



HEROIC
HEARTS
PROJECT

2023

Annual Report

HeroicHeartsProject.org

[@HeroicHeartsProject](https://twitter.com/HeroicHeartsProject)

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BREAKING NEW GROUND



2023 marked a milestone year for Heroic Hearts Project. This year, we helped a record number of veterans access life-altering psychedelic programs. We merged with The Hope Project, expanding our mission to include veteran spouses and families, reflecting our commitment to elevating the veteran ecosystem holistically. We initiated the nation's first legal psilocybin retreat program for veterans on U.S. soil, bringing our framework for psychedelic healing opportunities directly to our community in the United States. Heroic Hearts Project Australia was launched. As we look back on our tremendous growth in 2023 and over the past seven years, we are reminded that this year's achievements are only the beginning of an expanding horizon for both our organization and the broader psychedelic landscape for veterans.



The Five HHP Programs at a Glance



Help US veterans with PTSD



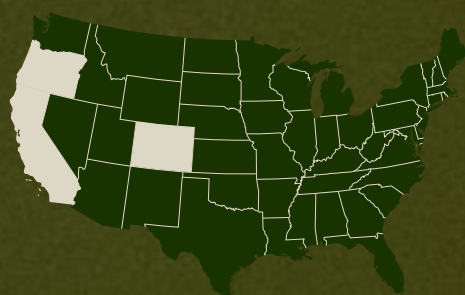
For veteran spouses and families



To bring psychedelic treatment and research back home



Measures and improves psychedelic treatments



DOMESTIC RETREATS
program for long-term support on U.S. soil.

Your donation helps us support veteran families now, while setting the stage for making psychedelic care more accessible and affordable for veterans in the USA

The Hope Project

Empowering Veteran Families

Heroic Hearts Project is excited to announce that we are joining forces with [The Hope Project](#), a nonprofit organization dedicated to helping military spouses connect to psychedelic retreats, coaching, and community!

We believe that true healing from trauma through psychedelic work encompasses more than just the consumption of psychedelic substances. By offering a comprehensive approach that includes coaching, support, psychedelic retreats, and dedicated assistance for veteran spouses, we are empowering the entire ecosystem of the veteran's family to nurture those in it. This holistic approach ensures that both veterans and their spouses have the opportunity to receive the support they need, fostering a positive ripple effect that extends to their families and communities. Together, we are dedicated to nurturing a win-win situation where everyone involved can thrive on their journey towards healing and well-being.

We understand the profound impact that psychedelics can have on an individual's healing journey. However, we firmly believe that the integration of psychedelic experiences is what truly unlocks their transformative potential. By extending our services to include military spouses, we acknowledge the integral role they play in the veteran's recovery process. Through our combined efforts, we are committed to creating an environment where both veterans and their spouses can find healing, build resilience, and forge stronger connections. Together, we are forging a new path towards well-being, rooted in compassion, understanding, and the belief that true healing is a collective journey.

ALLISON WILSON, HOPE FOUNDER, SAYS:

“My journey with psychedelic therapy (and the personal healing work I continue to do) very literally saved my life, my marriage and my children’s lives. I started The Hope Project to help other military spouses find their own paths back to hope.”



Bringing Psychedelic Programs for Veterans to the USA

In 2017 HHP created the first veteran psychedelic program and revolutionized how veterans can access life-saving mental health treatment. To date, we have supported over 1,000 veteran families internationally and we are now at the forefront of making this care accessible to veteran families on home soil in the USA. To do this, we:

- Launched the first legal psilocybin treatment program for veterans in Oregon in November, 2023
- Are partnering with approved local providers to directly offer legal, veteran-focused psychedelic care, with continued, in-person support.
- Have developed a self-sustaining model that can be replicated at scale as the laws around psychedelic treatment change in more states.
- Are committed to furthering the wellbeing of both veterans and their communities by offering training scholarships for qualified program alumni to become coaches, supporters, facilitators for future retreats.



2023 RESEARCH

For the past seven years, HHP has understood the value that research brings when it comes to expanding access to life-saving alternative treatments for veterans and beyond. We've pushed the envelope by partnering with leading universities and research organizations to study the mental, emotional, physiological, and spiritual impacts of these tools, and we are committed to openly sharing our findings because rising tides lift all ships. The studies below launched in 2023.



