



ANNUAL REPORT

BOOT 
CAMPAIGN

2024



OUR MISSION

Unite Americans to honor and restore the lives of Veterans and military families through individualized, life-improving care.

OUR VISION

A nation where personalized and precision care is available to those 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

- Financial transparency
- Individualized and personal care
- Adaptable to the most pressing needs of those we serve



**ACCREDITED
CHARITY**

give.org



BOARD OF DIRECTORS

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James Webb



In 2024, Boot Campaign celebrated its **15th year** as an organization. The traditional gift for a 15 year anniversary is crystal, symbolizing the clarity and transparency of a strong relationship. And I can attest that Boot Campaign, its staff and its board of directors have crystallized our mission and vision for the organization and how to best step in strongly for America's Veterans and military families.

The needs of those who serve(d) have evolved since our humble beginnings in 2009 and so have our programs to support those who lace(d) up their boots to protect and defend our freedoms. What began 15 years ago as an effort to shine a spotlight on the challenges of Veterans and military families has grown into a national organization, rooted in transparency and adaptability, that is truly changing – and saving – lives through individualized care.

Albert Pike said, *"What we have done for ourselves alone dies with us; what we have done for others and the world remains and is immortal."* And because of our supporters nationwide, our mission to unite Americans to honor and restore the lives of Veterans and military families through individualized, life-improving care continues.

BOOT CAMPAIGN CEO

2024 IMPACT

2,410

VETERANS & MILITARY
FAMILIES SUPPORTED

FROM

48

STATES

100%

COST FREE FOR VETERANS
& THEIR FAMILIES

681

PAIRS OF COMBAT
BOOTS SOLD

\$0.91

OF EVERY DOLLAR SPENT
SUPPORTED OUR MISSION-
DRIVEN PROGRAMS



HEALTH & WELLNESS PROGRAM

It was our honor to impact the lives of **405 individuals** and **1,110 family members** through the **30,615 hours** of individualized care provided by our Health & Wellness Program last year.

For additional information, click [here](#).

100%

OF VETERAN PARTICIPANTS
REPORTED THEY WOULD
REFER A FRIEND TO
BOOT CAMPAIGN

97%

SHOWED IMPROVEMENT IN
ANXIETY, ANGER & GAINING
A SENSE OF MEANING
& PURPOSE

9^{OUT} OF 10

NO LONGER QUALIFY
FOR A PTSD DIAGNOSIS
FOLLOWING OUR PROGRAM



“Boot Campaign saved my relationships with my family and friends. It saved my life.”

Harry McBrien
U.S. Marine Corps (Ret.)

▶ WATCH



“I received a tailored program that truly cared about my well-being.”

Laura McIntire
U.S. Navy (Ret.)

▶ READ



“Now I’m a productive citizen. Boot Campaign gave me tools for a better life.”

Steve Lucas
U.S. Marine Corps (Ret.)

▶ WATCH

SEASONS OF SERVICE PROGRAM

Boot Campaign supported **912 Veteran and military family members** who were experiencing hardship. More than **639 boxes** of individualized needs were hand-delivered to deserving families in **31 states** at a time they needed personalized care the most.

For additional information, click [here](#).

98%

SAID BOOT CAMPAIGN
PROVIDED RELIEF
AT A MUCH NEEDED TIME



"I was not expecting all of this. Thank you for loving on our family."

The Hardin Family
Active Duty U.S. Navy

➤ READ

96%

REPORTED REDUCED STRESS
WITHIN THEIR HOUSEHOLD
THANKS TO OUR DELIVERY



"This assistance has been a tremendous help to us financially. We are incredibly grateful."

The Kryer Family
Active Duty U.S. Army

➤ READ

94%

MAY NOT HAVE BEEN ABLE
ABLE TO PROVIDE BASIC
NEEDS FOR THEIR FAMILY
WITHOUT BOOT CAMPAIGN



"Each gift is so personal to me. No one has ever done anything like this for me or my family."

