



BOOT CAMPAIGN

2024 HEALTH & WELLNESS PROGRAM RECAP

Boot Campaign provides personalized care to Veterans and their families to treat diverse health challenges such as service-connected posttraumatic stress disorder (PTSD) and/or traumatic brain injury, while also addressing trauma-based insomnia, chronic pain and self-medication.

PROGRAM REACH BY THE NUMBERS

It was our honor to provide life-changing care to **405 individuals** and **1,110 family members** through our Health & Wellness Program in 2024. Collectively those we supported represent more than **5,235 years of service combined** across all branches of the military.



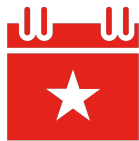
405
served



1,515
total individuals
impacted



from
46
states



14
average years
in service

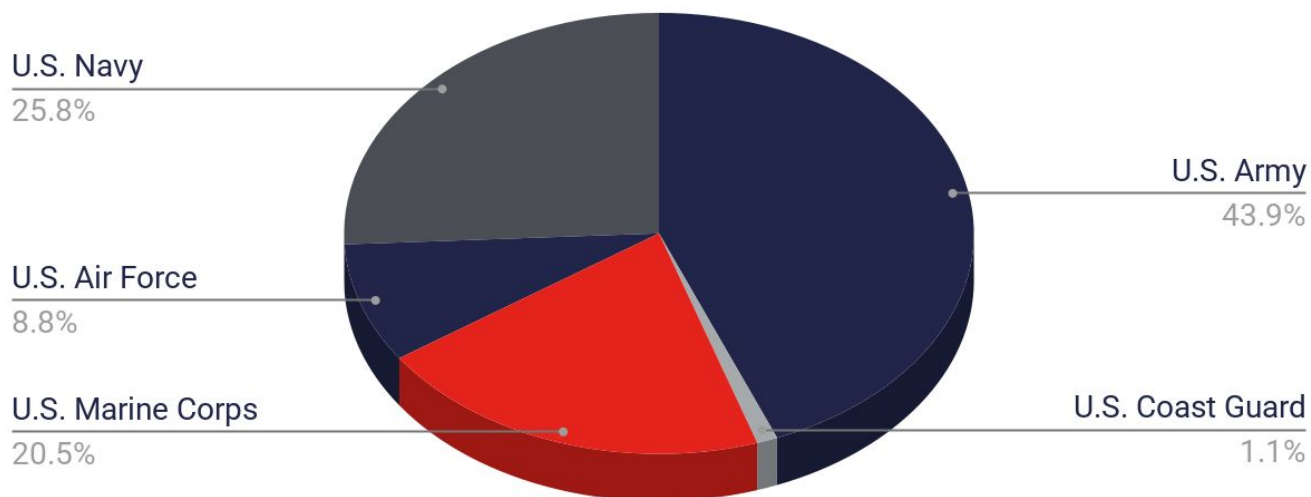


30,600+
hours of care
provided



Watch as Veterans share their experience in the program.

VETERANS WE SERVED



Boot Campaign cares for Veterans and military families from any branch and any era. Of the Veterans supported in 2024, 90% were deployed to a combat zone during their military service.



MARK'S STORY ▶

"Medics take on everyone else's demons. I started internalizing everything and shutting down," **said Mark, Ret. U.S. Army/Navy Veteran.**

"I felt completely numb. Once I retired, every emotion was hitting at once, and ultimately, I did not want to live anymore."



BOBBY'S STORY ▶

"The demolitions I was exposed to in training were not insignificant. At the time, we thought the more the blast you felt, the cooler it was."

U.S. Army Veteran, Bobby, continued, "You knew you got your bell rung, but you hid that fact. I had headaches, unexplained anger and irritability...I had so many symptoms and knew I needed help."

