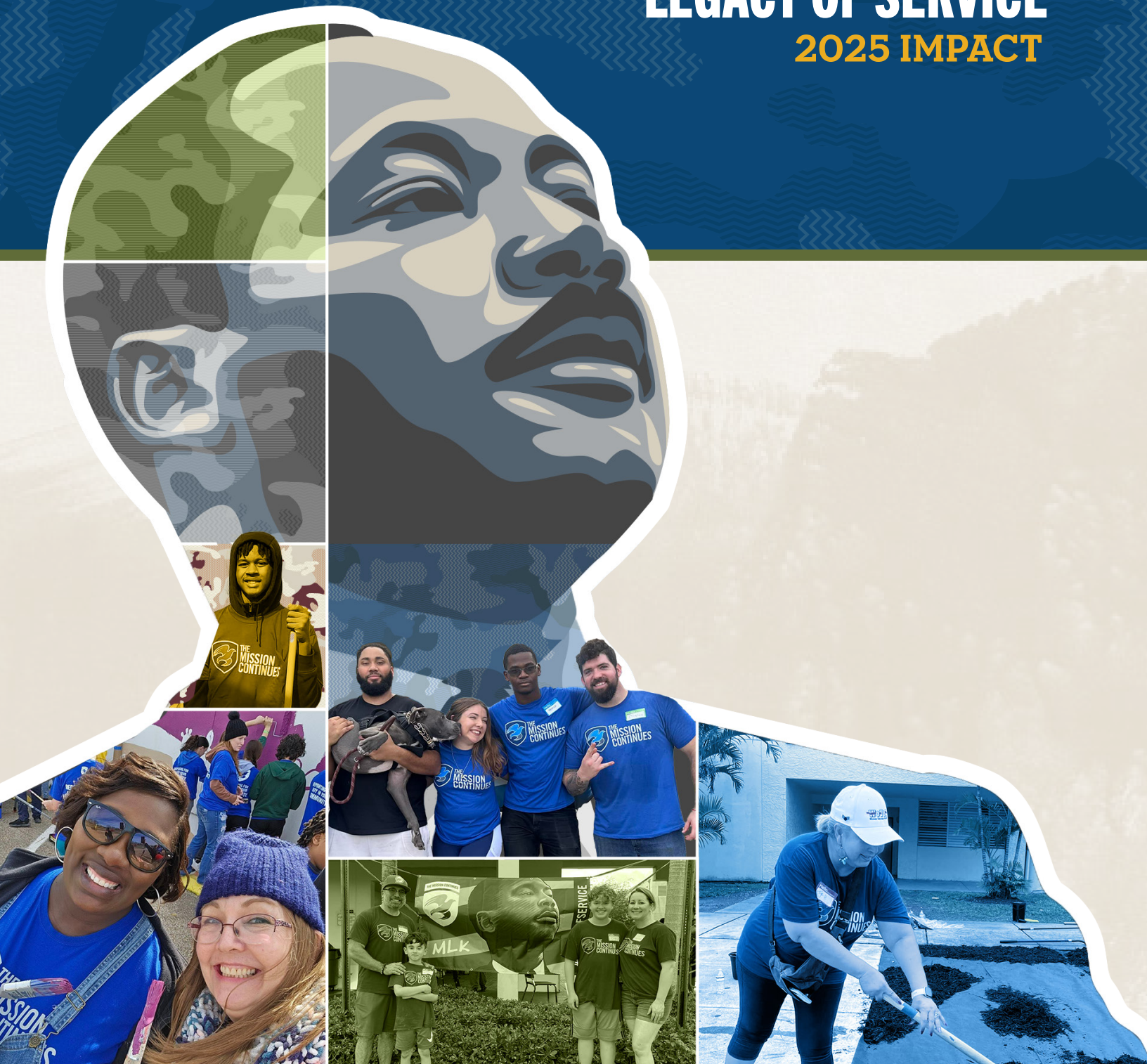


MARTIN LUTHER KING JR LEGACY OF SERVICE

2025 IMPACT



[REPORTING FOR DUTY IN YOUR COMMUNITY]

#LEGACYOFSERVICE

#LEGACYOFSERVICE



THE MISSION CONTINUES EMPOWERS VETERANS TO CONTINUE THEIR SERVICE AND EMPOWERS COMMUNITIES WITH VETERAN TALENT, SKILLS, AND PREPAREDNESS TO GENERATE VISIBLE IMPACT.

WE'RE INVESTING IN VETERANS, EQUIPPING THEM WITH THE TOOLS AND RESOURCES TO LEAD A GROWING VETERAN VOLUNTEER MOVEMENT.

