2019 was one for the Boot Campaign record books as we commemorated our 10-year anniversary of serving veterans and military families.

Today, we celebrate the positive impact Boot Campaign made and the thousands of boot prints we’ve left from coast to coast as an army of Americans dedicated to giving back when veterans return home.

Over the course of the last decade, we have remained adaptable. We have and will continue to identify the most pressing needs of the military community and mold our programs to address what veterans and active duty troops need most. **Our Goal: To restore the lives of military veterans and their families through individualized, life-improving programs.**

Because of our supporters, more veterans have reclaimed their health and wellness, more military families have been reunited, and together, we have reduced suicide in the military community. In 2019 alone, more than 700 veteran and military family members in 43 states benefited directly from Boot Campaign programs.

Our founders, board of directors, Veteran Ambassadors and staff are grateful for patriotic supporters who stood by us in 2019 and have supported our cause since the beginning. New recruits have joined our ranks, too, lacing up their boots to serve those who served us first.

We can’t continue our life-improving work without you, so lace up! We look forward to taking boot-clad steps together.

**WITH GRATITUDE AND PURPOSE,**

Shelly Kirkland

Shelly Kirkland | CEO, Boot Campaign
2019 was marked by new partnerships, newfangled events and novel products — all to benefit veteran and military families. Boot Campaign designed a limited-edition Altama boot to kick off the 10-year anniversary celebration, laced up with athletes and announcers from the Professional Bull Riding (PBR) world, partnered with the Jordan Spieth Family Foundation to fulfill holiday wishes and generated buzz when notable influencers like Shark Tank’s Mark Cuban and Daymond John, Rascal Flatts, Elisabeth Hasselbeck, Tim Montana, RaeLynn and Benjamin Watson stepped into a pair of combat boots to show their support.
Santa Boots Program

Boot Campaign’s Santa Boots program strives to spread extra holiday cheer to veteran and active duty military families who have experienced a particularly challenging time throughout the year. Through partnerships with national nonprofits – Armed Services YMCA and Operation Homefront – we are able to make spirits bright for military families nationwide.

Our work this Christmas wouldn’t have been possible without the incredible contribution from the Jordan Spieth Family Foundation. Thanks to the generous support of Americans, patriotic partners and volunteers, Boot Campaign wrapped, packed and hand-delivered more than 100 HUGE packages to military families from Massachusetts to Hawaii!
Health & Wellness Program

In 2019, Boot Campaign supported more military families than ever with life-improving, comprehensive, individualized care. Our reach extended to more than 120 military families across 33 states, as well as an active duty family currently stationed overseas. Our candidates represented every branch of the military, and were part of operations from the Vietnam War through today’s present conflicts.

Veterans like Tim who shared, “I spent years telling myself I was okay and that my deployments did not affect me. I finally realized my lack of effort to improve myself was creating hardships for those closest to me. My marriage, my relationships with my family and even my attitude at work were all in need of attention. I had not yet hit rock bottom, but it was fast approaching. It wasn’t until I really began the program and put the hard work in that I realized I could be better.”

And his wife Tammy who told us, “I don’t have the words to say what truly needs to be said, to both my husband and this organization. Boot Campaign has an amazing program to help veterans heal from wounds the rest of us cannot see.”

More than

120 veterans served

From

33 states

Over

$1M in care provided

Expenses totaling

$0 for veterans and their families

“IT HAS NOT BEEN AN EASY ROAD FOR TIM OR OUR FAMILY, BUT WITH THE HELP OF BOOT CAMPAIGN AND ITS VERY INDIVIDUALIZED AND SPECIFIC HEALING PROCESS, WE ARE STEADILY MARCHING FORWARD – ONE BOOT-CLAD FOOT AT A TIME!”