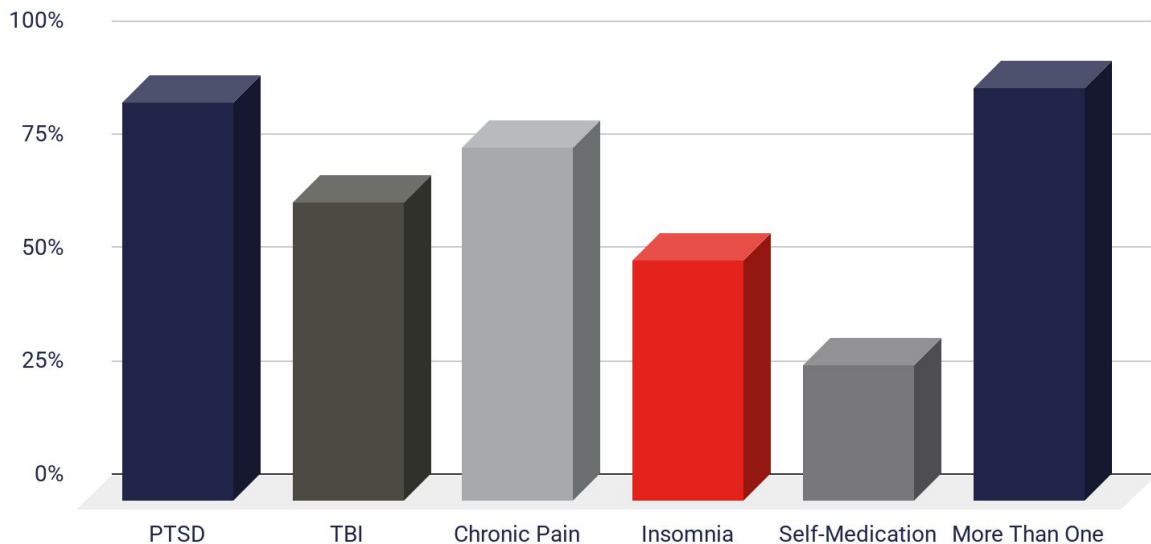


MICHAEL'S STORY ▶

"As a rescue swimmer who responded to the 2004 Indonesia tsunami, our team was rescuing 70-80 people a day for about a month straight. There are a couple things I saw that I never spoke about," **shared Michael, Ret. U.S. Navy Veteran.**

"I was operating from a constant state of fight or flight that took a toll on my mental and physical health."

CHALLENGES FACED



More than 91% of Veterans supported in 2024 experienced more than one of the five invisible wounds that Boot Campaign provides personalized care to treat.



Once Retired U.S. Navy Veteran Jacquie transitioned to civilian life, she felt rejected and lost.

In her application to Boot Campaign she shared,

"I'm in chronic pain through the day. Nothing feels comfortable physically and I often wake up in tears from depression."



While on a reconnaissance mission, Ben's team was in an accident that severely injured both his brain and his body.

"I just remember shooting upwards and feeling my whole body hit like an accordion."

Afterwards, Ben experienced headaches, anger and memory loss.

