DEAREST PATRIOTS,

Boot Campaign is making great strides in promoting patriotism across America, while providing life-improving assistance to our military population. In 2016, our non-profit organization narrowed its focus and launched a revolutionary ReBOOT program to provide access to world-class physical and mental wellness programs for Traumatic Brain Injury (TBI), Post Traumatic Stress Disorder (PTSD), chronic pain, addiction and insomnia. By removing financial barriers, our servicemen and women can receive the treatment and training that they deserve and have earned.

Although Boot Campaign is negotiating best prices with providers, this individualized treatment is costly. The Boot Campaign team is determined to find innovative ways to raise the necessary funds to cover the treatments for our participants. The Boot Campaign team has spent resources improving our infrastructure, cultivating new partnerships and strengthening relationships with those who have been generous to Boot Campaign in the past.

Thus, eighty-two percent of the $3.6 million spent in 2016 went to our mission-driven programs.

Another shining area of growth in 2016 was the expansion of the Boot Campaign Veteran Ambassador program. These heroes continue to share their stories of courage and perseverance throughout the nation. This year, these stellar, service-minded individuals spoke at more than 200 business meetings, community events and Patriot League rallies. We can’t thank them enough!

Boot Campaign’s Board of Directors, staff, volunteers and Advisory Board members hope that you will continue to feel as energized and motivated to help those who have served as we do. Your contributions are making a measurable difference in the lives of deserving servicemen and women, along with their family members who celebrate seeing them return to healthy and happy lives. We are honored to serve alongside you in this effort.

Boots On,

Leigh Ann Ranslem
Boot Campaign Board President
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.

Boot Campaign is proud to provide a nonpartisan space for ALL to support and give gratitude to U.S. veterans and service members. The national 501(c)(3) charitable organization does not endorse or recommend any opinions (political and/or personal) of any of its celebrities, ambassadors, event guests, donors, employees, etc.

Boot Campaign believes that everyone, regardless of gender, ethnicity, religion, handicap, familial status, national origin or political affiliations, etc., can help support and amplify its mission.
When the Original Boot Girls set out to march to the beat of their own drum, they embarked on a mission much bigger than boots—they **IGNITED** a fire in **AMERICANS** that can’t be stomped out. The **BOOT CAMPAIGN** became a charge to awaken the **Patriot** in everyone.

**BOARD OF DIRECTORS**

Leigh Ann Ranslem, 
*President & Co-founder*

Dr. Sherri Reuland, 
*Treasurer & Co-founder*

Ginger Giles, 
*Secretary & Co-founder*

Mariae Bui, Co-founder

Heather Sholl, Co-founder

Scott O’Neal

Corporal (Ret.) Mark Llano, USMC
After retiring from the Army & wanting to stay connected in helping fellow Veterans, I was introduced to Boot Campaign in 2013. I found myself being able to give back by bringing awareness to Veterans’ issues, continuing to promote Patriotism in America and propelling the ReBOOT program as the tool to provide healing.

VETERAN AMBASSADORS

LtCdr Christopher Auger, U.S. Navy, Retired
Sgt Zachary Bell, USMC
LCpl Kyle Blair, USMC
Sgt Jason Borne, USMC
EOD1 Andrew Bottrell, U.S. Navy, Retired
LtC Jocelyn Brackney, U.S. Air Force, Retired
SSgt Mark Burleson, USMC EOD, Retired
SSgt Mike Cagle, U.S. Army
SFC Cassandra Cantin, U.S. Army, Retired
GySgt J.W. Cortes, USMC
Lt Cdr Paul Andrew Craig, U.S. Navy, Retired
SSgt Bobby Dove, U.S. Army, Retired
SSgt Liam Dwyer, USMC, Retired
Cpt Chad Fleming, U.S. Army, Retired
SSgt Aaron Hale, U.S. Army, Retired
SSgt Johnny ‘Joey’ Jones, USMC EOD, Retired
Cpl Dewaine Hill, U.S. Army
Cpt Ben Harrow, U.S. Army, Retired
SSgt Bobby Henline, U.S. Army, Retired
Sgt Christina Hess, U.S. Army
Cpl Ryan Lamke, USMC, Retired
Cpt Mark Little, U.S. Army, Retired
SSgt Sarah Lucas, U.S. Army, Retired
HM1 Marcus Luttrell, U.S. Navy, Retired
Cpt Joni Marquez, U.S. Air Force, Retired
*SSgt Jake McCormack, USMC
*HM1 Michael McFarland, U.S. Navy
Sgt Omar Milan, USMC, Retired
SSgt Johnny Morris, USMC, Retired
Spc Ricky Raley, U.S. Army, Retired
Cpl Jake Schick, USMC, Retired
QM3 Kelli Serio, U.S. Navy
Sgt Kelsey Smith, USMC, Retired
Cpl Brent Taylor, USMC
*Ssgt Danielle Vaughn, U.S. Air Force Reserves
SFC John Woodie, U.S. Army, Retired
*Currently Active Duty

