



AMERICAN  
BIBLE  
SOCIETY



ARMED  
SERVICES  
MINISTRY

# CASE STATEMENT

Spiritually Equipping Those Who Serve



# ROOTED IN SCRIPTURE

DESIGNED FOR  
MILITARY LIFE.

**Armed Services Ministry (ASM)** exists to serve the 30 million Service members, Veterans, and Military family members in the U.S. through Scripture engagement resources designed for their unique experiences.

As a ministry of **American Bible Society**, ASM advances the mission to make the Bible available to every person in a language and format they can understand and afford, so they can experience its life-changing message.

OUR MISSION IS TO MEET SERVICE MEMBERS, VETERANS, AND MILITARY FAMILIES AT THEIR POINT OF NEED—WITH GOD’S WORD IN A FORM THEY CAN UNDERSTAND, AFFORD, AND APPLY.

# STRATEGIC MISSION PRIORITIES

Over the next three years, ASM is aligning closely with ABS's strategic priorities by expanding our reach, deepening our impact, and scaling innovation across our programs.

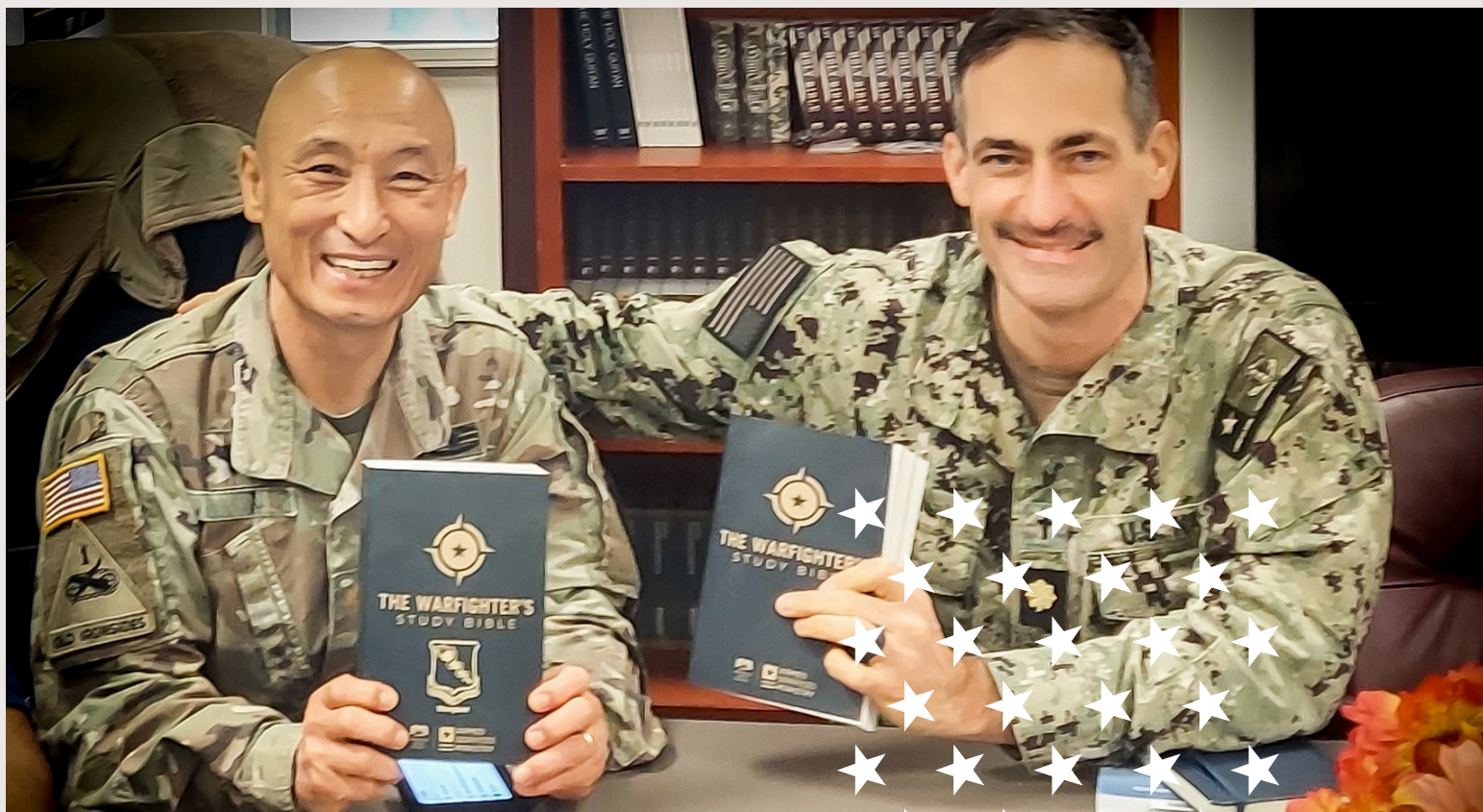
These priorities shape not just what we offer, but how we serve:

