



HEROIC
HEARTS
PROJECT

2022

Annual Report





A LETTER FROM OUR CEO

2022 was an exceptional year for Heroic Hearts Project. It also marked our 5th year operating as a leader in the veteran psychedelic space, a significant milestone. We far exceeded our veterans-served and fundraising goals in 2023, and we continued to shape the national vision of mental health in the US by contributing to groundbreaking research and advocacy efforts.

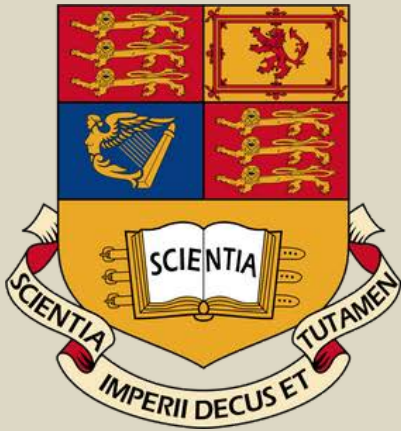
The only way psychedelic substances will become broadly available to those in need is to create thriving community based systems that integrate them. This is exactly what Heroic Hearts Project intends on investing in in places like Oregon and Colorado. We hope you join us in 2023 and beyond to create this new reality. Together, we can continue to expand and increase access to life saving mental health options.

"Community is at the heart of lasting healing. We've lost sight of this but psychedelics will open our eyes once again."

-Jesse Gould

RESEARCH

HHP is leading the way in observational psychedelic research in veterans.



**IMPERIAL COLLEGE,
LONDON**



**The University of Texas at Austin
Dell Medical School**

**Center for Psychedelic
Research and Therapy**

Ayahuasca

Testing the effects of ayahuasca on PTSD, Depression, Anxiety, and quality of Life

Psilocybin TBI Study

Testing the effects of psilocybin retreats on veterans with traumatic brain injury.

Psilocybin for Gold Star Spouses and Surviving Family Members

Identified the first cohort of participants for a study testing the effects of psilocybin for prolonged grief in Gold Star Spouses/Female Family Members. Identified first cohort.

Ayahuasca for Combat Veterans with PTSD

Institutional Review Board approval and identification of cohorts starting in 2024.

Ibogaine for Special Operations Veterans with PTSD and mTBI

Institutional Review Board approved protocols, cohorts will begin in 2023.

LEADING THE WAY

Dr. Grace Blest-Hopley

Director of Research, HHP

Grace earned a Ph.D. in the neurochemical and neurofunctional effects of cannabinoids following completion of a Masters in Neuroscience at King's College London.

As a research associate, she has continued to research in the field of cannabinoids and mental health, particularly using neuroimaging techniques. Grace has a keen research interest in plant medicine research and how these may be used therapeutically, as well as the mechanisms and risk factors behind the development of psychological disorders. She is currently serving as a member of the reserve armed forces.



"My work at Heroic Hearts Project aims to wrap research around the impactful retreat opportunities that we offer to Veterans. I hope that this work will serve as empirical evidence demonstrating the effectiveness of our programs, inform future offerings, and contribute to the wider effort to bring attention to the power of plant medicines. "

2022 IN NUMBERS



2022 was a pivotal year for Heroic Hearts which saw the organization scaling to a new level. We were able to help a record number of veterans and scale our efforts to help veteran families

\$1.4M

FUNDRAISING

183

VETERANS
SERVED

3

SCHOLARSHIPS
PROVIDED FOR
VETERANS

1

SPONSORED ALL
SPOUSE
RETREAT IN
PERU

24

HOPE PROJECT
SPOUSES
SUPPORTED

NEWS & MEDIA

In 2022, Heroic Hearts released a documentary about our work with veterans seeking healing through ayahuasca. We also continue to spread awareness of psychedelics through our notable features in major news outlets including The Economist and Men's Health Magazine.

Podcasts | Checks and Balance

Should psychedelics be more widely available?

Our weekly podcast on democracy in America





Jan 28th 2022

This Veteran Is Helping Other Soldiers Restore Their Mental Health

An ayahuasca trip started Jesse Gould, former U.S. Army Ranger, on a whole new career path.

