GET YOUR BOOTS ON
2017 ANNUAL REPORT
WHEN WE PUT ON OUR BOOTS & WALK BOLDLY INTO OUR OFFICE,
OUR PLACE OF WORSHIP, OUR FAVORITE RESTAURANT OR LOCAL
SPORTING EVENT, WE’RE INVITING A CONVERSATION. A CONNECTION.
AN OPPORTUNITY FOR SOMEONE TO ASK, “WHAT’S WITH THE BOOTS?”
IN THESE MOMENTS, WE OPEN OUR HEARTS TO SHARE THE SOUL OF
THE BOOT CAMPAIGN BY SHINING A LIGHT ON THE LIVES OF MILLIONS
OF MILITARY VETERANS WHO NOW NEED US TO FIGHT FOR THEM.
LAUNCHING THE CAMPAIGN

When Texas women decide they’re going to do something, you can either get on board or get out of the way. After reading *Lone Survivor*, the national bestseller by Navy SEAL veteran and fellow Texan Marcus Luttrell, five savvy, patriotic friends felt compelled to act. Luttrell’s harrowing story revealed an unmet need to support and give back to those who risk their lives to provide Americans with the freedoms we enjoy every day. After an impromptu photo shoot, the Boot Campaign was born.
OUR MISSION

“TODAY, WE’RE PROUD TO CARRY FORTH THE VISION OF IGNITING THE INNER PATRIOT IN ALL AMERICANS AND PROVIDING LIFE-IMPROVING PROGRAMS TO MILITARY FAMILIES NATIONWIDE.”

SHELLY KIRKLAND
CEO, Boot Campaign

MARCHING FORWARD
PUTTING BOOTS ON THE GROUND

OUR AMBASSADORS

Since the Boot Campaign's inception, more than 500 prominent actors, musicians, athletes, business leaders, football coaches, TV personalities, celebrities and veterans have laced up their boots in support of its mission. Through a photo campaign that quickly went viral, we have helped to motivate and spread awareness of our mission to awaken the patriot in every American and shine a light on the service and sacrifice of military families.
JOINING FORCES

Continuing a long tradition of supporting America’s military, Shiner Beers first laced up their boots in 2011 in support of the Boot Campaign. Every year, Shiner holds two major Texas events—the Shiner GASP and the Shiner Beer Run—along with a nationwide effort May 1 through July 31 called Toast Our Troops. These collective efforts have led to more than $1 million in donations to the Boot Campaign.

We could not be more thankful!

“It’s important for us to thank the men and women who have served our country, and we stand behind the Boot Campaign,” — Jimmy Mauric, Brewmaster.
INSPIRING NEW RECRUITS

Our #LACEUPAMERICA effort built a groundswell of support for our troops and veterans during the week leading up to Veterans Day. By generating awareness via key influencers, celebrities and the general public of the service and sacrifice of military families, we received nationwide media coverage and engagement across the United States.

Most importantly, with every pair of boots sold we were able to donate $50 toward one of our veteran assistance programs, helping to turn an act of awareness into a show of force.
WE ARE STRONGEST WHEN WE STAND TOGETHER, UNITED.
MAKE AN IMPACT

2017 ANNUAL REPORT
THE BOOT CAMPAIGN HAS MADE A LIFE-CHANGING DIFFERENCE FOR THOUSANDS OF OUR NATION’S BRAVEST. WE PROUDLY SERVE OUR GREAT COUNTRY BY PROVIDING FOR OUR TROOPS AND HELPING TO TRANSFORM THEIR LIVES BY BRIDGING THE DIVIDE BETWEEN MILITARY LIFE AND CIVILIAN LIFE. TOGETHER, WE ARE UNITED AS AMERICANS. AS BROTHERS AND SISTERS, SONS AND DAUGHTERS, NEIGHBORS AND FRIENDS. AND WE WILL TAKE CARE OF OUR OWN.
DEAR FRIENDS,

2017 brought a tide of transformation—from new team members and a bold and decidedly patriotic look for the Boot Campaign brand, to collaborative partners looking to lace up with us to serve more military families across the country. Because of you, we’ve had a direct impact on the lives of nearly 200 military families through our ReBOOT and Santa Boots programs, reaching thousands more through our awareness efforts. We could not meet our mission without the stellar support of fellow patriots from near and far, and we are grateful for everyone’s support. There is more work to be done, however.

With your continued dedication, we will help to mitigate the transition experience for military families by increasing visibility of the challenges and sharing success stories of those moving from a life of active duty to one full of purpose in the civilian sector.

