



HEROIC
HEARTS
PROJECT



ANNUAL REPORT



HeroicHeartsProject.org
@HeroicHeartsProject
Contact@heroicheartsproject.org

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LETTER FROM JESSE



2024 was a year of real progress for Heroic Hearts Project — and for the growing movement to bring psychedelic healing home to veterans and their families.

One of our most meaningful milestones was beginning to scale our first-of-its-kind legal psychedelic retreat program in Oregon. After years of sending veterans abroad for care, being able to offer this level of support on U.S. soil is something we've been working toward for a long time. These retreats aren't just symbolic — they're already changing lives and showing what's possible when healing is delivered in a safe, thoughtful, and community-based way.

After coming together with The Hope Project in 2023, we used 2024 to fully integrate veteran spouses and partners into our programming. Our first year of spouse retreats made it clear how deeply the entire family is impacted by trauma — and how powerful it is when they're included in the healing process. When veterans and their loved ones heal together, the impact isn't just added — it's multiplied. The ripple effects reach further, and the healing holds deeper.

We also expanded our educational mission with the launch of the Veterans Guide to Psychedelics, created in collaboration with author Matt Zemon. This resource gives veterans clear, accessible information about psychedelic therapies — what they are, how they work, and how to approach them safely and responsibly. It's already become one of our most requested tools and has helped countless veterans take the first step toward healing.

Beyond the retreats and education, we built real momentum in Washington D.C.. In partnership with Healing Breakthrough and a coalition of veteran-focused organizations, we raised awareness and continued pushing for policy changes that will make these treatments available within the system. Through these efforts, we laid the groundwork for a major partnership with Healing Breakthrough in 2025 — one that will accelerate our impact and bring this care to even more people.

This year was about building. Building access. Building trust. And building the foundation for what comes next. We're getting closer to a future where this kind of care isn't the exception — it's a recognized, respected, and easily accessible path to healing. Thank you for being with us on this journey.

TOTAL FUNDS RAISED
\$4.1M

(UP 95% FROM 2023)

**TOTAL VETS
 SERVED**
275

150

**SPOUSES SERVED
 THROUGH THE HOPE
 PROJECT- COACHED
 ON THROUGH
 RETREATS COMBINED**

189

INTERNATIONAL RETREATS

58

DOMESTIC RETREATS

**2024
 IMPACT STATS**

1,655
COACHING HOURS

74

**INDIVIDUALS FROM
 MARGINALIZED
 COMMUNITIES
 (BIPOC & LGBTQIA+
 & NON-BINARY)**

LGBTQIA VETS 39 TOTAL (16%)

BIPOC VETS 31 TOTAL (13%)

MST 46 TOTAL (19%)

28

**THE MISSION WITHIN
 RETREATS & PARTNERED
 RETREATS**

273

**GROUP COACHING
 SESSIONS**

1,482

**1 ON 1 COACHING
 SESSIONS**

**MEDIA MENTIONS &
 PRESS APPEARANCES**

25,345,000

**INCLUDING 23 MILLION
 FROM THE VIRAL
 FDA/MDMA CAMPAIGN**

BRANCHES OF MILITARY & VETS SERVED:

31	NAVY	51	MARINE CORPS
103	ARMY	2	OTHER GOVT AGENCIES
6	ARMY NATIONAL GUARD	48	SPEC OPS VETS
33	AIR FORCE	75	FEMALE VETS
1	AIR NATIONAL GUARD	4	NON BINARY
1	COAST GUARD	1	NO SERVICE

