<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>03</td>
<td>OUR MISSION</td>
</tr>
<tr>
<td>04</td>
<td>FROM OUR CEO</td>
</tr>
<tr>
<td>05</td>
<td>WHO WE SERVED</td>
</tr>
<tr>
<td>06</td>
<td>HEALTH &amp; WELLNESS</td>
</tr>
<tr>
<td>07</td>
<td>SANTA BOOTS</td>
</tr>
<tr>
<td>08</td>
<td>#LACEUPAMERICA + #YOUMATTER</td>
</tr>
<tr>
<td>09</td>
<td>KEY PARTNERS</td>
</tr>
<tr>
<td>10</td>
<td>MEDIA</td>
</tr>
<tr>
<td>11</td>
<td>CREDENTIALS</td>
</tr>
<tr>
<td>12</td>
<td>FINANCIALS</td>
</tr>
<tr>
<td>13</td>
<td>BOARD OF DIRECTORS</td>
</tr>
<tr>
<td>14</td>
<td>DONORS</td>
</tr>
</tbody>
</table>
To unite Americans to honor and restore the lives of veterans and military families through individualized, life-improving programs.

**OUR MISSION**

**OUR GOAL**
To treat the root cause of hidden wounds of war and ease financial strain during the holiday season to produce quantifiable, long-lasting and life-changing results.

**OUR WHY**
It’s our duty as Americans to care for every man and woman who laces up their boots to defend our freedom.

**OUR STRATEGY**
Be financially transparent, provide individualized attention to those we serve and those who support our efforts and remain adaptable to the most pressing needs of the veteran community.
A LETTER FROM SHELLY KIRKLAND

2021 was a year like no other for our veteran and military community. Continued isolation, stress and job loss caused by COVID-19, the 20th Anniversary of 9/11 and the formal end to the War on Terror in Afghanistan all impacted the health and well-being of those who serve(d).

The chaos created last year stirred up a whole host of emotions — from unbridled rage to paralyzing sadness, from tremendous guilt to feelings of utter futility, from definite disdain to crippling anxiety about the immediate unknowns to the overwhelming fear for the future.

Despite measurable distance from the physical battlefield, recently separated veterans and even those whose service formally ended years ago are still fighting a war at home – a war within.

Our programs at Boot Campaign are two-fold. The bulk of our effort, energy and funding aims to get at the root cause of the five most common invisible wounds of war — traumatic brain injury, posttraumatic stress disorder, chronic pain, self-medication and insomnia. We do so by providing comprehensive, holistic and individualized treatment to veterans at no cost to them.

Our second program, affectionately called Santa Boots, makes the holidays possible for active duty and veteran families who may not experience the magic of the season without our support due to financial or medical hardships.

Our goal is to watch veterans rise, with roots of where they’ve been, not forgetting what they’ve seen and experienced but expanding and growing towards who they want to become:

Veterans fulfilling their personal purpose at home, at work and within their communities.

There is one thing all of us at Boot Campaign want veterans to hear: YOU MATTER, your service and sacrifice matters and it will not be forgotten, not now and not ever.

LACED UP,

Shelly Kirkland
WHO WE SERVED

At Boot Campaign, we are proud to serve veterans nationwide from every era and every branch of the U.S. Armed Forces.

1,113 VETERANS & MILITARY FAMILIES FROM 43 STATES ACROSS THE U.S. BENEFITED FROM OUR PROGRAMS AT ZERO COST TO THEM

BRANCHES SERVED

- U.S. Air Force: 22%
- U.S. Army: 44%
- U.S. Coast Guard: 1%
- U.S. Marine Corps: 22%
- U.S. Navy: 11%
Boot Campaign’s Health & Wellness program delivers personalized treatment plans and care to veterans and their families to treat diverse health challenges resulting from posttraumatic stress disorder and/or traumatic brain injury, as well as addressing trauma-based insomnia, chronic pain and self-medication.

We are proud to have served more veterans and their families struggling with the invisible wounds of war in 2021 than ever before. The men and women we supported in 2021 represent a combined total of 2,488 years of service in the U.S. Armed Forces. A special thanks to our donors and supporters, like Fisher House Foundation for providing travel and accommodations for those we served.

- **192** served
- **642** family members impacted
- **13,326+** hours of individualized care
- **$0** in expenses for veterans & their families

**89%** indicated more than one invisible wound of war

**68%** experienced one or more Traumatic Brain Injury (TBI)

**85%** experienced Posttraumatic Stress Disorder (PTSD)

**61%** experienced both TBI & PTSD

Watch our video

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**Watch Our Video**
For the seventh consecutive year, Boot Campaign spread extra cheer to veteran and active-duty military families facing financial or medical hardship by providing specially curated gift boxes during the holidays. One hundred and four deserving families were personally shopped for; each gift was wrapped with love and every box hand-delivered coast to coast to make the holidays bright for those who serve(d).

Holiday magic was made possible thanks to the generous support of patriotic partners, volunteers, our title sponsor the Jordan Spieth Family Foundation and our in-kind partners Grit Productions and Foster + Fathom.

