CARRY THE LOAD

2019 IMPACT REPORT

Honoring Our Nation’s Heroes
MILITARY, VETERANS, FIRST RESPONDERS AND THEIR FAMILIES
2019 was an incredible year for Carry The Load. We walked and cycled alongside tens of thousands of patriots for 11,500 miles, exchanged heartfelt stories of love and loss across 40 states, and pulled up our sleeves in well over 40 cemeteries to beautify the ultimate resting place of the fallen. The best of it all, we’re honoring and remembering countless lives well lived. Due to the selfless service and sacrifice of our military, veterans, first responders and their families, you and I are able to live our best lives.

An increase in participation and donations in 2019 can be contributed to several factors. On behalf of our co-founders and board members, following are the three main drivers:

1. **Launched a strategic partnership with the National Cemetery Administration, a Department of the VA** – In May, we walked through 26 National Cemeteries and participated in “Tribute To The Fallen” plaque presentations, we took over the VA’s Veteran of the Day Facebook campaign by being the first organization to provide names and details of fallen veterans to honor each day throughout the month. In September, we hosted more than 2,000 participants for a Day of Service and Remembrance on Patriot Day at 39 National Cemeteries across our great nation.

2. **Added a Midwest Route to the National Relay** – In addition to the 3,000-mile East Coast and 4,600-mile West Coast Routes, the National Relay became more complete this year with a 3,900-mile Midwest Route from Minneapolis, MN to Dallas, TX. Highlights along the way included 600 people walking with the relay team through Columbus, OH and 300 in Indianapolis, IN. Enthusiastic support throughout the Midwest exceeded all expectations.

3. **Increased media coverage** – More than 500 million impressions, 300 media partner placements, and 11 national placements is our best method for increasing awareness of the true meaning of Memorial Day. What does this all mean? We secured more than 3,000 media placements in 100 markets, compared to 450 placements the prior year. Media realizes the importance and impact sharing our story can make for their audiences.

Reflecting on this growth is humbling, but there is much more to be done. Join Carry The Load in 2020. Participate and donate in honor of a hero today.

Gratefully,

Debbie Wright
Executive Director, Carry The Load
Carry The Load started in 2011 to raise awareness of the true meaning of Memorial Day. Since then, the Awareness Program has grown into a year-round nationwide movement to honor and remember the sacrifices of our nation’s heroes.

Carry The Load’s annual Memorial May campaign offers meaningful ways for people to honor and remember those who have made the ultimate sacrifice for our freedom. This campaign encompasses a National Relay, City Rallies and Dallas Memorial March.

In partnership with the National Cemetery Association (NCA), we hosted a national day of service and remembrance on Patriot Day.

We provide monthly volunteer opportunities, plus community and virtual events, to promote service in our communities, honor and remember the sacrifices of our heroes and raise funds to support them and their families.

For more information about the Awareness Program go to carrytheload.org/awareness

**Growth in 2019**

**MEMORIAL MAY**
- $2,500,000 Goal Met
- 50,000 Participants
- 11,500 Miles
- 3,000 Media Placements
- 55 City Rallies
- 40 States
- 26 National Cemeteries
- 3 Relay Routes

**PATRIOT DAY (NEW)**
- 2,140 Participants
- 39 National Cemeteries
- 35 Companies Represented
- Survivors of the Pentagon visit Alexandria
- NCA Under Secretary visits Quantico
- 2 VA blog articles
- Borne The Battle pod-cast
- PSA Airings
- 15+ Media Placements
AWARENESS PROGRAM

Memorial May

NATIONAL RELAY

The National Relay covered 11,500 miles in 32 days from Seattle (West Coast Route), West Point (East Coast Route) and new this year Minneapolis (Midwest Route) to Dallas.

CITY RALLIES

Rallies were hosted at 55 cities across the U.S. Some were along the National Relay route, where the bus and team stop to celebrate hometown heroes, while others were stand-alone events that have grown organically.

DALLAS MEMORIAL MARCH

The Dallas Memorial March was held Memorial Day weekend at Reverchon Park in Dallas. The 20-hour event was a culmination of Memorial May activities and included more than 30,000 participants from across the U.S.

“When we think about those who gave their lives in Iraq, Afghanistan, veterans issues – they are not in the news anymore like they used to be. When it was on every day, people were reminded every day. There is this idea out there that people have moved on. We’re not supposed to move on.”