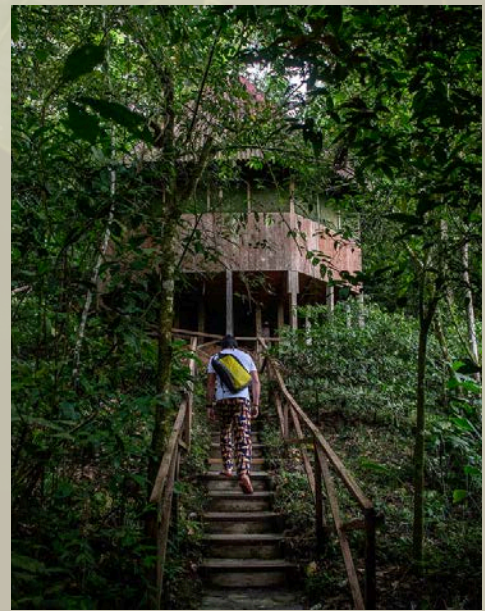


DIRECT CARE

2024 marked a significant evolution in our retreat program offerings for veterans. For the first time, we ran a full calendar year of legal psilocybin retreats in Oregon — bringing this powerful healing modality home to U.S. soil. These domestic retreats allowed us to serve veterans in a safe, familiar setting with culturally attuned facilitators and the same depth of care we've honed over years abroad. At the same time, we continued to expand our international retreat offerings, hosting more global programs than ever before. This dual approach gave veterans more options to access healing — whether close to home or in the trusted international environments that have long been part of our model. Across all locations, the goal remained the same: deliver safe, supported, life-changing experiences that help veterans reclaim their lives.



INTERNATIONAL



“HHP’s international retreat program is where our deep understanding of veterans’ needs and the traditional healing wisdom of indigenous communities come together to offer profound healing to those who need it most”

Julie McEvoy

Director Retreat Operations

HHP’s flagship international retreat program continued growing in 2024, with 24 international retreats in total. We successfully executed 18 retreats in Peru (two of which were research-focused retreats in partnership with Onaya Science) and 6 retreats in Mexico. We served 189 total veterans including:

GENDER:

135 Male (71.1%), 54 Female (28.4%), 1 Non-Binary (0.5%)

SPECIAL POPULATIONS:

40 Special Operations (32.3%), 29 Military Sexual Trauma (23.4%), 25 BIPOC (20.1%), 30 LGBTQIA+ (24.2%)

Our international retreat program continues to be a space to honor and deepen our understanding of the traditional wisdom surrounding plant medicine/psychedelic healing, to further observational psychedelic research for veterans, and to showcase the stories and impact of psychedelic healing. We had the privilege of hosting Anderson Cooper and the 60 minutes team at one of our international retreats near Puerto Vallarta in 2024.



MEXICO CITY, MEX

TARAPOTO, PERU

PUERTO VALLARTA, MEX

IQUITOS, PERU

JAMACIA

DOMESTIC



“Hearing from these veterans about their transformational healing experiences definitely makes all the hard work that goes into planning and executing these retreat programs worthwhile. Bring on Colorado, and beyond!”

Alistair Sweeney
Program Manager
Domestic Retreats

PORTLAND, OR

BEND, OR

Heroic Hearts Project (HHP) is leading the way in providing veterans with safe, supported, and legal access to psychedelic retreat programs right here at home, in the United States.

After a successful pilot program in 2023, HHP offered 8 Oregon psilocybin retreat programs for veterans in 2024, completing 16 group psilocybin administration sessions and serving a total of 58 veterans, that included:

GENDER:

36x Male (62%), 21x Female (36%), 1x Non-Binary (2%)

SPECIAL POPULATIONS:

9x Special Operations (15%), 17x Military Sexual Trauma (29%),
5x BIPOC (9%), 9x LGBTQIA+ (15%)

We've also scaled our Domestic Retreat support team by providing education and facilitator licensure to 6 HHP facilitators and partnering with the teams at [InnerTrek](#) and [Cora Center](#) in Portland and [Bend Inner Alchemy](#) and [Bendable Therapy](#) in Bend, OR.



50 TOTAL COACHES

ADDED IN 2024

6 VETERAN COACHES (NOW A TEAM OF 50)

9 IN-HOUSE LICENSED PSILOCYBIN FACILITATORS IN OREGON



JARED RINEHART - HEAD OF COACHING & FACILITATION

In 2024, we saw more than just healing, we saw a movement take root as we established our U.S. retreat program. At Heroic Hearts Project, we're proving that healing is contagious. When one veteran transforms, the whole community feels it. This year, we watched warriors become coaches, friends become family, and veteran families begin to heal together. We also grew our team of skilled coaches and facilitators tremendously and published first of their kind resources for veterans and those that support them. We're not just changing lives, we're building a tribe rooted in service, strength, and heart. I'm so proud of the on-the-ground team that makes this possible.

