

# FOREVER FORWARD

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2023 ANNUAL REPORT

BOOT   
CAMPAIGN

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## 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

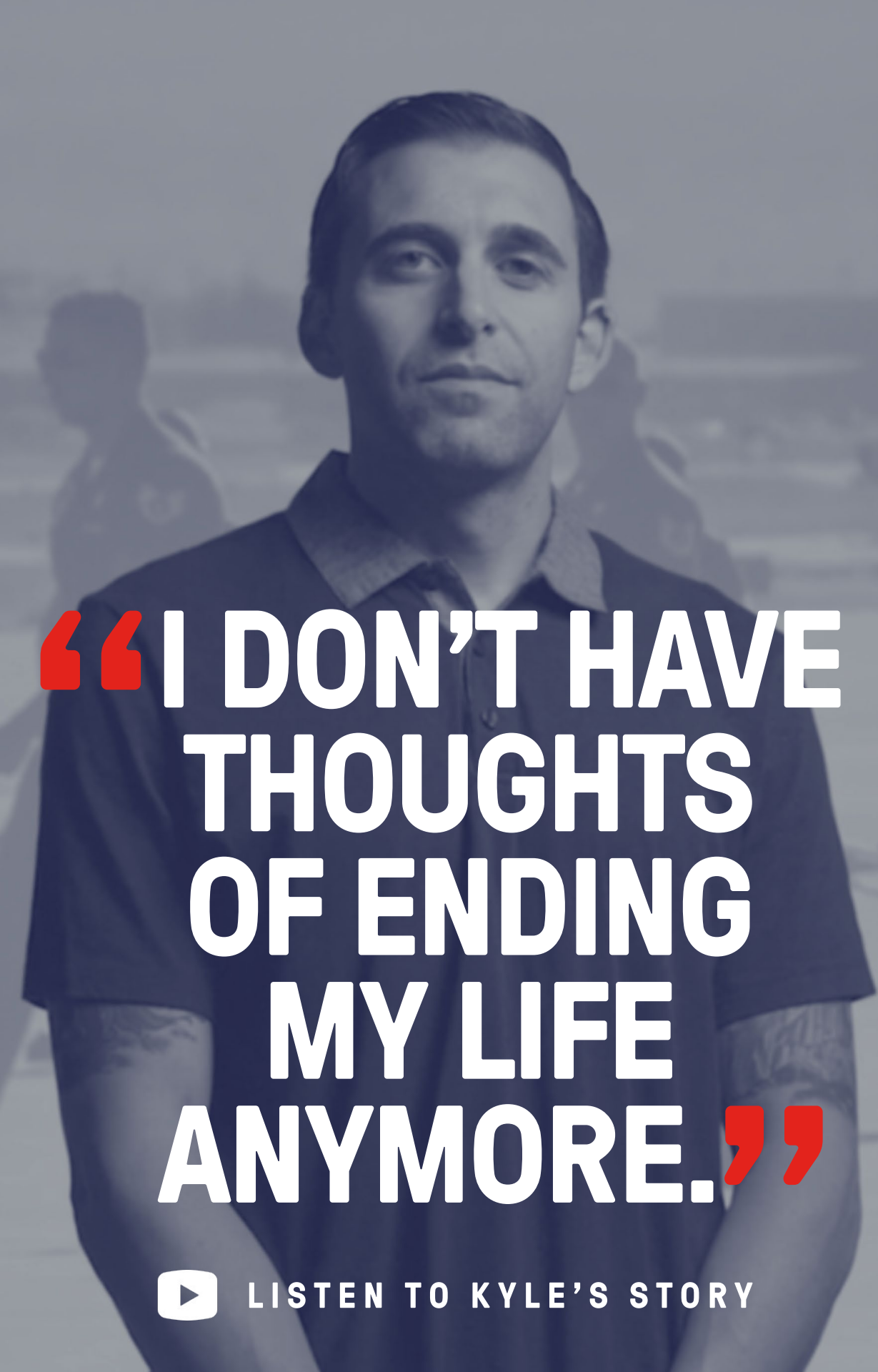
A nation where personalized and precision care is given to all who have laced up their boots to protect our freedoms so that they know and never forget their lives, sacrifices and service matters.

### 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...

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**FOREVER FORWARD.**

*Shelley Kirkland*



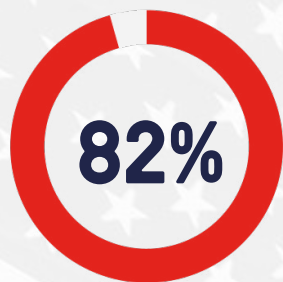
## THE NEED

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.**

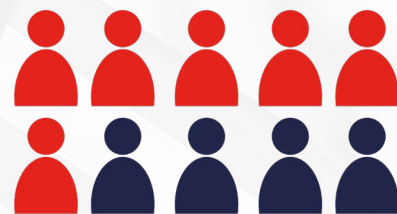
Roughly **one in five Veterans has experienced mental health problems,** including PTSD, major depression, and anxiety, which are often also seen with brain injury. The aforementioned issues are often compounding factors of suicidal ideation.