BY WILL MARTIN PUBLISHED: NOV 9, 2022

THE ECONOMIST

MEN'S HEALTH

A 'tidal wave' in psychology: Advocates call on lawmakers to approve psilocybin treatment

A bill is now before a Pa. House committee, but its prospects appear uncertain

BY: CHRISTINA BAKER - JUNE 12, 2022 6:30 AM



PENN-CAPITAL
STAR

US veterans with PTSD turn to psychedelic drugs overseas as VA frustration grows

Most psychedelics are still classified as Schedule 1 drugs in the US, hampering research and largely preventing veterans from being treated here at home



By Paul Best | Fox News



FOX NEWS

We need to increase research into psychedelics for veterans with PTSD

By Jesse Gould

Nov 4, 2022



MILITARY TIMES

Struggling Canadian war veterans are turning to psychedelics to recover from military trauma



Abhya Adlakha

November 11, 2022 · 8 min read



YAHOO NEWS

CONFERENCES



UPSTATE NY



LAS VEGAS



NEW YORK



MIAMI

EVENTS/ PODCASTS



INCUBUS AND PROPELLER
LAUNCH BENEFIT CONCERT



DENNIS MCKENNA
INSTAGRAM LIVE Q&A



MUD/WTR PODCAST:
Army Rangers and
Ayahuasca



PSYCHEDELICS TODAY:
Veterans and the Impact
of Storytelling



**PSYCHEDELIC
PASSAGE:**
Founder of Heroic
Hearts Project Talks
Psychedelics for
PTSD



PASSION STRUCK:
Saving Veterans One
Heroic Heart at a
Time-Jesse Gould

BILLS AND POLICY MAKING



Joined **Veteran's Mental Health Leadership Coalition** formed by **Reason for Hope-Hope for Reason** and introduced ***Right To Try Clarification*** with senators Cory Booker and Rand Paul. www.vmhlc.org. This same coalition introduced the ***Breakthrough Therapies Act*** with senators Cory Booker and Rand Paul.



Heroic Hearts Project supported and promoted Colorado's ***Natural Medicine Act*** which passed in November, 2022.



Connecticut's governor signed a bill to create a **Psychedelic Treatment Program** that provides funding for MDMA and psilocybin-assisted therapy to qualified patients with serious mental health disorders, ending when these substances are approved for medical use by the DEA. Qualified patients include veterans, retired first responders, healthcare workers, and those from underserved communities without access to effective mental health care.

OUR COACHES

Weekly Group Integration calls saw an increase in participation of approximately 80% from beginning of the year to the last call of the year.

Provided scholarships to 3 veterans for the “Being True to You” Coaching Certification Program. All 3 have joined our coaching team

1,182 total number of hours of individual integration and group coaching calls + 549 hours of breath work and mindfulness courses

Launched Bespoke HHP Mindfulness & Breathwork Course required to be completed by all participants before retreat

HHP leads with 6 BIPOC & 4 LGBTQIA Coaches

Heather King, MPS

The saying, “home is where the heart is” has always baffled me. I have spent the majority of my life searching for “home”. Years of recovery, therapy, and medicine work taught me how to learn to follow my heart. Last year, my heart led me to Yelapa, Mexico for an Ayahuasca retreat with Heroic Hearts Project. It was clear HHP made a careful effort to put love and compassion into every aspect of the retreat. The facilitators and coaches were professional, heart-centered, and were there to support the journey, individually and collectively. By the end of the ceremony, my heart was shouting at me, “This is home, this is home.” I knew these were the people I wanted to learn from and serve with; I knew they could change the world because they had changed mine. At the end of my integration period, I mentioned I wanted to coach for HHP and I wanted to help other people find their Heroic Heart, just as the team had helped me find mine.”



AMBASSADORS

98

**NEW
AMBASSADORS**

216

**TOTAL
AMBASSADORS**

\$5K

**TOTAL
RAISED**

Our ambassadors generously contributed their time, attention, and skills in 2022 by volunteering their time, promoting HHP's message, and /or raising funds. In particular, several of our ambassadors were crucial contributors to our advocacy efforts in 2022. In Washington State, we had three ambassadors directly contributing to state policy changes/state bills, while several others provided testimony for lawmakers in need of support for psychedelic legislation such as 58, the CA bill.

Seven Brown

Seven is a Mindbloom Guide, Energy Healer, Educator, and Medicine Facilitator with more than twenty-five years of experience in wellness and credentials that expand to the UK. Her personal family experiences fuel her dedication to Heroic Hearts, her support of veterans, and her compassionate advocacy for trauma survivors.

As an Ambassador, she hosts New Moon Healing events to fundraise and elevate awareness of the cause. Seven's mission is to champion healing, balance, and supporting a remarkable life for all.





A HEARTFELT MESSAGE AND SUCCESS STORY FROM ONE OF OUR AMBASSADORS

Corey Champagne, a Marine Corps veteran, transitioned to social work after injuries in service. Inspired by The Combat Coach on Instagram, he joined HHP as an ambassador, found healing through psychedelics, and now studies Graphic Design.