ALEX H. ROBINSON - COACHING TEAM LEAD

"I'm incredibly grateful to be part of the growth and expansion Heroic Hearts Project experienced in 2024. From scaling up domestic retreats in Oregon to launching The Veteran's Guide to Psychedelics, we've broadened our impact and deepened our commitment to supporting Veterans on a larger scale. I'm especially proud of our dedication to serving a diverse community through all-female, all-male, co-ed, and LGBTQ retreats—ensuring that every Veteran has access to healing in a space that feels right for them. I look forward to what's ahead and to continuing our efforts to increase access to life-changing support for more Veterans."



DIEGO UGALDE - COACHING TEAM LEAD

"In 2024, what has moved me the most about HHP is the strength and resilience in remaining steadfast with its values while growing rapidly as an organization. It's easy to shift with the tides—but HHP has stayed anchored in Love, Integrity, & Trusted Stewardship. I'm proud to be part of a team that hasn't compromised its soul in the process of growth. What I'm most excited about is the world beginning to see HHP for what it truly is: a safe, grounded, and world-class beacon in the rapidly expanding psychedelic space that holds space for the deep healing veterans deserve."



ARMAND LECOMTE - COACHING TEAM LEAD

It is shameful that veterans have had to leave the country they served to access the healing they deserve. Heroic Hearts Project's addition of a legal psilocybin retreat program in Oregon marks a long-overdue turning point. To witness veterans finally receive this level of care on home soil safely, legally, and with reverence for this medicine is deeply moving. Heroic Hearts Project is helping restore what was missing in veteran care for far too long, and I'm honored to be a part of it.



LETTER FROM ALLISON

THE *hope* PROJECT
EMPOWERING VETERAN FAMILIES

Dear Friends of The Hope Project,

Gratitude is the word that comes to mind—gratitude for the trust, support, and community that has stood beside us this past year. 2024 was one to remember. Five years ago, The Hope Project was just a thought I had after an impactful journey of my own, following 16 years as a Navy SEAL spouse and mother of five. It began with a simple truth: spouses were holding so much, yet had little of their own. It was always about the veteran—but not about the family, the glue holding it all together. The Hope Project gave spouses a space of their own, and in that space, healing began. We've watched women rediscover themselves, and in doing so, we've witnessed families start to heal across generations.

Following our merger with Heroic Hearts Project, that vision has only expanded. In 2024, we supported the first-ever legal veteran spouse retreat in the U.S., and brought over 20 spouses to their own dedicated retreat in Mexico. Our community has now grown to over 300 women and includes weekly calls, retreats, coaching, family support, and healing modalities both inside and outside of psychedelic work. To date, we've awarded 65 retreat scholarships and offered coaching to over 200 spouses while their veterans embarked on their own journeys.

Hope has lived up to its name—and we're just getting started. With new secondary PTSD research underway, plans to host 8–10 retreats a year across Mexico, Oregon, and Colorado, and continued integration support through multiple wellness paths, the work ahead is exciting. None of this would be possible without our incredible team of coaches, clinicians, staff—and, of course, your generous support. Thank you for giving spouses and families the hope they deserve.

— Allison Wilson, Founder & Executive Director



THE *hope* PROJECT

EMPOWERING VETERAN FAMILIES

2024 marked The Hope Project's first full year offering in-house retreats designed specifically for Gold Star Spouses and the partners and spouses of veterans and active duty service members. These retreats follow the same trusted 5-step process as Heroic Hearts Project's veteran retreats, while placing special emphasis on integration and community building as essential pillars of long-term healing.

