

FOREVER FORWARD

2023 ANNUAL REPORT

BOOT 
CAMPAIGN

TABLE OF CONTENTS

- 02** LETTER FROM OUR CEO
- 03** THE NEED & OUR IMPACT
- 04** HEALTH & WELLNESS PROGRAM
- 05** SEASONS OF SERVICE PROGRAM
- 06** GRATITUDE & AWARENESS
- 07** NOTABLE MOMENTS
- 08** PARTNER SPOTLIGHT
- 09** FINANCIAL REPORT
- 10** PARTNERS RECOGNITION
- 11** INDIVIDUAL RECOGNITION
- 12** BOARD OF DIRECTORS



ABOUT BOOT CAMPAIGN

OUR MISSION

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

OUR VISION

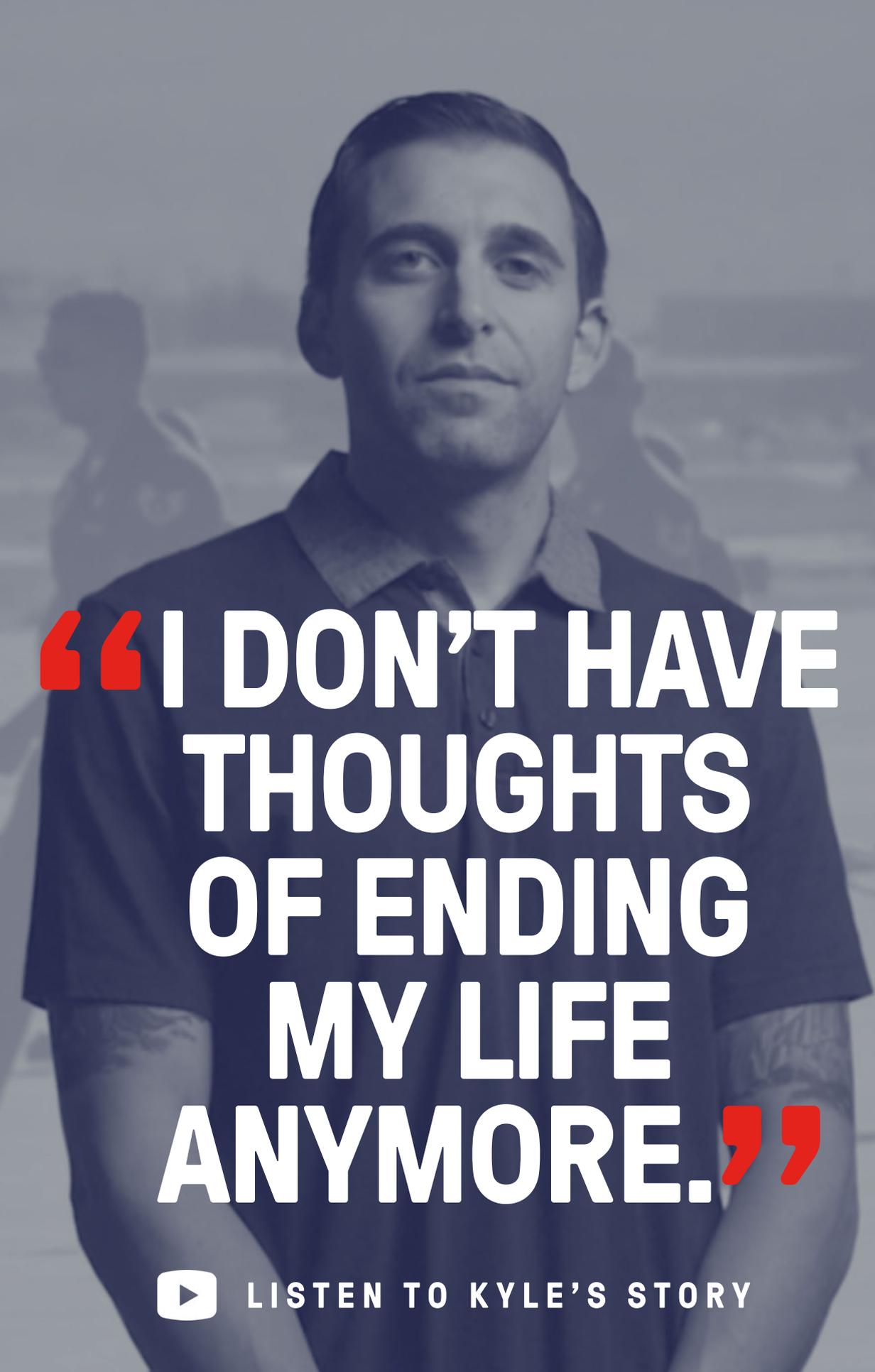
A nation where personalized and precision care is given to all who have laced up their boots to protect our freedoms so that they know and never forget their lives, sacrifices and service matters.

