

# MILITARY APPRECIATION MONTH

BOOT CAMPAIGN

May is Military Appreciation Month, and we want YOU to join us and patriots across the country to honor all who have laced up in service to our country by showing appreciation.

## IDEAS TO GET YOUR COMPANY INVOLVED:

Boot Campaign is committed to building a collaborative and creative event to engage employees and your company.

- Wear your appreciation by lacing up your employees in our combat boots or R.E.D. (Remember Everyone Deployed) Friday patriotic tees.
- Create a virtual fundraising challenge between coworkers or friends.
- Host an appreciation event to show Veterans in your company you are grateful for them. The event can be free or add something like a Bake Sale to fundraise.
- Reach out to our team to create something personal and customized for your group!



## WHO TO CONTACT:

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## FACTS:

- FOUNDED IN 2009 BY 5 TEXAS WOMEN TO SHOW GRATITUDE AND APPRECIATION FOR VETERANS & ACTIVE DUTY MILITARY**
- OVER 600 CELEBRITIES AND COUNTLESS AMERICANS HAVE JOINED OUR #LACEUPAMERICA AND #YOUMATTER MOVEMENTS**
- IN 2025 OUR PROGRAMS IMPACTED 2,168 VETERANS & MILITARY FAMILIES MEMBERS FROM 47 STATES - AT ZERO COST TO THEM**

**ON AVERAGE, EIGHTY-EIGHT CENTS OF EVERY DOLLAR SPENT SUPPORTS BOOT CAMPAIGN'S MISSION-DRIVEN PROGRAMS.**



## CREDENTIALS



## ABOUT BOOT CAMPAIGN

**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.

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[www.bootcampaign.org](http://www.bootcampaign.org) |