



# 2021 IMPACT REPORT

*MILITARY, VETERANS, FIRST RESPONDERS AND THEIR FAMILIES*

# A DECADE OF HONOR



2011

## AWARENESS PROGRAM

Founded by Veteran  
U.S. Navy SEALs  
Clint Bruce and Stephen  
Holley

Carry The Load started as a mission to restore the true meaning of Memorial Day

Memorial Day featured a 20-hour and 11-minute Memorial March that took place at White Rock Lake in Dallas, TX



402 PARTICIPANTS  
\$48,923 FUNDS RAISED

Started the National Relay with an East Coast Route from West Point, NY to Dallas, TX



13 STATES  
2,000 MILES

Added a West Coast Route from Seattle, WA to Dallas, TX



18 STATES  
50 RALLIES  
6,600 MILES

2012

## CONTINUUM OF CARE PROGRAM



2016



\*Includes Rallies and Cemeteries

## YEAR IN REVIEW

Our fiscal year started off in September 2020 with a nation reeling with uncertainty as it entered the sixth month of COVID-19. [Patriot Day](#) service projects were out of the question, [Veterans Day](#) parades were on hold, and no one could imagine what things would look like in May.

It was clear people were grasping for a positive outlet to “do good” in the communities. Carry The Load continued to connect people virtually – from social media engagement remembering the fallen

first responders of 9/11 on Patriot Day to promoting Carry It Anywhere fundraisers that generated nearly \$16,000 in salute to our veterans on Veterans Day.

By [Memorial May](#), people were yearning to participate in-person.

As a result, **the National Relay team walked...**

**You joined** in-person and virtually...

**United, we honored and remembered those who gave the ultimate sacrifice for our freedom.**

Together, we provided healing for families and friends of the fallen...

Collectively, we raised more funds than ever in support of our military, veterans, first responders and their families.



Expanded Rallies across the U.S



18 STATES  
50 RALLIES  
6,200 MILES



26 STATES  
55 RALLIES\*  
6,600 MILES  
6 NATIONAL CEMETERIES

Added a Midwest Route from  
Minneapolis, MN to Dallas, TX



40 STATES  
60 RALLIES\*  
11,500 MILES  
26 NATIONAL CEMETERIES

Added a Mountain States Route  
from Minot, ND to Dallas, TX



VIRTUAL PARTICIPATION  
DALLAS MEMORIAL DRIVE



48 STATES  
76 RALLIES\*  
15,500 MILES  
43 NATIONAL CEMETERIES  
158,000 PARTICIPANTS  
\$2,000,000 FUNDS RAISED

2017

EDUCATION PROGRAM



Launched Carry The Flag  
Education Program



2018



Walked through 6 National Cemeteries  
in strategic partnership with the VA  
National Cemetery Administration



2019



Started National Day of Service  
and Remembrance  
for Patriot Day



2020



Thanking Veterans  
on Veterans Day



2021

Carry The Load  
celebrates  
A Decade of Honor



## OUR MISSION

To provide active ways to honor and remember  
our nation's heroes by connecting Americans to  
the sacrifices made by our military, veterans, first  
responders and their families.

## OUR VISION

For all Americans to participate in honoring the  
sacrifices made by our nation's heroes.



# AWARENESS

*VOLUNTEER. PARTICIPATE. DONATE.*



# MEMORIAL MAY AWARENESS CAMPAIGN

Since 2011, people actively participate in Carry The Load's Memorial May awareness campaign to honor our fallen heroes and provide healing for those left behind. They can join the [National Relay](#), [Rally](#) or the [Dallas Memorial March](#), educate a youth group with [Carry The Flag](#), and engage virtually.

## IMPACT SNAPSHOT

- \$2,000,000 funds raised
- 158,000 nationwide participants
- 12,000 Dallas Memorial March participants
- 76 rallies, including 43 National Cemeteries
- 2,000,000 social media impressions
- 142,000 social media engagements
- 1 billion media impressions
- [925 media placements](#)



## TOP TEAM CAPTAINS

The following individual's teams raised more than \$10,000 during 2021 Memorial May.

