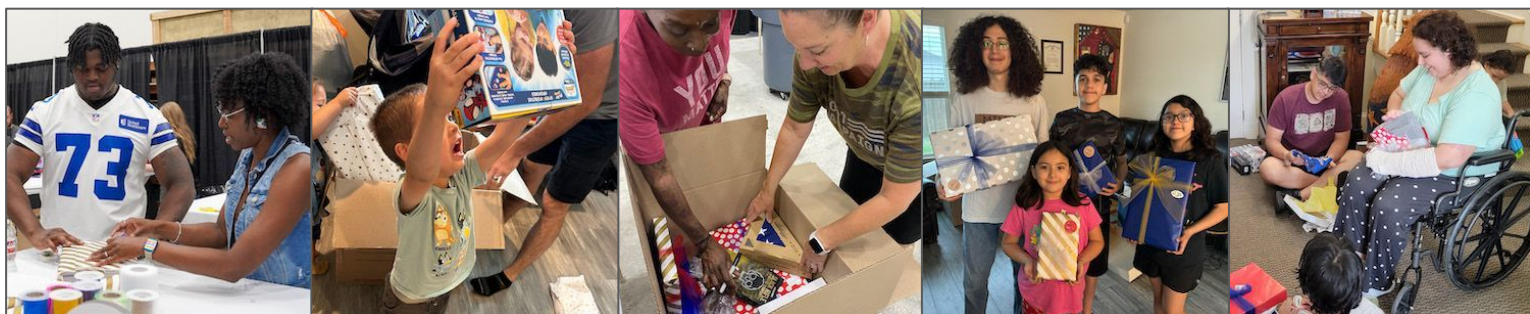


BOOT CAMPAIGN

2024 SEASONS OF SERVICE PROGRAM RECAP

2024 marked a decade of serving families through Boot Campaign's Seasons of Service Program. Because of the support from generous, patriotic Americans, we met the needs of 210 Veteran and military families across the country.

These 912 individuals were facing extreme loss due to Hurricanes Helene & Milton, relocation, military to civilian transition, terminal illnesses, unexpected loss of immediate family members, and other financial woes.



SEASONS OF SERVICE PROGRAM 2024 BY THE NUMBERS



210

Families served



Personalized shopping for

912

individuals



Deliveries made in

30

states



639+

boxes full of gifts delivered



21,500+

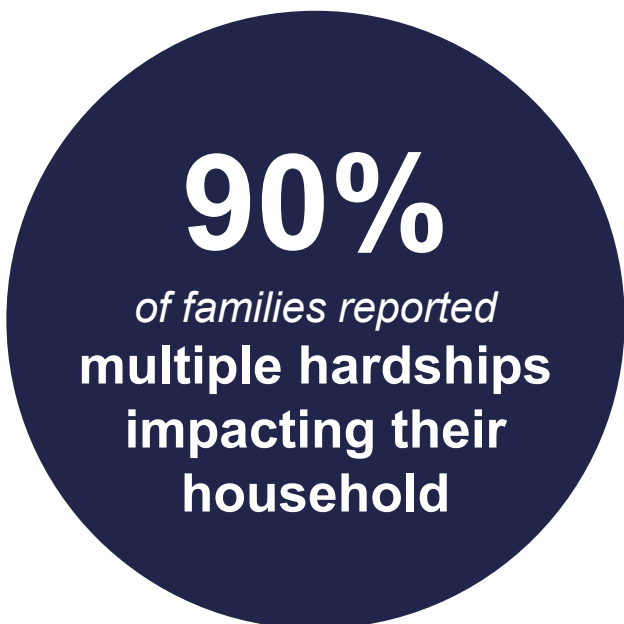
pounds of gifts shipped



[Watch](#) Boot Campaign's Seasons of Service Program in action

We lost our 17-month-old baby just a few months before the holiday season, and our lives have been turned upside down since that heartbreaking day. This Christmas felt overwhelmingly difficult, and we honestly didn't know how we could celebrate while grieving so deeply. We cannot be thankful enough for the joy you have brought to our kids during this challenging season. Your compassion has made a significant difference in our lives.

- Veteran, U.S. Marine Corps, Henderson, Nevada



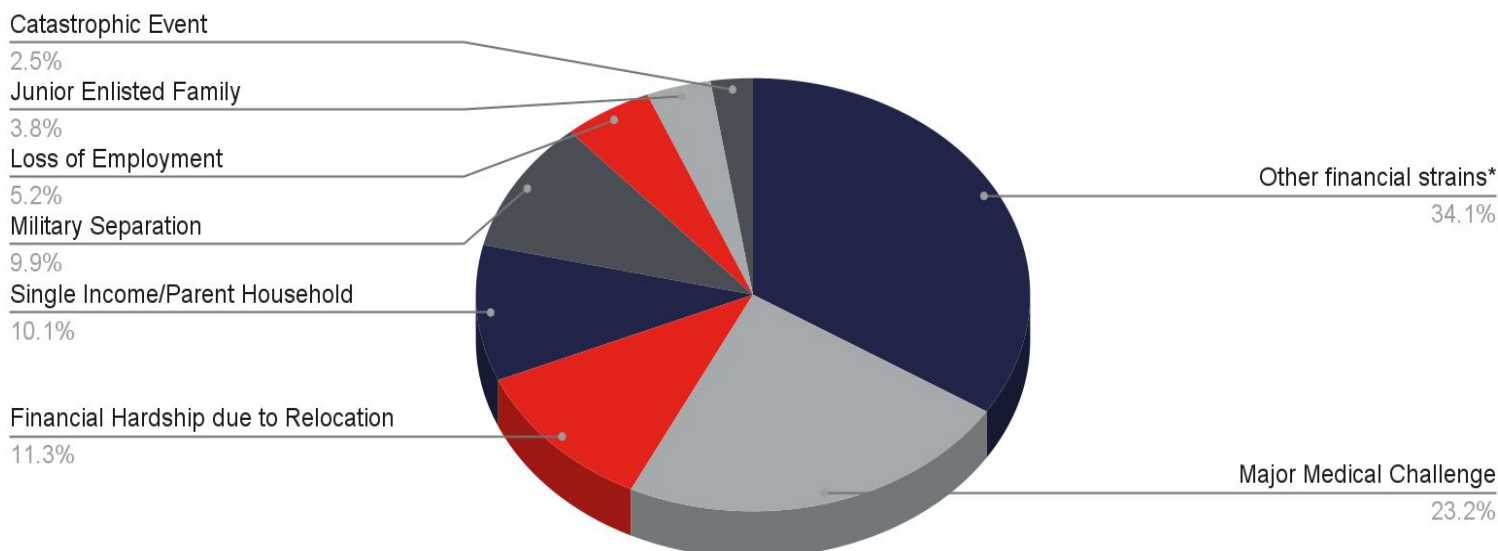
This was such a blessing and much needed time for us. We have never asked for help from anyone but the financial burden from the hurricane damage, plumbing issues and dishwasher breaking were overwhelming. You helped us so much.