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 and military community.

OUR ACCREDITATIONS





“I DON'T HAVE
THOUGHTS
OF ENDING
MY LIFE
ANYMORE.”

 LISTEN TO KYLE'S STORY

A LETTER FROM OUR CEO

A Veteran friend of mine who served for 22 years lives by the mantra “Steady pressure.” In his words, steady pressure means “to be the immovable object against an unstoppable force.” It is a reminder to live: to live through the pain after a devastating injury and to welcome adversity because in the end you know it will make you stronger. It’s a reminder to keep going, moving **forever forward.**

And that’s the meaning we lived by at Boot Campaign in 2023 – for our team and for those we serve. **Applications for our Health & Wellness Program rose more than 60% in 2023**, and we provided individualized, holistic and comprehensive care for more Veterans struggling with brain injury, posttraumatic stress disorder, chronic pain, self medication and insomnia than ever before. We successfully **expanded our holiday program by 11%** because there is such a need for stress-relieving support during trying times.

2023 was Boot Campaign’s 14th year of existence - 14 years of adapting to the most pressing needs of the military community, putting one foot in front of the other to best serve those who serve(d). Together, we look forward to what’s in store for year 15 as we continue to show all those who laced up their boots to protect and defend our freedoms **YOU MATTER.** Let’s move together...

FOREVER FORWARD.

Shelley Kirkland



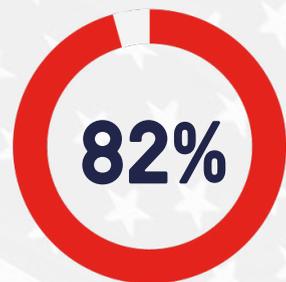
THE NEED

Research shows **up to 50% of Veterans face challenges transitioning back to civilian life after service.** To help ease those challenges, Boot Campaign has continued to adapt to the most pressing needs of the Veteran and military community, addressing two of their biggest concerns: **access to individualized health care and financial pressures.**

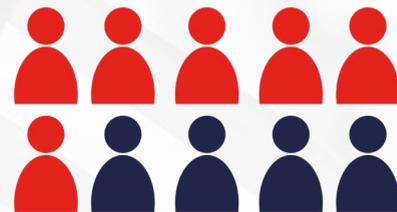
Roughly **one in five Veterans has experienced mental health problems,** including PTSD, major depression, and anxiety, which are often also seen with brain injury. The aforementioned issues are often compounding factors of suicidal ideation.

Couple mental health concerns with financial stress and many Veterans and military families are left feeling overwhelmed.

