



# WOMEN VETERANS ROCK!®

*We Change Lives*



**Military Outreach, Sponsorships & Partnerships With Us**

## **MEDIA★KIT** **2023-2024**



**The Healthy Caregiver**  
Community Foundation

**Deborah Harmon-Pugh**  
President & National Campaign Chair

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# Introduction

We Are A Coalition Of Women Veteran Organizations And Women Advocacy Organizations Supporting Today's Military Women & Military Families. We Are: Women Veterans, Active Duty, Reservists, National Guard, ROTC, Military Spouses & Military Moms.



# We Achieve More By Working Together As A Team And As A Cohesive National Community.

*- Deborah Harmon-Pugh,  
National Campaign Chair*



Women Veterans ROCK is a vibrant and diverse national community of military women. Our national network is built on a strong foundation of engaging and empowering Women Veterans and Cadet Girls in Military Families. We are the fastest growing military outreach community of its kind. We are uniquely positioned and directly linked to the core of today's new generations of Women Veterans, Military Millennials and Military Families.

We Are Building A Pathway For Our Posterity – for Future Generations of Military Women & Military Families. Our mission is dedicated to supporting Women Veterans and Military Families in the areas of: Housing, Employment, Education, Financial Stability, and Family Health & Wellness. Women Veterans ROCK is leading the way forward in support of the next generation of America's military women - Generation Z.



# The Women Veterans Civic Leadership Institute®



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## Women Veterans ROCK! Is A Leading Voice In America's Women Veterans Community. We Are A Unique Pipeline of Talentedvv Women Veterans, Military Millenials, Military Families & Generation Z.

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The Women Veterans Civic Leadership Institute, (WVCLI), is a one-year Fellowship Program dedicated to transforming the Can-Do-Spirit in Military Service into a Post-Military Spirit of Civic and Community Leadership which serves and benefits the common good of all humanity.

The Women Veterans Civic Leadership Institute uniquely empowers Women Veterans and JROTC Cadet Girls to excel as they become engaged in civic and community leadership opportunities. The Institute provides a robust combination of: Women Veterans Master Mind

Groups; Civic Leadership Education and Work Force Development Training. These are led by workforce leaders from the region's top: Civic; Business; Academic and Nonprofit Institutions.

This Fellowship Program is uniquely designed for Today's Military Women (Women Veterans, Active Duty, Reserve, National Guard, ROTC, Military Spouses & Military Moms).

Our Institute is a "Civic Leadership Incubator" for Today's Military Women seeking to become catalysts for positive social change.

*Source: Women Bureau, U.S. Department of Labor*



**“There are nearly 2 million living Women Veterans in the United States. The rise in female veterans is projected to be 13.5% by year 2030 and 17% by year 2040.**

*(The projections from 2030 and 2040 are from the U.S. Department of Veterans Affairs.)*

**Source: U.S. Census Bureau**







# The Women Veterans Civic Leadership Institute®



## Our Emerging Leaders Program

The Women Veterans Civic Leadership Institute, (WVCLI), is a Fellowship Program that teaches participants The Fundamentals of Civilian Civic Engagement and Community Leadership. The Institute