- Veteran, U.S. Army, Houston, Texas

We lost everything during Hurricane Helene and because of Boot Campaign my son was able to have Christmas. Everything provided was thoughtful, and every day I get a reminder of Boot Campaign because he's wearing the gifts that were provided. I really am deeply grateful for what you have done.

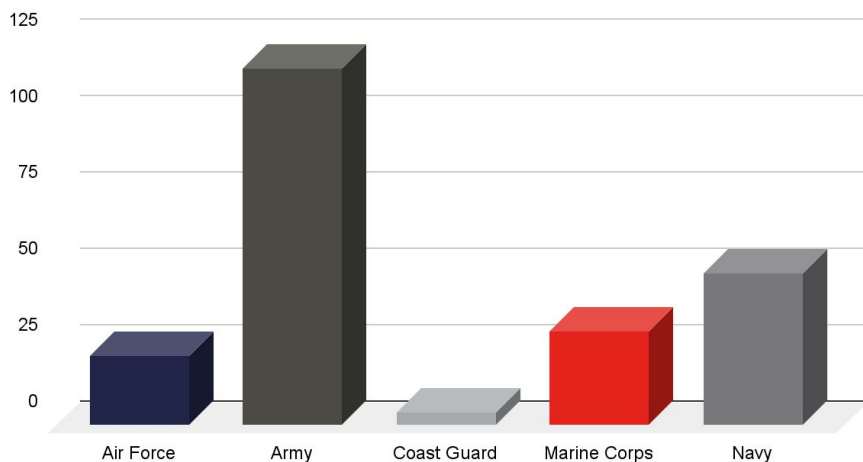
- Active Duty, U.S. Army, Madeira Beach, Florida

Primary Hardships Reported



*Other financial strains include but not limited to: Income Loss due to Awaiting Military Benefits, Child Care Costs, Food Insecurity, Housing Costs, Death of an Immediate Family Member and Out of Pocket Medical Expenses

Families Served Per Branch



85%
reported the program
lowered stress in the household

Boot Campaign took a lot of stress off my chest during a hard time transitioning out of the service due to medical reasons. I appreciate what you guys do so much and you are a blessing to many. Thank you so much for the support.

-Active Duty, U.S. Army, Fayetteville, North Carolina



My family and I can't say thank you enough. After our home was destroyed during Hurricanes Milton & Helene there was the added stress of the holidays. **Boot Campaign not only provided individualized gifts for each of us, but they went above and beyond and every gift was wrapped.**

- Active Duty, U.S. Air Force, St. Petersburg, Florida

It's not even about the gifts. **It's about this grandiose gesture of love and hope. The sincere and genuine effort to buy them, wrap them, package them, and ship them all...and do all that for incredibly noble reasons, that is what I see.** I see the effort and the people behind it. **THAT** is what makes the biggest impact on me.

- Veteran, U.S. Army, Afton, Wyoming



We are beyond grateful for Boot Campaign's support and can't express how much it helped our family and relieved a lot of stress. Thank you so much.

- Veteran, U.S. Army, London, Ohio



Thank you so much for such a big surprise this past week! First, I opened the cat litter after just running out. Then I realized I was sent a kayak so my dog and I can get on the water together one day - bringing me confidence to finally do this for myself to ease my mind. When we had a few inches of snowfall, I then found the heavy warm jacket, gloves and beanie that prompted me to take a midnight walk in the dusting with my dog. I opened up the cozy memory foam slippers, fuzzy lounge pants and R.E.D. t-shirt that made me feel as though some long lost parent knew would make me feel important. **And while I'm short on grocery funds this month, you guys included a grocery gift card and Omaha Steaks certificate that will keep me fed well!! Each gift is so personal to me. I couldn't believe how everything came in its individual wrapping and name tag. No one has ever done anything like this for me.**

- Veteran, U.S. Army, New Ringgold, Pennsylvania

98%
reported
**Boot Campaign
provided support
at a much
needed time**

It was so much more than our whole family expected. Our hearts were so full by the beautiful wrapping and wonderful gifts inside! Our family is forever grateful!!! Thank you for all the hard work and thoughtfulness!

- Active Duty, U.S. Marine Corps, Sneads Ferry, North Carolina