University of Texas, Austin Launched January, 2023

This study, launched in partnership with UT, Austin, is researching the efficacy of psilocybin and 5MeO-DMT for Gold Star Spouses and other female family members of soldiers lost in the line of duty.



Onaya Science Launched March, 2023

We've partnered with Onaya Science and the Ayahuasca Foundation to study both the physiological and psychological impacts of traditional ayahuasca ceremonies for veterans.



Imperial College, London Launched March, 2023

This study with Imperial College, London is sponsored by Beckley Retreats. The observational research will examine the effects of psilocybin ceremonies on the impacts of Traumatic Brain Injury (TBI) in veterans

HHP AUSTRALIA IS BORN



Joining our USA, UK, and Canada branches

Co-founders Michael Raymond and Holly Paterson say:

“At HHP-Australia, we are a committed not-for-profit organization on a mission to empower Australian veterans and first responders affected by PTSD and trauma. We stand united with our Heroic Hearts counterparts in the United States, the United Kingdom, and Canada, all working together to heal the wounds of our heroes worldwide.

Our approach centers on fostering a supportive community, offering safe access to cutting-edge psychedelic programs, professional guidance, and ongoing assistance, extending our support to their loved ones as well. But our mission doesn't end there. We're actively shaping the future by collaborating with leading research organizations, developing educational resources, and challenging the stigma surrounding psychedelics.

Join the global Heroic Hearts movement in creating positive change by donating, becoming a volunteer or advocating; helping our heroes find hope, strength, and a brighter future.”

2023 IN NUMBERS

In 2023, we effectively expanded our mission from supporting individual veterans to supporting veteran families. We scaled our existing programs, while doubling down on fundraising efforts to support our newest initiatives.



300+ Veterans Served



2 Sponsored spouse-specific retreats in Mexico



10 Veterans legally supported with psilocybin in the United States as a part of HHP's Domestic Retreat Program Pilot



24 Hope Project Spouses supported



\$2M Fundraising

NEWS & MEDIA

We've been honored to share our story with so many outlets over the past 7 years and have been humbled by the way in which mainstream media is opening up to the discussion about psychedelics and mental health. You may have seen us over the years in:

NEW YORK TIMES



Veterans Have Become Unlikely Lobbyists in Push to Legalize Psychedelic Drugs

NEW YORK TIMES



'A Hail Mary': Psychedelic Therapy Draws Veterans to Jungle Retreats

NATIONAL GEOGRAPHIC



Psychedelics may help treat PTSD—and the VA is intrigued.

MEN'S HEALTH



This Veteran Is Helping Other Soldiers Restore Their Mental Health

LA TIMES



With a nudge from Newsom, a new bill aims to legalize psychedelic-assisted therapy in California

Breaking Points



Youtube Interview with General Marty Steel



Psychedelic Science

TOP CONFERENCES AND EVENTS

Energia Foundation

Mental Health Breakthroughs - Dubai

TREAT California

PsyT

PSYCHEDELIC SOCIETY OF TEXAS

PSYCHEDELIC PSYCON CONVENTION

Psycon

KY Breakthrough Therapies Summit

Camp Homefront

Wonderland

ICE PALACE STUDIOS, MIAMI NOV 9-11, 2023

Horizons

BILLS AND POLICY MAKING

1

In March, HHP supported the Psychedelic Medicine Coalition at the Capitol with Tim Ferris, Rick Doblin, Dr. Matthew Johnson and Matthew “Whiz” Buckley. The group advocated for “The Need for Federal Funding in Psychedelic Research,” and our founder Jesse Gould, spoke in front of lawmakers about the impact psychedelic research can have on veterans.

We sponsored California bill SB 58, which advocated for the decriminalization of various psychedelic substances, such as psilocybin, DMT, and mescaline. While the bill passed in the House, Senate and Committees, it was ultimately vetoed by Governor Gavin Newsom.

2

3

Jesse Gould and Allison Wilson spoke at The Department of Veterans Affairs Office of Mental Health and Suicide Prevention (OMHSP) and Office of Research and Development (ORD)’s State-of-the-Art (SOTA) conference on “Psychedelic Treatments for Mental Health Conditions” in September. The conference included a working meeting for federal executive branch employees focused on developing strategic plans and agency policies.