GET YOUR BOOTS ON

SARAH LUCAS, ARMY VETERAN VETERAN AMBASSADOR
VETERAN AMBASSADORS

Veteran Ambassadors are deployed nationwide to raise awareness for the Boot Campaign mission, educate Americans on why it's important to give back and use the platform to tell their personal stories of service and sacrifice.

CELEBRITY AMBASSADORS

More than 500 celebrities have laced up their boots in support of the Boot Campaign mission and, through a viral photo campaign, have helped spread awareness and motivation behind its efforts to awaken the patriot in every American.
Our signature campaigns are entirely **BORN & BRED** from within the organization and demonstrate the strength of our **BOOT CAMPAIGN** community.

500,000+
Patriots reached nationwide through grassroots events.
Providing funding and unparalleled access to the most cutting edge **Scientific Research** and **Medical Treatment** fully customized to each individual.

$700,000+
Assistance granted since inception in 2016

45
Veterans have received care through ReBooT efforts

**The BC Veteran Ambassador Program coupled with the gift of ReBooT has helped me reset physically and mentally! Even better, both prepared me for the opportunity to convince other veterans to accept the gift of ReBooT for themselves and their families!**

Chris Auger, Navy Veteran Veteran Ambassador
WELLNESS PARTNERS
Scientific research fuels our mission to advance Veteran wellness

CENTERSTONE
Cooper Aerobics Health & Wellness
Center for BrainHealth
EXOS
UT Southwestern Medical Center
Virginia High Performance

FUNDING PARTNERS
Funding partners allow us to provide access to quality treatment and care at no cost to Veterans

Adapt A Vet
Airpower Foundation
Infinite Hero Foundation
Mountain Primal Meat Co
Navy SEAL Foundation
Team Never Quit
Thompson Pipegroup Houston
Veterans United Foundation

THE BOOT CAMPAIGN WAS INSTRUMENTAL IN MY REHABILITATION PROCESS. HAD I NOT ACCEPTED THEIR HELP, I KNOW THAT I WOULD HAVE NOT LIVED ANOTHER 6 MONTHS. THE BOOT CAMPAIGN LITERALLY SAVED MY LIFE. I AM FOREVER IN THEIR DEBT FOR GIVING ME A FUTURE WITH MY FAMILY

KYLE, MARINE CORPS VETERAN REBOOT VETERAN
A nationwide effort challenging civilians to **PUSH** themselves to support the military community.

Proceeds raised support Boot Campaign programs, including ReBOO'T, for those struggling with the effects of Traumatic Brain Injury (TBI), Post Traumatic Stress Disorder (PTSD) chronic pain, addiction and insomnia after a life of service.

$248,189 Raised in 2016

$1.5m Raised since inception
Gratitude program surprising deserving **military families** with holiday gifts from our community of grateful Americans.

60+ Military families surprised with gifts in 2016.

**THIS IS AN A+ TEAM OF FOLKS DOING NOBLE WORK AND ENJOYING THE JOURNEY. THEY ARE ALL ABOUT GREAT IDEAS, TOTAL TRANSPARENCY, AND STICKING TO THEIR PATRIOTIC VALUES.**  
**DAN, GENERAL’S HOT SAUCE, CORPORATE PARTNER**
Inspiring, kid-centered, activity-based program that promotes **PATRIOTISM** and **COMMUNITY SERVICE** among America’s youth through customizable fun and creative activities.

5,000+
Youth inspired by patriotic lessons & activities.
Heroes Race
Chili When It’s Chilly
The Great American Barbeque & Beer Festival
Superior Firearms Grand Opening
Boot’n & Shoot’n
Shiner GASP
Fore Machine Golf Tournament
Redneck Triathlon
Precision Camera Austin EXPO Event
O'Neals Sportsbar Fundraiser
Golf Tournament for America’s Heroes
Brandon Hatmaker’s Mile Wide Ride
Boots, Birds & Birdies
Shiner Beer Run
Tyler Turkey Trot
Comedy Boot Jam
Randy Rogers Band Golf Jam
Cypress Creek Cafe
# 2016 Financials