# Our Impact & Our Influence



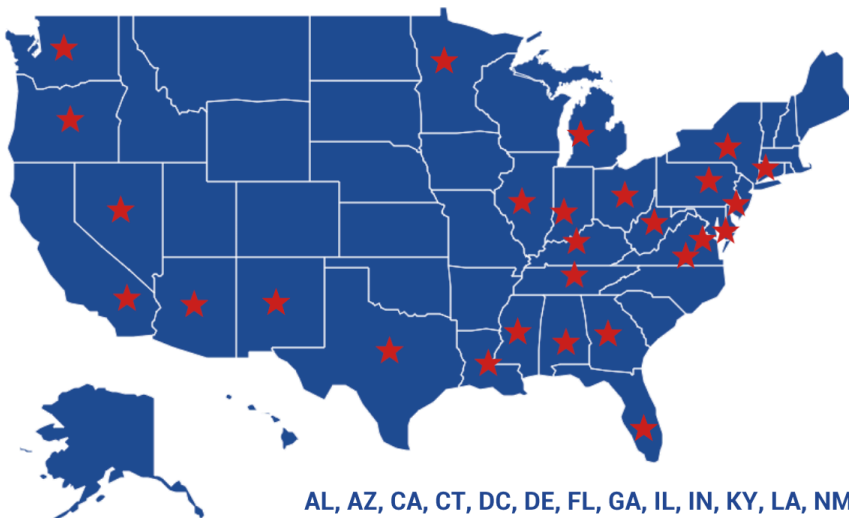
Women Veterans ROCK! National Affiliate Network:  
East Coast, Gulf Coast, Midwest, Southwest, West Coast Regions



5

Affiliate  
Regions

"We Are The Way Forward For  
Today's Military Families &  
Military Friendly Organizations."



AL, AZ, CA, CT, DC, DE, FL, GA, IL, IN, KY, LA, NM, MI  
MN, MS, NJ, NY, NV, OH, OR, PA, TN, TX, VA, WA, WV



## Our Network

National Network  
of 35,000+ Military  
Women & Families



## Our Partners

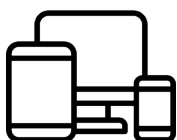
Consists of 200+  
Coalition Partners



## Our Programs

Seven Signature  
Programs for Outreach,  
Education & Advocacy

## DIGITAL COMMUNICATIONS



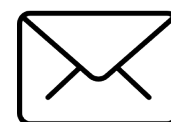
## Website Users

We have 35,000+  
unique website users



## Page Views

We have over  
1.5 million page views



## Newsletter

We reach 5,500+  
readers every month

## SOCIAL, MEDIA, COMMUNITY OUTREACH



## Social

25,000+ Military  
Women & Families On  
Social Media



## Media

Podcast, Interviews,  
Commentary, Resources &  
Information Forums



## Community

Partners With Colleges  
and Universities  
Nationwide

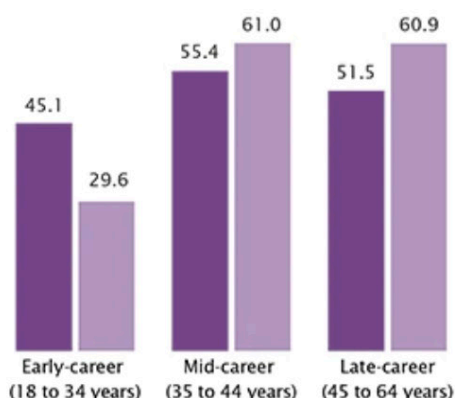
# Profile

## Life After the Military

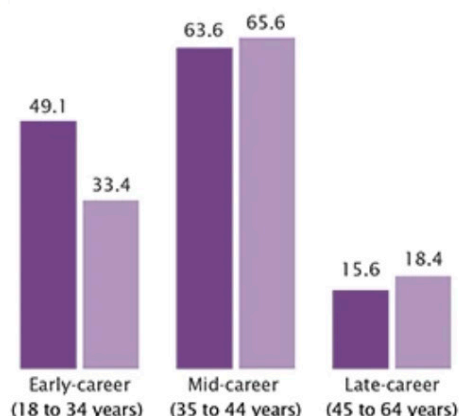
### Selected Characteristics of Female Veterans and Nonveterans by Age

