



Following National Military Family Findings, USAA and MFAN Launch Multiyear Initiative to Measure Progress and Drive Coordinated Action

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New national effort will establish long-term benchmarks, strengthen cross-sector collaboration and drive measurable progress for military and veteran families

WASHINGTON — USAA and the Military Family Advisory Network (MFAN) today announced a new, multiyear national initiative as part of USAA’s Honor Through Action™ effort to strengthen how the military and veteran-serving ecosystem measures progress, identifies emerging needs and advances coordinated solutions for military families.

The investment was first announced during MFAN’s June 22 [Military Family 360 national data](#) release event in Washington, D.C. Findings released at the event reinforced persistent challenges affecting military and veteran families nationwide, including financial insecurity, food insecurity, spouse employment barriers, health care access challenges, housing affordability concerns and the cumulative strain associated with military life.

Together, USAA and MFAN will establish a long-term framework to help organizations, policymakers, philanthropic leaders and corporate partners to better understand trends over time, identify gaps, prioritize investments and align action around the issues most affecting military families today.

This initiative represents one of the most significant collaborative investments to date focused on strengthening infrastructure, measurement and accountability around military family well-being.

“For years, military families have told us clearly where the challenges exist, and the data released this week reinforces both the urgency and interconnected nature of those issues,” said Shannon Rzasadin, CEO of MFAN. “This initiative represents an important evolution for our field. We have an opportunity to move beyond fragmented approaches and build a stronger shared framework that drives smarter policy conversations, more strategic philanthropic investment and measurable progress for military families over time.”

The effort will leverage over a decade of data from MFAN, one of the nation’s largest independent datasets focused on military family well-being. Under [Honor Through Action](#), USAA is convening organizations and leaders across sectors to strengthen collaboration, improve visibility into key trends and accelerate solutions tied directly to military family quality of life and long-term readiness.

The initiative will support:

- Development of long-term measurement infrastructure, baseline indicators and trend analysis tied to military family quality of life
- Data-informed collaboration across the public, private, nonprofit and philanthropic sectors to guide policy priorities and strategic investments
- Translation of research findings into actionable insights, public-facing tools and measurable outcomes that improve accountability and accelerate progress for military families

“At USAA, we believe meaningful support for military families requires more than good intentions. It requires sustained investment in credible data, shared accountability and measurable outcomes,” said Jenna Saucedo-Herrera, Head of Corporate Impact at USAA. “The findings released through Military Family 360 reinforce both the scale of the challenges military families continue to face and the importance of ensuring this data drives action. Guided by Honor Through Action, we are infusing significant resources into the infrastructure, partnerships and long-term measurement needed to help transform insights into action, guide smarter investments and drive lasting impact for military families nationwide.”

Presented by CVS Health, MFAN’s Military Family 360 research is one of the nation’s largest independent studies focused on military family well-being and is used by nonprofit organizations, policymakers, researchers and corporate leaders to better understand the realities shaping military family life and inform policy, programs and investment strategies.

About Military Family Advisory Network

The Military Family Advisory Network is a national nonprofit dedicated to understanding and responding to the needs of military-connected families through trusted research, collaborative partnerships, and direct programmatic support. MFAN is home to the Military Family 360 Survey, the nation’s largest independent study of military families, and provides immediate assistance to tens of thousands of households each year. Learn more at mfan.org.

About USAA

Founded in 1922 by a group of military officers, USAA is among the leading providers of insurance, banking and retirement solutions and serves more than 14.5 million members of the U.S. military, veterans who have honorably served and their families. Headquartered in San Antonio, USAA has offices in seven U.S. cities and four overseas locations and employs more than 36,000 people worldwide. Each year, USAA supports national and local nonprofits serving military families and communities. With Honor Through Action, USAA advances policy, advocacy and philanthropy to support financial security, build meaningful careers and promote overall well-being across the military community. For more information about USAA, follow us on Facebook or X (@usaa), or visit usaa.com.