## Assets

<table>
<thead>
<tr>
<th>Asset</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$1,355,008</td>
</tr>
<tr>
<td>Pledges Receivable</td>
<td>$12,963</td>
</tr>
<tr>
<td>Inventory</td>
<td>$180,203</td>
</tr>
<tr>
<td>Net Property &amp; Equipment</td>
<td>$26,951</td>
</tr>
<tr>
<td>Other Assets</td>
<td>$2,485</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$1,577,610</strong></td>
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</table>

## Liabilities

<table>
<thead>
<tr>
<th>Liability</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts Payable</td>
<td>$78,408</td>
</tr>
<tr>
<td>Other Current Liabilities</td>
<td>$7,104</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>$85,512</strong></td>
</tr>
<tr>
<td><strong>Total Net Assets</strong></td>
<td><strong>$1,492,098</strong></td>
</tr>
</tbody>
</table>

## Statement of Activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$2,417,990</td>
</tr>
<tr>
<td>Gifts In-kind</td>
<td>$174,717</td>
</tr>
<tr>
<td>Events Revenue</td>
<td>$456,303</td>
</tr>
<tr>
<td>Boot and Merchandise Sales</td>
<td>$722,461</td>
</tr>
<tr>
<td>Interest Income</td>
<td>$631</td>
</tr>
<tr>
<td><strong>Total Revenue and Support</strong></td>
<td><strong>$3,772,102</strong></td>
</tr>
</tbody>
</table>

## Program Services

<table>
<thead>
<tr>
<th>Service</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Program Services</td>
<td>$2,954,576</td>
</tr>
</tbody>
</table>

## Supporting Services

<table>
<thead>
<tr>
<th>Service</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management &amp; Admin</td>
<td>$327,875</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$327,090</td>
</tr>
<tr>
<td>Total Supporting Services</td>
<td>$654,965</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$3,609,541</strong></td>
</tr>
<tr>
<td>Change in Net Assets</td>
<td>$162,561</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Net Assets, Beginning of the Year</th>
<th>$1,329,537</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Assets, End of the Year</td>
<td>$1,492,098</td>
</tr>
</tbody>
</table>

82% of the $3.6 million Spent in 2016 went to our mission-driven programs.
SUPPORTERS

