

History of the 300 Boodle Brigade

How did this all begin and where on earth did that name come from?

In 2009, with a Plebe (freshman) at West Point, I soon learned what Boodle was.

I had heard of groups sending Boodle to deployed soldiers and thought that sending Christmas Boodle would be fun. I sent some boxes of Christmas cheer for a couple of years until the number of requests grew to where I couldn't handle it by myself anymore.

Therefore, in 2012, I decided not to pursue this Christmas project until I had 2 phone calls from friends that had donated items in the prior years. They asked if I was doing it again because they wanted to donate again.

I took that as a sign that maybe I should send Boodle that year.

Another friend gave me the name of her friend who was a COL in the Army Reserves. She connected me with a LTC who was the Commander of an EOD unit in Afghanistan.

I asked the LTC how many soldiers he had.

300 was the answer.

I about died.

There was no way I could send 300 boxes.

What to do. What to do. I racked my brain. How could I make this work.....

Then the light bulb went off.

In the years since my son entered West Point, I learned that West Point moms could do anything. Therefore, I reached out to my fellow moms through the West Point Moms FB page. There was a lot of interest.

I thought that if we could get 50 boxes to this EOD unit, then I would consider it a success. The Final count was over 500! Boom!

The next year, 2013, we connected with another EOD unit which had 450 soldiers.

Final count for 2013 - over 500 boxes sent!

In 2014 we didn't have the one large unit to send to, but we had requests for smaller groups, like Platoons and Companies.

Final count - over 500 boxes!

2015 - we sent 1200+ boxes!

2016 - we sent 2800+ boxes!

2017 - we sent 3300+ boxes!

2018 - we sent 3100+ boxes!

That's a total of 11,900+ boxes that we have sent in our 7 year history!

This group has grown so much over the past 7 years.

The folks here that send Boodle are some of the most generous folks who love our military.

It has been such an honor to be associated with all of our Boodlers!

For those wondering about our odd name -

300 - represents the number of boxes requested in our first year

Boodle - what we send to the soldiers

Brigade - the WP inspiration since the Corps of Cadets is a Brigade.

Sara West Martin
300 BB Coordinator