ABOUT #LEGACYOFSERVICE:

The **Martin Luther King Jr. Legacy of Service** campaign is when we salute those who fought, and continue to fight, for equality and justice both in and out of uniform. We continue to serve because there is still work to be done, and veterans are uniquely suited to affect positive change in under-resourced communities.

Throughout the month, veterans led a collective effort empowering veterans to serve in new ways and helped families recover from the pandemic. Service platoons across the country organized events that exemplified the values Dr. King championed and honored his legacy of service.



COLLINS AEROSPACE | PRATT & WHITNEY | RAYTHEON

The 2025 Legacy of Service Campaign was made possible thanks to our Presenting Sponsor. We appreciate their support, volunteerism, and commitment to veterans and communities.

#LEGACYOFSERVICE



BY THE NUMBERS:

1,061 VOLUNTEERS
TOTAL ACTIVATIONS

CREATED NEARLY
4,813 HOURS
OF VOLUNTEER SERVICE

96%
OF VOLUNTEERS REPORTED A
POSITIVE SERVICE EXPERIENCE

40 PROJECTS
NATIONWIDE

\$161,187
VALUE OF VOLUNTEER TIME TO
THE COMMUNITY PARTNERS



I LOVED THAT I FELT LIKE I REALLY MADE A DIFFERENCE. I WAS NOT ONLY HELPING MY COMMUNITY, BUT I ALSO LEARNED VALUABLE SKILLS TO HELP BUILD GARDEN BEDS. I HAVE NEVER VOLUNTEERED AT AN EVENT BEFORE WHERE WE WERE DOING SO MANY ACTIVITIES AT ONE TIME. IT WAS NEVER A DULL MOMENT AND I ABSOLUTELY LOVED THIS EXPERIENCE!"
- MLK LEGACY OF SERVICE VOLUNTEER

IT WAS EASY TO PLUG IN AND JOIN AS A FIRST-TIME VOLUNTEER WITH THE MISSION CONTINUES. THE DETAILS PROVIDED WERE WHAT I NEEDED TO PARTICIPATE. I WAS ALSO HAPPY THAT I COULD BRING MY CHILDREN ALONG AND THEY WERE ABLE TO PARTICIPATE."
- MLK LEGACY OF SERVICE VOLUNTEER



CHICAGO PLATOON

The Chicago Platoon shared the vision of equality and service through their community service project. They met at Pullman Tech Workshop, a nonprofit and social enterprise that fills the gap in the construction industry through work-based education and community revitalization. Then they headed to the Greenstone United Methodist Church that serves the community as a sanctuary. Project details included painting and other interior projects, and addressing leftover tasks from their previous collaboration at Pullman Tech Workshop.



DFW PLATOON

The DFW Platoon hosted its 7th-Annual Fish Creek Cleanup Challenge. In total, they had nearly 130 veterans, volunteers, and community members assist with the removal of a grand total of 6,720 pounds of trash along more than eight miles of shoreline along this popular local community destination. Now that is making an impact!



ORANGE COUNTY PLATOON

Unity is not about being the same; it's about coming together despite our differences. The Orange County Platoon united through service to build a better future in their community. Their service project took place at their community garden building additional resources such as a compost station, new tables, and a shade structure.



SAN ANTONIO PLATOON

San Antonio Platoon honored Martin Luther King Jr. Legacy with an act of service at The Young Women's Leadership Academy. Tasks included completing a paver pathway from playground to educational garden, spreading new mulch around flower/garden beds, harvesting crops, prepping crop rows for new plants, creating two new pollinator gardens, building shelves for second stage of plant growth, trash pick up, and organization of tools and supplies in field house. Volunteers helped save the community partner labor hours and 3 months of prep work.



EVERYBODY CAN BE GREAT...BECAUSE ANYBODY CAN SERVE. YOU DON'T HAVE TO HAVE A COLLEGE DEGREE TO SERVE. YOU DON'T HAVE TO MAKE YOUR SUBJECT AND VERB AGREE TO SERVE. YOU ONLY NEED A HEART FULL OF GRACE. A SOUL GENERATED BY LOVE."

- MARTIN LUTHER KING JR.

MEDIA HIGHLIGHTS

85 PLACEMENTS
SECURED

57,788,275
IMPRESSIONS

ADVERTISING VALUE
\$645,098

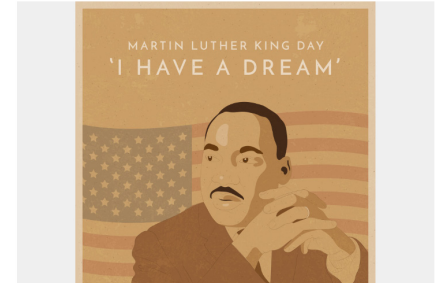
EDITORIAL VALUE
\$1,935,294



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THANK YOU TO OUR MISSION PARTNERS!



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