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## **Second Service Foundation Names Lauren Hope As Executive Director, Looks to the Future to Support Military Entrepreneurs**

**[Colorado Springs, CO. - January 24, 2023]** - Second Service Foundation, formerly the StreetShares Foundation, has named Lauren Hope as the new Executive Director.

Founded in 2016 by serial entrepreneur and veteran Mark L. Rockefeller, the Second Service Foundation's mission is to help veteran and military-spouse entrepreneurs by way of coaching, capital, and resources. Hope, a businesswoman and military spouse of 15 years, is driven to connect military entrepreneurs to their own success, and is already leading the nonprofit with impressive vision.

"We offer free entrepreneurship and small business coaching to veterans and military spouses, most of whom have never had it available because of their job or lifestyle," says Hope. "We assist people in finding their 'second service' to their communities through business and social entrepreneurship. We aid these entrepreneurs with capital, mentorship, and networking events to advance their entrepreneurial dreams. I am excited to play a part in helping them reach their goals."

Hope was named the 2017 Armed Forces Insurance United States Military Academy Spouse of the Year and the 2019 Armed Forces Insurance Fort Leavenworth Spouse of the Year due to her continued support and service to her individual Army communities and the military community as a whole. She is the owner of Hope Design, Ltd., is a frequent public speaker, and serves as a board member to the Military Family Advisory Network and the Military Spouse Corporate Career Network.

"Small businesses are the backbone of our economy, and a large portion of them are launched by veterans and military spouses every year," says Rockefeller. "Lauren Hope is uniquely qualified to lead this foundation because of her real-world experience, not only as a military spouse, but as an entrepreneur. The Second Service Foundation is in great hands."

The Second Service Foundation is supported by their partners: U.S. Small Business Administration's Community Navigator Program, the D'Aniello Institute for Veterans and Military Families, Holland & Knight LLP, and the Brewing the American Dream Program by The Boston Beer Company.

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**About Second Service Foundation:** Second Service Foundation, formerly the StreetShares Foundation, is a 501(c)3 nonprofit organization that exists to inspire, providing support through coaching, capital, and resources for the military entrepreneurial community. Second Service Foundation's programs provide access to capital opportunities, educational content, and mentorship, with over 10,000 entrepreneurs educated through these initiatives. Through entrepreneurship, the Second Service Foundation community has worked to address a number of social challenges facing the military community including health care, mental health, waste management, children and families, unemployment, underemployment, transition, homelessness and disaster relief. Coaching and networking events are held annually to serve military community entrepreneurs nationwide. For more information on the programs and events, please visit [www.secondservicefoundation.org](http://www.secondservicefoundation.org).