I'm Corey Champagne, and I served in the Marine Corps. I come from a military family, and after graduating high school, it felt like a right of passage to serve and understand what my family endured. Unfortunately, my experience wasn't positive. I sustained severe injuries and experienced major trauma. After service, I attended flight school. That went well until I could no longer fly due to the VA's rating. I moved and started working as a social worker, coaching those with developmental disabilities at their job site. I discovered HHP after seeing Kasey Pippet's Instagram page, The Combat Coach. I resonated with his words of wisdom and decided to apply to be an ambassador. After a few months, HHP soon helped me prepare for an Ayahuasca journey in the Peruvian Amazon. That experience spiritually brought me to my knees and allowed me to process and let go while feeling all the emotions I lost connection with. It wasn't easy and, at some points, terrifying, but I ultimately felt supported and loved in ways I didn't imagine possible. After purging a lifetime of agony in a bucket, I connected with something intensely creative within myself and now knew the path to take. I wanted to be of service to others, working with this medicine and other psychedelics while expressing who I am in creative ways.



OUR STORY

Jesse Gould, a former Army Ranger, was plagued by severe PTSD after he returned home from combat. After quitting his job as an investment banker, selling all of his possessions, and wandering the world, he found himself in an ayahuasca retreat in the jungles of Peru. To his surprise, Jesse found that his symptoms of PTSD disappeared after the retreat, and his life was forever changed. He started HHP in April of 2017 **“because I wanted to give my fellow veterans a way to heal their PTSD that had worked for me.”**

While HHP’s number one priority is always the direct care of veterans, we’re also working tirelessly to support research and advocacy efforts to improve access to psychedelics, offer programs for veteran spouses to better nurture the entire veteran family, and foster a community in which veterans can grow and give back to others who are suffering.

This year, we proudly expanded our organization by establishing chapters in the UK and Canada, extending our mission to provide support and healing opportunities to even more individuals around the world.

BOARD OF DIRECTORS



JESSE GOULD



RICHARD SPANTON JR



ANDY JONES



JERED KENNA



JULIANA MERCER



GARY GIGLIO

OUR TEAM



JESSE GOULD
Founder & President



ZACH RIGGLE
Operations



JENNY HANSEN
Ambassador Program



ALLISON WILSON
Family Relations



DR. GRACE BLEST-HOPLEY
Research



HANNAH KIMYON
Marketing



TAMMY LE
Partnerships



JULIE MCEVOY
Veteran Experience



SEAN MILLER
Development



KASEY PIPITT
Outreach



JARED RINEHART
Coaching Program



ALISTAIR SWEENEY
Peer Support

SOCIAL MEDIA METRICS

391.8K

INSTAGRAM OVERALL REACH

19.6K

FACEBOOK OVERALL REACH

Heroic Heart's Instagram and Facebook pages have seen a remarkable surge in engagement and followers throughout 2022, a testament to their compelling content and dedicated community.

»» INSTAGRAM

+274%

INCREASE IN
FOLLOWERS

+111.5%

INCREASE IN
PROFILE VISITS

+210%

FOLLOWER
GROWTH RATE

»» FACEBOOK

+380%

INCREASE IN
TOTAL LIKES

+378%

INCREASE IN
FOLLOWERS

+558%

OVERALL
REACH

TESTIMONIALS



Crystal P. | Army Veteran

Since my first ceremony, I honestly felt like I got what I needed the first night. It was cathartic and validating. From there, everything else just brought be deeper and further along that I could honestly imagine... What I really like about the Heroic Hearts Project is that **I am not walking this path alone**. The people I went through ceremonies with are strangers and are now my new family.

Michael D. | U.S. Marine

I was completely depressed and considered killing myself a couple times even leading up to the retreat. I came here. Ive learned how to become honest myself and how to love myself. how to project that love to others. I discovered who I am and what my place is in the universe. I was reborn.

I'm a new person and I'm excited to go back to life."



READ MORE STORIES AT VETERAN VOICES

<https://heroicheartsproject.org/veteran-voices/>

FINANCIAL HIGHLIGHTS

INCOME

\$1,401,858

HHP is funded almost exclusively by grants and generous donations from supporters like you.

EXPENSES

\$1,133,574

Our program expenses last year.

NET OPERATING INCOME

\$268,284.51

CONTRIBUTE TO OUR MISSION AND HELP REDUCE
THE SUFFERING OF VETERANS AND THEIR FAMILIES:

DONATE NOW

[HEROICHEARTSPJ.ORG/DONATE](https://heroicheartspj.org/donate)

THANK YOU TO OUR PARTNERS



HEROIC
HEARTS
PROJECT





**TOGETHER WE ARE CREATING
A HEALING COMMUNITY DEDICATED TO
RESHAPING THE LANDSCAPE OF MENTAL
HEALTH IN THE UNITED STATES.**