2018 IMPACT REPORT

MILITARY, VETERANS, FIRST RESPONDERS AND THEIR FAMILIES.
Our Story

Carry The Load is a 501(c)3 organization co-founded by Clint Bruce and Stephen Holley. It all started when Bruce, a veteran Navy SEAL, was sitting at a barbecue on Memorial Day. As he thought about the friends he lost in combat, he couldn’t help but notice that the people around him had a very different view of what Memorial Day meant. With the help of fellow Navy SEAL veteran, Stephen Holley, Carry The Load began its mission to restore the true meaning of Memorial Day.

Carry The Load has since grown into a year round organization to Honor our Nation’s Heroes by connecting Americans to the sacrifices of our Military, Veterans, First Responders and their families.

Carry The Load began in 2011 with a 20-hour and 11-minute Memorial March in Dallas, then expanded in 2012 to include an East Coast route of a National Relay. In 2016, Carry The Load expanded once more by adding a West Coast route from Seattle to Dallas, with both routes culminating in Dallas over Memorial Day weekend.

Carry The Load has grown in participation each year. Since 2011, more than 75,000 Americans have participated and helped to raise more than $21 million. Based on the number of rallies, local events and sponsors signed up to date, Carry The Load is expecting to continue its growth and expand across the Midwest in 2019.

Carry The Load’s mission encourages Americans to engage in any of our three program pillars: Awareness, Continuum of Care and Education.
Awareness Program

Carry The Load’s Awareness program offers meaningful opportunities for Americans to honor and connect to the sacrifices of our nation’s heroes throughout the year. With the Awareness program peaking during the month of May, individuals and groups can walk with the National Relay team, join thousands at the Dallas Memorial March, attend a City Rally or plan a Carry It Anywhere event. Many companies utilize these events as employee engagement opportunities to support local veterans and first responders.

Growth in 2018

- Formalized the Carry The Load Ambassador program.
- In collaboration with the National Cemetery Administration, the National Relay made stops at six National Cemeteries to pay respect during Memorial Day events.
- Rallies were added in Chicago, IL, Minneapolis, MN, New Braunfels, TX, San Diego, CA, Fayetteville, AR, Houston, TX, Stamford, CT and Hamilton, MT for a total of 55 City Rallies across the country.
- Major League Baseball featured Carry The Load at five games in May, including the Boston Red Sox, Chicago Cubs, San Diego Padres, Arizona Diamondbacks and Houston Astros.
- Rally and Relay events were hosted in 26 states across the US.
**National Relay**

The National Relay is part of the Memorial May Awareness campaign which walks and cycles across the country, handing off the American flag every five miles for 32 straight days. With a 2,300 mile East Coast route from West Point, NY to Dallas, TX as well as a West Coast route traveling 4,100 miles from Seattle, WA to Dallas, TX, the relay brings Americans together to raise awareness of the true meaning of Memorial Day. In 2019, Carry The Load will add a Midwest route to the National Relay.

**Dallas Memorial March**

The Dallas Memorial March is held Memorial Day Weekend at Reverchon Park in Dallas, TX. The 20-hour, city-wide event not only includes the culmination of the National Relay, but has grown to welcome approximately 30,000 attendees with many participants carrying the names of fallen military and first responders. Providing something for everyone, the March is an extraordinary way for individuals and families to spend your Memorial Day Weekend honoring those who have given everything to protect and serve us all.

**City Rallies**

Organizers throughout the country host rallies to honor our nation’s heroes during the Memorial May campaign. Coming in all forms, shapes and sizes, rallies along the Relay routes include stops by the bus and the National Relay team, while those not along the Relay route boast communities coming together in their own way to celebrate local heroes while sharing the stories of their sacrifices. In 2018, *rallies were hosted in 55 cities across the nation.*
Year-Round Events

In addition to the events during the month of May, groups host events on Flag Day, Independence Day, Patriot Day, Veterans Day and offer virtual events such as the Heroes Challenge and 100K Meter Challenge, allowing the public to bring awareness to our cause from all across the country.

Carry The Load Ambassadors speak on behalf of Carry The Load year-round at numerous events including Rotary Club, Chamber of Commerce, VFW, American Legion, Company ERGs, Company employee fairs, Golf Tournaments, Galas and many more.

Carry The Load provides monthly volunteer opportunities to serve throughout the year. For more information on how you can get involved email volunteer@carrytheload.org

Honor our Nation’s Heroes by hosting your own event. It’s a great way to turn a social event into a moving cause.

Supporters of Carry The Load honored our nation’s heroes by turning their personal Memorial Day social event into a moving cause. Across the nation, countless outdoor barbecues and parties were organized to honor those who sacrificed for our country and freedom. Most events participated in the National Moment of Remembrance on Memorial Day at 3 PM local time. Hosts incorporated fundraisers for Carry The Load – from Golf Tournaments to bike-a-thons – and posted photos on social media, using #CarryTheLoad.

In 2018, we included our first international Carry It Anywhere event, as one athlete and military veteran walked across Israel.
Continuum Of Care Program

SUPPORTING NON-PROFIT PARTNERS

In 2018, Carry The Load provided an environment of collaboration and financial support to 29 non-profit partners that deliver healing services for the mind, body and soul of our nation’s heroes. The much-needed funds raised provide a continuum of care for our Military, Veterans, First Responders and their families.