CHRIS LAWRENCE,
WFAA EVENING NEWS ANCHOR

TOP TEAM CAPTAINS

The following individuals raised over $10,000 each as a part of the 2019 Memorial May campaign.

Bradford Adatto
Preston Arndt
Janelle Bence
Sean Cummings
Margaret Ervin
Frederick Frazier
Terry Gemas
Rod Gregg
Luann Hicks
Stephen Holley
Ames Hutton
Chris Kilburn
Stetson Langwell
Debbie Lee
J.J. Leonard
Josh Lewis
Don McIntyre
John Muschalek
Damion Pourciau
Brad Ramsey
Sean Slattery
Mark VanBeest
Joe Welock
Milton Williams
AWARENESS PROGRAM

Volunteer Opportunities

This year thousands of supporters from across the nation helped extend the Awareness Program beyond Memorial Day. They carried this out by volunteering in local communities to celebrate those who served and sacrificed for our freedom. Go to carrytheload.org/events to join an existing event or email volunteer@carrytheload.org to host an event near you.

CARRY IT ANYWHERE

Supporters can host fundraiser events anytime, anywhere and turn a social event into a moving cause. This year’s events included golf tournaments, sporting clays, climbing mountains, and an annual benefit by canoe. Additionally, hundreds of people donated to Carry The Load through Facebook’s ‘Birthday Fundraiser’.

Patriot Day

On 9/11, in partnership with the NCA, Carry The Load hosted a National Day of Service and Remembrance at 39 National Cemeteries across the U.S. More than 2,000 volunteers cleaned headstones and beautified the grounds at this first annual event.

EVENTS

Groups host events on Flag Day, Independence Day, Patriot Day, Veterans Day and offer virtual events such as Heroes Challenge and 100K Meter Challenge. Service projects take place at National Cemeteries where groups can clean headstones and beautify the grounds.

WHO ARE YOU CARRYING?
CONTINUUM OF CARE PROGRAM

Carry The Load’s Continuum of Care program is built upon a strategic collaboration among our corporate and non-profit partners. The program raises awareness and funds to assist with the many issues facing our military, veterans, first responders and their families.

In addition to the healing our heroes experience by physically walking or volunteering with Carry The Load, peer-to-peer fundraising and corporate support strengthens nationwide services such as counseling, adaptive training, suicide prevention, equine therapy, service dogs, job placements, civilian transition, home improvements, hope for homeless veterans, care for burn victims, educational scholarships for children of the fallen, and many others.

Growth in 2019

• Increased strength of outreach to 34 Non-Profit Partners (up from 29 in 2018)
• Enhanced level of strategic collaboration with 34 Corporate Partners (up from 14 in 2018)

For more information about the Continuum of Care program, go to carrytheload.org/continuumofcare
CONTINUUM OF CARE PROGRAM

Non-Profit Partners

Each year Carry The Load works through a third-party committee to select non-profit partners that provide healing services for the mind, body and soul of our warriors. To allow these partners to focus on direct service programs, Carry The Load works as a force multiplier by establishing an environment of financial support to its beneficiary partners and collaboration with all to make a greater impact across the nation.

For more information about the Continuum of Care program, go to carrytheload.org/npp_partners

“What does your freedom mean to you?
How much would you pay for your freedom? Would you pay a dollar?
Would you pay a hundred dollars a day?
A hundred days? Because these men and women gave their life. These men and women believed we were worth it.
Be Worth It, Every Day”

JACOB SCHICK, CEO 22KILL,
U.S. MARINE CORPS VETERAN
CONTINUUM OF CARE PROGRAM

Corporate Partners

Our corporate partners not only provide financial support for the Memorial May campaign but activate their employees and resources in a meaningful way to support our heroes as a part of our Continuum of Care program.

For more information go to carrytheload.org/corporate_partners

DALLAS PARTNERS

NATIONAL PARTNERS

“We stand in solidarity with the families of the fallen on Memorial Day. And we honor the legacy of their loved ones by raising awareness to the fact that freedom is not free.”