22KILL | Justin Jones  
ByrdAdatto | Bradford Adatto  
MSAG Warriors | Esther Hernandez  
Save The Brave | Fallon Baker  
Delta Dental | Marty Sheetz  
Team Holley | Stephen Holley  
CoreLogic | Sean Slattery  
Adaptive Training Foundation | Colin Anderson  
Fighting Eagles | Bryan Bledsoe  
J&J NA PHARMA VLC | Timothy Allen  
Granite Properties | Burson Holman  
Healing Warriors - Wind River Ranch | Don McIntyre  
SUDS supporters | Carla Chatterton  
Woody's Warriors | Kathy Brauer  
Motorcycle Missions | Krystal Hess  
Sutter Health | Margaret Ervin  
Team Paladin | Rod Gregg  
ATO's Some Gave It All | Ed Lujan  
Tyler Watters GPX | Tyler Watters  
Team Stream | J.J. Leonard  
Sheep Dog Impact Assistance | Taylor Abernathy  
Dallas Firefighters | David Lindsey  
America's Mighty Warriors | Debbie Lee  
Chris's Misfits | Chris Kilburn  
Una Stamus | Yvonne Freeman  
Animal Tribe | Craig Williams  
Bubba T | William Taylor  
Ryan Law | Kory Ryan  
Hilltop Securities | John Muschalek

## LESSONS FROM THE FRONT



Hosted by **Todd Boeding**, Veteran Marine and Carry The Load Board Member, guests share their stories of being on the front lines in service to our country and how they continue to serve today.

Carry The Load launched the Lessons From The Front podcast in April 2020. This year, more than 25,000 people viewed it on [Facebook](#) and [YouTube](#) or listened to it through a [podcast application](#).

For more information about our Awareness program, visit [carrytheload.org/awareness](https://carrytheload.org/awareness).



# AMBASSADOR NETWORK

Carry The Load extends its reach through an incredible group of [ambassadors](#) who volunteer their time to raise awareness for our mission. Our ambassadors cover the nation, come from diverse backgrounds, and have a variety of experiences to share. Every one of these individuals has a powerful story to tell. They continue to serve by conducting media interviews, engaging youth group activities, speaking at corporate and community events, and more.

## BEYOND MAY

Throughout the year, Carry The Load provides volunteer opportunities, community events, and ways to participate in person and virtually. Annual national service events take place on [Patriot Day](#), including cleaning headstones at national cemeteries in collaboration with the Dept. of Veterans Affairs, National Cemetery Administration. We also promoted Carry It Anywhere events on [Veterans Day](#) where supporters helped raise \$10,605.



Carry The Load Ambassador  
DeMarcus Turner in Dallas  
(Second from left)



Carry The Load Ambassadors  
Rilea Stapf and William Searles  
in Idaho Falls



Carry The Load Ambassador  
J.J. Leonard in Seattle

## MAKING A LASTING IMPACT ON ONE MAN'S LIFE

DeMarcus Turner was born in Palestine, TX, where he spent his early childhood years before moving to Houston. He attended Southern University in Baton Rouge, LA majoring in Criminal Justice. DeMarcus joined the Dallas Police Department in 2010 where he is currently a Patrol Officer. In 2011, he got involved with one of Carry The Load's first non-profit partners, Assist The Officer Foundation (ATO). He saw it as an opportunity to network together and serve his community.

In 2013, DeMarcus, his wife and infant daughter lost their home to an apartment fire. They were only able to leave with their car keys and the clothes on their backs. He said, *"within an hour ATO got in contact with him about assisting his family"*. The organization offered financial support to replace necessities and get his family in temporary housing while they rebuilt their life. DeMarcus was floored at the gift they had received, without even asking for help. This inspired him to become even more involved in ATO – to pay it forward.

In May 2015, DeMarcus volunteered for ATO at Carry The Load's Dallas Memorial March. This was his first interaction with Carry The Load, and it made a lasting impact on his life.