- 1 Innovate Digitally**  
Through mobile apps, modular content, and digital-first platforms like Operation RECON

- 2 Energize Churches**  
By equipping chaplains and local churches with turnkey tools for Military ministry

- 3 Activate NextGen**  
With age-specific programs for children, teens, and young service members, including Hero Squad and new teen engagement pilots

- 4 Resource Abundantly**  
Through stewardship-focused growth, transparency, and a donor experience rooted in trust



# WHY ACCESS ISN'T ENOUGH

## WHAT IS THE SCRIPTURE ENGAGEMENT PATHWAY?

Created by American Bible Society in partnership with Barna, the Scripture Engagement Pathway outlines 10 stages people move through—from receiving a Bible to being transformed by it. Most people make it to Stage 3: they have a Bible and can read it.

But for many, especially in the Military, that's where things stall.

## WHERE ASM STEPS IN

Our focus is on **Stages 4-6**, where people begin to interact with Scripture, reflect on its meaning, and build spiritual habits.

We serve the Military at these critical stages—with tools built for their rhythms, realities, and needs.

## THE PATHWAY OF SCRIPTURE ENGAGEMENT

### WHAT IS SCRIPTURE ENGAGEMENT?

Scripture engagement is consistent interaction with the Bible that shapes people's choices and transforms their relationships with God, self, and others.

- External Milestone
- Internal Milestone

### BELONG

to a people group where the Bible is available in their heart language



### 1. BECOME

open to receiving or considering the Bible



### 2. RECEIVE

the Bible via appropriate delivery



### 3. ACCESS

the Bible in a language and format they can understand



### 4. ACKNOWLEDGE

the Bible could be for them

### 5. INTERACT

with the Bible



“ [ASM Bibles] are vital to supporting our Soldiers who are going through a very stressful and challenging time of their lives. Because of your ministry, we are able to provide each Soldier the opportunity to have a Bible which allows them access to the transforming and sustaining word of God.