TOP VETERAN & MILITARY FAMILY CONCERNS



FELT UNPREPARED TO TRANSITION TO CIVILIAN LIFE



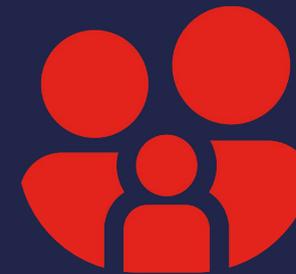
REPORTED THEY DID NOT HAVE ENOUGH MONEY TO MAKE ENDS MEET



CONCERNED WITH ACCESS TO MILITARY OR VA HEALTH CARE SYSTEMS

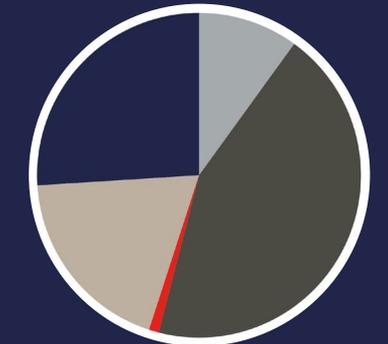
OUR 2023 IMPACT

Health & Wellness and Seasons of Service Programs

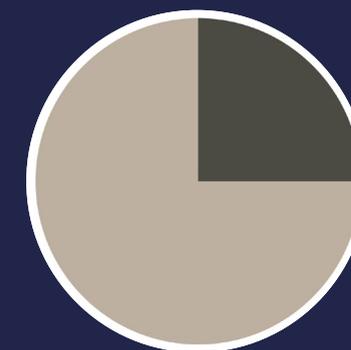


1,881

VETERANS & MILITARY FAMILY MEMBERS SERVED



BRANCHES SERVED



BREAKOUT OF ACTIVE DUTY & VETERANS SERVED



49

STATES REACHED

HEALTH & WELLNESS PROGRAM

ABOUT THE PROGRAM

Boot Campaign's Health & Wellness Program delivers individualized treatment to Veterans and their families to treat diverse health challenges resulting from invisible wounds of war such as posttraumatic stress disorder and/or traumatic brain injury, trauma-based insomnia, chronic pain and self-medication. **91% of Veterans served by Boot Campaign had more than one of the aforementioned invisible wounds.**

Our team provided more than **22,650 hours** of high-touch, personalized and holistic treatment to help Veterans overcome and heal - all at no cost to the Veterans we served.

TESTIMONIALS

"I am in such a better place now and have a clear path ahead of me."

"In one year of therapy and treatment with Boot Campaign I was able to get through what 12 years of therapy elsewhere couldn't do. This program absolutely saved my life."

"I've waited 17 years for this kind of help. Words are not enough."

“I’M LIVING MY BEST LIFE NOW.”

FOLLOWING INDIVIDUALIZED TREATMENT



100%

REPORTED THEY WOULD REFER A FRIEND TO BOOT CAMPAIGN



96%

IMPROVED IN THE AREAS ABOVE VIA STANDARDIZED MEASURES

- Anxiety
- Cognitive Function
- Depression
- Meaning & Purpose
- Pain
- Sleep



9 OUT OF 10

NO LONGER QUALIFIED FOR A PTSD DIAGNOSIS



LISTEN TO ERIK'S STORY

SEASONS OF SERVICE PROGRAM

ABOUT THE PROGRAM

Boot Campaign's Seasons of Service Program, formerly Santa Boots, unites Americans to show gratitude, meets service members' needs and strives to alleviate stress and financial burden by delivering specially-curated gifts to Veteran and active duty military families nationwide.

With the help of 400+ volunteers along with our corporate and community partners, Boot Campaign was able to provide **548 boxes** full of individually-wrapped gifts to **796 military family members** across the country. 95% of recipients felt the program **provided support at a much needed time** and 85% said it **lowered stress levels** within their household.

TESTIMONIALS

"You brought our family pure joy after such a rough year."

"We didn't expect to receive all of your kindness and generosity. We are grateful."

"This special gift box brought us a joyful moment we didn't realize had been missing."

"It was a magical relief for us at a time we really needed it."

"This has lifted a substantial burden off of our shoulders."

"Boot Campaign not only gave me back Christmas, but they also gave me back my family."

