



BOOT 
CAMPAIGN

2025 Annual Report

COMMITTED TO
LACING UP

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



BOARD OF DIRECTORS

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DEAR PATRIOTS,

Commitment is defined by Webster's dictionary as a pledge or promise; obligation; dedication. I often say that freedom is not a concept; it's a commitment. And the dedicated men and women who lace(d) up their boots in our Armed Forces demonstrate(d) their commitment to us each and every day. But how do we as Americans show our commitment to them?

At Boot Campaign, we commit to our mission and pour our hearts, time, and talent into making sure those who serve(d) know they are valued by grateful Americans and receive the personalized care they need and so deserve. And we don't do it alone.

To the more than 700 volunteers who stepped forward last year – and the thousands of supporters who make our mission possible – thank you. Because of your generosity, compassion, and commitment, we turned gratitude into meaningful action for Veterans and military families every single day.

You are the hands and heart behind our work: showing up, standing beside those who served, and helping ensure those Veterans in our care feel the meaning of two key words - YOU MATTER. With your continued support, we can reach even more Veterans and military families in the year ahead. Let's stay committed – together.



Shelly Kirkland,
Boot Campaign CEO

2025 IMPACT

2,168

Number of Veterans and military family members supported

47

Number of states where we served Veterans and military families

93¢

How much of every dollar spent supported our mission-driven programs

100%

Cost-free for Veterans and military family members served

[CLICK HERE TO WATCH OUR LATEST VIDEO](#)



HEALTH & WELLNESS PROGRAM

The numbers below reflect measurable outcomes, but they tell only part of the story. The true impact is the transformed hearts, minds, smiles and lives of those who received compassionate care from our team.

For added information, videos and testimonials, [click here.](#)

341

Veterans served through our program

967

Military family members impacted

27,301

Hours of individualized care provided

“This program not only opened the door to my recovery but also gave me hope that I can live a life beyond my struggles.”

“Without Boot Campaign’s care, my children would have lost what they love most in this world: their father.”



[WATCH OUR PROGRAM VIDEO](#)

HEALTH & WELLNESS PROGRAM

100%

Of Veterans would refer a friend to Boot Campaign after completion of our program

97%

Of Veterans reported an improved quality of life

MORE THAN 94%

Showed improvement in anxiety, depression and PTSD symptoms

3 OUT OF 4

No longer qualify for a PTSD, anxiety or depression diagnosis



“I was tired of being tired, sad and in pain. I can happily say after completing this program I am no longer on any pain, depression or anxiety medications.”

- CHRIS SCHNEIDER, RETIRED U.S. NAVY | [WATCH HIS STORY](#)



SEASONS OF SERVICE PROGRAM

Boot Campaign supported 877 Veteran and military family members who were facing hardships, including military transition, medical challenges, the loss of loved ones and financial burdens.

Thousands of individualized needs were hand-wrapped and delivered to deserving families in 35 states, providing care when it mattered most.

For added information, videos and testimonials, [click here](#).

100%

Said Boot Campaign provided relief at a much needed time

100%

Reported reduced stress within their household thanks to our delivery

94%

May not have been able to provide basic needs for their family without Boot Campaign

“Boot Campaign blessed us financially, emotionally and mentally in ways I cannot explain.”



“Thank you so very much for giving me hope at a time when I had very little.”

[WATCH OUR PROGRAM VIDEO](#) 

2025 FINANCIALS

ASSETS

Cash	\$544,335
Investments	\$1,422,554
Contributions Receivable	\$107,709
Property & Equipment	\$84,116
Prepaid Expenses	\$226

TOTAL ASSETS \$2,158,940

LIABILITIES

Accounts Payable	\$31,855
Accrued & Other	\$26,427

TOTAL LIABILITIES \$58,282

STATEMENT OF ACTIVITIES

Contributions	\$1,616,181
Event Revenue	\$774,081
Gifts In-Kind	\$713,956
Merchandise Sales	\$101,517
Investment Income	\$87,090

TOTAL REVENUE & SUPPORT \$3,292,825

PROGRAM & SUPPORTING SERVICES

Program Services	\$3,290,232
Management & Admin	\$153,254
Fundraising	\$108,956

TOTAL PROGRAM & SUPPORTING SERVICES \$3,552,442

NET ASSETS (Beginning)	\$2,360,275
NET ASSETS (Ending)	\$2,100,658

93%
**OF EVERY DOLLAR
 SPENT SUPPORTED
 OUR MISSION-DRIVEN
 PROGRAMS**

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

PARTNERS

Through strong relationships built on a shared commitment to service, these incredible partners laced up with us in a multitude of ways to provide care for the Veteran and military community.