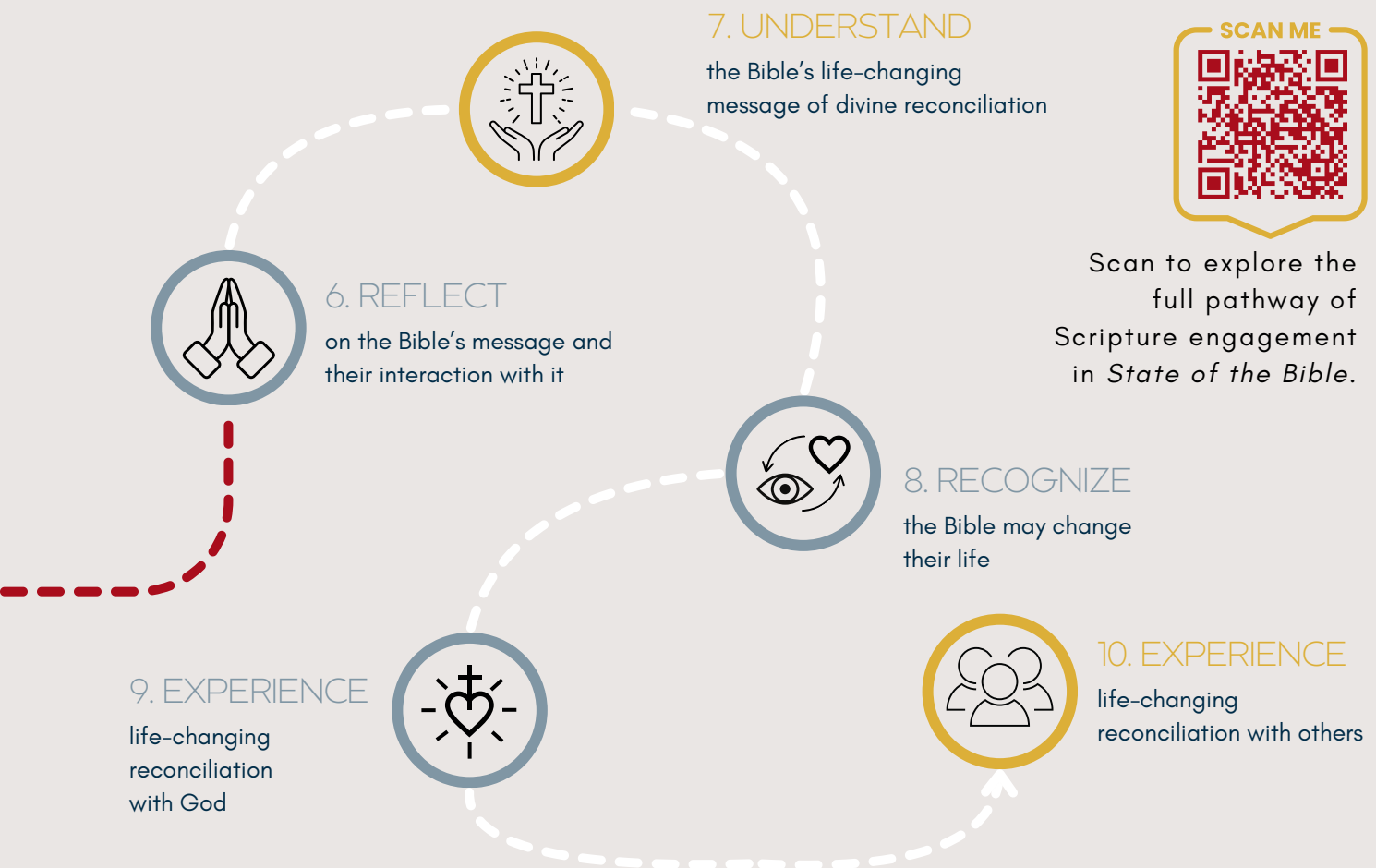
–U.S. ARMY CHAPLAIN

## WHY MILITARY MEMBERS OFTEN GET STUCK

- Constant relocation and disrupted routines
- Exposure to trauma and moral injury
- Lack of time or emotional margin
- Disconnection from faith communities
- Tools that don't speak their language

## HOW ASM HELPS THEM MOVE FORWARD

- Helps them discover the Bible speaks to their story
- Builds confidence to read and reflect
- Forms habits that last through transition
- Offers support through curated tools and apps



# OPERATION RECON

## A Warrior's Field Guide to Spiritual Readiness



Watch the Promo Video

A veteran-led app experience designed for Service members and Veterans, Operation RECON guides users through the Gospel of Mark and invites them to wrestle with life's most important questions: Who is Jesus? Why did He come? And what does it mean for me? Through real-life stories, short videos, and personal reflection, RECON fosters spiritual readiness by helping users explore faith through the lens of identity, sacrifice, and transformation.