Tammy, Wife of Health & Wellness Program Participant
Veteran Ambassadors

Veteran Ambassadors are working nationwide to raise awareness for the Boot Campaign mission, educate Americans on why it’s important to give back and to tell their personal stories of service and sacrifice. Boot Campaign’s stellar lineup of Veteran Ambassadors made an impact in more than a dozen states in 2019.
Funding Partners

The Mountain Primal Meat Co. pays tribute to those brave few who charged trenches, stormed beaches, flew sorties, took hills and raised flags. John Maas Sr., the founder and CEO of the sustainable beef and pork enterprise, was inspired by WWII veterans in his family and those veterans of more recent wars that he has met — and employed — to give back.

“Pursuing your next path in life is never a clean-cut process and leaving the military is one that carries not just the typical challenges of a big life change but also a huge depth of emotions both good and bad,” said Maas. “Feelings of loneliness, loss of purpose and lack of direction can become huge obstacles to overcome, especially alone. By injecting yourself into the lives of veterans, in any capacity, you can start to find opportunities to help further. That’s why I chose to support Boot Campaign. It is a duty for people to help here on the home front. Supporting organizations like Boot Campaign should be seen as an honorable service to our country and veterans.”

Thank you to ALL of our partners who support Boot Campaign. We are especially grateful for these philanthropic supporters who contributed more than $50,000 last year.
Uniting Americans to show gratitude for those who have served our great nation is a foundational principle of Boot Campaign. Events from coast to coast allow us to do just that — and have a little fun while we’re at it!
Financial Statement as of December 31, 2019

THE HIGHLIGHTS

Boot Campaign is accredited by the Better Business Bureau and was selected as one of 26 national veteran and military service nonprofits that meet the 20 stringent standards.

We continue a years-long Gold rating from GuideStar and have been named one of the nation’s Great Nonprofits.

We’re proud to say that our ratio of dollars raised to dollars given back directly to military families is 86 cents on the dollar.

THE NUMBERS

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>Value</th>
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<tr>
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<td>Inventory</td>
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<td>Prepaid Expenses</td>
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<td>Net Property &amp; Equipment</td>
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<td>Accrued &amp; Other</td>
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<td>TOTAL LIABILITIES</td>
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<th>STATEMENT OF ACTIVITIES</th>
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<td>Contributions (Indiv/Corp)</td>
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<td>Gifts in Kind</td>
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<td>Event Revenue</td>
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<td>Merchandise Sales</td>
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<td>Interest Income</td>
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<td>TOTAL REVENUE &amp; SUPPORT</td>
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<th>PROGRAM &amp; SUPPORTING SERVICES</th>
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<td>Management &amp; Admin</td>
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<td>Fundraising</td>
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<td>TOTAL PROGRAM &amp; SUPPORTING SERVICES</td>
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NET ASSETS (Beginning) $1,271,051
NET ASSETS (Ending) $1,299,155
Change in Net Assets ($28,104)

86% of the $2.4 million spent in 2019 went to our mission-driven programs.
THANK YOU

We are grateful for these passionate patriots who contributed more than $500 to Boot Campaign in 2019.

BOARD MEMBERS
Leigh Ann Ranslem – Chair
Chris Talcott – Vice Chair
John Hughes, Jr. – Treasurer
John Billheimer – Secretary
Cary Clayborn
Cheryl Etendres
Heather Sholl
Jon Miller
Jonathan Jaffin
Lee Baxter
Torrie Rogers