- A Major Funding
- AG Equipment Inc
- Allegiance Flag Supply
- Allways Automotive Group, LTD.
- American AirGunner
- Amigo Power Equipment
- Angels Bail Bonds
- Aquarius Chemical
- Audien Hearing
- Banc of California Charitable Foundation
- Bank of Texas
- Bill Williams Tire Center
- Black Rifle Coffee Company
- BMW San Antonio
- BNSF Railway Company
- BNY Mellon
- Bob Moore Construction
- Bob Woodruff Foundation
- Brunt Boots
- Buchanan Oilfield Services
- Burlebo
- Cavender's
- Centinel Public Partnerships
- Charity Navigator Giving Basket
- Circle MP Butcher Block
- Combat Veterans Motorcycle Association | Virginia Chapter 27-1
- Come & Take It Sport Fishing Charters
- Conglomerate United Media Controls, Service & Engineering Co., Inc.
- Cornelia Cogswell Rossi Foundation
- Costco Wholesale
- CrossFit Green Leaf
- DHK Group
- DMTX Realty Group
- DNA Hat Company
- Easy Day Foundation
- Edward Jones
- Elite Physique's LLC
- Equilateral Films
- Equinix
- Ewald Kubota
- Fandiem Inc.
- Fifth Generation, Inc. (Tito's Handmade Vodka)
- Fisher House Foundation
- Ford Family Charitable Foundation
- Foster + Fathom
- Fowler Family Foundation
- Frank B. Fuhrer Wholesale Co
- Gainesville State School
- Garrison Brothers
- Glazer's Beer & Beverage
- Globe Life
- Globe Life
- Google Inc.
- Graphic Business Solutions
- Grit Productions
- Heart of Texas Propane
- Higginbotham Community Fund
- HMP Global
- Holy Trinity Church
- Integrity Chemicals
- Invited Clubs
- Janysek Water Well Service, LLC
- JJJ Consulting LLC
- JM & ST Powers Family Foundation
- Johnson Volk Consulting
- JW Hughes Excavation, Inc.
- Kimber America
- Kiwanis Club of Quitman/Lake Fork
- Kosmos Energy
- Kubota USA
- Larry's Distributing Company
- Legacy Artificial Lift Solutions
- Lewis Burleson Properties, LP
- LGR Foundation
- Malarkey Roofing
- Meat Therapy
- Microsoft
- Microtech Knives Inc.
- Midland Meat Company
- MotoSport.com
- Myrtle L. Atkinson Foundation
- National Christian Foundation
- Navy Federal Credit Union
- NexTier
- NVIDIA
- Parker Hannifin Corporation
- Partner Industrial
- Patriot Mobile
- Paypal Charitable Giving Fund
- PBR
- Permian Basin Association of Directional Drilling
- Pernod Ricard USA
- Pinnacle Bank
- Ranslem Capital
- Rawley Foundation
- Recoup Lifestyles Inc.
- Republic National Distributing Company
- Rockaway
- Rolltex
- Sam L. Majors Jeweler
- Schwob Building Company LLC
- Security Service Federal Credit Union
- Shell Oil
- Shiner Beers
- Shot Show Range Day
- Sightline Media Group
- Sivo Giving Fund
- Skies Over Texas Winery
- Spec's Wine, Spirits & Finer Foods
- Specialty Equipment Performance Racing
- Spike It
- Sutherland Family Trust
- Tapped on the Lakeshore
- Texas Capital Bank
- Texas Refrigeration Inc
- The BKC Fund
- The G Jarab Living Trust
- The Jordan Spieth Family Foundation
- The Lumistella Company
- The Richard and Laurie Goldsmith Family Giving Fund
- The Shared Blessings Fund
- The Venue at Live Oak
- The Walt Disney Company
- The Ward Family Foundation
- The Wolcott Family Foundation
- The Yuengling Company
- Thompson Pipe Group Inc.
- Tomahawk Charitable Solutions
- Total Quality Logistics
- Tractor Supply
- Traeger Grills
- Union Farm Equipment, Inc
- Veterans United Foundation
- Viridian Residential Association
- Vista Energy Marketing
- Walmart Spark Good
- Walsh Ranches
- Western Fertility
- Whale Capital LP
- Wiley X
- William Dean Charitable Foundation
- Williams Family Fund
- Williams Oil Co
- With Arms Wide Open Foundation
- YARDI
- Zipps Liquor

INDIVIDUAL DONORS

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

Aaron Vos
Adam Miller
Adrian Ramirez
Al Lhota
Alan & Tiffany Wright
Alex & Victoria Brown
Alexandra Jarrett
Alicia Shaeffer
Amy Flores
Amy Hubbard
Andrew & Kirsten Kennedy
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Angela Furman
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George & Margy Kulczycki
Gregory Stroebel
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Todd & Luka Jensen
Todd & Mary Morgan Wade
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Travis Brisco
Travis Tsunemori
Trey & Whitney Smith
Trish Lawson-Myers
Trudi Atherton
Trudy Grilho
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Tyler Slaughter
Virgil Nolde Jr.
Wayne & Sherrill Swaim
Wayne H. Grimditch
William Antle
William Blanchard
Zayman Villegas

IN MEMORIAM

RETIRED U.S. MARINE CORPS SSGT MARCUS BURLESON

Beloved Boot Campaign Veteran Ambassador and Retired U.S. Marine Marcus Burleson tragically passed away in a car accident in 2025.

