



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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Dr. Ric Bonnell
David Collins, Army Veteran
Randy Cupp

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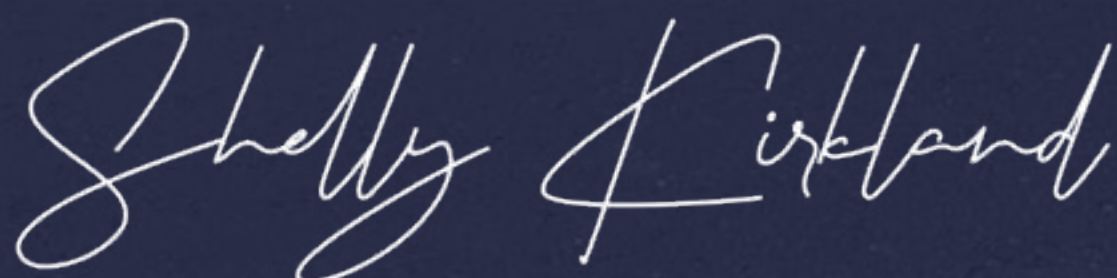
DEAR PATRIOTS,

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
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LIABILITIES

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

TOTAL LIABILITIES	\$58,282
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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
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PROGRAM & SUPPORTING SERVICES

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

TOTAL PROGRAM & SUPPORTING SERVICES	\$3,552,442
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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
Armed Forces Financial Network
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
Google Inc.
Graphic Business Solutions
Grit Productions
Heart of Texas Propane
Higginbotham Community Fund
HMP Global
Holy Trinity Church
Hunt Brothers Pizza

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
NextTier
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
Andrew & Tori Barnett
Angela Furman
Angela Taylor
Ann & Lauren Trottier
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Anthony DeChellis
Anthony Scillia
Arthur Andriessen
Baerbel O'Haire
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Ben & Brooke Anderson
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Dwight & Susan Bowden
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Ed Tidwell
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Elizabeth Digman
Elizabeth Sorensen & Robb
Greenfield
Elson Smith

Eva Bowles
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George & Elke Fetterolf
George & Margy Kulczycki
Gregory Stroebel
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Ian Lambert
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John & Linda Colontrelle
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Shelley Keebaugh
Stacey McAndrews
Stephen Floyd
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Steven Modglin
Susan Fusselman
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Susan Sutherland
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Timothy Bayer
Toby Turner
Todd & Luka Jensen
Todd & Mary Morgan Wade
Tracy Rogers
Travis Brisco
Travis Tsunemori
Trey & Whitney Smith
Trish Lawson-Myers
Trudi Atherton
Trudy Grilho
Tyler & Katie Guettler
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.

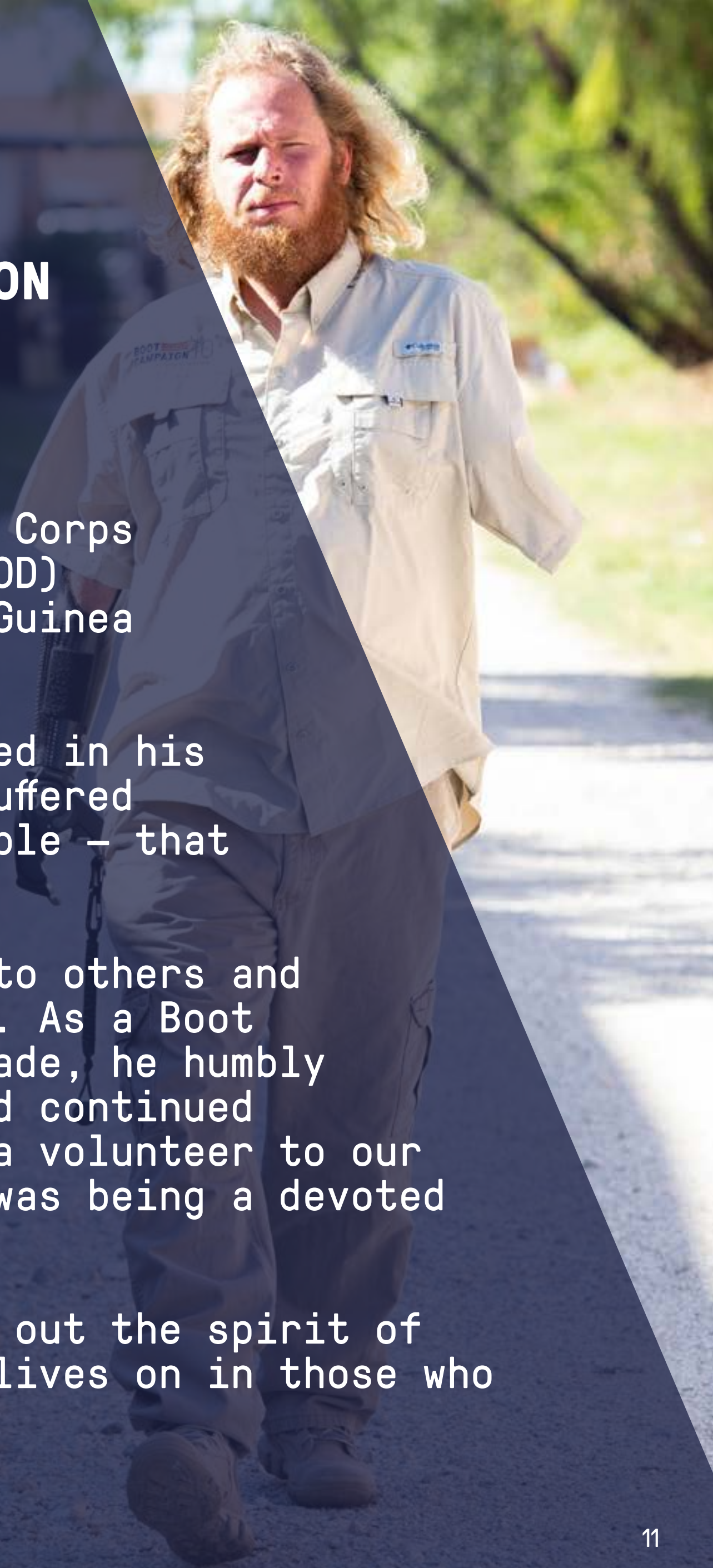
A Texas Man, Marcus enlisted in the U.S. Marine Corps and served as an Explosive Ordnance Disposal (EOD) technician with deployments to Iraq, Papua New Guinea and Afghanistan.

