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Family

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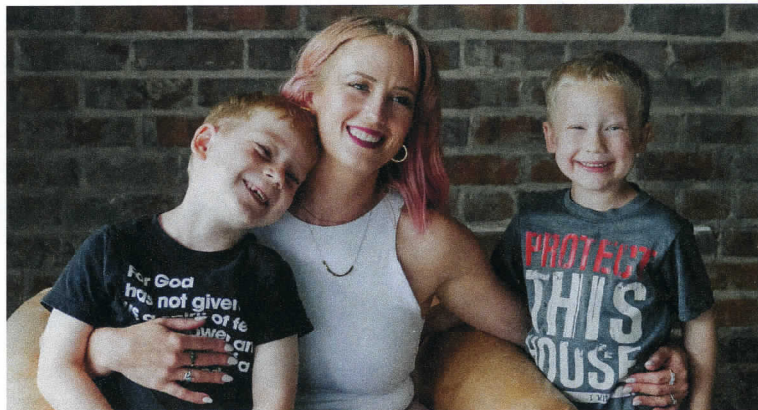
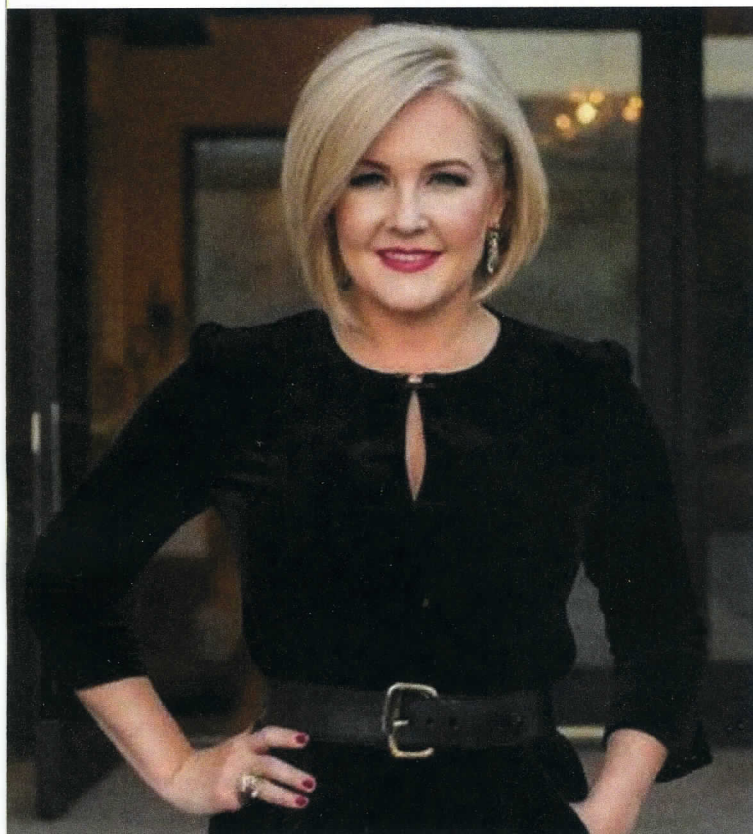
American Brand Stand

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marketing services at no cost," Craig adds. "Our goal is to reach as many people as possible without ever compromising quality. Our community can grow indefinitely. The primary limitation is funding. As donor support grows, so does our ability to serve."

Craig is a renowned branding expert and best-selling author, and has been featured in *The Wall Street Journal*, ABC News, Yahoo Finance, Fox News, Business Insider, and The Associated Press. A former host of *Fix My Brand* and a branding expert for The List, Craig offers entrepreneurs more than two decades of expertise in branding, marketing, and entrepreneurship. "I have spent the last 27 years building and leading a creative agency in branding and marketing," she explains. "Throughout that time, I have worked with a wide range of businesses, including many veteran and military-affiliated brands."

