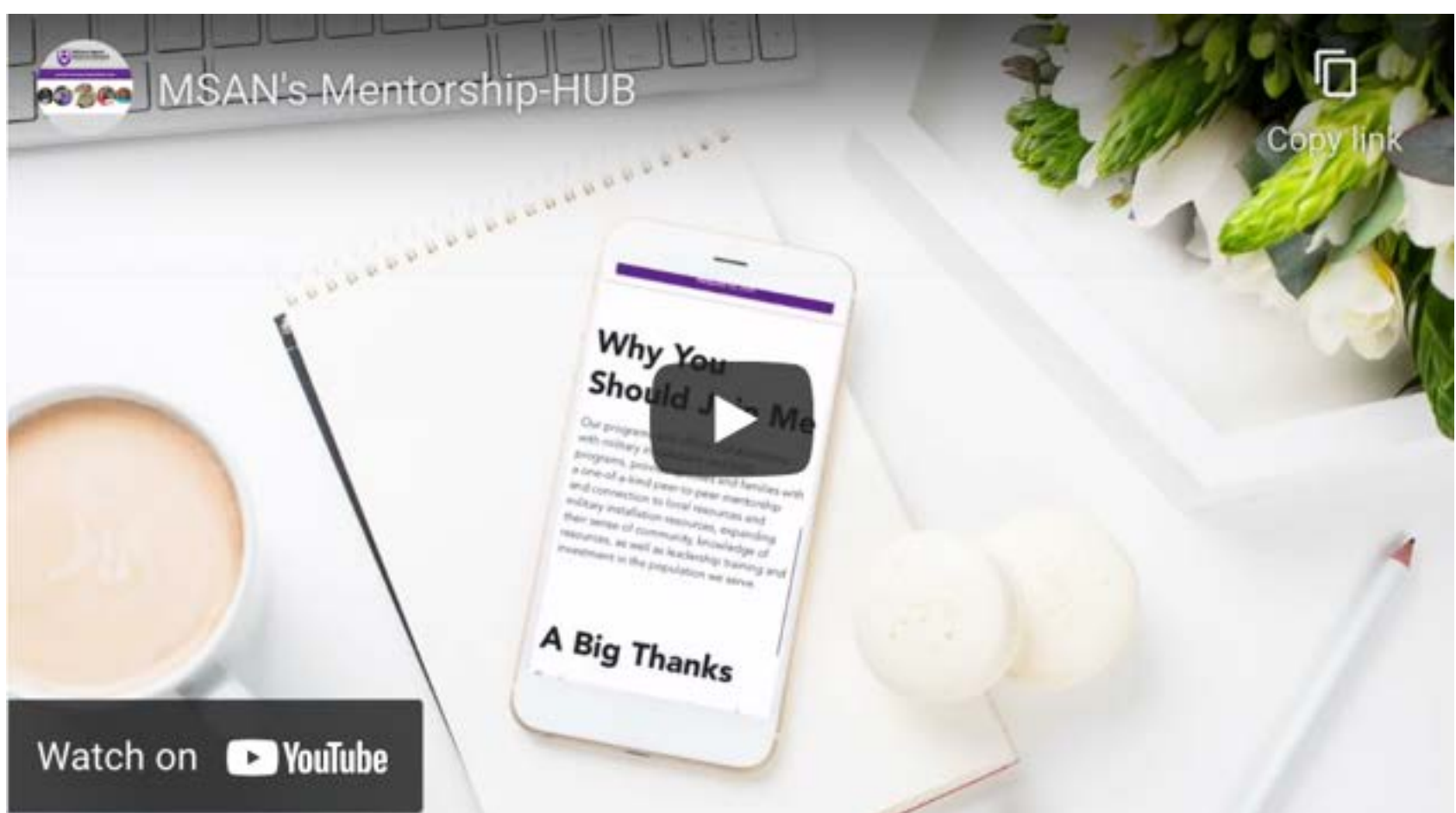
24/7 chat support messages

## 7

languages spoken in the HUB

## 101,500

total post engagement



# OUR IMPACT IN 2022:

## *Military Spouse Leadership Development Program*

Our communities need strong, knowledgeable and confident leaders. The MSLDP is a national virtual program focused on providing military spouses the opportunity to learn the fundamentals of *Service, Leadership, Mentorship* and *Advocacy*. During this four-month training, participants received a leadership certificate from Harvard University NPLI, Communication training from The McCrystal Group, and a Mental Health Certification from PsychHUB.