This year, we also scaled our first-of-its-kind spouse and women's community, offering weekly support group calls, open integration circles, experiential workshops, TRE (Tension & Trauma Releasing Exercises) classes, and more. These offerings created a consistent container of care—meeting participants where they are, helping them feel less alone, and empowering them to take ownership of their healing in community with others who truly understand.

The Hope Project is proud to serve all veteran partners—past or present, regardless of whether their veteran has participated in our program, and across all branches and ranks. Our mission is to ensure that those standing beside our nation's service members are seen, supported, and offered the opportunity to heal.



HEALING THE FAMILY AT HOME

In 2024, The Hope Project made history by launching the first-ever legal psilocybin retreat program for veteran spouses and partners in Oregon. These groundbreaking retreats created an accessible space for deep community healing on U.S. Soil.

We've long known that trauma doesn't exist in isolation. By offering this healing to veteran spouses, we're strengthening entire families and deepening the impact of our work with veterans. This is a vital step toward building a more complete model of care — one that honors the full experience and impact of military service.



RESEARCH



This work builds on previous research which found that ayahuasca, when taken in traditional ceremonial practices, leaves epigenetic marks on genes associated with trauma. This study aims to build upon these findings in an effort to clarify the biological networks that ceremonial ayahuasca may be impacting.

Our goal is to learn more about how brain function is influenced by an ayahuasca retreat program and how this may impact psychiatric symptoms related to post-traumatic stress disorder.



Imperial College London

This ongoing survey-based research is aimed at understanding the impacts of HHP's psychedelic program on PTSD symptoms and overall wellbeing for participants.

Further observational research will examine the effects of psilocybin ceremonies on the impacts of Traumatic Brain Injury (TBI) in veterans.

The Hope Project launched the first-ever research initiative focused on the potential of using psychedelics to treat Secondary PTSD in veteran spouses and Gold Star Spouses. This includes expanding our collaboration with Imperial College London to study veteran spouses and partnering with Invi Mind Health to leverage wearable technology for tracking biomarker changes throughout and following participation in THP's program.



HHP is in the early stages of developing a new research initiative exploring the impacts of breathwork on veterans with Post Traumatic Stress symptoms.

EVENTS

SXSW Panel



Lennon Roach HHP Awareness Concert



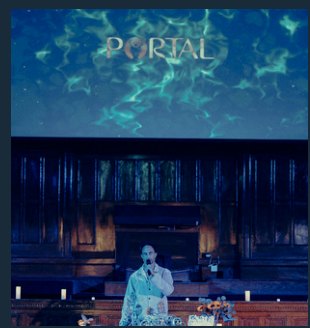
Zach Riggle and Alex Horton speak at Healing Hearts Changing Minds Gathering