### HOW IT WORKS

- 36 video sessions guided by three Veterans across four missions
- Authentic Veteran stories at the heart of each mission
- Reflection, Scripture application, and journaling throughout
- Designed for individuals, chaplains, churches, or groups

### WHY IT MATTERS

- Designed for Military learning style, tone, and culture
- No prior Bible knowledge needed
- Competes with streaming media, not church studies
- Fosters identity formation, spiritual engagement and renewal



“ A great tool for military members and Veterans. This app is fantastic. Honestly I can't say enough good things about it. I use it daily. The writing, the production, teachings and guests are great. Eric and his team speak to me in a way I can totally relate to as a veteran. It has really helped me on my faith journey.

—U.S. VETERAN



APP



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YOU VERSION



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# HERO SQUAD

Helping Military Kids & Their Families  
Find Strength in God's Word



Watch the  
Promo Video

An ongoing Bible-engagement program, Hero Squad delivers age and gender-specific, faith-building resources directly to children ages 3-17. Each family receives personalized shipments in the mail—with first Bibles, relevant devotionals and fun family activities—along with digital tools that support the whole family. The goal: increase emotional strength, deepen family connection, and help the youngest heroes in the home find their identity in God's Word.

## HOW IT WORKS

- Welcome Box with Bibles, devotionals, and gifts
- Weekly digital devotionals for parents
- Quarterly mailings with customized studies and activities
- Content tailored to age and gender
- Entirely free for eligible families

## WHY IT MATTERS

- 1.7 million Military children around the U.S. face anxiety, relocation, and separation
- They have an increased risk of depression and trauma
- Hero Squad fosters long-term resilience and spiritual foundation



“ Thank you for all that you have given our family. We can see the relationship our two daughters have developed with Jesus through their participation in Hero Squad.

—ARMY WIFE

“ We love your program and the materials you send. They have greatly enriched our lives as we walk with God while my husband is mostly deployed or overseas.

—NAVY WIFE



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# MILITARY BIBLE CHALLENGE

Building Daily Habits of  
Spiritual Strength



Watch the  
Promo Video

Military Bible Challenge is a free app that helps Service members, Veterans, and families build consistent Scripture habits through short daily readings, reflection prompts, and encouraging videos. Each phase is divided into manageable segments, with users earning ribbons and badges to track progress and connect with others. Content is also available in print, online, and on YouVersion.

## HOW IT WORKS

- 75-day plan in 5 phases, each with 3 short parts and intro videos
- Earn digital ribbons for phases and devices for completed parts
- Daily prayer, Scripture, and reflections build lasting habits
- Track progress in-app, celebrate milestones, and connect with others

## WHY IT MATTERS

- For many users, it's their first experience of consistent Bible reading
- Habit-building is vital to long-term Scripture engagement
- Designed for schedules disrupted by duty or transition



“ Perfect for an angry old salt!

–RETIRED MARINE

“ I think this app is a great addition to my studies of God's Word!

–U.S. VETERAN

“ So far, I'm still at the start of my Spiritual journey, but I believe that God is working on me, and I am making progress thanks to Him.