# 50

Participants were a diverse cohort of military spouses from all backgrounds.

# 100%

of participants would recommend this opportunity to other military spouses interested in leadership training and making a difference in their community

# 100%

of participants are inspired to accomplish more for their community

# 99%

of participants needed leadership development training in order to accomplish their goals

# 100%

of participants said that MSAN and this program provided them with training that they would not have otherwise had access to

# 96%

of participants said they would have had difficulty accessing this training if it required tuition or in-person participation

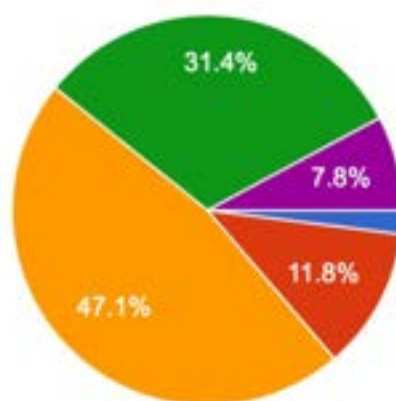
# 73%

of participants agreed that the challenges that they encountered as military spouses have affected their mental health or overall wellness now or in the past

# 25

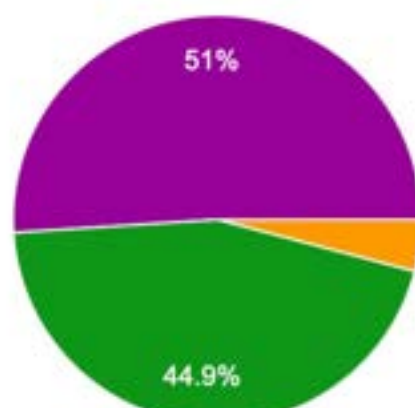
military connected organizations represented by cohort participants such as: Hiring Our Heroes, USO, United Through Reading, and many more.

I have clarity about how I can achieve the impact I envision.



## BEFORE & AFTER

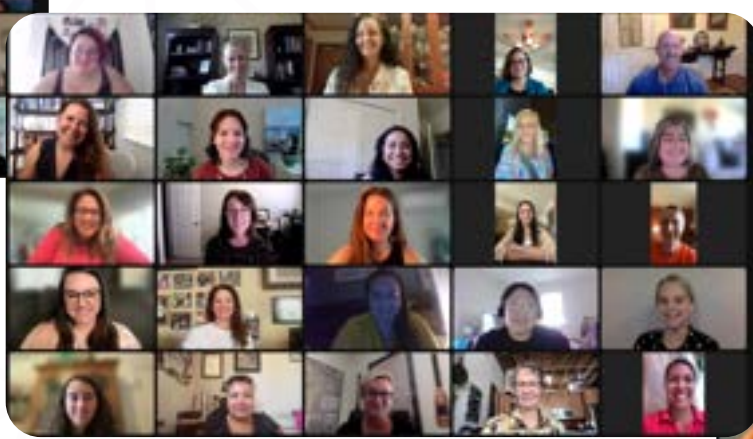
I have clarity about how I can achieve the impact I envision.





# MILITARY SPOUSE LEADERSHIP DEVELOPMENT PROGRAM

2022 COHORT



## Curriculum

**Meta-Leadership & Conflict Resolution:** Reframing the process and practice of leadership through a holistic approach to leverage the efforts of the whole community working to achieve unity of purpose and effort.

**Communication:** Identifying core principles and values, crafting a narrative, and targeting key stakeholders with purposeful steps to solving a problem or issue. Leading and Communicating Purposefully.

**Collaboration:** Facilitating a cohort of diverse service-oriented individuals providing exclusive access to a network of supportive agencies and individuals for greater impact.

**Mental Health Ally:** Motivational interviewing and becoming a mental health ally. Scaffolding safe environments and productive conversations. This training makes up over 10 hours of training and also serves as continuing education (CE) credits (per the Psych Hub platform).

The participants also get free access to the Psych Hub platform for 1 year with hundreds of topics surrounding mental health, resources, podcasts, videos, and more. This access better equips them in helping others and sharing this potentially life saving information.





