

## Corporate Citizenship Watch

Supporting Military Caregivers during COVID-19 and Beyond  
July 30, 2020



# Today's Presenters



**Caira Benson**  
Elizabeth Dole  
Foundation Fellow  
***Elizabeth Dole  
Foundation***



**Lori Noonan**  
Chief Development  
Officer  
***Camp Corral***



**Molly Ramsey**  
Manager of Policy And  
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***Elizabeth Dole  
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**Jeff Hoffman (Moderator)**  
Institute Leader,  
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Center  
***The Conference Board***



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# Conference Board

Lori Noonan, Chief Development Officer

# Camp Corral Overview

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## Mission

The mission of Camp Corral is to transform the lives of children of wounded, injured, ill, and fallen military heroes by providing a unique summer camp experience.

## Vision

The vision behind Camp Corral is one where kids, ages 8 to 15, are free to be kids, far away from the day-to-day challenges they face as children of military service members and veterans. Through its network of accredited campsites, Camp Corral has proven to be a “week of a lifetime,” providing kids non-stop adventure and important respite opportunities. Children have the priceless opportunity to connect with other kids who understand the unique challenges that come with military life.



## Children of wounded, ill, injured and fallen military heroes

- More than 96% of the children enrolled in summer 2020 have at least one wounded, ill, or injured parent or guardian. A common concern expressed from parents is their children's lack of connectivity with others who also have a wounded, ill, injured or fallen parent or guardian.
- 24% of children come from a dual military household.
- More than 50% of parents surveyed expressed concerns about their child's mental health.
- More than 10% of the children (ages 8-15) have expressed thoughts of or participated in self-harm.



# Children of wounded, ill, injured and fallen military heroes

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More than **30%** of the 4,000 children applying for summer camp **serve in a caregiver role** either taking care of their siblings or their wounded, ill, or injured service member.



# The Four Primary Impact Goals of Camp Corral

- Respite
- Self-Confidence
- Connections and Support System
- Coping Skills





# Support Is Success

An example and other ways to support



- Awareness
- Advocacy
- Engagement
- Volunteerism
- Giving and Philanthropy



Interesting in supporting military children – especially caregiving children and youth?

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## Camp Corral

Leigh Longino

Chief Executive Officer

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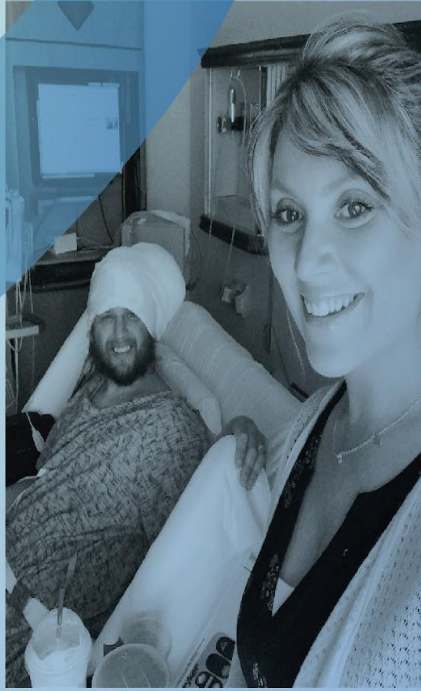
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**Elizabeth Dole Foundation**  
CARING FOR MILITARY FAMILIES



# The Elizabeth Dole Foundation

The Conference Board  
July 30, 2020



# HISTORY OF THE ELIZABETH DOLE FOUNDATION

Senator Elizabeth Dole launched the Elizabeth Dole Foundation in 2012 after witnessing caregivers' lived experiences and hardships firsthand at Walter Reed Army Medical Center.

Today, the Foundation is the preeminent organization empowering, supporting, and honoring our nation's military caregivers who voluntarily care for America's wounded, ill, or injured veterans at home.



