

VFW Still Serving Campaign Shatters Records

Over 6.5 million people engaged, 3,500 veterans' stories shared and 3,700 community service events occurred in 32 countries

Oct 13, 2025

KANSAS CITY, Mo. – The Veterans of Foreign Wars (VFW) launched Still Serving in March 2020 to highlight how America’s veterans continue to serve in their local communities after transitioning from the military. What started as a campaign became a movement as veterans across the world stepped up to share stories of their continued service. In 2022, the organization launched an outgrowth of the initiative, VFW Day of Service – an annual dedicated day of community service projects led by veterans throughout the world. To date, more than 3,700 community service events have taken place. The Still Serving initiative has continued to break records for year-over-year growth. For example, from FY2024 to FY2025, engagements grew 112% and Day of Service events more than tripled.

“Service doesn’t end when the uniform comes off,” said Carol Whitmore, VFW national commander. “The Still Serving campaign reminds us that veterans, to include the collective VFW, not only give back to our local communities, but we stand shoulder to shoulder with our fellow veterans, helping them navigate their VA benefits, advocating for enhanced quality of life programs and resources and ensuring no one is left behind. Veterans continue to answer the call, proving every day that the spirit of service lasts a lifetime.”

According to the 2021 Veterans Civic Health Index¹, veterans average nearly 30% more volunteer hours per year and outpace civilians by 15% in charitable donations. Additionally, nearly 40% more veterans belong to a group working on community issues.

Since its launch, 6.5 million people have engaged with the campaign through the Still Serving website, videos and social channels. Additionally, more than 3,500 veterans have shared their personal stories of sacrifice and service.

NATIONAL HEADQUARTERS

406 W. 34th Street
Kansas City, MO 64111

Office 816.756.3390
Fax 816.968.1157

WASHINGTON OFFICE

200 Maryland Ave., N.E.
Washington, D.C. 20002

Office 202.543.2239
Fax 202.543.6719

info@vfw.org
www.vfw.org

Building on a legacy of service spanning over a century, the Still Serving initiative captures the essence of the VFW and its members, reflecting the ongoing evolution of today's VFW Posts as a place where veterans can seek support, share camaraderie with those who have similar experiences and give back to both fellow veterans and the broader community. The VFW encourages veterans and their families to share stories on social media using #StillServing to showcase how they themselves continue to answer the call to serve or honor a veteran in their lives who believes the spirit of service transcends military life.

Visit [vfw.org/StillServing](https://www.vfw.org/StillServing) to learn more about the campaign, make a shareable image honoring veterans in their lives, watch videos of VFW members making a difference and see a collection of user-generated content.

¹2021 [Veterans Civic Health Index](#)