

Brand Fact Sheet

- Name:** Imprints of Honor™
- Mission:** Connecting Students with Veterans to honor veterans, preserve America's heritage, and develop future leaders.
- Tagline:** As students preserve veteran service stories, they are inspired to live a life of honor.
- Logo:**



The star is a visual representation of patriotism for the United States. The thumbprint represents 1) each veteran's distinct and personal story, and 2) an imprint on the character of students that lasts a lifetime. The font expresses confidence and strength.

Brand Message:

Students honor veterans, and the sacrifices made for our country.
As veterans share their stories of service, they leave an imprint on us all:
for the student who preserves it,
the family who learns it,
the country that remembers it.
Lessons of leadership, perseverance, and honor are imprinted on our lives forever.

Program Elements:

- Veteran oral history interviews preserved in the Library of Congress
- *Since You Asked*,™ a student-published hardbound book of veteran service stories
- Regional community reception and book-signings to honor veterans
- Veteran presentations to schools and community groups
- Civic engagement activities
- College scholarships

20 Years of Impact:

- 20 volumes of published veteran stories
- 2,927 veteran oral histories
- 3,101 student authors
- 59,748 students impacted via veteran presentations
- 111 scholarships and over \$231,000 awarded
- Pilot programs in Florida and Tennessee
- 600+ civic engagement activities

FY 24:

- 4 editions of published veteran stories
- 244 veteran oral histories
- 205 student authors
- 3,906 students impacted via veteran presentations
- 13 scholarships and over \$78,000 awarded
- 30 school partners: AZ, FL, TN
- 41 civic engagement activities

About Imprints of Honor

Founded in 2004 and established as a 501 (c)(3) non-profit in 2009, Imprints of Honor mission is to connect students with veterans to honor veterans, preserve America's heritage, and develop future leaders. The program is recognized by the Arizona Department of Education as a Character Education program and is approved in all categories for the Seal of Civic Literacy. The Congressional Medal of Honor Society, Veterans Hall of Fame Society, Arizona Humanities, and Arizona Council for Social Studies are among many organizations who have awarded the program and its founder for their impact. For more information about Imprints of Honor, please visit www.imprintsof Honor.org.