



**OUR
MILITARY
KIDS**

STRATEGIC PLAN
2026-2030

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EXECUTIVE SUMMARY:

OUR MILITARY KIDS STRATEGIC PLAN (2026-2030)

Our Military Kids' 2026-2030 Strategic Plan lays out a focused vision to scale with compassion, increase awareness, and build long-term sustainability. Grounded in the organization's values of trust, empowerment, compassion, and duty, the plan advances four strategic priorities: national awareness and outreach, seamless and compassionate program access, infrastructure for sustainable growth, and diversified funding. Each goal is supported by targeted strategies and clear performance metrics to track impact and growth. Cross-cutting priorities include technology-driven service delivery, expanded eligibility models, internal capacity-building, and partnerships rooted in community trust. This plan positions Our Military Kids to serve more families, with greater empathy and efficiency—ensuring that every military child feels seen, supported, and empowered.

STRATEGIC PRIORITIES

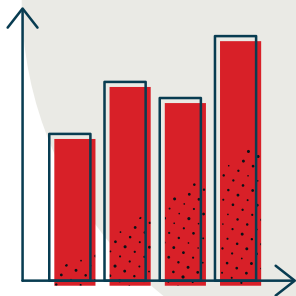
**National Awareness
& Outreach**



**Seamless &
Compassionate
Program Access**



**Infrastructure
for Sustainable
Growth**



**Diversified
Funding**



GUIDING PRINCIPLES

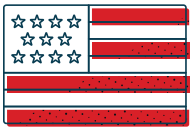
OUR MISSION

Our Military Kids funds activities for eligible military children.

OUR VISION

A country where every military child feels seen, supported, and empowered.

OUR VALUES



Trust

We earn and sustain the trust of military families, donors, and partners by delivering on our promises with integrity and accountability.



Empowerment

We empower children to pursue their passions and strengthen families during challenging times – while equipping our team to lead with confidence and creativity.



Compassion

We treat every family with dignity and understanding, offering personal support that goes beyond the activity award to meet real human needs.



Duty

We are driven by a shared duty to serve the children of those who serve, because supporting military families is a national responsibility.

GUIDING PRINCIPLES

WHO WE SERVE

Children of National Guard or Reserve service members who are experiencing an overseas deployment OR activation on a stateside, named mission AND Children of Veterans or military in any branch of service who are receiving care for combat-related injuries or illness.

WHY WE SERVE

To build children's self-confidence, enhance family well being, and strengthen a shared sense of community.

GOALS

1

Become a Household Name Among Eligible Families & Partners

2

Deliver Compassionate, Seamless, & Scalable Program Access

3

Build the Infrastructure to Scale Responsibly & Sustainably

4

Diversify & Expand Funding to Fuel Innovation & Impact

APPENDIX A: BACKGROUND

SITUATIONAL ANALYSIS & STRATEGIC PLANNING PROCESS

THE PROCESS

This strategic plan was developed through an inclusive, data-informed process led by a Strategic Planning Work Group composed of Our Military Kids staff, board members, and community partners. Grounded in the findings of a comprehensive Situational Analysis conducted in early 2025, the process included an extensive document review, a Staff Capacity and Culture Survey, and a Board Self-Assessment to surface internal perspectives and operational realities. Additionally, targeted focus groups—centered on the Combat Injured Program, the Military Family Program, and the Deployed Program—ensured that diverse community voices were meaningfully represented. Seven one-on-one interviews with key stakeholders further deepened insight into OMK’s strengths, challenges, and opportunities. This collaborative and intentional approach ensures that the resulting plan reflects lived experience, organizational context, and the evolving needs of the families we serve.

Thank you to Waller Consulting and Buchanan Brand + Design for their contributions to this Strategic Plan.

WORK GROUP MEMBERS

Meagan Campion	Meg Kabat
Kara Dallman	John Sampa
Kristen Deladurantaye	Roger Schultz
Kristy Gilbert	Terri Mateo

KEY CONTRIBUTIONS OF THE WORK GROUP

- Interpreted findings from staff surveys, focus groups, board assessments, and stakeholder interviews to identify key themes and insights
- Participated in a SWOT analysis to assess OMK’s current positioning and opportunities for growth
- Helped shape strategic goals that align with OMK’s mission, capacity, and the needs of military families
- Refined language, strategies, and success measures to ensure clarity, feasibility, and alignment with OMK’s values of trust, empowerment, compassion, and duty

Many thanks to the staff, board, volunteers, supporters, and stakeholders who shared their time and talent to create this shared vision.



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