"Personally, my only direct connection to the military is that my father is a veteran," she continues. "Professionally, I began to notice a pattern: Military and veteran entrepreneurs were coming to us in crisis. These were individuals who had invested their time, energy and money. The issue was not effort. The issue was that they were not given the full truth about what branding and marketing would actually require. In multiple cases, they were misled on cost, timeline, and execution. In two of those cases, the stress contributed to severe mental health and PTSD crises, and those individuals are now considered permanently disabled. That did not sit right with me, and that is why Victor + Valor was created."

Craig points out that some of the biggest challenges facing military families are military spouse employment and financial stability. "Many spouses are highly qualified but underemployed due to constant relocation," she explains. "Our solution is to create portable opportunities through entrepreneurship and skill-building. We also remove early financial barriers by providing significant branding and marketing support at no cost. For military children, we focus

Starting and building a business can seem overwhelming and daunting, but entrepreneurship offers a viable and stable career path for many members of the military community, including military spouses and veterans. One national non-profit organization, Victor+ Valor®, is providing budding business owners with the tools they need to succeed by offering free hands-on branding, marketing, and business development advice.

"Military families don't need generic advice, they need real tools," asserts Victor + Valor founder and executive director Ali Craig. "Military families face career instability with every move, but Victor + Valor is changing the game, helping military entrepreneurs turn their ideas into profitable businesses that thrive, no matter where duty calls. We create the assets, marketing, and strategies they need to grow and scale."

As of 2025, Victor + Valor has served more than 260 military-connected brands through its asset deliverable creation program, with more than 300 military-affiliated brands in its overall community. "In that same year, we provided approximately \$16.4 million in branding and



on teaching business skills early so they can build real opportunities without unnecessary debt.”

Craig describes the organization’s mission as providing top-tier branding and marketing services to active-duty service members, veterans, military spouses, and military children from ages 12 to 25. “We do not just deliver assets; we educate,” she declares. “We help people understand what branding and marketing actually require so they can build sustainable and successful businesses. There is a significant amount of misinformation in this space, and we are committed to correcting that. We offer an online community with approximately 70 hours of training that covers foundational topics such as messaging, positioning, and brand development.

“Our core offering is asset deliverable creation,” she continues. “We support individuals from idea through execution, as long as their business is under \$1 million in revenue. This includes websites, branding, copywriting, social media, public relations, photography, videography, publishing and pitch development. We are also launching a professional training division in late 2026. This will be a hybrid model combining education with real client work to build portfolios and career pathways.”

Victor + Valor is entirely donor-funded and military entrepreneurs

never pay for services. The organization enlists support from partners that fund programs to empower military entrepreneurs; donors who provide resources that fuel hands-on support; and from volunteers who offer branding, marketing, or business mentorship. “We’re not just helping military entrepreneurs, we’re building an ecosystem where their success becomes the norm,” Craig notes. “Victor + Valor has primarily been funded by individual donors who believe in the military community and the power of entrepreneurship.

In 2026, we also received select grants, including support from H-E-B, which funded a large-scale branding and content shoot. Many of our donors are private family foundations.”

Craig says the organization is dedicated to helping build a sense of community. “We also support the individual, not just the business,” she comments. “Entrepreneurship is deeply personal, which is why we provide resilience coaching, publishing, public relations, and speaking opportunities. When a founder succeeds, their family changes. Their future changes. Their community changes. That level of transformation cannot come from a one size fits all model. Impact will always matter more than volume.”

For more information please visit: www.victorvalor.org



Support Services

Victor + Valor takes a highly collaborative approach to helping military entrepreneurs, offering a suite of services that can be tailored to individual needs.

“We have made a very intentional decision to deliver the same level of excellence found in high-level for-profit work,” explains founder Ali Craig. “Nonprofit should not mean lower quality. The people we serve deserve the best.”

Services offered by Victor + Valor include:

- Brand strategy and messaging
- Logos and visual identity systems
- High-converting website copy and websites
- Product, packaging, and launch assets
- Marketing strategy and social content direction
- Publishing and visibility support
- Speaking, press, and thought leadership preparation
- Community, mentorship, and practical training

“Our work is not about forcing a specific definition of success,” Craig adds. “For some, success is a six-figure business. For others, it is a multi-million-dollar company. Our role is to help them achieve their version of success.”