OF THE FAMILIES SERVED

49%

FACED MAJOR MEDICAL CHALLENGE

36%

FELT FINANCIAL HARDSHIP DUE TO RELOCATION

46%

EXPERIENCED RECENT LOSS OF INCOME

20%

OTHER (DEATH IN THE FAMILY, NATURAL DISASTER, ETC.)





GRATITUDE & AWARENESS

SPREADING OUR MESSAGE

Our #LaceUpAMERICA and YOU MATTER initiatives encourage all Americans to demonstrate gratitude for those who serve(d) and help shatter the stigma surrounding mental health care.

NEW GEAR, NEW FACES

We kicked off the year with a new boot drop in collaboration with longtime partner **Shiner Beers**. The unmistakable custom camo pattern by Kryptek made these boots a statement of support for all who laced them up, including Shiner's staff at the K. Spoetzl Brewery!

We were honored to have thousands of supporters across the country don our gear: the crew at **The Hunting Public**, the Veterans and musicians behind **The War Hippies**, singer **Erin Kinsey**, Fox contributor **Dr. Nicole Saphier**, designer **Galey Alix**, and influencers and military spouses **Jen and Kirst** of *Wives of the Armed Forces*.

OUR GEAR REACH



956

PATRIOTS LACED UP IN NEW COMBAT BOOTS



1,939

YOU MATTER TEES SOLD



3,726

TOTAL NUMBER OF BRANDED ITEMS SOLD

NOTABLE MOMENTS

To bring more attention to our mission and to meet the needs of our nation's Veterans, we launched new events in new places.

Our hearts (and bellies) were full after the **Basin Burnout BBQ Cook-Off & Music Festival**, presented by PBADD in Midland, Texas, where thousands gathered to enjoy great music and tasty bites in support of those who serve(d).

In its third year, our **Annual Clay Shoot** in San Antonio welcomed new patriots from across Texas with the help of title sponsor **Heart of Texas Propane**.

To honor Memorial Day and Military Appreciation Month, our CEO, Shelly Kirkland, joined Veteran Ambassador **Steve Lucas** along with Board Members and Veterans **Johnny "Joey" Jones** and **Mat Best** in New York City to highlight our mission and programs with viewers of Fox & Friends.

In Houston, Texas, we welcomed patriots over dinner to learn about our mission and be inspired by stories from Congressman and **U.S. Navy SEAL Veteran Morgan Luttrell**.

Additionally in Vero Beach, Florida, our "Boots on the Beach" event included live music from **Pauline Reese** and guest speaker **U.S. Army Green Beret Veteran John Wayne Walding**.





PARTNER SPOTLIGHT



BLACK RIFLE COFFEE COMPANY

From their first pour of coffee, Black Rifle Coffee Company (BRCC) made it their mission to give back to those who protect, defend, and support our country. They do so through their commitment to hiring Veterans from coast to coast and supporting organizations, like Boot Campaign, that care for our service members.

BRCC kicked off a creative (and tasty) way to give back to our mission by committing a portion of every can of their Ready to Drink coffee to benefit our programs.

Dubbed **“Raise a Can. Raise a Million.”** their efforts spread far and wide with the help of national media exposure thanks to multiple features on **Fox & Friends Weekend on Veterans Day, November 11th.**

“This donation will be a catalyst for transformation,” shared Retired U.S. Air Force Veteran Timothy “Chachi” Pachasa, BRCC’s Director of Philanthropy. “Our hope is that this donation will illuminate a path towards healing, recovery, and positive change for many.”

We are incredibly grateful to the team at BRCC for their continued commitment to our nation’s Veterans and to our mission at Boot Campaign through their partnership.