## INSTRUCTORS:

- Dr. Leonard Marcus, founding co-director of Harvard- National Preparedness Leadership Initiative.
- Peter Neffenger, Vice Admiral (USCG Ret), distinguished fellow for Harvard University (TSA Director under President Obama Administration).
- PsychHub: Virtual Mental Health Ally Certification
- Communication: Dr. Mike Hemphill, Director of Leadership Development at the Clinton Foundation and Director of the Presidential Leadership Scholars Program
- Leading and Communicating Purposefully: Danielle Tenconi with the McChrystal Group

## PANELISTS & GUESTS:

- Mrs. Christine Grady, Spouse of the Vice Chairman of the Joint Chiefs of Staff
- Patricia Barron, Deputy Assistant Secretary of Defense for Military Community and Family Policy
- Honorable Cheryl Mason, Senior Advisor and Executive Director for Veteran and Military Spouse Employment Programs and Partnerships at the US Department of Veterans Affairs
- Rosemary Freitas Williams, Specialist Executive with Deloitte Consulting
- Krista Simpson, Co-founder of The Unquiet Professional
- Janet Sanchez, President, Esposas Militares Hispanas USA Armed Forces
- Chelsea Woodruff, VP of Clinical Sales Psych HUB
- Corie Weathers, author, speaker and clinical consultant
- Eryn Wagon- Director of Staff to the Assistant Secretary of the Air Force

## PARTICIPANTS LOCATED AROUND THE WORLD

*You can find us all around the world!*



The MSLDP program took military spouses to a new level of support for our service members. We were no longer treated as "shadows of our spouses," instead becoming a reflection of their selfless service to our country. It was a rewarding and empowering experience, celebrating our differences and highlighting our strengths.

*Michael Willon*

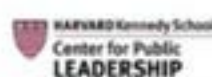
USARMY | FORT BELVOIR



You have nothing to lose and everything to gain. LDP provides resources and networks not readily available. The level of engagement and passion drives you to do more, to be more.

*Josephine Rollyson*

US AIR FORCE | RAMSTEIN AB



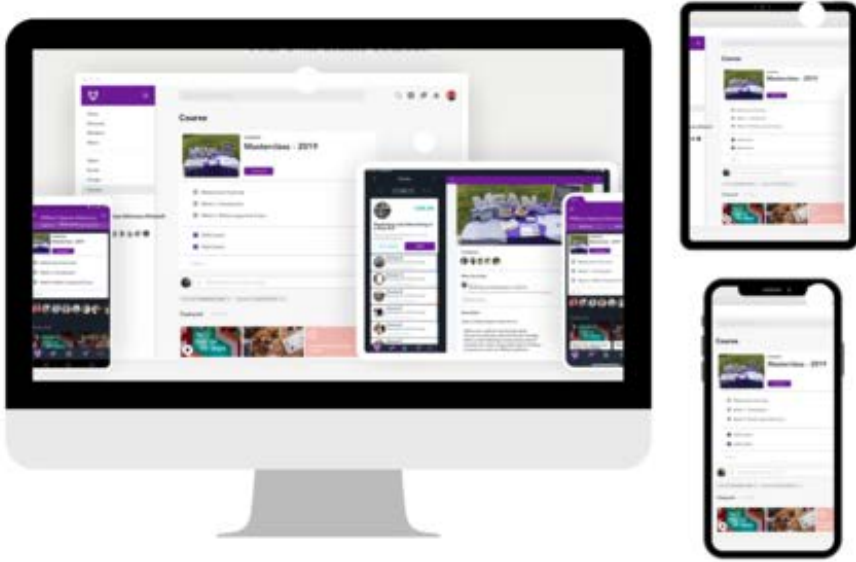
# OUR IMPACT IN 2022: *Alabama-HUB*

MSAN and the Alabama Military Stability Foundation worked diligently to create the first-of-its-kind *Alabama Mentorship-HUB* to connect military spouses to peer-to-peer support, a virtual education center and leadership development training designed to establish future leaders throughout Alabama military communities.

## What Our *ALABAMA* Mentorship-HUB Offers:

Our programs and official collaborations with military installations and DoD programs provide new and seasoned *military spouses*, post 9-11 *Veteran & Retiree spouses*, *Caregivers*, *Gold Star* and *Surviving spouses* a one-of-a-kind 24/7 peer-to-peer mentorship and connection to state and national programs, local and military installation resources, sense of community, knowledge of resources and leadership development training.