***"A lot of people don't understand how Carry The Load is a catalyst for non-profits coming together to make an impact on those who have sacrificed so much for others," said Turner.***

Less than 12 months later, DeMarcus was involved in the tragic ambush of Dallas Police Officers during a protest on July 7, 2016, in Dallas. Thankfully, he was unharmed but lost one of his closest friends, Patrick Zamarripa. He was able to find emotional support and healing through his involvement with Carry The Load. *"It's important that organizations like Carry The Load exist, to help you understand those who went before you will always be remembered,"* he said.

Over time, DeMarcus has grown to be a leader in his community, as an ATO Board Member and Carry The Load Ambassador. He continues to be inspired by the acts of kindness he sees and mostly enjoys being on the giving side. A goal of his is to get his two young daughters more involved with ATO and Carry The Load, so they can experience the reward of helping others too.





2021 Midwest Relay Route Bus (1 of 4 buses)



Corporate Partner Palantir honoring Carry The Load at the NYSE Closing Bell



Carry The Load featured nationally on 22 million bags of Fritos

## 2021 CORPORATE PARTNERS

Involvement with Carry The Load has transformed into a popular employee engagement activity. The real magic happens when civilians and their veteran servicemember co-workers work side-by-side to serve their local community and heal those around them.







# CONTINUUM OF CARE

*WORKING AS A FORCE MULTIPLIER*



# PARTNERING FOR GOOD

Carry The Load's [Continuum of Care](#) program is built upon a strategic collaboration among our corporate and non-profit partners. The program raises much needed awareness and funds to assist with the many challenges facing our military, veterans, first responders and their families.

In addition to the healing our heroes and their families experience by continuing to serve 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, education scholarships for children of the fallen, and more.

## IMPACT SNAPSHOT

Non-Profit Partners since 2011:

- Assist The Officer
- Heroes on the Water

Corporate Partners since 2011:

- Hillwood, a Perot Company

**TOTAL FUNDS  
DISTRIBUTED  
TO OUR NON PROFIT  
PARTNERS OVER 10 YEARS  
\$10,114,575**

For more information about our Continuum of Care program, visit [carrytheload.org/continuumofcare](https://carrytheload.org/continuumofcare).

## 2021 NON-PROFIT PARTNERS

Carry The Load works as a force multiplier by establishing an environment of collaboration and financial support. This allows our partners to be even more innovative and strategic in providing the highest quality of direct services to those in need.

Adaptive Training Foundation  
America's Mighty Warriors  
Archie Foundation  
Army Scholarship Foundation  
**Assist The Officer**  
Attitudes & Attire  
Big Brothers Big Sisters Lone Star  
Center for BrainHealth  
Cohen Clinic at Metrocare  
Courage Foundation  
Custodes Libertatis Memorial Foundation  
Equest Hooves For Heros  
Farmers Assisting Returning Military  
Fight4Vets  
First Responders Face Off  
Gold Star Parents Retreat  
**Gratitude Initiative**  
Green Beret Foundation

Heroes' Movement  
**Heroes on the Water**  
Higher Ground  
Homeless Veterans Services of Dallas  
Homes 4 The Brave  
Honor & Remember  
Housing Crisis Center  
**Lt. Todd Krodle Memorial**  
Memories of Honor  
Ministering Our Military  
Motorcycle Missions  
Next Rung  
**One Tribe Foundation**  
**Patriot Paws**  
Project Relo  
Recovery Resource Council  
Save the Brave  
**Sheep Dog Impact Assistance**  
Shield616  
SUDS

Strength for Service  
TAPS  
Travis Manion Foundation  
**Trinity Oaks**  
Valor Ranch  
VETtoCEO  
Warrior Reunion Foundation  
Warrior Spirit Project  
Warriors Heart Foundation  
**Wind River Ranch**  
**Woody Williams Foundation**

**\*2021 Beneficiaries in bold**



Carry The Load CEO and Co-Founder Stephen Holley and Medal of Honor Recipient Hershel "Woody" Williams



Non-Profit Partners walking to the Dallas Memorial March





# EDUCATION

*INSPIRING PATRIOTISM*





Carry The Flag is an education program designed to inspire patriotism in our nation's youth. It gives kids of all ages a way to serve in honor of those who served for our freedom. It teaches the next generation about sacrifices made by our military, veterans, first responders and their families. It also helps kids apply teamwork, responsibility, respect, decision making, communication and leadership.

