

Operation PB&Joy: Partners Unite to Support Military Families

A \$20,000 peanut butter donation brings together veterans, military advocates, and transportation partners to deliver support to military families in need

PARKER, CO, UNITED STATES, August 14, 2026 /EINPresswire.com/ -- When generosity meets purpose, extraordinary things can happen. Sometimes, all it takes is the Wright donation, the right team, and a shared commitment to serving those who serve our nation.

Operation PB&Joy is a powerful example of what can be accomplished when individuals and organizations come together around one mission: supporting American military families in need.



Servicing those that serve

The effort began when Dan Swiniarski, President and Chief Operating Officer of [Wright Labels](#), contacted Kevin Sullivan, Founder and CEO of [Military Connect®](#), with a heartfelt request: help find the right home for a generous \$20,000 donation of peanut butter.

For Swiniarski and Sullivan, both military veterans, the mission carried a personal connection. Sullivan immediately recognized that the donation needed to be placed directly into the hands of American military families in need—and he knew exactly who to call.

He reached out to Isabel Schmitt, President of [LOGSA Mil Moves](#), a military veteran, military spouse, and Armed Forces Insurance 2026 Army Spouse of the Year. With a unique perspective shaped by both her own military service and her experience as a military spouse, Schmitt immediately understood the opportunity to turn the donation into meaningful support for military families.

Schmitt quickly began bringing the right organizations and people together. She connected with Monica Bassett, Founder and CEO of Stronghold Food Pantry, identifying Stronghold as an ideal recipient for the donation. She also engaged Joe Garlick, owner of AGAP Express Inc. and a premier transportation partner of LOGSA Mil Moves, to help solve the transportation challenge.

Working alongside LOGSA CEO Wendy Way, Schmitt coordinated the organizations, transportation, and logistics necessary to move the donation safely and efficiently. Garlick immediately stepped forward, personally transporting the peanut butter to Stronghold's warehouse at Fort Leavenworth by incorporating it into a military family's household goods shipment traveling toward Colorado—an innovative solution that maximized existing resources while advancing the mission. The donation was successfully delivered on August 13, 2026.

Military families can face unique financial and logistical pressures, particularly during moves, deployments, and periods of transition. Operation PB&Joy was designed to turn a generous product donation into immediate, practical support by combining charitable resources, trusted relationships, and an existing military transportation network.

The collaboration also reflects a deeper connection among many of those involved. Swiniarski, Sullivan, and Schmitt are all military veterans, giving them firsthand understanding of the demands placed on service members and their families. For Schmitt, that perspective is further shaped by her experience as a military spouse and her recognition as Armed Forces Insurance 2026 Army Spouse of the Year.

“Operation PB&Joy demonstrates what can happen when people who understand the military community bring their relationships, resources, and experience together around a common



Partnership



Delivery at Stronghold Food Pantry

purpose,” said Sullivan. “Dan started with an incredibly generous donation, and from there one connection led to another until we had the right team in place to put that generosity directly into the hands of military families.”

“Having served myself and now experiencing military life from the perspective of a spouse, I understand how important it is for military families to know there are people and organizations willing to step up when help is needed,” said Schmitt. “Operation PB&Joy is a great example of what happens when people bring their resources, relationships, and commitment together around one simple goal—taking care of military families.”

Operation PB&Joy is more than a donation. It is a story about the power of relationships, collaboration, and shared purpose. Swiniarski made the first call. Sullivan connected the right people. Schmitt brought the team together. Bassett provided a direct pathway to military families in need. Way helped coordinate the logistics strategy. Garlick made the journey possible.

Each person contributed an essential piece until the mission came together.

From Wright Labels’ generosity and Military Connect’s relationships to the coordinated efforts of LOGSA Mil Moves, Stronghold Food Pantry, and AGAP Express, Operation PB&Joy demonstrates that serving military families is truly a team effort.

In the end, it took the Wright donation and the right team to deliver far more than peanut butter. Together, they delivered practical assistance, compassion, and a powerful reminder that military families are supported by a community that cares.

About Wright Labels

Wright Labels is committed to giving back to the communities it serves through meaningful partnerships and charitable initiatives designed to create a lasting impact.

About Military Connect®

Military Connect® brings together trusted benefits, resources, organizations, and opportunities supporting all members of the U.S. Armed Forces, all Veterans, and all Military Family Members. Through its growing network of military-focused programs and strategic partnerships, Military Connect works to strengthen connections between the military community and the organizations committed to serving it. Free to join at www.MilitaryConnect.com/join

About LOGSA Mil Moves

Led by CEO Wendy Way and President Isabel Schmitt, LOGSA Mil Moves coordinates innovative household goods, vehicle, freight, and transportation solutions for the military community. Through its network of trusted partners, LOGSA Mil Moves helps connect resources, organizations, and transportation capabilities to support service members and military families

throughout the relocation process and beyond.

Partnerships

Military Connect Inc

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