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

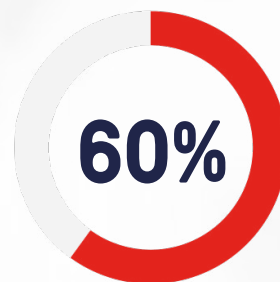
### TOP VETERAN & MILITARY FAMILY CONCERNS



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

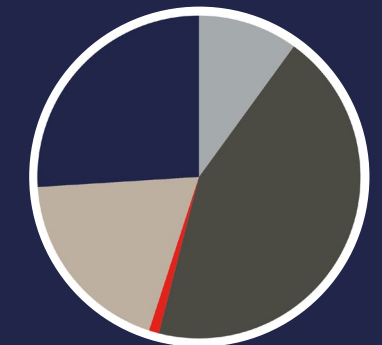
## OUR 2023 IMPACT

Health & Wellness and Seasons of Service Programs



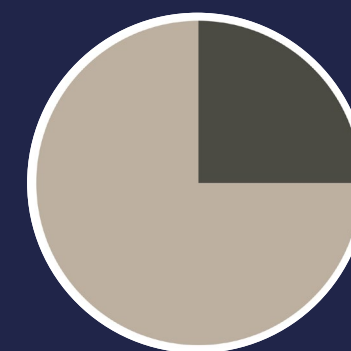
1,881

VETERANS & MILITARY FAMILY MEMBERS SERVED



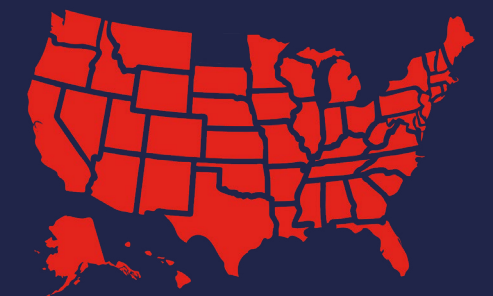
BRANCHES SERVED

U.S. Air Force U.S. Marine Corps  
U.S. Army U.S. Navy  
U.S. Coast Guard



BREAKOUT OF ACTIVE DUTY & VETERANS SERVED

Veteran Active Duty



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
<b>TOTAL ASSETS</b>	<b>\$2,351,233</b>

## LIABILITIES

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

## STATEMENT OF ACTIVITIES

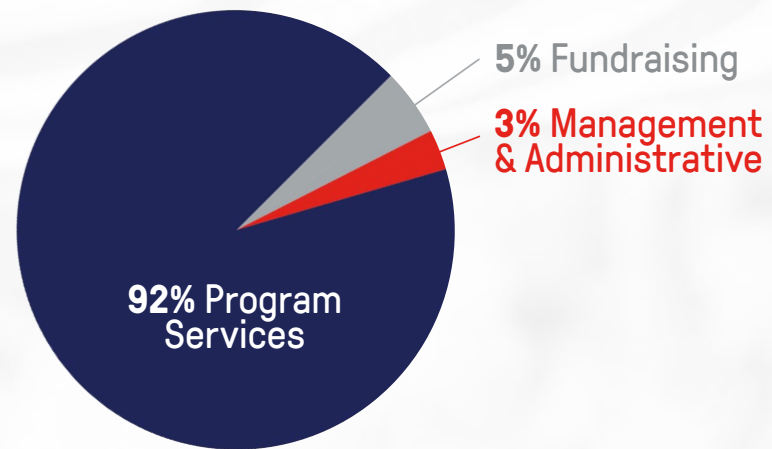
Contributions (Indiv/Corp)	\$1,888,917
Event Revenue	\$508,198
Gifts In-Kind	\$429,976
Merchandise Sales	\$164,173
Investment Income	\$76,189
<b>TOTAL REVENUE &amp; SUPPORT</b>	<b>\$3,067,453</b>

## PROGRAM & SUPPORTING SERVICES

Program Services	\$3,073,350
Management & Admin	\$114,188
Fundraising	\$158,528
<b>TOTAL PROGRAM &amp; SUPPORTING SERVICES</b>	<b>\$3,346,066</b>

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](https://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  
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Robertson Foundation  
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Scott Equipment Company  
Security Service Federal Credit Union

Seven Fabrication, LLC  
Shadow's Bar  
Shiner Beers  
SIG Sauer  
Sivo Giving Fund  
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Sons of Liberty  
Southern Glazer's  
Stifel Charitable Inc  
Submariner Pub LLC  
Supply Side  
Sutherland Family Trust  
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.

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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