## IMPACT SNAPSHOT

- 2,775 participants
- 111 registered groups
- 26 states

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

- Develop storyboards to honor and remember a hero
- Give a presentation on patriotism
- Learn the history of our flag
- Meet heroes and hear their stories
- Earn community service hours
- And so much more!

## HOW IT WORKS

- Organize your group
- [Request a Carry The Flag kit](#)
- Participate in monthly activities
- Share your story about patriotism

To get started:

Email [carrytheflag@carrytheload.org](mailto:carrytheflag@carrytheload.org)

Call **214-723-6068**

For more information about our Educational programs, visit [carrytheload.org/education](http://carrytheload.org/education)





# INSPIRING THE NEXT GENERATION

Kevin Reece | WFAA | May 28, 2021

Brendan Corcoran of McKinney, TX credits Carry The Load and its collaboration with the Boy Scouts for leading him to the U.S. Naval Academy.

At each Carry The Load event, a group of Boy Scouts spends hours planting American flags in the grass, one for each American military life lost since 9/11. An exercise, you might think, could scare someone and lead them away from taking that same chance with their own life.

Brendan Corcoran explains why you would be wrong.

***"That hit me incredibly hard," he said, "and made me realize I want to continue to be a part of this."***

He was a boy scout from McKinney, Troop 496, and a Carry The Load volunteer for several years at the Dallas Memorial March at Reverchon Park.

And its impact on him? Our [WFAA] Zoom interview took place from his dorm room at the Naval Academy in Annapolis, MD. Corcoran is in his third year. Scouts and Carry The Load convinced him this is where he wanted to be.



Brendan Corcoran  
U.S. Naval Academy

*"I see the potential sacrifice that comes with it," he said. "It makes you think whether or not that is worth it. For me, I sat back and decided that's what I want to do with my life. I understand the potential sacrifice is there. It's something that I'm willing to take."*

When Navy SEALs Stephen Holley and Clint Bruce started Carry The Load a decade ago, they didn't imagine 50 other veteran assistance organizations jumping on board, tens of thousands of volunteers joining the cause, and a next generation of Midshipman impacted by all of this. Like a kid from McKinney on his way to becoming a Naval officer who, if he gets his wish, will lead an infantry division of United States Marines.

*"In my career I want to lead people and be able to start making a difference," Corcoran said. "And being in the U.S. Navy gives you the ultimate opportunity to do something that matters."*

*"There are so many places the Navy and the Naval Academy can take me. Whichever way it goes I think I'm going to be happy."*

And the men and women of Carry The Load are happy that the next generation is ready to carry too.







