



NATIONAL
MILITARY FAMILY
ASSOCIATION

Operation Purple[®] Program



"Before I came here I thought my family was the only one having a hard time during deployment. At Operation Purple, I realized just how many families have to go through these hard, tough years of homesickness and missing mom or dad or both. I appreciate what you've done to make this week really special."

—Teen Camper

"We were actually sad to go back home to the real world. This past year has been tough for us. You guys have made it a little easier by giving us that break. So again, from the bottom of our hearts, a big thank you to all of you for everything you do!"

—Military Spouse

"It pulled us closer together and at the same time took me out of my comfort zone. Never made to feel like our sickness and challenges are handicaps."

—Service Member Dad



Operation Purple[®] Camps

At Operation Purple Camp (OPC), over 1,600 military kids per year will connect with peers who have dealt with many of the same things, like frequent moves, a deployed parent, and sometimes a parent's injury. At camp, kids enjoy kayaking, zip lining, horseback riding, and service activities where they give back to the community. With a waitlist of more than 2,000 kids each year, OPC continues to be a sought-after summer experience. Military Kids Serve, Too[®]!

Operation Purple Family Retreats[®]

Our Retreats help families reunite and reintegrate after deployments. Families can unplug and relax and also attend organized activities to help strengthen and renew their relationships. With an average of 300 family applicants each year, and the ability to serve only a quarter of these families, Family Retreats remain paramount to us and to the nation's military families.

Operation Purple Healing Adventures[®]

Our Healing Adventures are family retreats designed specifically to help families of wounded, ill, or injured service members. These long-weekend experiences help families adjust to their "new normal," and rediscover family-fun and togetherness. With an average of 150 applications and the ability to serve only a fourth of these families, Healing Adventures continue to be vital to our mission and the nation's wounded, ill, or injured families.

Operation Purple[®] at Home

This virtual arm of our Operation Purple Program was created and launched during the COVID-19 worldwide pandemic to bring the fun and connection of in-person camps and retreats to military families right where they are...at home. Families take part in daily self-paced and guided activities and connect with each other virtually in exclusive Facebook groups to share their at-home camp experience.