



**FORCE**  
for good.

We're a Force for Good for the military community. Every year, we give back to those who've served our country and their families.

**20  
24**  
SUMMARY

*Allocated*

**8%** of our company profits to military sponsorships and charities

*Donated*

**30K+** of volunteer time to military and other charitable causes in 2024  
HOURS



*Raised*

**\$424K**  
\$992K in 4 years  
with service relief organizations committed to providing emergency financial help to military families in need

**25%**  
of new hires were military spouses

*Sponsored*  
ATHLETIC PROGRAMS FOR

**4**  
Military Service academies

FIRST COMMAND ADVISORS

*Provided*

**34K+**  
complimentary financial plans for service members and their families

*Helped*

**125** service members transition to civilian life through the **DOD SkillBridge Program**

**3/4**  
First Command Financial Advisors are **veterans or military spouses**

**69%**  
of client families are **current military or veteran**

 <b>13 consecutive years</b>	 <b>10 consecutive years</b>	 <b>6 consecutive years</b>	 <b>4 consecutive years</b>	 <b>8 consecutive years</b>			
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1-45 (2/25) supersedes 1-45 (3/24) 02125  
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*We're committed to making a difference in the military community. We aim to stand up for the well-being of those who've served our country, building a strong network of support for military families to lean on.*

OUR VISION

*Lifelong financial security for our Nation's military families.*

OUR MISSION

*Coaching those who serve in their pursuit of financial security.*

*Courage*

*Strength in the face of fear and difficulty.*

OUR VALUES

*Love*

*Putting others' good ahead of our own.*

*Effectiveness*

*Doing what's right to achieve the best results.*