2021 National Relay Team



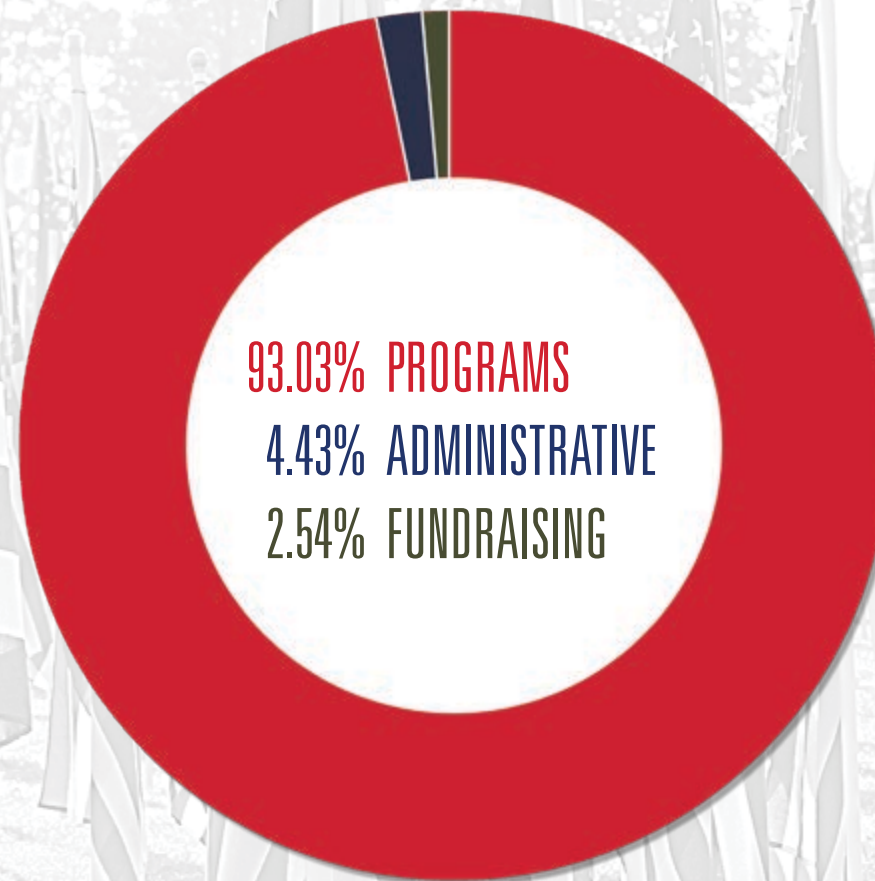
## FOUNDERS BRIGADE

The Founders Brigade is an exclusive group that each pledge \$5,000 per year for two years to provide the working capital to advance Carry The Load's mission. Our goal is to secure 100 members by 2031, resulting in \$1,000,000 of combined commitments.

We thank these individuals who have already made the commitment.

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  
The Nikoh Foundation  
Scott Rohrman  
Bracari  
Debbie & John Ahmed

## WHERE THE MONEY GOES



**TOTAL  
FUNDS  
RAISED  
SINCE 2011**  
**\$32,901,903**

## BREAK DOWN OF PROGRAM SPENDING





# BOARD OF DIRECTORS

Carry The Load's all volunteer [Board of Directors](#) consists of a diverse group of veterans and patriots. Each member donates his or her time and expertise to further our mission.

**Stephen Holley**  
CEO & Co-Founder  
U.S. Navy SEAL Veteran

**Craig Couch**  
Treasurer

**Todd Boeding**  
U.S. Marine Corps Veteran

**Mike Devlin**

**Hallie Johnston**  
U.S. Army Veteran

**John McCaa**

**Ismael "Junior" Ortiz**  
Ret. Lt. Col., U.S. Marine Corps

**Aaron Rigby**  
U.S. Navy Veteran

**Scott Rohrman**

**Debbie Wright**  
Executive Director



## A MESSAGE FROM STEPHEN

The year started with a small gathering of people who were with us 10 years ago for the first Carry The Load event at White Rock Lake in Dallas. It was an unbelievable and extremely meaningful year where we celebrated a Decade of Honor with record-breaking numbers of participants, events and funds raised. I could never have imagined that ten years after starting Carry The Load with my co-founder Clint Bruce we would get such amazing worldwide attention and support.

We look forward to carrying on our mission together in 2022. Our focus will be on continued growth in participation and funds, engaging more youth groups in our Carry The Flag education program, and expanding our National Relay with a fifth route!

Thank you for your support. We'll see you out there in 2022! Who are you carrying?

A handwritten signature of Stephen Holley in black ink.

Stephen Holley  
Veteran U.S. Navy SEAL,  
Carry The Load CEO & Co-Founder



National Relay



Patriot Day  
National Cemetery Clean Up



CrossFit Dallas Central  
Veterans Day Challenge





# 2022 MEMORIAL MAY

20,000 miles | 32 days | 5 routes | 1 mission