The Reagan Family
U.S. Army Veteran

➤ READ





2024 FINANCIALS

ASSETS	
Cash	\$938,455
Investments	\$1,276,986
Contributions Receivable	\$124,869
Property & Equipment	\$80,268
Prepaid Expenses	\$6,833
TOTAL ASSETS	\$2,427,411

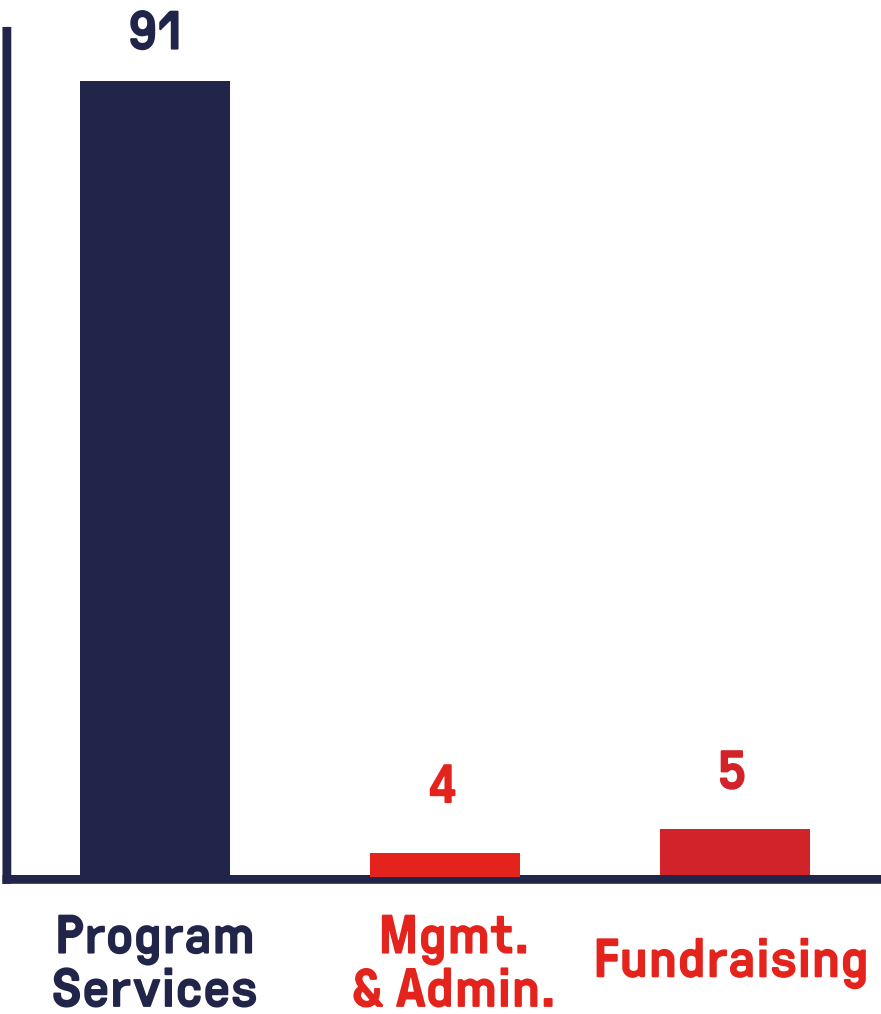
LIABILITIES	
Accounts Payable	\$27,236
Accrued & Other	\$39,900
TOTAL LIABILITIES	\$67,136

STATEMENT OF ACTIVITIES	
Contributions	\$2,256,404
Event Revenue	\$602,365
Gifts In-Kind	\$459,837
Merchandise Sales	\$90,673
Investment Income	\$82,304
TOTAL REVENUE & SUPPORT	\$3,491,583

PROGRAM & SUPPORTING SERVICES	
Program Services	\$3,071,335
Management & Admin	\$136,606
Fundraising	\$165,145
TOTAL PROGRAM & SUPPORTING SERVICES	\$3,373,086

NET ASSETS (Beginning)	\$2,241,778
NET ASSETS (Ending)	\$2,360,275

*Boot Campaign is independently audited annually. For additional information, visit bootcampaign.org/financials.



91%

OF EVERY DOLLAR
SPENT SUPPORTED
OUR MISSION-
DRIVEN PROGRAMS



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.
Allegiance Flag Supply
Allways Automotive Group, LTD.
American AirGunner
Anton Rx
Aquarius Chemical
Arcadia Park PTA
Bank of Texas
Barton Watch Bands
Ben E. Keith
Benchmark Mortgage - Midland
Bernbaum/Magadini Architects
Big Horn Supply
Bill Williams Tire Center
Black Rifle Coffee Company
Black Rifle Coffee Company Midland
BNY Mellon
Bob & Michel Thompson Charitable Fund
Bob Moore Construction
Boston Scientific
Brass & Unity
Buffalo Trace
Cavender's
CC&I LLC
Clapper Media Group Inc
Combat Veterans Motorcycle Association | Virginia Chapter 27-1
Come & Take It Sport Fishing Charters
Controls, Service & Engineering Co., Inc.
Copendero
Cornelia Cogswell Rossi Foundation

