



A COMMITMENT TO MILITARY

This is a time in America when it's crucial to bridge the drift in our society between our civilian and military populations. Of the less than one percent who have served in the military, only 12 percent believe the U.S. public understands their service and sacrifice. We have the potential to come together as a nation to define a new vision for veterans and their families to feel valued for their service, supported through their transition to civilian life and feel a stronger connection to family, home and country.

A MISSION TO HIRE VETERANS AND MILITARY SPOUSES

In 2013, Starbucks announced a commitment to hire at least 10,000 veterans and military spouses by the end of 2018. We've already hired and placed more than 5,500 veterans and military spouse candidates into roles, leveraging their considerable leadership, discipline and dedication to service. Starbucks has invested in several key strategies to scale hiring across the nation:

- Hired four dedicated military recruiters in key focus cities across the country including Seattle, D.C. and Austin
- Established more than 80 connections with military bases, installation transition and educational offices across the country and overseas
- Attended more than 200 military hiring fairs across the nation that recruit veterans and military spouses
- Expanded the partner affinity group, the Starbucks Armed Forces Network, from one to 12 regional chapters, connecting veterans and creating mentorships across the company to ease transition from military to civilian life



CREATING CONNECTIONS

In addition to building a pipeline of employment opportunities for transitioning veterans and military spouses, Starbucks is creating connections for these individuals with both civilian and veteran networks for improved reintegration through Military Family Stores, military service organization relationships and other initiatives including:

- **Military Mondays:** This program provides a venue where advocates and veterans can meet at Starbucks to address a variety of transition barriers. In partnership with William and Mary Law School, Starbucks hosts a Military Monday clinic in a Williamsburg, VA store where veterans and their families can benefit from free legal advice, with six additional Military Monday clinics currently in development and plans for a total of 20 clinics in Starbucks stores across the country.
- **Dog Tag Bakery:** Starbucks is working with this D.C.-based nonprofit that seeks to educate and train newly-transitioned veterans with disabilities to become entrepreneurs, by selling Dog Tag Bakery Baguette Chips as part of a test in 25 D.C.-area Starbucks stores.



Starbucks Coffee Company FACT SHEET: Starbucks Commitment to our Military November 2015

- **Convening Thought Leaders:** In the spirit of learning from others, in early October, Starbucks and the Schultz Family Foundation co-hosted a day of discussion around the military and civilian drift, convening employers, veteran service organizations and the military community with the goal of activating, strengthening and connecting these efforts to support transitioning veterans and their families. This network of companies, nonprofit organizations and the military are collaborating on a blueprint to bridge the military civilian drift together.

STARBUCKS MILITARY FAMILY STORES

To accelerate hiring across the country, we have been working to enhance our connection to military communities by engaging local veteran service organizations and deepening our relationship with local military bases through Military Family Stores. Our goal is to have a total of **30 Military Family Stores nationwide by the end of 2016.**



CREATING A WORKPLACE THAT RECOGNIZES AND CELEBRATES SERVICE

Success isn't found only in the numbers. We have the vision of creating a workplace that truly recognizes, honors and celebrates the service and efforts of our veterans. We are encouraging them to share their story through a number of ways:

- **Roll Call:** We invited our partners to self-identify their military status and share their story. As a result, we've seen hiring accelerate as our store managers are inspired by the talent and demonstrated value the military community brings to Starbucks.
- **Patriotic Aprons:** Partners who have self-identified through Roll Call are presented with a patriotic apron that is adorned with an American flag and their military affiliation. This partner-inspired idea is a meaningful way for us to honor our veteran and military spouse partners.
- **Honor Wall:** At our headquarters in the Support Center located in Seattle, we have an honor wall to express our gratitude and recognize current Starbucks partners who are veterans and military spouses. Inspired by partners from our Armed Forces Network and the 'challenge coins' used in military culture to recognize special achievements, the wall features partners' names and their military role engraved on coins.