–APP USER



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# GOD UNDERSTANDS

## Scripture for Warriors in Need



Watch the  
Promo Video

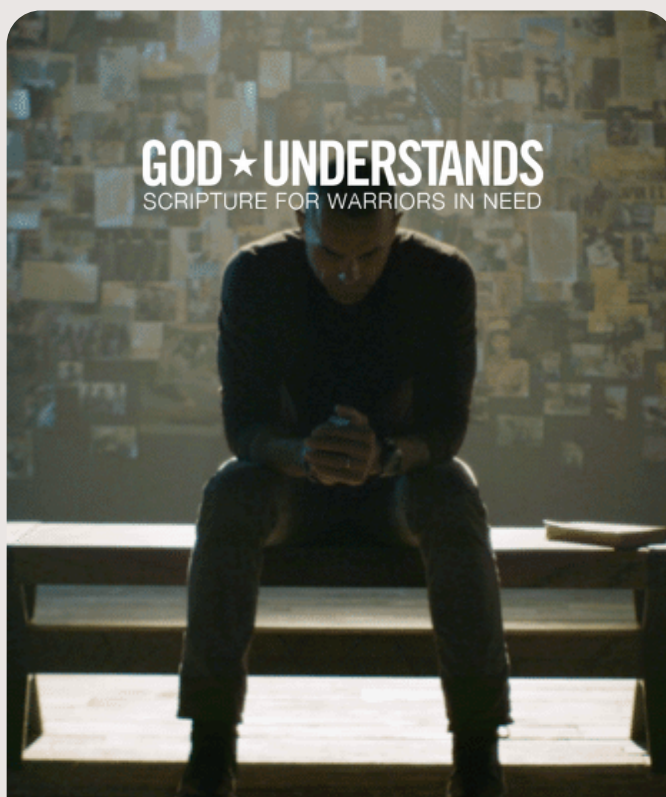
God Understands is a topical Bible study series that helps Service members and Veterans process moral and emotional injuries through Scripture and shared stories. Covering themes like grief, guilt, doubt, and hopelessness, it features short videos, guided reflections, and journaling prompts. Ideal for personal study, chaplain-led counseling, or small groups, it meets warriors at their point of need with the healing truth of God's Word.

### HOW IT WORKS

- Eight topical studies, each with multiple chapters
- Video stories from Veterans
- Bible reading and journaling prompts
- Can be done individually or in counseling/group settings

### WHY IT MATTERS

- Addresses the invisible wounds of Military service
- Offers real stories and Scripture for healing
- Designed for trauma, grief, and moral injury
- Guides warriors toward hope and restoration



“ [By reading God Understands Anger] I have taken my feelings to scripture. I do not justify my anger, but take the shame it gives me in my prayers to God.

–NAT. GUARD

“ [By reading God Understands Anger] I look into my actions, change my daily routines. Have a closer relationship with God.

–NAVY



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# JOURNEY OF A MILITARY WIFE

Where Faith, Family, and Friendship Meet Military Life



Watch the Promo Video

Behind every warrior is a woman facing battles of her own. Journey of a Military Wife is a four-part Bible study series equipping Military spouses with spiritual strength for deployments, relocations, and daily pressures of Military life. Written by Brenda Pace—author, scholar, and veteran Military spouse of 28 years, each study offers Scripture, honesty, and hope—whether walked through alone or with a community of women.

## HOW IT WORKS

- Four-book series, each with two 6-week journeys of daily Bible reflection
- Free downloadable study guides and companion videos
- Topics include trust, marriage, deployment, and transition
- Flexible format for individual or small group study

## WHY IT MATTERS

- Military wives often face isolation, uncertainty, and emotional strain
- Offers hope, direction, and biblical encouragement for real-life challenges
- Builds spiritual resilience and personal confidence through God's Word
- Strengthens family bonds and community connection



“ [Journey of a Military Wife has] Reminded [me] that God is always with you no matter how easy or tough the journey is. Trust in him and he will provide.

—NAVY WIFE

“ [Journey of a Military Wife has reminded me] How [Jesus] sees my struggle now that I am a widow. Help me not to look so much for relief in my struggle.

—VETERAN



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# NEVER ALONE

## An eLearning Course for Military Trauma Healing



Watch the  
Promo Video

Never Alone is a self-paced, Bible-based, e-learning program that helps Service members, Veterans, and their families process trauma through the lens of Scripture. Built on the proven Trauma Healing Experience Arc, it offers comfort and clarity to those navigating grief, moral injury, PTSD, and emotional pain—showing they are never alone in their suffering or healing.

### HOW IT WORKS

- Seven self-paced modules covering suffering, grief, lament, forgiveness, resilience, and more
- Real stories and Military-specific context throughout
- Grounded in the Trauma Healing Institute's biblical healing model
- Flexible for personal use or small groups

### WHY IT MATTERS

- Hidden trauma isolates and overwhelms many in the Military community
- Bible-based healing brings peace, perspective, and purpose
- Encourages emotional honesty, reflection, and connection
- Meets people where they are—with privacy, flexibility, and faith



“ Because of the sensitive and personal themes addressed in Never Alone, we do not publish participant feedback for this program.