DML Foundation
Doyle Hanley Properties Partnership LP
Easy Day Foundation
Elite Physique's LLC
Ellis Equipment Company
Energy Transfer LP
Familia Robinson Foundation
Fenelli Law Firm
Fifth Generation, Inc. (Tito's Handmade Vodka)
Fisher House Foundation
Ford Family Charitable Foundation
Foster + Fathom
Fowler Family Foundation
Freedom Fighter 5K
Frontline Outdoors
Garrison Brothers
George E. Warren LLC
Glazer's Beer & Beverage
Gluhanich Family Charitable Fund
Graphic Business Solutions
Grit Productions & Expositions
Guresky Mental Health and Family Counseling Specialists, Inc.
Heart of Texas Propane
Heineken
Helicopters For Heroes
Higginbotham Community Fund
Hooters
Hunt Brothers Pizza
Integrity Chemicals
Invited Clubs
JAJ Enterprises LLC DBA The Hide Out

JJJ Consulting LLC
JM & ST Powers Family Foundation
JW Hughes Excavation, Inc.
Kimber America
Koerner Distributor Inc
Kosmos Energy
Kubota Tractor Corporation
Lapcorp
Larry's Distributing Company
Lendlease Foundation
Level Yoga LLC
Lewis Burleson Properties, LP
Lost Peak Energy, LLC
MAS Service (A JBM, INC. Company)
MDRT Foundation
MILLECOR
Montserrat Properties
Motosport.com
Navy Federal Credit Union
NexTier Oilfield Solutions
North Texas Charities
NVIDIA
NXG Services LLC
OK Entertainment LLC dba King's Point Pub
Overmohle Charitable Giving Fund
Pacific Shores Recovery
Parker Hannifin Corporation
Patriot Mobile
Paul & Cheryl Kelley Family Fund
Permian Basin Association of Directional Drilling (PBADD)
Pernod Ricard USA
Philly's Golf Club

ProPetro Services, Inc.
Ranslem Capital
Ravin Crossbows
Recoup Lifestyles Inc.
Reenergized
Reyes Browne Law Firm
Robertson Foundation
Rockaway (Bern's Steakhouse PR Firm)
Rolltex
Schwob Building Company LLC
Scott Equipment Company
Security Service Federal Credit Union
Shiner Beers
Shiner Bock Racing Club
Sightline Media Group (Military Times)
Sivo Giving Fund
Skies Over Texas Winery
Snaps Clothing
Southern Eagle Sales & Service LP
Southern Glazer's Wine & Spirits of SC, LLC
Spec's Wine, Spirits & Finer Foods
Staccato
Team Raft
TechnipFMC
Tellus
Texas A&M University
Texas Capital Bank
Texas Outdoors Writers Association
Texas Refrigeration Inc
The Barnett Family Fund
The Boulevard Charities Inc
The Castleman Family Foundation

The Corrigan-Goddard Foundation
The Cowan Charitable Fund
The Curtis L Carlson Family Foundation
The G Jarab Living Trust
The Harris Family Charitable Fund
The Hill Group
The Hunting Public
The Jones Payne Group, Inc
The Jordan Spieth Family Foundation
The Lumistella Company
The Nehemiah Company/CH TNC KARIS OWNER LLC
The New Mexico Co Inc
The Pelham Group
The Shared Blessings Fund
The Venue At Live Oak
The Walt Disney Company
The Ward Family Foundation
Thompson Pipe Group Inc.
Traeger Grills
Trane
TX Whiskey
Ueltschi Family
Veterans United Foundation
Viridian Residential Association
Vista Energy Marketing
Vogt RV World
Walsh Ranches
Watchtower Firearms
Western Fertility Institute
Dr. Ashim Kumar
Whale Capital LP
Wiley X
Williams Family Fund
YARDI

INDIVIDUAL DONORS

Thank you to everyone who donated their time and resources to our mission, including these passionate patriots who contributed more than \$500.

Abigail Donohoe
Adam Miller
Alan Gawlik
Alan Patton
Alex & Victoria Brown
Alicia Shaeffer
Allen Terry
Ambarish Mhaskar
Amir Goldman
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Amy Flores
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BOOT CAMPAIGN

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