



The Back Story

VFW's Still Serving initiative was introduced in October 2020 to showcase the many ways America's combat veterans continue giving back to their communities after military service. The campaign reflects a broader national trend of veterans giving back. According to the 2021 Veterans Civic Health Index:

- Veterans average nearly 30% more volunteer hours per year.
- Nearly 40% more veterans belong to groups working on community issues.
- Veterans outpace civilians by 15% in charitable donations.

Shattering Records

What began as a single campaign has grown into a **nationwide movement**, with veterans everywhere sharing their own stories of ongoing service.

Results include:

- From FY2024 to FY2025, engagements grew **112 percent** and Day of Service events more than **tripled**.
- More than **6.5 million** people have engaged with the initiative.
- Over **3,500 veterans** have shared stories of post-military service.
- More than **3,700 VFW Day of Service** events have occurred in **32 countries**.
- It has attracted younger, more diverse veterans to VFW.
- It was published in peer-reviewed **Journal of Philanthropy and Marketing** May 2024 edition.
- It has received over **1,000 news placements** worldwide.

Award-Winning

- The International Business Awards 2023 Gold Stevie Award for Communications/PR Campaign of the Year
- The International Business Awards 2023 Grand Stevie Award for highest-rated nomination
- PR Daily's Nonprofit Communications Award - one of six finalists for Nonprofit Campaigns out of hundreds of entries.

Sparking Additional Initiatives

1. **VFW Day of Service** launched in 2022 to unite veterans, non-profit organizations and civilians to conduct service projects for the local community and fellow veterans. It kicks off every year the first Saturday of every May and runs throughout the month with events taking place worldwide. VFW Day of Service 2026 begins May 2, 2026.
2. **Still Serving Dogs**, which began in Service Dog Awareness Month 2021 (September), educates the public on the instrumental role service dogs play in veterans transition to civilian life. Veterans share how therapy and service dogs have transformed their lives through assistance with physical or mental injuries including poignant stories in which the dog saved their veteran's life. Additionally, stories are shared about veterans who train service, working or therapy dogs; dogs that assisted service members during a military operation and dogs aiding in emergency response units.

A Few Ways Veterans are Still Serving

- Assistance accessing VA benefits
- Military-to-civilian transition support
- PTSD education, resources and support
- Housing placement
- Emergency response assistance — tornado, hurricane, flood
- Care packages to deployed troops
- Food, toy and personal item collections
- Blood drives to shore up critically low supplies
- Accessibility builds
- Volunteer classroom/scouting group teaching, mentoring, assistance
- VA hospitals, clinics, retirement facilities visits

**STILL
SERVING**