2023 FINANCIAL REPORT

ASSETS

Cash	\$668,127
Investments	\$1,146,893
Contributions Receivable	\$484,412
Property & Equipment	\$51,575
Prepaid Expenses	\$226
TOTAL ASSETS	\$2,351,233

LIABILITIES

Accounts Payable	\$66,635
Accrued & Other	\$42,820
TOTAL LIABILITIES	\$109,455

STATEMENT OF ACTIVITIES

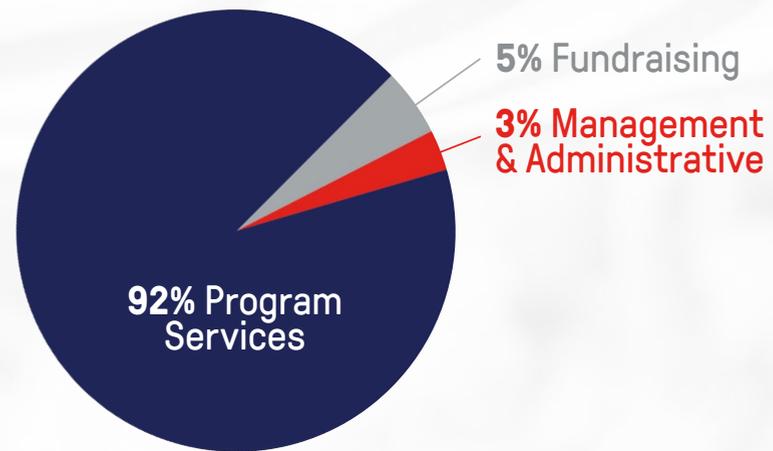
Contributions (Indiv/Corp)	\$1,888,917
Event Revenue	\$508,198
Gifts In-Kind	\$429,976
Merchandise Sales	\$164,173
Investment Income	\$76,189
TOTAL REVENUE & SUPPORT	\$3,067,453

PROGRAM & SUPPORTING SERVICES

Program Services	\$3,073,350
Management & Admin	\$114,188
Fundraising	\$158,528
TOTAL PROGRAM & SUPPORTING SERVICES	\$3,346,066

NET ASSETS (Beginning)	\$2,520,391
NET ASSETS (Ending)	\$2,241,778

*Boot Campaign is independently audited annually. To view the full report visit bootcampaign.org/financials.



92%

OF FUNDS RAISED WENT TO OUR MISSION-DRIVEN PROGRAMS

“ I WASN’T LOOKING FORWARD TO BEING AROUND. ”



LISTEN TO JAY’S STORY

OUR PARTNERS

THROUGH OUR FOCUS AND ATTENTION TO BUILDING MUTUALLY BENEFICIAL RELATIONSHIPS, THESE INCREDIBLE PARTNERS LACED UP WITH US IN A MULTITUDE OF WAYS TO SERVE THE VETERAN AND MILITARY COMMUNITY.



A Major Funding
A-CAAP Inc.
Alamo Sporting Arms
Allegiance Flag Supply
Allways Automotive Group, LTD.
Apple Creek Creations
Ariat International, Inc.
Bailey Building of Vero Beach
Bank of America
Bank of Texas
Barton Watch Bands
Berns Steakhouse
Black Rifle Coffee Company
Bob Moore Construction
Brass & Unity
Cavender's
Charity Golf International
Chi Upsilon Chi of Chi Sigma Iota
Chive Charities
Combat Veterans Motorcycle Association | Virginia Chapter 27-1
Cornelia Cogswell Rossi Foundation
DBR Law
Della Porta Cosmetic Dentistry LLC
Eastham Enterprises
Easy Day Foundation

Elite Physiques
Emerald Shore Adventures LLC
Empower Retirement LLC
Energy Transfer LP
Fernandez Honda Dealership
Fifth Generation, Inc.
Fisher House Foundation
Fleo
Ford Family Charitable Foundation
Foster + Fathom
Frank B Fuhrer Wholesale Co
FXR Factory Racing
Garrison Brothers
George E. Warren LLC
Glazer's Beer & Beverage
Good Bourbon For A Good Cause
Graphic Business Solutions
Green Financial Group
Greene Appell NA LLC
Grit Productions & Expositions
Heart of Texas & 301 Propane Holdings
Henry Firearms
Higginbotham Community Fund
Hooters
Howell-Adams Family Foundation
Hunt Brothers Pizza