3 Badge Beverage Corp.
Barry Clark
Barry & Bonnel's Concrete Co., Ltd.
Barnett House
Beverage Corp.
377 Management, LLC
511 SATX1 LP
A Major Funding
ALA, LLC
Albertson's
Alexa Brennan
Alliance
Beauteous Distributing Co.
Allison Scales
Allstate
Insurance
Always
Autogroup, LTD
Altar’d State
American Eagle
Harley Davidson
American National Bank of Texas
Andrews Distributing Co.
of North Texas, LTD
Ashley Fender
Atascosa Materials LLC
Atascosa National Bank
B-K Lighting, Inc.
Balfour Beatty Communities Foundation
Banc of Oklahoma
Bates Footwear
Benchmark
BKM Sowan
Horan LLP
Blueclaws Charities
Bob Moore Construction, Inc.
Bobby Davidson
Bonna's Restaurant Group
Brad Blackburn
Brandi Wright
Brenda Coronado
Brent Pennington
Brian Harris
Bridge Pointe, LLC
Bristol-Myers Squibb Foundation, Inc.
Burnsco Construction, Inc.
Bushland Elementary
Cedar Forks Trading Co., Inc.
Charity Golf International, LLC
Charles Mitchell
Charley's Concrete Co., Ltd.
Chase Bank
Chris Elder
Homes
Chris Trawick
Christen A. Wilson
Cinemark
Clark County School District
ClearPave
Colin Triplett
Country Outfitter
Custom Bodies, Inc.
Cypress Creek Cafe, LLC
Dana Hinson
Daniel R Diem
David & Starr
Marchetto
David McDowell
David Rhodes
Dawn Hoffman
Defender Outdoors
Deutsche Bank Americas
Foundation
Diana Lyon Little
Domtar Paper Company, LLC
Charles Ruth
Douglas Hagen
Eagle Heights Pleasonton LLC
Eastham Enterprise
Ed Hoffman/WCC Loans
Ed McGuire
Eldon
Youngblood
Elf on a Shelf
Elizabeth LeQuire
Elmore Toyota
Enterprise
Holdings
Equify LLC
Face The Fire Ministries, Inc.
Fairway Mortgage
Ferran
Contracting Corp.
First Bank & Trust – East Texas
Fit Events LLC
Fore Machine Company, Inc.
Fort Worth Air Power Foundation
Fort Worth Police Officer's Association
Foster and Fathom
Four Day Weekend
G&B Siddons
General's Hot Sauce
Ghost Creek Outfitters, LLC
Mindy Tomlinson
Good Life Clothing
Grace Plus, LLC
Grady Kane
Graphic Business Solutions Inc.
Greater Houston Golf Charity
Harold W. Dishner
Harvester Geo Consulting LLC
HDE, LLC
Heineken USA
Henry Stringer
Heroes Race
Hewlett Packard
Hite Baldwin Construction, LLC
Holiday Chevrolet
Hollywood's Productions, Inc.
HumanToolz
Hunt Brothers Pizza, LLC
Infinite Hero Foundation
J Anthony Group
J.W. Hughes Excavation, Inc.
John & Pam Hughes
J&M Distributing Co. Inc.
Jacob Tindall
Jarrell Independent School District
Jerry Copeland
Joe Alcala
Joel McDaniel
John Cuoco
John Davis
John Hoover
John Sytsma
John T. Floore Country Store
JP Morgan Chase & Co.
Judge McKay Chauvin
Julie McCauley
Julie Prcin
Kaplan
Kathleen Hagen
Kathryn Tyler
KEG 1 O'Neal, LLC
Kevin Smith
Kirk Pulley
KoonsFuller, PC
Kramer Beverage Co.
Kristi Bonner
L. Ladouceur
L.T. Verrastro Inc.
Land Of The Free Foundation
Legacy Collective
Lege, Farrow, Kimmitt, McGrath & Brown, LLP
Leigh Ann & David Ranslem
Lendlease (US) Community Fund
Leo Quintanilla
Little Wooden Boat Productions, Inc.
Lorenz M Schmiege Jr.
M&S Engineering, LLC
Marshall Graham
MAS Services
Maverick Graham
MBC Group Inc.
McCarthy Spice and Blends Company
McDaniel Family Limited Partnership
Michael Allen
Michael J. Cotugno
Michael Mansur
Mike & Rosie Moncrief
Mike Moore
Mike Street
Mike’s Hard Lemonade
MILLECOR
MindY Pfeil
MJ Poth Plumbing LLC
Natalie Couch
Navy Federal Credit Union
Newport Beach Police Employees Assoc.
Nicholas Verzosa
OK Entertainment, LLC
Ole Smoky Distillery
Operation Rock The Troops
Origlio Beverage
Patrick Cherry
Paul Bussan Fund
Paul Patterson
Philip Odette
Phillip Bell
Plendy Inc.
Plungerhead Wines
Porsche
Price Petro Services, Inc.
R.H. Barringer Distributing Co., Inc.
R&D Burns Bros., Inc.
Rakowitz Engineering
Randys Cypress Creek Cafe, LLC
Ranslem Capital, LP
RE Cupp Construction LP
Reagan Workman
Reebok/IN KIND
Reiffton Fire Company Social Quarters
Reliable Title & Escrow, LLC
Republic National District Co.
Republic Title of Texas
Resignation Brewery, LLC
Resignation Media, LLC
Robert Jenkins
Robert Thompson
RobIn Eissler
Ron Mathews Insurance
Roquemore Hardware
Rovin Inc.dba
Russellville Cyclone Dugout Club
Ryan Griffin
S&H Outdoors
Sam Pack’s Five Star Ford
San Diego Family Housing LLC
Security Service Federal Credit Union
Service Lloyds Insurance Company
Shane Arrant
Sherri J. Reuland, P.A. dba Reuland Orthodontics
Sherrill Swaim
Shiner
Shirley Wiley
Shoemakersville Fire Co.
Signature Properties
Silicon Valley Community Foundation
Silk & Stones
Sinor Ranch, Ltd.
Skeleton Optics
Smith Entertainment
Southern Dwelling Real Estate LLC
Southern Ground Southwest Airlines
Steve Mayfield
Steve McWilliams
Steven Bautista
Superior Firearms
TCP Real Estate, Inc.
Texas Meat Packers, LLC
Texas Roadhouse
The Chivery
The Pimco Foundation
The Training Spot Inc.
Tito’s Handmade Vodka
Toby Thomas
Todd Milby
Total Quality Logistics, LLC
TQL Foundation Inc.
Tramonte Distributing Co.
Tri-Cities Military Affairs Council, Inc.
Trisha Yearwood Trophy Tractor Inc.
TRUiST - UPS
Wellmont Health System
West Wyomissing Fire Co.
Whale Capital, LP
Wholesale Capital Corporation
Wilbur Medley
William Bonnell
William Bush
William Sonsma
Willie Robertson
Wolverine World Wide

Thank you for lacing up your boots.