



## MISSION & VISION

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

**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.

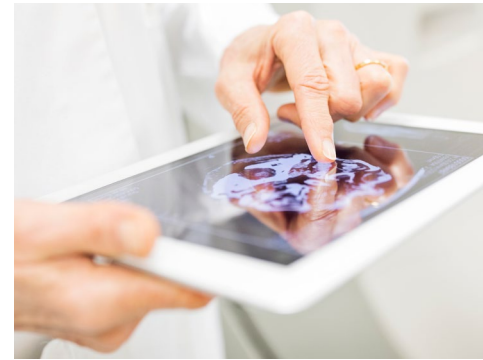
**WHY WE DO IT:** It's our duty as Americans to care for every man and woman who laces up their boots to defend our freedom. We want Veterans of any era and every branch to hear and feel one thing loud and clear: YOU MATTER, your service and sacrifice matters and will not be forgotten, not now and not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

## PROGRAMS

**HEALTH & WELLNESS:** Treats the root cause of invisible wounds of war, such as traumatic brain injury, posttraumatic stress disorder, chronic pain, self-medication and insomnia and targets many of the same risk factors associated with suicidal ideation.

**SEASONS OF SERVICE:** Provides Veteran and active duty military families facing financial or medical hardship with specially-curated gifts and services.

**#LACEUPAMERICA:** Encourages Americans to lace up a pair of combat boots to demonstrate gratitude and appreciation for the Veteran and active duty military community.



## FACTS



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



OVER 600 CELEBRITIES ALONG WITH COUNTLESS CIVILIANS AND PATRIOTS HAVE JOINED OUR #LACEUPAMERICA MOVEMENT

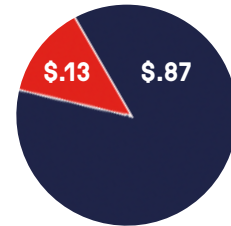


IN 2024 OUR PROGRAMS IMPACTED 2,410 VETERANS & MILITARY FAMILIES MEMBERS FROM 48 STATES - AT ZERO COST TO THEM



"YOU MATTER" MOVEMENT RESONATES WITH COUNTLESS VETERANS, CIVILIANS TO SHATTER MENTAL HEALTH CARE STIGMA

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



MISSION

SUPPORTING SERVICES

## LEADERSHIP

**Shelly Kirkland, CEO**

### Board of Directors

- |   |                                  |
|---|----------------------------------|
| Andrew Barnett  | Alan Martin Sr                   |
| Mat Best - U.S. Army Veteran                                | Josh Mayfield                    |
| Dr. Ric Bonnell   | Leigh Ann Ranslem                |
| David Collins - U.S. Army Veteran                           | Mike Rouse                       |
| John Ertz   | Tish Stropes                     |
| John W. Hughes Jr.  | Chris Talcott - U.S. Army (Ret.) |
| Joey Jones - U.S. Marine Corps (Ret.)                       | James Webb                       |
| Jamie Kienholz - U.S. Air Force/<br>U.S. Space Force (Ret.) |                                  |

## CREDENTIALS

