Pride & Grit

A community for seasoned spouses by seasoned spouses.

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 Caliber Home Loans Armed Forces Insurance Boldly

Our global audience includes ~267K Seasoned Military Spouses

3.8K+ Social Media Followers

70+ Stories & Articles

150 Retreat Attendees

Program attendees from 10 countries

A 2022 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)

4.4K 4 mo website users

45K 4 mo page views

38% 4 mo bounce rate

480+ email subscribers

69% open rate

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Pride & Grit's largest barrier to success is brand awareness and 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
- ✓ Free Educational Video Series
- ✓ Monthly Transition Themed Discussions
- ✓ Community Building Gatherings

WAYS TO SUPPORT

- Corporate Sponsorships
- Non-Profit Partnerships
- Networking Introductions
- Social Media Ambassador
- Pro-Bono Speaker
- Donated or In Kind Support

Credentials and Certifications

CERTIFIED SWaM Small, Women and Minority-Owned
Supplier Diversity Strengthens the Commonwealth
by the Virginia Department of Minority Business Enterprise

GALLUP® CERTIFIED Strengths Coach

CERTIFIED MILITARY SPOUSE OWNED℠

Pride & GRIT™