AARON WHITE,
CARRY THE LOAD AMBASSADOR,
U.S. MARINE CORPS VETERAN
EDUCATION PROGRAM

Carry The Flag gives students of all ages a way to serve those who serve for our freedom. It teaches the next generation about sacrifices made by our military, veterans, first responders and their families.

The program provides guidance on activities that help kids learn more about our nation’s heroes and how they can serve in their community.

- Meet local heroes and hear their stories
- Earn community service hours
- Develop storyboards to honor and remember a hero
- Give a presentation on patriotism
- Learn the history of the American flag

To bring Carry The Flag to your youth organization, email carrytheflag@carrytheload.org or call 214-723-6068.
TOTAL FUNDS RAISED TO DATE: $25.2 MILLION

Of the $25.2M raised since 2011, 93.35% of the funds raised has gone to our programs, including $7.5 million distributed to our Non-Profit Partners, who provide direct services for our nation’s heroes.

AMBASSADORS

In 2019, Carry The Load formalized an Ambassador Program with 46 veterans, first responders and family members who can share their stories of service and sacrifice and motivate others to honor and celebrate the service and sacrifice of our nation’s heroes.

Cody Bandars, Navy Veteran
Sean Bulmann, Marine Veteran
Matthew Caldwell, Marine Veteran
Jimmy Carnes, Army Veteran
Charlie Clemons, Patriot
Glen Dare, Army Veteran
Alissa Dare, Army Veteran
Josh Davis, Marine Veteran
Andrew DeLeon, Marine Veteran, Firefighter, EMT
Jesse Dunlap, USCG Veteran
Steve Dunnahoe, USCG – E-4
Dill Driscoll, Patriot
Justin Ellis, Law Enforcement
Rod Gregg, Law Enforcement
David Haas, Navy - E5
Chris Harding, Firefighter, EMT
Steven Hensley, Firefighter, EMT
Cody Huggins, Army
Stacy James, Air Force/E6 (T Sgt)
Brian Larson, Army Cpt.
J. J. Leonard, Marine Veteran
Josh Lewis, Marine Veteran
Kyle Lund, Army SS, Firefighter, EMT
Sean Magee, Navy Veteran
Michelle Mangio, Military Spouse
Brian Marren, Marine Veteran
Scott McLachlan, Army Veteran
Charles Meachum, Patriot
Junior Ortiz, Marine Veteran
Andrew Pfeiffer, Army Veteran
Ron Redding, Air Force Ret.
John Reed, Marine Veteran
Erin Rheinschild, Patriot
Aaron Rigby, Navy Lt. Veteran
Jamie Rufolo, Military Spouse
Justin Salsano, Firefighter
Jason Santos, Firefighter, EMT
Paul Scheckelman, Firefighter
William Searles, EMT
Mark Smith, Navy Veteran
Stephanie Stone, Navy Veteran
Ken Tarr, Marine Veteran
Tony Temerario, Army Green Beret Ret.
Matthew Thomas, Army Veteran
Beau York, Firefighter, EMT
Zim Zimmerman, Patriot, Ret. Councilman

FOUNDERS BRIGADE

The Founders Brigade is an exclusive group that pledges $5,000 per year for two years. This provides working capital to advance Carry The Load’s mission of honoring the service and sacrifice of our heroes. Our goal is to secure 100 members by 2031, resulting in $1 million combined commitment.

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

WHO ARE YOU CARRYING?
A MESSAGE FROM STEPHEN

As we approach our 10th Dallas Memorial March, it is hard to believe the growth and expansion we have achieved. I am most proud of the team of patriots who came along side us in the beginning and have remained loyal to our cause. In addition, we have numerous corporate partners and non-profits who have shared this journey and helped to push us forward. It is humbling to see what can be accomplished with hard work, dedication and passion.

On a personal note, having Carry The Load as an outlet for me is invaluable. We talk about Veterans transitioning, but what I have realized is that transition continues throughout your life. Carry The Load is a vehicle for parents to teach their children, for families to grieve and for all Americans to celebrate and remember the daily sacrifices so many families have made for our freedom.

We look forward to continued growth and a strength of Community in 2020! Thank you for joining this movement!

Stephen Holley
U.S. Navy SEAL Veteran, Co-Founder and CEO of Carry The Load
INTRODUCING THE 4TH RELAY | MOUNTAIN STATES ROUTE | AND 70+ RALLY CITIES IN 2020