Throughout the year, Jesse and team made numerous trips to Capitol Hill in support of federal policy initiatives aimed at increasing research and access to psychedelic treatments. HHP has always worked closely with groups like Reason For Hope, Healing Breakthrough, and the Psychedelic Medicine Coalition to best represent the veteran voice to policy makers.

4

THANK YOU TO OUR PARTNERS



OUR COACHES



DIEGO

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If I sat down with a pen and paper and spent a week trying to design a life more fulfilling than I have now, I couldn't do it. I'm right where I dream to be and I am so profoundly grateful to HHP for facilitating this path allowing me to sit with veterans on their own unique healing journeys.



ALEX

Alex.Horton@heroicheartsproject.org

"I am deeply grateful for the remarkable commitment to growth that Heroic Hearts has demonstrated over the past year, adapting its programs to better serve all Veterans. It has been an honor to contribute to the organization's mission, particularly in directing attention towards ensuring access to healing for minority Veterans. By recognizing and addressing the unique intersections of individuals' identities, we are fostering a collective journey towards healing within our community."



PHIL

Phil@heroicheartsproject.org

Making the decision to heal with HHP years ago was one of the most impactful decisions of my life. In 2023, HHP sponsored my coaching certification, and I'm now using those skills, along with my years of experience as a yoga and mindfulness instructor, to help other veterans prepare for and integrate their own transformational experiences. It has truly brought my journey full circle.



HANNAH

hannah.kimyon@heroicheartsproject.org

In 2023, working with HHP to support veteran spouses and families was incredibly rewarding. Through many beautiful conversations with veteran loved ones, I saw firsthand that giving both veterans and their spouses dedicated spaces and support to heal significantly impacts both individuals and partnerships. HHP's commitment to fostering a supportive community not only strengthens partnerships but also transforms families.



VOLUNTEERS

When we first launched Heroic Hearts Project, it was built and sustained by a small group of dedicated volunteers who were willing to wade into the unknown of the “psychedelics for veterans” space, despite the stigma and uncertainty that existed in it at the time. Without their sweat, love, and tears, we wouldn’t be where we are today. Seven years later, we are so fortunate and overwhelmed by the volume of people who eagerly offer their time, skills, resources, and networks to help us further our mission. It is a testament to the work of all of the organizations researching, advocating for, and offering these treatments that the world is starting to listen.

[Learn More About Volunteering With HHP](#)



Tommy Mulhern

***HHP Volunteer Blog Writer, Physician Assistant,
& Former U.S. Marine***

He is passionate about veterans' healing through natural medicine therapies, guidance, and community. Formally trained in the Western medical system, he was synchronistically introduced to psychedelics through his veteran community during his own mental health journey. His aim is to bridge the gap between the conventional mental health care system and more expansive, safe, and efficacious natural healing modalities, which he does by helping to document and share the stories of veterans' experiences with these tools. He loves growing his tribe of heart-centered people who are also dedicated to advancing the possibilities associated with psychedelic education and healing. If you've ever checked out our blog, [Veteran Voices](#), you've probably read his work. Thanks for all you do Tommy!



OUR STORY

The origins of HHP trace back to the profound personal journey of our founder, Jesse Gould, a former Army Ranger whose battle with severe PTSD led him to seek healing beyond traditional methods. His transformative experience at an ayahuasca retreat in the Peruvian jungle provided not just relief but a new direction in life. Moved by his own recovery, Jesse was compelled to create a pathway for his fellow veterans to find similar healing.

"Before Heroic Hearts, I was at my lowest point, feeling disconnected and hopeless. As my own pain began to lift, I knew I couldn't keep this journey to myself. I feel extremely fortunate that I found a safe psychedelic retreat in my time of need. But I also had to approach it without support. HHP is not about subjecting veterans to yet another treatment for their symptoms. **It's about empowering veterans and their loved ones to embark on real, transformative experiences and to take their healing into their own hands.** It's about ensuring that no one in this community feels alone or unsupported as they begin the deep work of unpacking trauma and reclaiming inner peace. This is not just my mission—it's a call to action for the healing, understanding, and compassion that everyone in the military community deserves."