Jesse speaks at Horizons NY



Portal Veteran's Day event



EVENTS



**East Forest Documentary
Screening and Veteran Panel
with HHP Ambassador Bruno
Moya in Las Vegas**

**Allison and Jesse at Camp
Homefront**



**Chacruna
Conference**



— ★ ★ ★ —
OPERATION:
FREEDOM TO HEAL

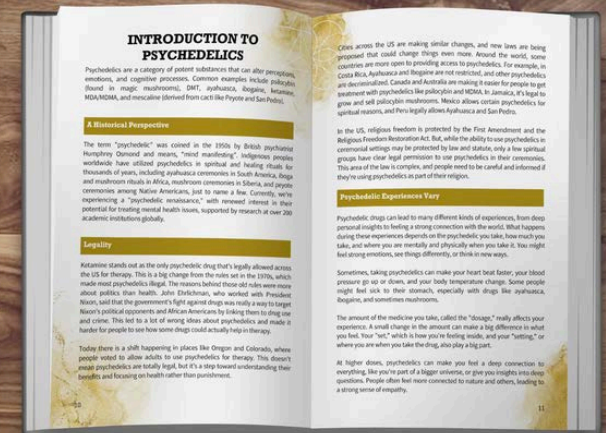
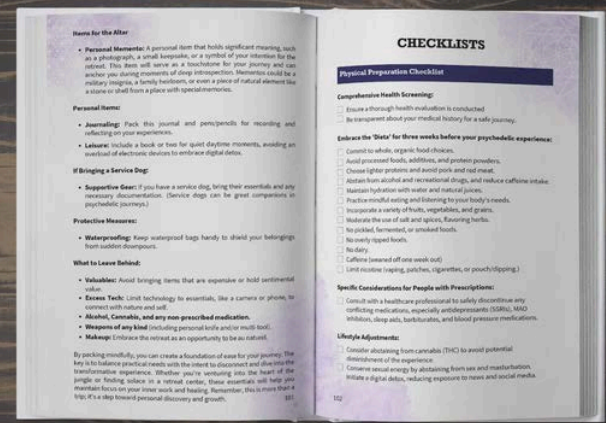
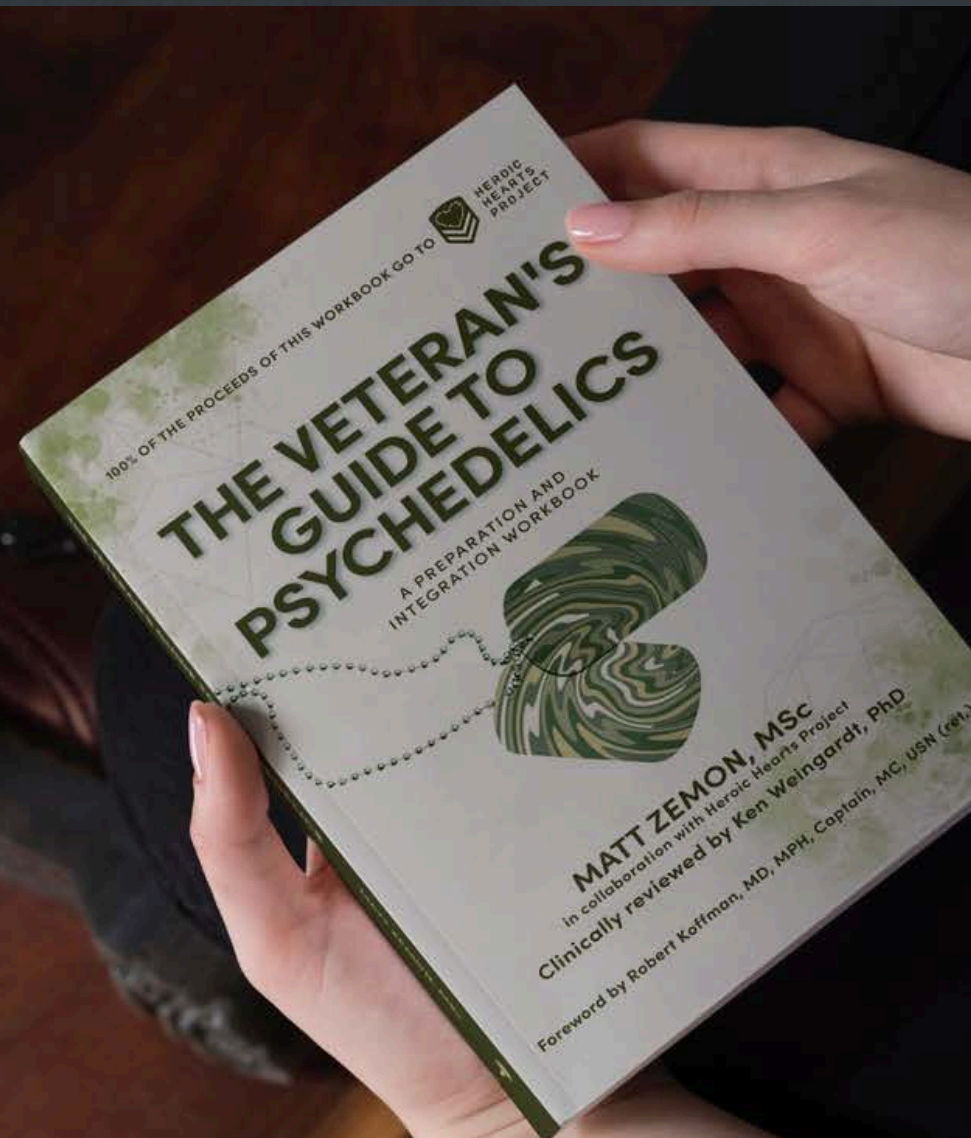
Supporting Psychedelic Treatment is Patriotic