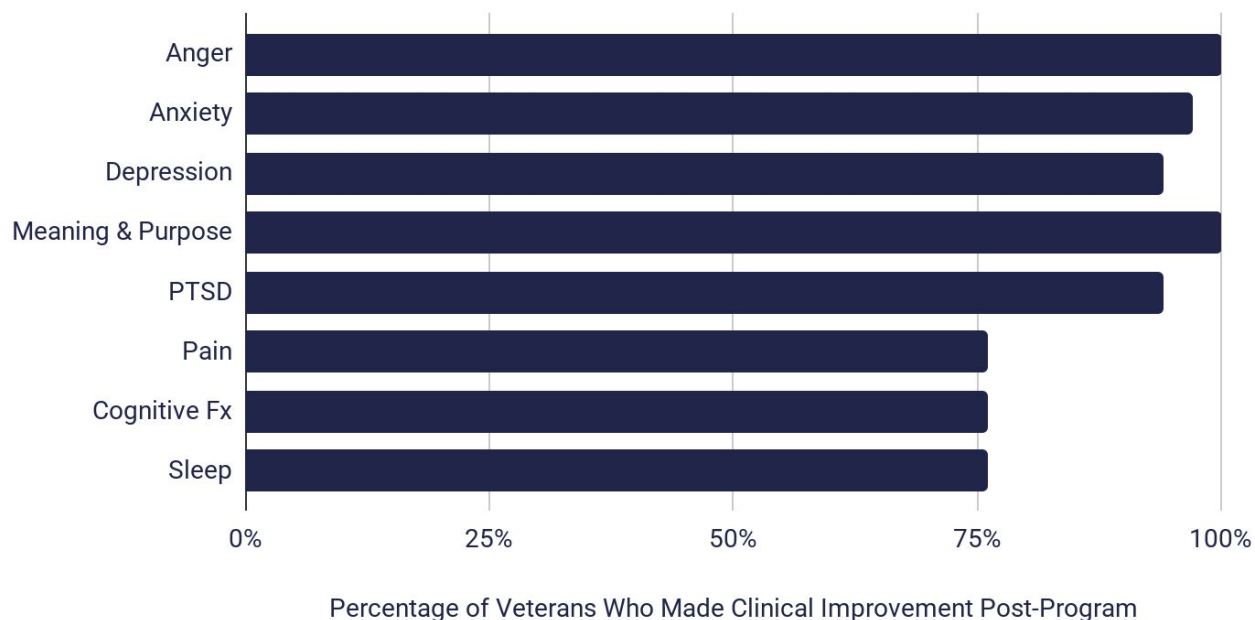


After retiring from more than 20 years in service in the U.S. Navy, Laura shared,

"Leaving my career triggered feelings of loss. I was depressed and had anxiety. I lost my purpose and became isolated from others."

Fortunately, each of these Veterans sought help from Boot Campaign.

MEASURED IMPROVEMENT



More than 97% improved in anxiety, anger, and gaining a sense of meaning and purpose.

9 out of 10 Veterans no longer qualified for a PTSD diagnosis after completing their treatment plan.

Veterans reported **94%** improvement in their quality of life, including work, relationships and energy.



"It's more than just a medical healing journey; this program is a whole person journey," shared Steve, Ret. U.S. Marine Corps. Veteran.

"I get emotional talking about my experience because Boot Campaign allowed me to experience joy. Without Boot Campaign, I wouldn't have been able to give back in my community and have joy in doing it."



Jackie, a U.S. Coast Guard Veteran said, "My individualized treatment pipeline reconnected me with myself."

"It helped me communicate my most uncomfortable thoughts and feelings and helped me live physically, pain-free."

Boot Campaign opened the doors for opportunities, and I took those opportunities to do the work and change my life."



"Boot Campaign allowed me to do my job," said Harry, Ret. U.S. Marine Corps. Veteran.

"The program didn't just have positive effect on me, it had a positive effect on my entire community. That's unmeasurable."

Not only did it change my life, it saved my life. It saved my relationships with my family."

ADDITIONAL TESTIMONIALS

"I see a big difference in my life, my health, my mental wellness and how I move through the world. I can't say enough about the goodness of this program."

- U.S. Navy Veteran



"Boot Campaign gave me the strength and abilities to keep moving forward. I was isolating myself from family and friends, but I'm here today because of them."

- U.S. Army Veteran

"A year ago I would have told you I was not worthy of love. Today, thanks to Boot Campaign, I give daily gratitude for the endless cycle of love that I am able to give and receive."

- U.S. Coast Guard Veteran



"I'm a better husband, father and employee now because of this program. It took so much for me to reach out, but asking for help was the best decision I've ever made."

- U.S. Army Veteran

"You have no idea how full of color my life has become in such a short period. Boot Campaign opened the doors for opportunities, and I took those opportunities to do the work and change my life."

- U.S. Coast Guard Veteran

"When you transition out of the military, you are trying to figure out who you are without the uniform. Boot Campaign put me in a position to find myself again."

- U.S. Navy Veteran



"Boot Campaign saved my life and saved my marriage. I was treated like an individual and provided mental health counseling and wellness treatment that helped feel like myself again. I received a tailored program that truly cared about my well-being."

- U.S. Navy Veteran