—ASM TEAM



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# DEMOGRAPHIC FOCUS: MILITARY COMMUNITY

NEARLY 1 IN 10 AMERICANS ARE MILITARY-CONNECTED

Service members, Veterans, and their families make up nearly 10% of the U.S. population – tens of millions of people whose lives are shaped by military service, sacrifice, and transition.

From deployments and frequent moves to reintegration and lifelong impacts of service, the military community faces challenges that are unlike any other.

|                                  |       |
|----------------------------------|-------|
| ACTIVE DUTY MEMBERS + RESERVISTS | 2.3 M |
| SPOUSES (ACTIVE DUTY + RESERVES) | 1.2 M |
| CHILDREN OF MILITARY             | 1.6 M |
| VETERANS                         | 20M+  |
| VETERAN FAMILIES                 | 10M+  |

For more than two centuries, American Bible Society has served the military community with Scripture and faith support – at home and around the world.

Today, military families face rising stress, isolation, and limited access to faith resources that reflect their real experiences. Your partnership helps ensure that Service members, Veterans, and their families never walk alone – and that God’s Word continues to reach those who serve.

# STRATEGIC FOCUS: GEOGRAPHIC DENSITY

MILITARY COMMUNITIES ARE EVERYWHERE—BUT SOME AREAS CARRY GREATER WEIGHT

With limited resources, Armed Services Ministry prioritizes strategic focus—partnering with churches, chaplains, and like-minded organizations to extend our reach and effectiveness. One of the most critical ways we do this is by concentrating our efforts geographically.

We don't have boots on the ground in every state—but by analyzing national Military population data, we're able to focus efforts where Military life is most concentrated, ensuring our programs, materials, and partnerships maximize opportunities for transformation.

|                      |        |
|----------------------|--------|
| Texas                | 1.71 M |
| California           | 1.69 M |
| Florida              | 1.51 M |
| Virginia/Maryland/DC | 1.24 M |
| North Carolina       | 800 K  |
| Kentucky/Tennessee   | 750 K  |
| Georgia              | 740 K  |
| Washington           | 590 K  |

\* Includes Active Duty, Reserve, Guard, and Veterans of all branches by state.

This heat map illustrates the geographic concentration of veterans, active-duty personnel, and reserve/guard members, using color gradients to clearly depict density and distribution across the United States.