A.J. Buckley
A&G Concrete Pools
Able’s Sporting
Airpower Foundation
Alex “Zedra” Rogers
Alex Venoyer
Alicia D. Shoeffer
Allen Event Center
Always Auto Group, LTD
Altice/Suddenlink
Amanda Coleman
American Legion Post 554
American State Bank
Andrews Distributing
Ann Trottier
Antioch Fine Wine & Liquors
Arizona Community Foundation
Arizona Title LLC
Arts & Crafts Industries
Ashley Ischy
Atlas Credit
Austin Andrews
Austin Rohr
Bank of Texas
Ben E. Keith Foods
Ben Medley
Bill Bonnell
Bill Pick Ford
Birds Eye View Project
Black Rifle Coffee Company
Blake McGee
BMW of Tyler
Bok L. Herr Foundation
Bob Moore Construction
Boomer/Jacks Grill & Bar
Brandon Hatch
Brandon Mays
Brandon Smith
Brent Pennington
Bret Howey
Brian B. Smith
Brian Conaway
Brian Ray
Brookshire Grocery Company
Brothers Keepers
Caleb Guthrie
Calvin Carrington
CAM Safety
Camen
Cary Clayborn
Cayce & Lisa Cox
Cayden’s
Cheryl Etendres
Chili When It’s Chilly
Chris & Julie Talcott
Chris Jenschke Enterprises
Cindy Davis
Clark & Cassie Hamp
Clear Energy Services
Cody “Donut” Garrett
Cox Media Group
Craig & Debbie Dickerson
Craig & Maury Lott
Creative Classics Activities and Books
Crawley Cares Foundation
Cullen Vought
Cynthia Irving
DKA’s Steakhouse
Dale Gentry
Dan Powers
Dan Roberts
Danny Lansford
Darren Feltell
David & Laura Roquemore
David & Leigh Ann Ranslem
David Herrmann
David McElroy
David Rhodes
Debra Southard
Desiree DeSoto
Don Kandel
Donna Inc.
Dot the I
Douglas Jernings
Dr. Jonathan Jaffin
Eldon Bros., Inc.
Ed McGuire
Edward G. Miller II
Edward Peine
Elv Cuevas
Elvi Cordova
Empire Field Services
Empire Ranch
ERG Partners
ETX Energy, LLC
Fledgling Foundation
Floyd Foundation
Fore Aero
Forrest Daigle
Frank B. Furrer Wholesale Co.
Fred Montgomery Jr.
Fredrick Thornberry
Freedom Fighter SK
Freedom Powersports
Gary Hettenbach
George Barnes
George E. Warren LLC
George T. Simmons
George V. Siddons, Jr., DMV
GO Distributing LLC.
Glazer’s Beer & Beverage
Global Financial Partners
Golf Tournament for America’s Heroes
Grant Schultz
Graphic Business Solutions Inc.
Greg Carney
Greg Isaac
Gregg A. Davis
Grubb
Hannah Day
Harry & Dawn Leatherwood
Heather Sholl
Heidelberg Distributing Company
Herman’s Rack
Higginbotham Insurance
Hillary Jennings
Holmes
Holy Convoy
Holy Trinity Church
Homes of Huntsville
Howard Walsh
Hunter Brothers Pizza, LLC
Infinite Energy Foundation
International Trucks
Irvine Police Department
J. Scott and Misty Herod
Jack & Colleen Willis
Jake & Addy Golembiowski
James Lamonte
James M. Collins Foundation
James Walker
Janna McCune
Jason & Jenny Howland
Jason Borne
Jason Rodgers
Jason Simmons
Jaye Birdwell
JBI Billheimer
JBR Land Management
Jett Jordan
Jeremy Falhys
Jerry Copeland
Jett Specialty, Inc.
Jett Rominiger
Jimmy Ballard
Jimmy Thompson
Jokhn Byrd
Joe & Meg Jones
John & Pamela Hughes
John Brown
John Lewis
Jon Bonnell
Jon Miller
Jordan Speith Family Foundation
Joseph T. Wunderlick
Joyce Powers
JR’s Beer Warehouse
Justin Melnick
Justin Paradez
JW Hughes Excavation, Inc.
Keith Canter
Kelly Magnuson
Kenneth Fast
Kenny Whittlemar
Kerry Reynolds
Kevin Roehl
Kevin Shipley
Kevin Wallace
Kim Schumann
Kimber Manufacturing
Kir Pulley
KLTV
KNXV
Konica Minolta, Inc.
Kurt Sands
Kyle “Baddie” Hinchy
Kyle “Kilmss” Sparks