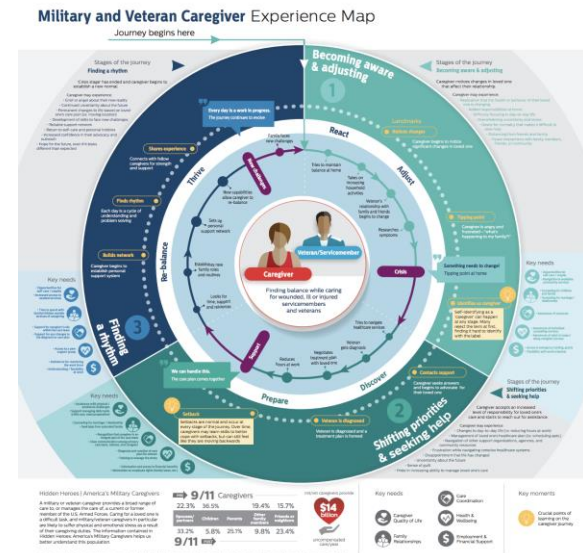
# MISSION AND VISION

- Strengthen and empower American military caregivers and their families by raising public awareness, driving research, championing policy, and leading collaborations that make a significant impact on their lives.
- We envision an America where military caregivers are empowered, appreciated, and recognized for their service to our nation.



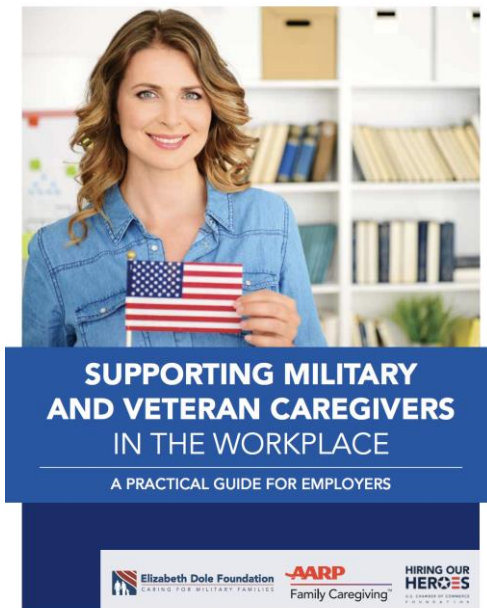
# What do caregivers experience?

In 2018, the Elizabeth Dole Foundation, Philips, and the Department of Veterans Affairs debuted the [Military and Veteran Caregiver Experience Map](#). This dynamic human experience tool helps highlight the impact caregiving has on the caregiver's physical, psychological, financial, and social wellbeing.



# So how can we help?

- There are many ways that corporations, businesses, philanthropies, and individuals can step up to serve our military and veteran caregiver community.
- Some easy steps for corporations include through their [employment strategies](#) and even marketing their services to caregivers.



# Corporate Examples

- [LinkedIn](#)

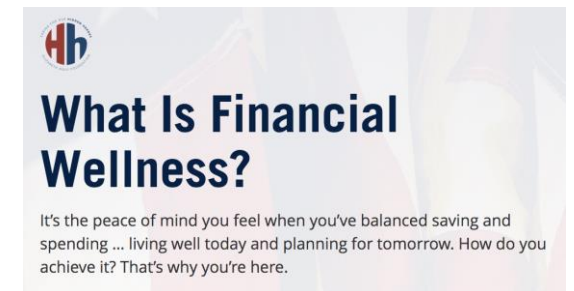
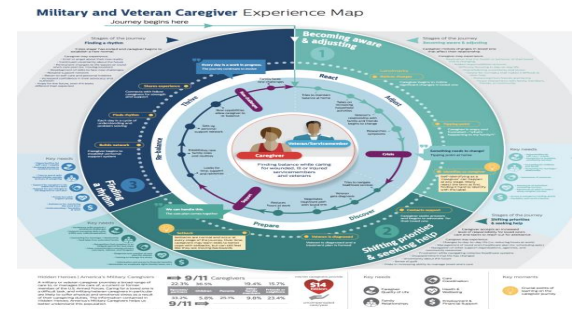


- [Phillips](#)

- [Prudential](#)



- [USAA](#)





# Please Contact Us



If you have any questions or are looking to get involved with the Elizabeth Dole Foundation, please feel free to contact us.

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## Upcoming Webcast Programming from The Conference Board

- [How will the 2020 Census Delays Affect Marketers in 2021? \(August 4 @ 1pm ET\)](#)
- [Supporting Working Parents With Alternative Solutions to Childcare \(August 12 @ 2pm ET\)](#)
- [Different in Degree: Closing the Talent Gap with Alternative Credentials \(August 19 @ 11am ET\)](#)
- [The Business Case for Family-Forming Benefits \(August 27 @ 2pm ET\)](#)

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