Invited Clubs
JJJ Consulting LLC
JM & ST Powers Family Foundation
JM Artwerks
JW Hughes Excavation, Inc.
Kahn Mechanical
KEG 1 O'Neal, LLC
Kellen Giving Fund
Kimber America
King's Point Pub
Koerner Distributor Inc
Larry's Distributing Company
LendLease
Level Yoga LLC
Linus Automotive Cadillac Buick GMC
Live To Give
Long Shots Driving Range
Lucky Services Inc
MAS Service (A JBM, INC. Company)
Mercury One
Milestone Environmental Services, LLC
Military Times (Sightline Media Group)
MILLECOR
Modern Beard Co.

MotoSport.com, LLC
Movement Mortgage
Navy Federal Credit Union
NexTier Oilfield Solutions
Northwestern Mutual
Northwestern Mutual Foundation
NXG Services LLC
Paul & Cheryl Kelley Family Fund
Pecos Outdoor
Permian Basin Association of Directional Drilling (PBADD)
Pernod Ricard USA
PJC Investments LLC
Progressive Insurance Foundation
ProPetro Services, Inc.
QuietKat
Ranslem Capital
RealTree
Recoup Lifestyles Inc.
Renaissance Charitable Foundation
Robertson & Company
Robertson Foundation
Rolltex
Sawdust & Sons Design
Scott Equipment Company
Security Service Federal Credit Union

Seven Fabrication, LLC
Shadow's Bar
Shiner Beers
SIG Sauer
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Soledier Socks
Sons of Liberty
Southern Glazer's
Stifel Charitable Inc
Submariner Pub LLC
Supply Side
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Tank Solutions
Tapped on the Lakeshore
TC Energy
Team Raft
Texas Capital Bank
Texas Refrigeration Inc
Texas Standard
The Corrigan-Goddard Foundation
The Freeman Giving Trust
The G Jarab Living Trust
The Jordan Spieth Family Foundation
The Lumistella Company
The Shared Blessings Fund
The Shark Group

Thomas Oilfield Services
Thomas & Carol Corr Family Foundation
Tight Ends Sports Bar & Grill
Tommy's Bar
Traeger Grills
Troll Co Clothing
TX Whiskey
Ueltschi Family
Valhalla By Ravin
Veterans United Foundation
Viper Energy Solutions
Viridian Residential Association
Vista Energy
Wagner Petroleum LLC
Warren CAT
Warrior Angels in Boots
Warrior Shield Foundation
Watring Giving Fund
Western Fertility Institute Dr. Ashim Kumar
Whale Capital LP
White Birch Armory
Wiley X
William Dean Charitable Foundation
Williams Family Fund

OUR INDIVIDUAL DONORS

THANK YOU TO EVERYONE WHO DONATED THEIR TIME AND RESOURCES TO OUR MISSION,
INCLUDING THESE PASSIONATE PATRIOTS WHO CONTRIBUTED MORE THAN \$500.

A. Vaughn	Brent Booker	Darrian White	Frank Whalen	Jay & Colleen Willis	Jonathan & Lauren Braue	Mary Howell-Brown	Patricia Eastman	Steve & Sarah Lucas
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Army (Ret.)



James Webb

IN MEMORIAM

Our Boot Campaign family was saddened by the loss of two incredible men who proudly served our country and advocated for our mission.

RETIRED U.S. ARMY COLONEL THOMAS O'DONNELL
Boot Campaign Board Member



RETIRED U.S. NAVY VETERAN BOB MADDUX
Boot Campaign Health & Wellness Program Participant,
Veteran Ambassador



BOOT CAMPAIGN