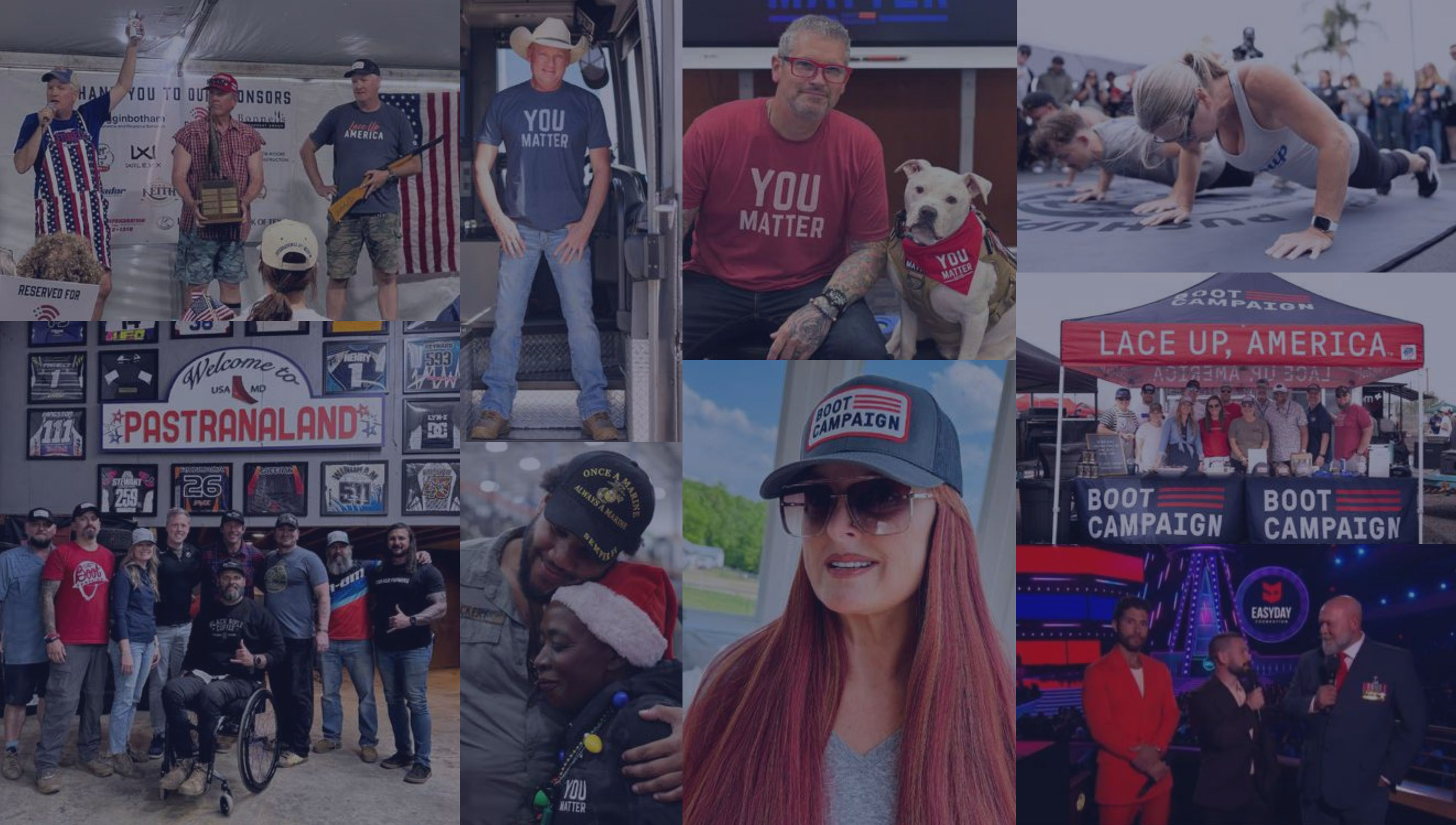
In 2011, Marcus encountered an IED that detonated in his hands, and as result of the explosion, Marcus suffered catastrophic injuries – both visible and invisible – that led him to Boot Campaign.

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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