

BOOT CAMPAIGN

2025 SEASONS OF SERVICE PROGRAM RECAP

Thanks to the generosity of supporters and volunteers, Boot Campaign met the needs of 204 Veteran and military families across the nation through our Seasons of Service Program last year.

The 877 individuals who benefitted are facing profound hardships—those stemming from the transition from military to civilian life, profound medical challenges, the unexpected loss of loved ones, sudden financial burdens, and additional compounding issues.



2025 BY THE NUMBERS



204

Families served



Personalized shopping for

877

individuals



Deliveries made in

35

states



646+

boxes full of gifts delivered



20,444+

pounds of gifts shipped

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



89%
of families reported
3 or more hardships
impacting their
household



In 2025, mounting financial challenges, ongoing service-related health concerns, and the government shutdown caused significant strain for military families. Many of the Season of Service Program recipients were Junior Enlisted service members that earn \$43,000-\$60,000 annually, leaving little room to manage emergencies or rising cost of living expenses.

The aforementioned pressures fuel financial and emotional stress and research links economic hardship to higher rates of anxiety, depression, family instability, and suicidal ideation.

Boot Campaign provided critical support stabilizing households in financial need while offering vital mental and emotional reassurance that helped families regain stability, resilience, and hope for the future.

Prevalent Hardships*

Deployment

4.9%

Major Medical

47.2%

Military Separation

15.6%

Catastrophic Event

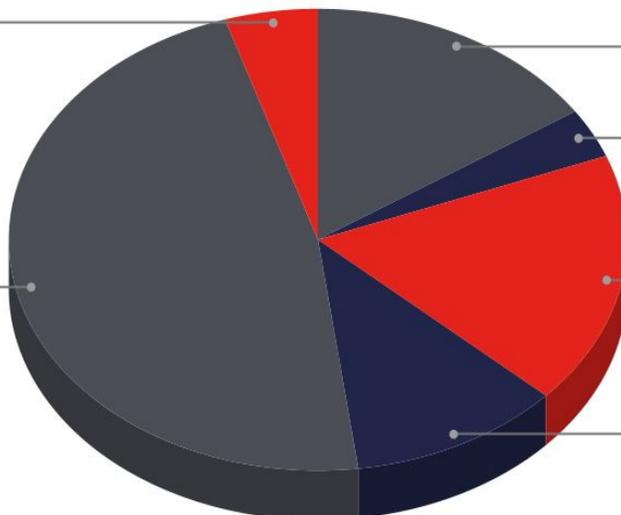
3.5%

Relocation

17.7%

Junior Enlisted

11.1%



For the first time, we genuinely felt what it means to be cared for during the Christmas season. Boot Campaign didn't just give us gifts—you gave us hope, joy, and a beautiful reminder that there are still incredibly compassionate people in this world.

Our hearts are full, and we will never forget the impact you made on our family this holiday. Thank you from the bottom of our hearts for making this Christmas so special for us.

-Dual Service Active Duty Air Force, San Antonio, Texas



100% of families reported lowered stress in the household

I am overwhelmed with the hospitality and love shown to my family through Boot Campaign. **We send our thanks to the entire team, those who shopped, donated gifts, wrapped the gifts and the precious notes that we found.** Christmas for us is more than getting gifts, it is about caring for people and have been blessed by this act of kindness.

- Navy Veteran, Virginia Beach, Virginia



I would like to express my gratitude for the outpouring of love my family was given this Christmas season through Boot Campaign. My family and I have been dealing with broken family relationships and I was unsure of how to provide much for my children this year...**the gifts that were chosen for my family could not have been more fitting. It was as though the individuals that were shopping for my family knew what we needed and wanted without knowing us.**

- Marine Corps Veteran, DeLeon, Texas



I spent a considerable amount of time in the hospital in December and was not released until the 23rd. My family was obviously happy to have me home for Christmas, but as a returned home **I felt a pang of guilt knowing that there were no gifts for anyone under the tree. Housebound, I resolved to be thankful just to be home for Christmas...The next day two large boxes arrived. Inside the boxes were beautifully wrapped gifts. It seemed like a small Christmas miracle.** We spent Christmas unwrapping the gifts that people had so generously donated to us with a sense of deep gratitude. I cannot express how thankful I am to your organisation and the donors who make this possible. You had an incredible impact on my family and me. - **Active Duty Army, Germany**



100%
reported
Boot Campaign
provided support
at a much
needed time

From the bottom of our hearts, we want to thank you for the love, generosity, and compassion you all have shown our family. **It's a reminder to us that we're not alone, that there are people out there who see military families, who understand the sacrifices our families make, and who give selflessly to make sure we feel supported and loved.**

- **Active Duty, Navy, Pearl Harbor, Hawaii**

This year was rough for my family, with my wife having medical issues that prevented her from working.

This truly made it the kids best Christmas. Thanks for all Boot Campaign does.

- **Active Duty Marine Corps, Sneads Ferry, North Carolina**

