AWAKEN
YOUR PATRIOTISM

ANNUAL REPORT 2015
Dear Friends of Boot Campaign,

What began as a gratitude campaign has grown to a national nonprofit that is making a substantial impact in veterans’ lives. On behalf of Boot Campaign founders, Board of Directors, and our staff, we want to take this opportunity to thank you for joining us in serving those that served over the past six years.

With your generous contributions of both time and resources, 2015 has been an extraordinary year. Together we have awakened patriots across this great country, raised much needed awareness of the issues plaguing our veteran community, and inspired a remarkable amount of civilians to get their boots on and support America’s Heroes.

Boot Campaign continues to grow and expand our mission’s reach. This past year we were able to help hundreds of veterans and their families with direct financial assistance, about which you can read in this report. We are constantly seeking ways to make the biggest impact with every dollar raised, and we work hard to maximize efficiency and productivity. A commitment of Boot Campaign’s is to keep operational expenses low so the majority of funds raised support our mission. In 2015, $0.80 of every $1 went to our mission. We are proud of our financial transparency and our top rankings in Great Non-Profits, GuideStar and Better Business Bureau.

It is our privilege and pleasure to give back when they come back, and we are so thankful to do it along with you. It is with extreme gratitude for our nation’s military service and sacrifice that we all lace up our boots, and it is our mission that every American feel compelled to join us in ensuring that each veteran gets the support needed to live a fulfilling life.

Boots On,
Leigh Ann Ranslem

MISSION

The Boot Campaign mission is to promote patriotism for America and our military community; raise awareness of the unique challenges service members face during and post-service; and provide assistance to military personnel, past and present, and their families.

BOARD OF DIRECTORS

Leigh Ann Ranslem, President & Co-founder
Dr. Shari Redfield, Treasurer & Co-founder
Tasha Ranslem, Secretary & Co-founder

Marine Bo, Co-founder
Heather Shelb, Co-founder
Court Onofri
Corporal (Ret.) Mark Llano, USMC
Robyn Payne, CEO

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Lt. Col. (Ret.) Christopher Angeli, U.S. Navy
Lt. Col. (Ret.) Mark Barfield, USMC
Lt. Col. (Ret.) Cassandra Carter, U.S. Army
Lt. Col. (Ret.) Paul Andrew Craig, U.S. Navy
Col. (Ret.) Chad Fleming, U.S. Army
Lt. Col. (Ret.) Michael E. Hodgdon Jr., U.S. Army
Col. (Ret.) Brian Hamer, U.S. Army
Col. (Ret.) Michelle Hayes, U.S. Army
Col. (Ret.) Johnny “Jay” Jones, USMC
Col. (Ret.) Tyson Jones, USMC
Col. (Ret.) Tony Lankford, USMC
Col. (Ret.) Mark Llano, U.S. Army
Lt. (Ret.) Sarah Lee, U.S. Army
Lt. (Ret.) Marion Luttrell, U.S. Navy
Lt. (Ret.) Michael McCurdy, U.S. Navy
Lt. (Ret.) Jonathan McFarland, U.S. Navy
GMS, Michael McFarland, USN
Lt. (Ret.) Sara McFarland, Spouse U.S. Navy
Col. (Ret.) Thomas McFarland, USMC
Lt. (Ret.) Johnny Morris, USMC
Cpt. (Ret.) John Schick, USMC
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CELEBRITY AMBASSADORS

We brought national exposure and awareness to our “Get YOUR Boots On” campaign by adding more than 100 celebrity friends to help awaken Americans across the country to the reality of service, sacrifice and “The Magnificent” aka David Copperfield.

Visit bootcampaign.org/about/ambassadors to view more of our hero & celebrity ambassadors.
We know that teaching kids to love our country is extremely important in today’s times. Last fall we launched our first youth program, designed to inspire and awaken patriots through fun and creative activities. More than 50 schools from across the country participated in our pilot semester.

**PUSHUPS FOR CHARITY**
We pushed... and pushed... and pushed to raise awareness and funds for our veterans with our annual Pushups for Charity campaign.

**SANTA BOOTS**
We spread a little holiday joy by surprising 50 deserving military families with hope boxes filled with awesome gifts from our community of grateful Americans.

**MRF, BRAIN TREATMENT, CAMP SOUTHERN GROUND**
2015 was our largest grant giving year to date. We helped hundreds of deserving families by providing more than a million dollars in direct assistance.

- Provided hope for those faced with financial hardships with hundreds of urgent assistance grants.
- Gave stability to veterans in transition from service to civilian life by funding education and training needed for long-term, viable careers.
- Reduced the financial barriers for veterans to receive treatment for Post Traumatic Stress and Traumatic Brain Injury at world class brain treatment centers.
- Helped veterans and their families maintain and sustain their homes with numerous housing grants.
- Funded a military children’s scholarship program and development of a military-style challenge course at Camp Southern Ground.

**AWARENESS & ASSISTANCE PROGRAMS**

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2015 FINANCIALS
(AS OF DECEMBER 31, 2015)

STATEMENT OF ACTIVITIES

| Contributions | $3,329,682 |
| Gifts in-kind | $292,105 |
| Events Revenue | $220,062 |
| Boot & merchandise sales | $25,664 |
| Interest income | $2,476 |
| Total Revenue and Support | $3,975,613 |

PROGRAM SERVICES

| Total Program Services | $3,975,613 |
| Supporters Services | $179,005 |
| Fundraising | $904,320 |
| Total Supporting Services | $1,083,325 |
| Total Expenses | $4,411,094 |
| Change in Net Assets | ($137,677) |

Net Assets, Beginning of the Year | $1,467,214 |
Net Assets, End of the Year | $1,329,537 |

 SUPPORTS

Signature Events

1. Comedy Boot Jam
2. Boots on the Beach
3. Watkins Glen Race
4. 3 Days at the Circus
5. Redneck Tradition
6. Boots Birds & Beers
7. Boot ’n Shoot’n
8. Friends with Benefits
9. Best Ride
10. Best Campaign Founders attend any one of the many Signature Events

Gold Supporters

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American Title Co. of North Texas, Inc.
Argon Medical
Baker Hughes
Beachbody LLC
BIC Alliance
Borg Padding Company
Bill Burleson & Friends
Bosom Energy
Brendel, Crumplin
Bristol Myers Squibb
CMU Logistics
Charles Jennings
Charles’ Concrete
Chive Charities
Chevron
Chowan Farms
Coca-Cola
Country Mile
Curry & Curry
Davali
David Elliott
David Whedon
Deitel & Deitel
Dick Clark Productions, Inc.
Direct Energy
Equity Solutions
Family Friendly Foundation
Five Finger Death Punch/WageKills Fund
Furla
Fur-Free League
Gain Capital
Gold Coast Auto Body
John & Rebekah
Josh Wolf
Kaplan
Kaplan LifeStream & The Hefner Foundation
Lincoln Military Housing
Loud Management
Mandatory
Monsanto
Morgan Stanley
Morgan Stanley Foundation
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NASCAR Charitable Foundations
Ole Smoky Moonshine Organization
Original SWAT
Petrine
Phelps Dodge Corporation
Plungehead Precision Camera & Video
Pulse Consultants, Inc.
Quality Pools
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Sea World
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Shorelines
Sprint
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