104
FAMILIES SERVED

473
INDIVIDUALS SERVED

240+
BOXES FULL OF GIFTS DELIVERED

7,921
POUNDS OF GIFTS SHIPPED
Boot Campaign’s #LaceUpAMERICA initiative is an ongoing movement that encourages civilians to lace up a pair of combat boots to express gratitude and appreciation for the veteran and active duty military community.

We are also committed to ensuring that our nation’s veterans know that their lives, their sacrifices and their service matters. With the help of countless Americans who’ve joined us, our #YOUMATTER and #LaceUpAMERICA messages continue to spread coast to coast.

In 2021, we spotted our limited-edition boots in collaboration with our friends at Black Rifle Coffee Company and our YOU MATTER gear on notables like Motocross racer Broc Tickle, the team at Traeger, Fox News contributor Katie Pavlich, U.S. Army veteran Jay Fain, Retired U.S. Navy SEALs Morgan & Marcus Luttrell as well as many others.
OUR PARTNERS

We furthered our mission thanks to the support of phenomenal organizations who have laced up with us to serve veteran and military families nationwide.

SPOTLIGHT: VETERANS UNITED HOME LOANS

Veterans United Home Loans and its foundation are true partners in every sense of the word. Both have been force multipliers for Boot Campaign’s mission for more than a decade. In that time, their team has not only laced up with us, but also continues to stand firm in their commitment to making measurable and meaningful differences for those who serve(d).

Their support over the years has included placing combat boots on every new employee as an expression of gratitude, donating dollars to support veteran health and wellness through direct care and treatment and activating staff as volunteers and boots on the ground to help make the holidays bright for military and veteran families.

THANK YOU

We’d like to thank ALL of our partners who support Boot Campaign.

We are especially grateful for these philanthropic supporters who contributed more than $50,000 last year.
Boot Campaign continues to reach patriots across the country through traditional media and social media.

**Top Media Mentions in 2021**

- **Boot Campaign: The Nonprofit Lacing Up America and Giving Back to Vets**
- **Community Does Push-Ups To Support Military Charity on Memorial Day Weekend**
- **Column: An Emotional Ending to a Memorial Day Tribute**
- **One More Thing: Boot Campaign YOU MATTER Initiative**
- **Preventing Suicides In Military and Veteran Communities**
- **Why Boot Campaign Wants You To Lace Up This Holiday Season**

**What People Are Saying on Social Media**

- “Of course I’m going to share my friends over @BootCampaign for #GivingTuesday! They do incredible work supporting mental and physical care for veterans, but I’m also a big fan of their “Santa Boots” project.” - @EhDomenech

- “Thank you for putting together such a strong, important message during this time.” - @WelcomeHome

- “I love this organization and the great work they do for our military veteran families. If you are not familiar with Boot Campaign, ask those who they serve about their programs. Trust me, you won’t be disappointed.” - @SeanSweedden

- “No matter what, remember that #YOU MATTER! Take time to take care of your physical and mental health! @bootcampaign and @shellykirkland thank you for all that you do!” - @BeardedWarrior10
OUR CREDENTIALS

Boot Campaign is accredited by the Better Business Bureau and is one of only 36 nonprofits serving the veteran community to meet the 20 stringent standards.

Boot Campaign is recognized as a Certified Veteran Ready Organization by national education institution PsychArmor.

We continue a years-long Platinum rating from GuideStar, receiving their Platinum Seal of Transparency.

We received a 100 out of 100 rating from Charity Navigator, the leading nonprofit evaluator that independently measures organizations on their efficiency, accountability and transparency.

For the eighth year, GreatNonprofits named Boot Campaign as one of the Top-Rated charitable organizations.
# 2021 Financials

**ASSETS**
- Cash: $2,059,760
- Contributions Receivable: $41,199
- Prepaid Expenses: $6,639
- Inventory: $3,981

**TOTAL ASSETS:** $2,111,579

**LIABILITIES**
- Accounts Payable: $39,716
- Accrued & Other: $21,945

**TOTAL LIABILITIES:** $61,661

**STATEMENT OF ACTIVITIES**
- Contributions (Indiv/Corp): $1,147,201
- Gifts-in-Kind: $152,720
- Event Revenue: $705,783
- Government Grant: $207,065
- Other Revenue: $12,500
- Merchandise Sales: $388,627
- Interest Income: $413

**TOTAL REVENUE & SUPPORT:** $2,614,309

**PROGRAM & SUPPORTING SERVICES**
- Program Services: $1,765,256
- Management & Admin: $173,192
- Fundraising: $78,330

**TOTAL PROGRAM & SUPPORTING SERVICES:** $2,016,778

**NET ASSETS (Beginning):** $1,452,387

**NET ASSETS (Ending):** $2,049,918

*4% Fundraising
8% Management & Administrative
88% Program Services

*88% of funds raised went to our mission-driven programs*

*Boot Campaign is independently audited every year.*
Our 2021 Board

Boot Campaign is grateful to serve under the leadership of the following veterans and patriots who share a passion for what we do and those we serve.
OUR DONORS

Thank you to everyone who donated their time and resources to our mission, including these passionate patriots who contributed more than $500 in 2021.

WAYS TO GIVE

BECOME A RECURRING DONOR