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

**Co-founder**
Mariae Bui
Heather Sholl
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.

**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.

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Every day, 1.4 million servicemen and women get their boots on for you. How will you say thank you?
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 HELPPED 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

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

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

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

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

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.  

SANTA BOOTS

60+

Military families surprised with gifts in 2016.

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 (As of December 31, 2016)

#### Assets
- **Cash**: $1,355,008
- **Pledges Receivable**: $12,963
- **Inventory**: $180,203
- **Net Property & Equipment**: $26,951
- **Other Assets**: $2,485
- **Total Assets**: $1,577,610

#### Liabilities
- **Accounts Payable**: $78,408
- **Other Current Liabilities**: $7,104
- **Total Liabilities**: $85,512

#### Net Assets
- **Total Net Assets**: $1,492,098
- **Total Liabilities & Net Assets**: $1,577,610

#### Statement of Activities
- **Contributions**: $2,417,990
- **Gifts In-kind**: $174,717
- **Events Revenue**: $456,303
- **Boot and Merchandise Sales**: $722,461
- **Interest Income**: $631
- **Total Revenue and Support**: $3,772,102

#### Program Services
- **Total Program Services**: $2,954,576

#### Supporting Services
- **Management & Admin**: $327,875
- **Fundraising**: $327,090
- **Total Supporting Services**: $654,965
- **Total Expenses**: $3,609,541
- **Change in Net Assets**: $162,561

#### Net Assets
- **Net Assets, Beginning of the Year**: $1,329,537
- **Net Assets, End of the Year**: $1,492,098

82% of the $3.6 million spent in 2016 went to our mission-driven programs.
3 Badge Beverage Corp.
377 Management, LLC
511 SATX1 LP
A Major Funding ALA, LLC
Albertson's
Alexa Brennan
Alliance Beverage Distributing Co.
Allison Scales
Allstate Insurance
Allways 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
Bank of Oklahoma
Barry Clark Bates Footwear
Benchmark BKM Sowan Horan LLP
Blueclaws Charities
Bob Moore Construction, Inc.
Bobby Davidson Bonnell’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 Ruth
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
Douglas Hagen
Eagle Heights Pleasanton 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
Forest 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.
THANK YOU FOR LACING UP YOUR BOOTS.

bootcampaign.org // @BOOTCAMPAIGN

thank you for lacing up your boots.