■ Veterans ■ Nonveterans

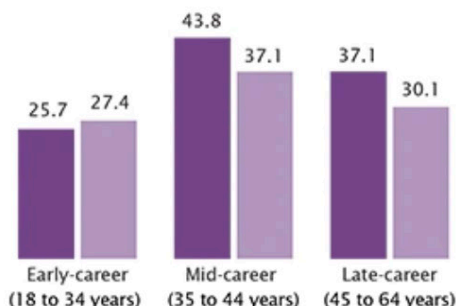
#### Percent Married



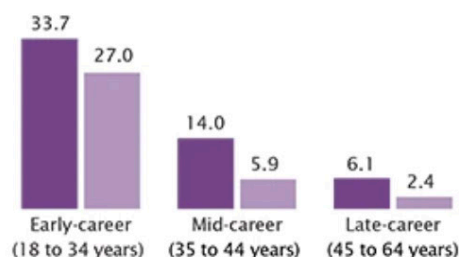
#### Percent With Children in the Household



#### Percent With a Bachelor's Degree or Higher



#### Percent Enrolled in College



United States™  
**Census**  
Bureau

U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
[census.gov](https://www.census.gov)

Source: 2015 American Community Survey  
[www.census.gov/programs-surveys/acs](https://www.census.gov/programs-surveys/acs)

## Hidden in Plain Sight

1 in 68 women is a veteran (1.5%)



1 in 10  
veterans is a  
woman (10%)







## We're Military Women On The Move



**Women Veterans ROCK! is dedicated to preparing today's military women for post-military public leadership in areas of: Business Leadership, Civic Leadership, and Nonprofit Leadership.**





# Sponsors & Partnerships

Military Outreach, Sponsorships & Partnerships With Us



## The Women Veterans Civic Leadership Institute

The leaderboard sits prominently at the top of the home page and gets terrific visibility. Our newsletter reaches 25,000+ people, giving



## The STEM Civic Leadership Institute For JROTC Cadet Girls

Standard rectangle ads are featured throughout our website. Our newsletter reaches 25,000+ people, giving advertisers an additional, direct way to reach our most loyal read-



## Women Veterans ROCK! On The Hill - The Podcast!

Our newsletter reaches 25,000+ people, giving advertisers an additional, direct way to reach our most loyal readers. Our newsletter reaches 25,000+ people, giving advertisers



## The 2030 Commission For Women Veterans & Military Families - Phase II: Our Model Cities Emerging Leaders Program

You provide the story, we provide the Our newsletter reaches 25,000+ people, giving advertisers an additional, direct way to reach our most loyal readers. Our newsletter reaches 25,000+ peo-



# Women Veterans ROCK! We're Building Bridges Into Diverse Military Communities



## 2023-2024

We're Building A Pathway For Future Generations  
Of Women Veterans & Military Families.



The Women Veterans  
Public Policy  
Delegation



Women Veterans  
Civic Leadership  
Institute



STEM Training for  
JROTC Cadets &  
Transitioning Vets



We Are A Coalition Of  
Women Veterans Organizations &  
Women Advocacy Organizations  
Supporting Women Veterans &  
Military Families.

We Support Them In  
The Areas Of:  
Housing, Employment,  
Education, Financial Stability,  
Family Health & Wellness.

Our Priority Is Preparing  
Today's Military Women  
For Post-Military  
Business Leadership,  
Civic Leadership &  
Nonprofit Leadership.

*We the People*

The 2030 Commission  
FOR WOMEN VETERANS & MILITARY FAMILIES

We're Creating A  
Path For Our Posterity



Commissioned By  
**WOMEN VETERANS  
ROCK!**  
The *Grassroots*  
Caregiver

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



Conversations On Campus:  
Transitions To  
STEM Careers



Women Veterans  
ROCK On The Hill -  
The Podcast!



Emerging Leaders  
Program: Civic  
Business & Nonprofit



WVR Model Cities Program







## Women Veterans ROCK! National Affiliate Network



We Are Sponsors of The Women Veterans ROCK! Campaign

### National Enduring Partnerships



## Sponsors & Partners Request

Email Your Sponsors & Partners Request To: [Info@WomenVetsRock.org](mailto:Info@WomenVetsRock.org)

Your Name: \_\_\_\_\_ Organization Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Are you interested in Sponsorship or Partnership? \_\_\_\_\_

Sponsorship or Partnership Level? \_\_\_\_\_