Our goal is for all Americans to know more about our military; what it means to serve and stories about those who sacrifice for us all. We’re striving to help transform the veteran service marketplace, to provide effective and comprehensive programming so that the military family and its needs are served and continue to remain our central focus, with measurable outcomes to demonstrate progress.

Make a commitment with us to make sure that every day is a demonstration of our gratitude and support of those who served and sacrificed for us all to protect our freedoms, the Constitution and all those who call our country home. Lace up, America. And get your boots on.

SHELLY KIRKLAND
CEO, Boot Campaign
RESTORE. RECLAIM. RESTART. REBOOT.

Of the more than 45,000 Veteran Service Organizations (VSOs) currently registered with the IRS, only 4% work within the Health category—and even fewer (less than 1%) make payments or grant more than $1,000,000 to those who have served.*

The Boot Campaign and its revolutionary ReBOOT program step in to deliver crucial services to veterans by offering funding to world-class physical and mental wellness programs specifically designed for Traumatic Brain Injury (TBI), Post Traumatic Stress Disorder (PTSD), chronic pain, addiction and insomnia. By removing financial barriers and providing a roadmap to recovery, our service men and women can get the treatment that they deserve and have earned.

When they engage with ReBOOT and the Boot Campaign, veterans are able to receive individualized treatment plans that dramatically shorten the timeline for critical medical assessments. Where a typical scenario may find a veteran looking at three months to a year to complete the necessary testing, he or she is able to undergo a comprehensive physical health evaluation in a single day at the world-renowned Cooper Institute in Dallas, Texas.

“I AM A MUCH HAPPIER PERSON WITH LESS PAIN, AND FOR THAT I THANK BOOT CAMPAIGN, REBOOT AND VIRGINIA HIGH PERFORMANCE.”

CASSIE CANTIN  
ReBOOT Participant

SARAH LUCAS  
ReBOOT Participant

JONI MARQUEZ  
ReBOOT Participant

OPERATION: SANTA BOOTS

For veteran and active duty families in need, the holidays can be particularly difficult. Thanks to a national partnership between the Boot Campaign’s Santa Boots program and two other national nonprofits serving the military—Armed Services YMCA and Operation Homefront—80 military families in 27 states received “surprise” holiday gift packages with customized gifts valued at more than $500 for their entire family.

80
Military families received surprise gifts

27 STATES

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.

In 2017, we bolstered our ranks, welcoming five new Veteran Ambassadors. We now have a total of 26 veterans who continue to share their stories and spread the mission of the Boot Campaign among all Americans.

- Chris Auger
  U.S. Navy
- Zachary Bell
  USMC
- Jason Borne
  USMC
- Marcus Burleson
  USMC
- Cassandra Cantin
  U.S. Army
- Bobby Dove
  U.S. Army
- Brian Grilli
  U.S. Navy
- Aaron Hale
  U.S. Army
- Michael Hardgrove
  U.S. Army
- Bobby Henline
  U.S. Army
- Christina Hess
  U.S. Army
- Dewaine Hill
  U.S. Army
- Ryan Lamke
  USMC
- Sarah Lucas
  U.S. Army
- Joni Marquez
  U.S. Air Force
- Jake McCormack
  USMC
- Michael McFarland
  U.S. Navy
- Tatiana McGill
  USMC
- Omar Milan
  USMC
- Johnny Morris
  USMC
- Ricky Raley
  U.S. Army
- Daniel Schrader
  U.S. Army
- Brent Taylor
  USMC
- Danielle Vaughn
  U.S. Air Force
- John Woodie
  U.S. Army
- Billy Ray Yates
  U.S. Army
## 2017 FINANCIALS

**AS OF DECEMBER 31, 2017**

### ASSETS

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<tr>
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<tr>
<td>Pledges Receivable</td>
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<td><strong>TOTAL LIABILITIES &amp; NET ASSETS</strong></td>
<td>$2,194,518</td>
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<tr>
<td><strong>TOTAL NET ASSETS</strong></td>
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<tr>
<td>Accounts Payable</td>
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### STATEMENT OF ACTIVITIES

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<tr>
<td>Contributions</td>
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<td>Gifts &amp; Kind</td>
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<td>Events Revenue</td>
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<td><strong>TOTAL REVENUE &amp; SUPPORT</strong></td>
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### OUR SUPPORTERS

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**THANK YOU**

- 81% of the $2.7 million spent in 2017 went to our mission-driven programs.