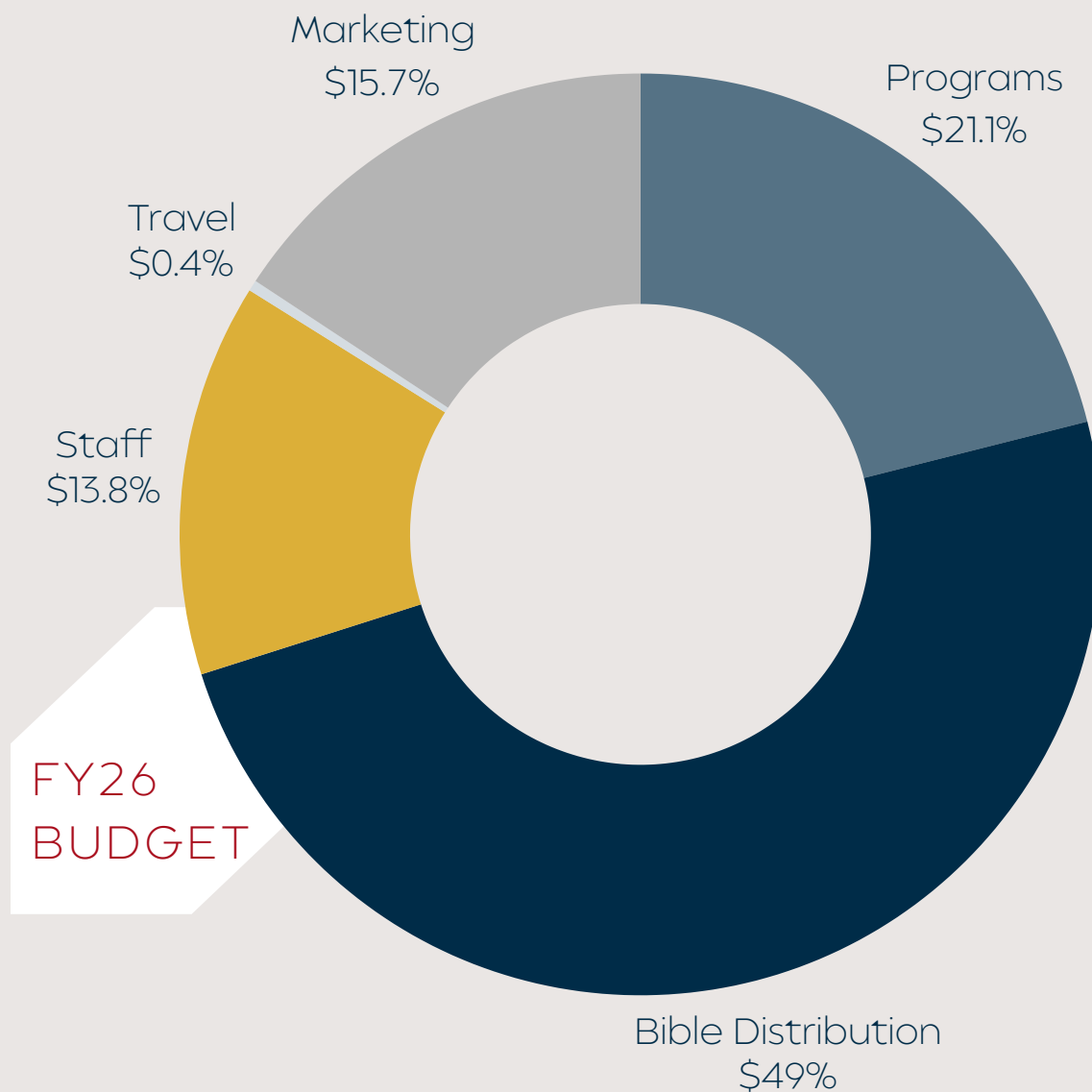
## DATA SOURCES:

[National Center for Veterans Analysis and Statistics](#) (Department of VA)

[Demographics Profile of the Military Community Tables 2.39 and 3.43](#) (Department of Defense)

All sources accessed/downloaded on November 21, 2024. Review and update as new reports are generated (every 2–3 years)

# PARTNER WITH US



We steward every gift with care, working to use donor resources as effectively and responsibly as possible. The accompanying budget overview reflects our commitment to transparency and accountability.

Your partnership helps create opportunities for God's Word to reach and transform Service members, Veterans, and their families—offering them hope, strength, and a firm foundation in every season of life.

VISIT  
[armedservicesministry.org/donate](https://armedservicesministry.org/donate)

# ALLIED IN SERVICE

STRONGER TOGETHER FOR THOSE WHO SERVE

Serving the military community well requires collaboration. That's why American Bible Society's Armed Services Ministry works alongside trusted military, veteran, church, and nonprofit partners who are already walking closely with Service members and their families.

Together, we extend the reach of God's Word into places and moments we could never reach alone – from installations and hospitals to churches, retreats, and recovery programs.



PARTNERSHIPS  
MULTIPLY  
IMPACT

Helping Scripture reach more lives, in more places, through people who understand military life. These are just a few of the many organizations we are honored to serve alongside.



## THERE IS ALWAYS LIGHT TO BE FOUND IN THE DARKNESS

Whether in battle, at home, or in recovery, Military life is hard—but no one should walk it alone. ASM stands ready with God's Word and real-world tools to bring healing and hope.

## GET IN TOUCH

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