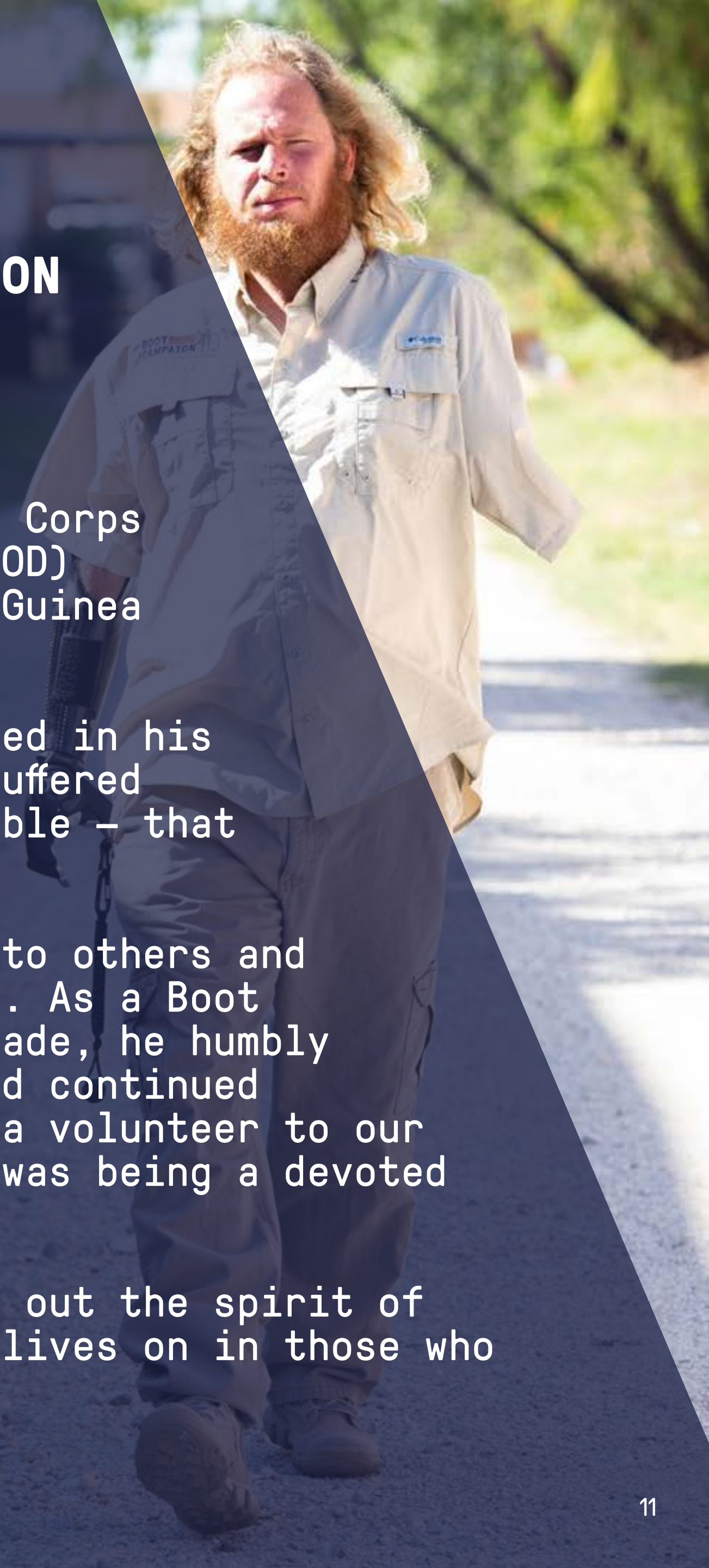
A Texas Man, Marcus enlisted in the U.S. Marine Corps and served as an Explosive Ordnance Disposal (EOD) technician with deployments to Iraq, Papua New Guinea and Afghanistan.

In 2011, Marcus encountered an IED that detonated in his hands, and as result of the explosion, Marcus suffered catastrophic injuries – both visible and invisible – that led him to Boot Campaign.

Marcus was never deterred from offering support to others and shining a light on the challenges Veterans face. As a Boot Campaign Veteran Ambassador for more than a decade, he humbly shared his story of resilience, perseverance and continued service and never stopped paying it forward as a volunteer to our mission. His proudest accomplishment, however, was being a devoted husband and father.

Thank you, Marcus, for your service, for living out the spirit of Boot Campaign and inspiring us all. Your story lives on in those who know and love you.

Rest in peace, brother.





BOOT CAMPAIGN

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