

Pride & Grit

A community for seasoned spouses by seasoned spouses.



As a social enterprise, Pride & Grit supports the identity journey of seasoned military spouses.

Through global personal development retreats, individual strengths and group coaching programs, and a robust digital information hub, we're meeting spouses in their unique season of military life.

Through a strengths-centric approach, our vision is for spouses to approach the military transition from a place of strength, self-assurance, confidence, and clarity, improving the experience for themselves and their Service Member.

SUPPORTED BY

USAA

AAFMAA

National
University

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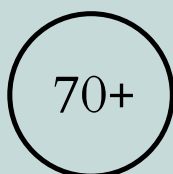
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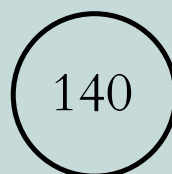
Our audience
includes ~267K
Seasoned Military
Spouses



Followers



Blog stories
& articles



Retreat
Attendees

Retreat attendees
in 9 countries



A recent survey of our audience reinforced our 2020 survey findings that programming is lacking around key areas of interest and need.

Survey spouses who feel the topic is CRITICAL or IMPORTANT

97% mental health - 97% impact of transition on marriage - 97% burnout

92% personal identity - 82% retirement (when, where, and associated financing)

4K

6 mo website users

13K

6 mo page views

18%

6 mo bounce rate

400+

email subscribers

69%

open rate

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Pride & Grit's largest barrier to success is access to operational funding.

We know that for both the Service Member and their spouse, an end-of-career transition brings significant identity work, redefining the entire family beyond service.

The over 300 seasoned military spouses respondents in our 2020 and 2022 Community Surveys are eager to engage in transition programming, are looking for a community that they can retain beyond transition, and are ready for hard conversations about their own identity and journey.

OUR PROGRAMMING

- ✓ Strengths-Based Identity Coaching
- ✓ Global Personal Development Retreats
- ✓ High Touch, High Impact Strengths, Identity, and Values Cohort
- ✓ Transition Panel Discussions
- ✓ Community Building Gatherings
- ✓ Access to a Niche Community of Support

WAYS TO SUPPORT

- Corporate Sponsorships
- Non-Profit Partnerships
- Networking Introductions
- Social Media Ambassador
- Pro-Bono Speaker
- Donated Services

Credentials and Certifications