Landsdowne
Laura Grant
Lava Cantina The Colony, LLC
Le & Terry Baxter
Lee County Veterans Day SK
Lendlease Community Fund
Leopold & Stevens Incorporated
Lindy Hudson
Lisa Jones
Lisa Schmidt
LOMOMO Inc
L.M. Richardson
MacAllister Machinery Company
Mail Pouch Saloon, LLC
Manny Escontrias
Marcie Patnaude
Mark & Mary Saunders
Mark & Rene Maitula
MAS (Service – JBM, Inc.)
Matt Best
MATT “Demo” Carrick
Matthew Donovan
Matthew Musbach
Melissa Wilkinson
Mercy One
Merrill Lynch Wealth Management
Michael Rothrock
Michael Whalen
Michele Kookan
Midland Restaurants, Inc.
Mike & Rosie Moncrief
Milestone Environmental Services, LLC
Minoty Family Foundation
Mitchell Building
Morgan & Leslie Luttrell
Mountain Laurel Minerals
Mountain Primal Meat Co.
MP Dallas Fort Worth Chapter
Myriad Oil & Gas
Nalco Champion
Nanette Rodriguez
Navy SEAL Museum
Neal Vasso
New Lane Elementary School
NFM Lending
Nicholas Andrews
O’Neal’s Pub & Sports Bar
Omar “Crispy” Avila
One Source Manufacturing
Operation Homefront
Origo Beverage
ORX Foundation
Papillon Airways
Patrick Rothrock
Peetler Chevrolet Inc.
Philip Thompson
Piano LSW, LLC
Price Chevrolet
Primo’s Food & Supply
Quigley Motor Company
Rainwater Charitable Foundation
Randall & Donna Brooks
Randall Phillips
Randy & Lisa Cupp
Rand Childress
Randy Eskelson
Ranslem Capital
RD Rhodes
Rebecca Fisher
Rebecca Spencer
RecordBuck Ranch
Regina McGowan
Reyna Embry
Reland Orthodontics
Ric Bonnell
Rich Fancher
Rick Taylor
Ricky Fudp
Riddle Elementary School
Robert & Barbara Zorich
Robert Davis
Robert Nash
Robson & Company
Ron Pickert
Royer’s Hardware
RPM Construction
Russell Luker
Rusty Terrell
Ryan Blair
Sam Zimmerer
Scott Horn
Scott Mikulski
Scott Nichols
Sean Otman
Sean-Paul Crawford
Shaddock Homes
Shadow Run Ranch
Sheron Kawaihae
Shawn Wilson
Shea Rankin
Sherri Reuland
Shiner Beer
Simmons Custom Granite & Fine Flooring
SIO Group
SOLEDIER SOCKS
Southern Eagle Distributing
Southside Bank
Steely Lumber Company
Stefan “Klean” Habib
Stephen Pitsenbarger
Stephen Sutherland
Stephen Yap
Steve McWilliams
Steve Selfridge
Steve Simmons
Steve Smith
Steven Beer Distributing
Strike USA
SunstoneFIT
Swinging C Cattle Company
Tanner Flowers
Terry J. Kennedy
Texas Mutual: Workers’ Compensation Insurance
Texas Refrigeration, Inc.
The Admiral’s Daughters
The Hideway New Braunfels
The McDaniel Family
The Railhouse Grill
The Swaim Family
The Training Spot Inc., LLC
The Ueltisch Family
Thomas Brashears
Thompson Pipe Group
Thornton Land & Cattle
Tight Ends Sports Bar & Grill
Tim & Tammy Travis
Tito’s Handmade Vodka
TJ Burdett & Sons Recycling
TUL Energy Services LLC
Tul Bruchmiller
Todd Beard
Tom Trickle
Tomi Ellis
Torrie Rogers & Jeff Ulfig
Total Energy Services
Townsquare Media
Tracy Jests
Tramontina Distributing
Travis Vayda
Tray Cassels
Trey Ealy
True Vine Brewing Company
Tyler Neurosurgical Associates
Tyler Turkey Trot
Unimex Logistics
Veterans United Foundation
W.O.E. Construction, Inc.
Wade Nelson
Waylon Grele
Wesley Stedman
Whale Capital LP
Wild Pitch Sports Bar
Wiley Lease Company
Will Douglas
William Gruelle
William Tidwell
Win Ryan Family Charitable Fund
Work ‘N Gear
Zimmerer Kubota & Equipment
LACE UP, AMERICA.
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