

SEPTEMBER 1, 2023 – AUGUST 31, 2024

CARRY THE LOAD

2024 IMPACT REPORT



HONORING OUR NATION'S HEROES

Carry The Load is a non-profit organization that exists to preserve the sanctity of Memorial Day through community gatherings and storytelling to unite Americans in appreciation for the sacrifices made by a few who carried the load for all.

Collaborating with participants and partners, Carry The Load tangibly served our country's military, veterans, first responders, and their families. We united thousands in our mission to educate Americans on the importance of Memorial Day while honoring the sacrifices of our nation's heroes.

\$46 MILLION
FUNDS RAISED
SINCE 2011

300,000
PARTICIPANTS SINCE 2011



HONORING HEROES ALL YEAR

Our major events included Memorial May, Patriot Day, and Veterans Day, along with other special events and fundraising efforts throughout the year. We connected Americans to the importance of our patriotic holidays and provided active ways for them to honor and remember those who have secured us our freedoms. United as a country, we helped countless individuals and families heal and know that the sacrifices of their loved ones would never be forgotten.

MEMORIAL MAY

Each May we host community events across the nation where people come together to tell stories of those who sacrificed their lives for our freedom. Surviving families and loved ones have the chance to connect and heal while those who have not lost someone have the opportunity to learn the weight of true sacrifice and show that they care.

People of all ages joined our 14th annual month-long movement to honor and remember our country's fallen heroes. What started in 2011 as one Memorial Day event has catapulted in numbers and impact. This year, participants aided in our fundraising mission and attended community events in cities all across the nation. The month of activities culminated in Carry The Load's flagship event, the Dallas Memorial March on Memorial Day weekend where thousands of Americans came together to commemorate the true meaning of Memorial Day.

\$1.6M
RAISED IN 2024

35,000+
PARTICIPANTS IN 2024



MICHAEL KENNEDY

"Thank you for honoring Michael. It was heartwarming to see the entourage accompanying the Carry The Load bus through Boston. I had begun to feel that Michael's death 10 years ago now, was fading from the public memory. The Carry The Load tour was so touching. As I saw Michael's smiling face on the bus, I was reassured that he is indeed unforgettable. The grief of losing a child does not pass, we don't 'get over it' or recover. The additional pain that hits when we feel as if he is being forgotten is deep. You and your mission soothed that pain for me. I can't thank you enough."

- KATHY CROSBY-BELL, Mother of Michael Kennedy

YEAR-ROUND MEMORIAL DAY EDUCATION



VETERANS DAY 2023

Carry The Load recognized Veterans Day by partnering with one of our non-profit partners, Adaptive Training Foundation, to host an event that brought the Dallas-Fort Worth community together to work out in honor of our veterans.



PATRIOT DAY 2023

We paid tribute to the day by collectively engaging in community service and educating the next generation about the significance of 9/11. More than 2,000 volunteers, from corporate employees and youth groups to families of fallen loved ones, beautified hallowed grounds of 64 National Cemeteries across the country.

OUR COMMUNITY

CARRY THE LOAD

All of Carry The Load's efforts are made possible by the continued support and service of our Board of Directors, Founders Brigade, Ambassadors, and volunteers who work in unison to advance our mission. Carry The Load works with corporate partners who share our vision and commitment to honoring our heroes. Collectively, we channeled resources to meet more needs and share our mission with thousands of Americans across the country. We're thankful for this community and grateful to have such dedicated partners.

CORPORATE PARTNERS

American Airlines
Andrews Distributing
Atmos Energy
Bandera Ventures
Bank of America Plaza
Builders FirstSource
Cigna Healthcare
Coors Light
Energy Transfer

Fritos
FirstNet
GMC
Henry Schein Cares
Hillwood
HF Sinclair
JPMorgan Chase
Peinado Construction
Pioneer ExxonMobil

SRS Distribution
TACenergy
Turner Construction
USAA
VISTRA
WFAA
Wiley X
Wyndham

CARRY THE LOAD SCHOLARSHIP

In May 2024, Carry The Load awarded \$24,000 to four deserving students in pursuit of higher education. The Carry The Load scholarship is meant to ease the financial burden of students as well as recognize the valor and dedication of those who've lost a parent in the line of duty.

"I know that he really wanted me to continue my higher education, so with this opportunity I'll be able to without having to deal with the extreme hardship of not having a father and going into higher education. Thank you."

- **CHLOE MCCAIN**, 2024 CTL Scholarship Recipient



"We have to let people know if you fall we will pick up those you leave behind. If we do this well, we will earn the heroism of those who come behind us."

- **CLINT BRUCE**

Co-Founder of Carry The Load, Veteran Navy SEAL

JOIN THE MOVEMENT

VINCENT L. DAVIS, SR.

"It was such an honor for me to see my dad's picture on the Carry The Load bus and to know that his sacrifice will forever be remembered. He was always a giving man and never hesitated to help someone in need. Unfortunately, he died doing what he loved just 10 days after I gave birth to my first child. That's why having the opportunity to honor his legacy at Carry The Load is so important to me. I get to show my children the impact their grandfather had and they get to hear from others about the awesome man he was."

- KIARA COTTON

Daughter of Fallen Firefighter, Vincent L. Davis, Sr.



Carry The Load supporters,

As a veteran, I know first-hand the power of coming together and sharing our struggles and stories. Carry The Load has been honoring our fallen heroes since 2011 and keeping their memories alive thanks to our incredible team, partners, and supporters. We're proud of what we've accomplished this year and grateful for the many who have made it possible. We look forward to another great year to come!

- STEPHEN HOLLEY

President & CEO of Carry The Load, Veteran Navy SEAL

CARRY THE LOAD



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