Looking ahead, HHP is committed to expanding its reach and deepening its impact. The organization continues to sit at the forefront of the integration of psychedelic healthcare for veterans into mainstream acceptance and envisions a future where every veteran has access to the tools needed for substantial and sustainable healing.

MEET THE TEAM



JESSE GOULD
Founder & President



ALLISON WILSON
Family Relations



ZACH RIGGLE
Operations



JARED RINEHART
Coaching Program



**DR. GRACE
BLEST-HOPLEY**
Research



HANNAH KIMYON
Marketing



TAMMY LE
Partnerships



JULIE MCEVOY
Operations



SEAN MILLER
Development



KASEY PIPITT
Outreach



ALISTAIR SWEENEY
Peer Support



JENNY HANSEN
Ops Support

BOARD OF DIRECTORS



JESSE GOULD



ANDY JONES



**RICHARD
SPANTON JR**



JULIANA MERCER



JERED KENNA



GARY GIGLIO

FROM THE BOARD



From HHP's Board of Directors

What started as a pioneering initiative seven years ago has become a transformative movement towards increased access to psychedelic treatments for veterans. Our dedication to research, advocacy, and care has led to significant recognition and advancements in veterans mental health treatments. The progress in 2023 reflects our team's dedication, our partners support and the resilience of the veterans we serve.

SOCIAL MEDIA METRICS

1.1 M

TOTAL SOCIAL MEDIA REACH

COMPARED TO HHP 2022

+58%

OVERALL REACH

+64%

AVERAGE COMMENTS

+41%

GROWTH RATE

COMPARED TO INDUSTRY**

+1.2K%

ENGAGEMENT RATE

+1.3K%

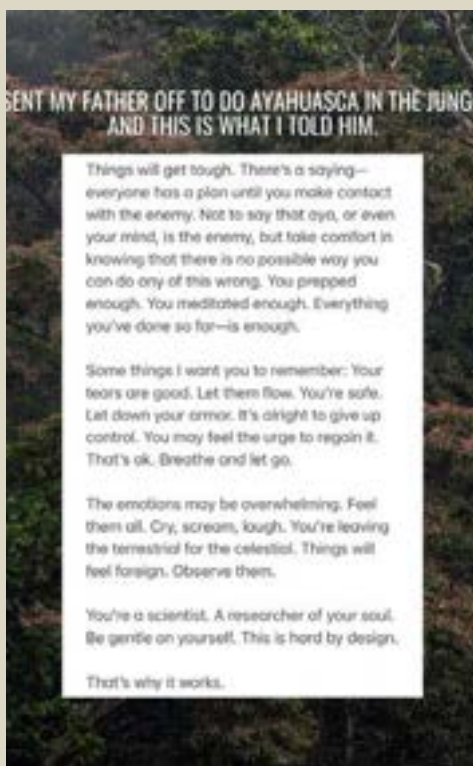
CLICKS PER POST

+186%

GROWTH RATE

**BASED ON 2023 NONPROFIT INDUSTRY BENCHMARKS PUBLISHED BY SPROUT SOCIAL, RIVAL IQ & META

TOP PERFORMING INSTAGRAM POSTS



FINANCIAL HIGHLIGHTS



INCOME: \$2.1M

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



OPERATING EXPENSES: \$1.8M

Did You Know: **Over 85% of financial contributions made to Heroic Hearts Project go directly to supporting veterans and veteran spouses through our psychedelic retreat program?** The majority of program participants do so at minimal cost.



CONTRIBUTE

Please consider making a donation on behalf of a veteran or loved one by visiting:

heroicheartsproject.org/donate

TESTIMONIALS



CRYSTAL

“This program unequivocally helped me get to know and love myself again. It helped me see that I get to be the mission now.”

EMILIO

“As a vet, it’s sometimes difficult to talk about my experiences. The HHP community is special because I don’t have to be superficial. With the HHP family, I re-learned how to be vulnerable, which has helped me find a lot of common ground with both veterans and civilians. It is life changing”



ADRIAN

“This experience helped me see all the ways I haven’t been able to give myself enough credit over the years. It helped me reconnect with an appreciation for myself and for others in my life. I now have this really beautiful roadmap of how to finally start healing.”