

# MILITARY APPRECIATION MONTH

BOOT CAMPAIGN

May is Military Appreciation Month, and we want YOU to join us and patriots across the country to honor all who have laced up in service to our country – past and present – by getting active and showing appreciation.

## IDEAS TO GET YOUR COMPANY INVOLVED:

Boot Campaign is committed to building a collaborative and creative event to engage your company.

- **Get active!** Create a fitness challenge between coworkers or friends
- Launch a **team fundraising challenge** with goals, milestones, prizes and company match
- **Wear your appreciation** by lacing up your employees in our combat boots or red friday patriotic tees
- Create an **appreciation event** to show Veterans in your company you are grateful for them
- Encourage **business achievement challenges** to give back



## WHO TO CONTACT:

Lindsey Lott [lindsey@bootcampaign.org](mailto:lindsey@bootcampaign.org)

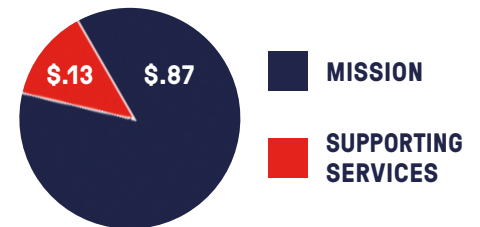
## FACTS

 FOUNDED IN 2009 BY 5 TEXAS WOMEN TO SHOW GRATITUDE AND APPRECIATION FOR VETERANS & ACTIVE DUTY MILITARY

 OVER 600 CELEBRITIES AND COUNTLESS AMERICANS HAVE JOINED OUR #LACEUPAMERICA AND #YOUMATTER MOVEMENTS

 IN 2023 OUR PROGRAMS IMPACTED 1,881 VETERANS & MILITARY FAMILIES MEMBERS FROM 49 STATES - AT ZERO COST TO THEM

ON AVERAGE, EIGHTY-SEVEN CENTS OF EVERY DOLLAR DONATED TO BOOT CAMPAIGN GOES BACK TO OUR MISSION-DRIVEN PROGRAMS.



## CREDENTIALS



## ABOUT BOOT CAMPAIGN

**OUR MISSION:** To unite Americans to honor and restore the lives of Veterans and military families through individualized, life-improving programs.

**HOW WE DO IT:** Provide personalized care for Veterans and their families. Our goal is to treat the root cause of hidden wounds of war or ease financial strain to produce quantifiable, long-lasting and life-changing results.

**WHY WE DO IT:** It's our duty as Americans to care for every man and woman who laces up their boots to defend our freedom. We want Veterans of any era and every branch to hear and feel one thing loud and clear: YOU MATTER, your service and sacrifice matters and will not be forgotten, not now and not ever.

Boot Campaign | 2403 Farrington Street | Dallas, TX 75207

[www.bootcampaign.org](http://www.bootcampaign.org) |     