*Carry The Load has distributed $4.5 million to date in support of our nation’s heroes.*


To learn more about our Continuum of Care Program and to view the current list of Carry The Load non profit partners, visit www.carrytheload.org/continuumofcare.
Grounded in a modern-day curriculum, Carry The Flag is an education program that teaches future generations about patriotism, service and sacrifice. In 2018, 10 schools kicked off the program in Alaska, North Carolina and Texas. Students hosted veterans and first responders at local events, organized community service projects, gave presentations about the history of the flag and what it stands for, and started local Carry The Load events in memory of our nation’s heroes.

“One of the great unintended consequences of Carry The Load is being able to educate and show my kids the importance of patriotism, service and sacrifice. It’s awareness well beyond their years.”

-- Stephen Holley

For more information about Carry The Flag, including a program video and campus guide, go to [www.carrytheload.org/education](http://www.carrytheload.org/education)
Total Funds Raised to Date: $21.7 Million

Of the $21.7M raised since 2011, $15.4M has gone to Programs, $10.7M to Awareness and Education and $4.5M to Non-Profit Partners doing direct service work for our Nation’s Heroes.

Program Expenses 93.14%
Administrative Expenses 5.98%
Fundraising Expense 0.88%

Program Expense Breakdown
Education 1.94%
Awareness 72.10%
Continuum of Care 25.96%
**Sponsors**

- Aqua America
- AMN Healthcare
- Andrews Distributing / Coors Light
- AT&T (FirstNet)
- Bandera Ventures
- Bank of America Plaza
- Baylor Scott & White
- BCBS
- Bell
- Byrd Adatto
- Change Healthcare
- Cinemark
- City Electric Supply
- Conduent
- CVS Health
- Cyrus One
- Dr. Pepper / Keurig
- E&J Gallo / Liberty Creek
- Frontier Investments
- Frito Lay / PepsiCo
- George & Fay Young Foundation
- GMC
- Gold’s Gym
- Hillwood
- Holland & Knight
- JP Morgan Chase
- LaQuinta Inn & Suites
- Lennox International
- Mercury One
- Naval Academy Alumni Foundation
- Pioneer Natural Resources
- PWC
- Service King
- Sidley
- SIXSITE
- TAC Energy
- Texas Health Center for Diagnostics & Surgery
- Texas Roadhouse
- Thompson & Knight
- Veterans United
- Zaxbys

**Media Partners**

- WFAA
- KENS5
- KHOU
- NASH FM
- Salem Communications / KLTY

**Founders Brigade**

- Jack Furst
- Dill Driscoll
- Craig Couch
- Pryor Blackwell
- Brent Owens
- Sean Magee
- Steve Holley
- Dr. Terry Gemas
- Flat Top Ranch
- Buffalo Harms
- Brad Whitnell
- Don Clark

**Top Team Captains**

- Stephen Holley
- John Muschalek
- John Hindy
- Stetson Langwell
- Josh Lewis
- Joe & Amber Welock
- Tom Fenyoe
- Luann Hicks
- J.J. Leonard
- Rod Gregg
- Terry Gemas
- Brian Thornburg
- Matt Thomas
- Bradford Adatto
- Christopher Ripley
- Ames Hutton
- Frederick Frazier
Carry The Load was started out of anger, "physical pain equals emotional purge" said Stephen Holley, Co-Founder. Each year thousands of American families have the opportunity to participate by giving their time to walk along the National Relay, come out to one of our events and to share stories. This time together provides healing of the mind, body and soul for those who participate. Carry The Load strives to unite Americans around a common cause, to honor and respect the sacrifices that have been made for all of us to live free.

"The Military is a family that I never really understood before. Not until Stuart was killed did I realize the power of that family." - Beverly Wolfer, Gold Star Sister

"Carry The Load has enabled me to personally connect with Gold Star families and families of those lost in fire/rescue and law enforcement. The loss of their family member has made this mission real and personal for me, as I have seen first-hand the effects of their sacrifice." - Whit Peterman, Volunteer

"Participating in the National Relay has been a life changing event that has led to meaningful relationships with people from all over the country. Walking with and listening to someone’s story about a lost loved one or other personal sacrifice is just a small way to show appreciation and respect for our nation’s heroes." - Justin Salsano, Relay Medic

"I am an Army veteran with two deployments and have been with Dallas Fire-Rescue for 7 years. Unfortunately, losing close friends has been a way of life for many years. This is a burden that I carried alone before I discovered Carry The Load. Carry The Load has given me the opportunity to share the memories of those that have been lost, and a meaningful way to honor their legacy." - Kyle Lund, Army Veteran and Dallas Fire-Rescue

“Through my 7 years of being involved with the National Relay, Carry The Load has allowed me to connect to the armed forces community and their families in ways that I couldn’t have imagined before my participation. Participating in Carry The Load restores your faith in people, communities, and country.” - William “Smitty” Searles, Carry The Load Ambassador
Letter From Stephen

In eight short years you have impacted so many lives by providing an active and meaningful way to unite around our Military, Veterans, First Responders and their families. Without you, none of this would be possible. We continue to see the healing effects of connection between the 1% who served and the 99% who haven’t.

Two significant additions were made to our Awareness program this year to help us honor our nation’s heroes throughout the year. The 100K Meter Challenge and Heroes Challenge were developed to provide athletes, crossfitters and average patriots a way to show their support year-round by joining these virtual exercise challenges in support of Carry The Load.

In 2018, we broke the $21M mark and began preparations to add a Midwest route to our National Relay. Our Memorial May campaign remains the driving force behind our mission and helps keep us grounded in our roots, to restore the true meaning of Memorial Day.

Going into 2019 we are full of excitement for the growth and opportunities ahead.

THANK YOU FOR YOUR CONTINUED SUPPORT!

Stephen L. Holley, Jr.
Co-Founder, Veteran Navy SEAL