Topics important to us: Financial Readiness, Deployment & Reintegration, Career & Employment, Education, New Military Spouse and Mental Health & Wellness



To connect with a Mentor and join our *Alabama Military Spouse Mentorship-HUB*, visit

[www.milspouseadvocacynetwork.org](http://www.milspouseadvocacynetwork.org)



- Peer-to-Peer Mentorship
- Virtual Education & Resource Center: webinars, educational videos, blogs, toolkits, professional training, and virtual gatherings
- Military Spouse Leadership Development Program
- Educational support in Mental Health & Wellness, Career & Employment, Education, Financial Readiness, military lifestyle support for new military spouses and Deployment & Reintegration
- Military spouses have the opportunity to join groups according to their location and military installation, providing another layer of support from their peers while becoming familiar with what is available in their surrounding area

MENTORSHIP - HUB  
**ALABAMA**  
*Join us*



# YEAR *in* REVIEW

January



Mentorship-HUB expanded to support post 9-11 spouses of veterans, retirees, caregivers and Gold Star/Surviving spouses

March



Verenice Castillo, CEO and Founder, visited the White House for the recognition of Women's History Month

March



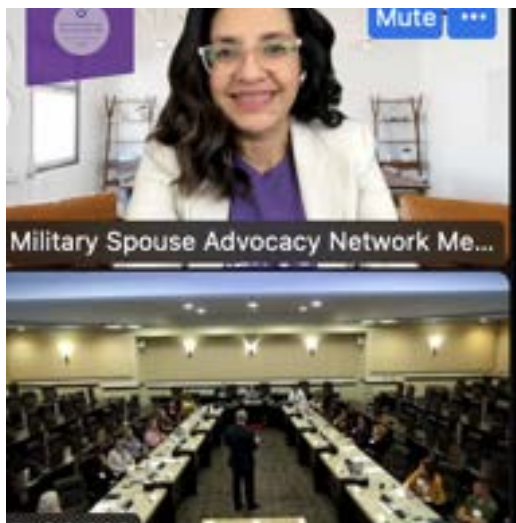
Earned our Platinum Transparency 2022 badge from Candid

April



Earned our 2022 GreatNonprofits badge

April



Verenice Castillo, CEO & Founder, attended the Senior Leader Orientation Conference in DC

May



Launched 2022 Military Spouse Leadership Development Program

May



MSAN attended the San Antonio event--Our Community Salutes- San Antonio

August



MSAN was featured in the Military Families Magazine

October



MSAN participated in the USAA Panel

November



Celebrated the 2022 MSLDP Graduation

December



MSAN was highlighted as a trusted resource in the official Air Force & Space Force FIVE & THRIVE Guide

December



Relaunched our Alabama Mentorship-HUB

# YEAR *in* REVIEW

## MSAN in the Media

### Media Coverage

[They've Got Your Six](#)  
[10 Best Military Spouse Support Groups In 2022](#)  
[This Military Spouse is Changing the World Through Advocacy and Impact](#)

### MSLDP Coverage

[George W. Bush Presidential Institute](#)  
[Military Families Magazine](#)  
[The Virginian Pilot](#)  
[Stars and Stripes Reserve + National Guard Magazine](#)  
[Military spouse selected for elite leadership program-KGUN-9 News](#)

#### AS FEATURED IN:



### MSAN's Press Room:

[www.militaryspouseadvocacynetwork.org/press-room](http://www.militaryspouseadvocacynetwork.org/press-room)

*For media inquiries, including blog contributions, images, and interview requests, please email*  
[media@milspouseadvocacynetwork.org](mailto:media@milspouseadvocacynetwork.org)

# 320%

Increase in donations,  
sponsorships  
and grants

Thank you to our new and  
returning sponsors, donors and  
supporters!

Military spouses are natural storytellers. Each has collections of experiences over the years that shape who they are; whether the stories are uplifting, gut-wrenching, passionate, or poignant, they're all personal, inspiring, and most importantly, relatable.

As one of our MSLDP graduates expressed to us this year, we are more than "milsouses." We are real people, with real identities, hobbies, education, and careers. MSAN is dedicated to building up military spouses from all backgrounds, at every step of their journey, so that they feel confident to step out and shake up their communities.

MSAN wants to highlight military spouse stories in 2023. There's no better way to grow our peer-to-peer mentorship, educational, and leadership programs than to share military spouse experiences with one another. Watch what we can do while supporting and empowering military spouses across the globe by capturing the power of their stories.

We look forward to sharing who we really are with you this year.

## SPONSORS



## GRANTS



## COMMUNITY PARTNERS



HIRE HEROES USA



## SPECIAL INITIATIVES



The White Oak Collaborative

