



2024 STAKEHOLDER'S REPORT

In 2024, MOAA remained steadfast in its mission to support and advocate for the uniformed services community. From championing key legislative priorities to providing vital resources for servicemembers, veterans, and their families, MOAA continued to drive meaningful change and uphold its mission to Never Stop Serving.

The MOAA Scholarship Fund awarded a record

\$4.5 million

in grants and **more than \$6 million** in interest-free loans to nearly **1,100 students**.

MOAA selected to continue delivering the career transition and benefits education portion of the Army's and Navy's flag and general officer transition programs in a multiyear contract.

MOAA celebrated passage of the **Dole Act**, legislation we have long advocated for that **provides needed support to veterans and caregivers**.



MOAA led the charge to secure the **largest targeted pay raise** in over four decades for junior enlisted members.

New chapters:

Greenville, S.C. and Public Affairs and Communication Professional Virtual Chapter



1,100

Total MOAA members in Virtual Chapters

AWARD WINNERS:

Strobridge Award: Col. Thomas Waddell, USAF (Ret), Grand Canyon, Ariz., Chapter, and Capt. Lynn Nash, USPHS (Ret), Maryland Council of Chapters. **Excellence in support of surviving spouse programs:** 1st Lt. John Glenn, USMC (Ret), Missouri Council of Chapters, and Ms. Linda Wolverton, Luke, Ariz., Chapter.



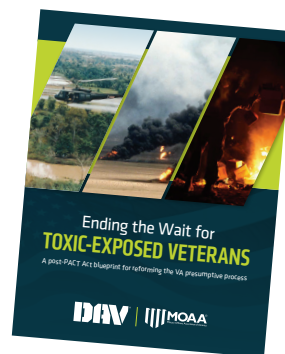
The MOAA Newsletter continues to be an industry leader boasting open rates that average 43.36%, well above the industry average for nonprofits, which sits at 38.56%.

Welcomed New York Life as our new life insurance partner that will **deliver member value through a robust life insurance portfolio**.



20th Annual MOAA Charities Golf Classic **raised \$200,000 to support MOAA Foundation programs and services**.

MOAA partnered with DAV to release *Ending the Wait*, a way forward to improve the process for toxic-exposed veterans seeking earned benefits.



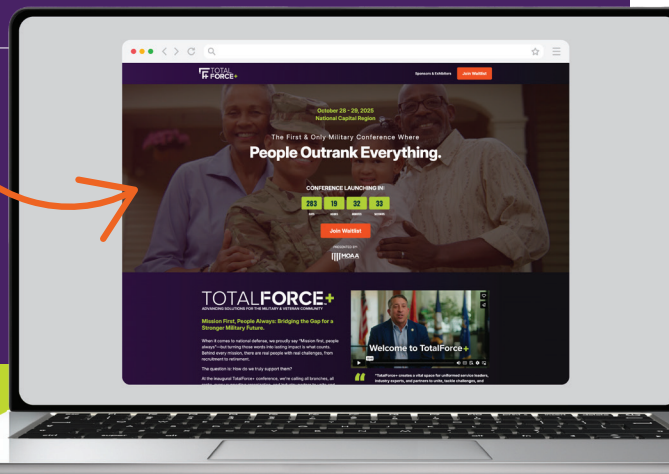
TOTAL FORCE+TM

ADVANCING SOLUTIONS FOR THE MILITARY & VETERAN COMMUNITY

MOAA officially launched TotalForce+, a first of its kind event focusing on the importance of the PEOPLE who make our uniformed services successful and a strong national defense possible. This event provides the environment to collaborate, converse, and advance solutions for recruiting, retention, talent management, leadership development, quality of life, transition, health care, mental health, pay and benefits, and more.

- + Designed and built first-ever conference name, logo, branding guide
- + Hired vendors for key functions
- + Jumpstarted connections to sponsors, exhibitors, speakers, etc.
- + Launched marketing website
- + Assembled key staff to plan and execute TF+

OCTOBER 28-29, 2025 | TOTALFORCEPLUS.ORG



The MOAA Foundation disbursed a record

\$100,000+

in Community Outreach Grants to 50 councils and chapters supporting community-based programs.

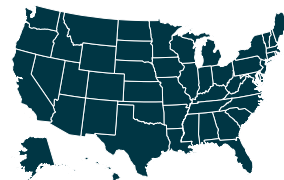


MOAA earns "Top Lobbyist"

from *The Hill* for the 18th consecutive year.

150 engagement

events across the country resulting in hundreds of new members.



Military Officer magazine unveiled a **refreshed design**

and was recognized by the design and communications industries as a **best-in-class publication**.

\$1 million

Amount of higher education awards bestowed by MOAA's councils and chapters.

MOAA celebrated the **expansion of the Basic**

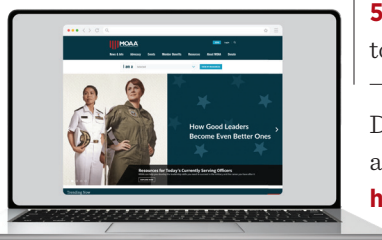


Needs Allowance, which now sits at 200% of the federal poverty line.



Participation in annual networking event increased 52% and contributed \$25,000 to MOAA Charities.

Advocacy Update, MOAA's weekly government relations video series, published **43 videos on YouTube** aimed at keeping viewers informed of key legislative activities.



Digital marketing campaign and revamped website **highlight resources for currently serving officers.**



MOAA launched a LinkedIn newsletter that **focuses on transition content** and has surpassed **10,000 subscribers** and **125,000 article views**.



MOAA's actions helped **eliminate copays for contraception** in the TRICARE system.

Strategic partnerships with the alumni organizations for



the U.S. Military Academy, the U.S. Naval Academy, the U.S. Air Force Academy, and the U.S. Coast Guard Academy.

The MOAA Foundation's Crisis Relief Program provided

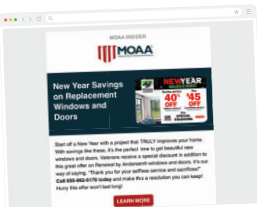
\$460,000

in emergency relief grants to 400+ military/veteran families, including those impacted by hurricanes Helene and Milton.

Career fairs, networking events and 45 webinars **reached more than 24,000 individuals with transition assistance.**



Career transition, benefits, and financial education programs **support 5,000 officers and enlisted servicemembers.**



MOAA launched a new **revenue-generating eblast program** through which key partners can send targeted messages that contain important information, exclusive offers, and unique opportunities.

* AUDITED FINANCIAL INFORMATION WILL APPEAR IN MILITARY OFFICER MAGAZINE.



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