Our first-ever Operation: Freedom to Heal Gala in Los Angeles was a landmark moment for Heroic Hearts Project — and a resounding success. Held in the heart of LA with an unforgettable performance by Melissa Etheridge, the event brought together 230 attendees, including key leaders, advocates, and influencers in the psychedelic and veteran mental health space. With a sold-out crowd and electric energy, the night served as both a powerful celebration and a clear signal that the movement to bring psychedelic healing home is gaining serious momentum.

Thanks to the generosity of our supporters, we raised over \$450,000 to expand access to psychedelic retreat programs here in the U.S. We're especially grateful to our incredible sponsors, including the Etheridge Foundation, Future Venture, No Fallen Heroes, Beond, and Dr. Bronners, whose partnership made this evening possible. These funds are already helping lay the groundwork for veteran and family care in 2025 and beyond. The success of this inaugural gala made one thing clear: supporting psychedelic healing isn't just important — it's patriotic, and an honor to serve those who have courageously served our country.

HEROIC HEARTS PROJECT ANNUAL REPORT 2024





THE VETERAN'S GUIDE TO PSYCHEDELICS

The Veteran's Guide to Psychedelics Launched in October 2024 in partnership with Matt Zemon to inform and support the veteran community as they consider, prepare for, and integrate psychedelic treatment options.

[Learn More](#)



MEDIA



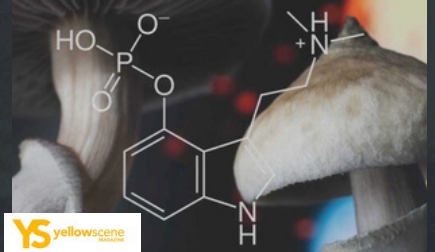
KGW8
LOCAL NEWS

'It's saved lives': Offering guided psilocybin journeys a new mission for Washington County vet



FOX NEWS
channel

Marine vet touts benefits of psychedelic-assisted PTSD drugs as FDA considers MDMA approval



YS yellowstone

Understanding Newly Legalized Psilocybin Means Looking Ahead



HEALING HEARTS CHANGING MINDS

Healing Hearts, Changing Minds



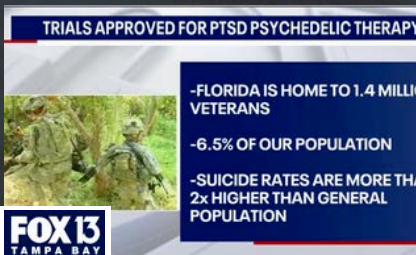
PSYCHEDELICS TODAY

PT483 – Traumatic Brain Injuries, the Gut Microbiome, and the Potential of Psychedelics as Anti-Inflammatory Agents



abc KRCR

California lawmakers push for legalizing psychedelic therapy as mental health tool



FOX 13 TAMPA BAY

VA-funded psychedelic therapy trials for PTSD could save lives, veteran organization says



Ashland.news
Community-supported local news

Ashland psilocybin center encourages use for treating veterans with PTSD



abc 7 NEWS

A mental cure-all? One Oklahoma bill seeks to unlock the secrets of 'magic mushrooms'



POLITICO

California's new magic mushroom team



TASK © PURPOSE

Memorial made from dog tags comes to Capitol to urge Congress on MDMA therapies



STATEofREFORM

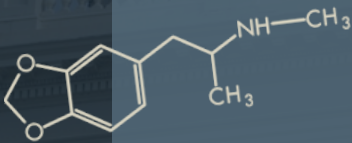
Oregon veterans gain needed support from Heroic Hearts Psilocybin Retreats

ADVOCACY



In 2024, California continued to lead in psychedelic policy reform. Despite SB 58's setbacks, it paved the way for SB 751, which proposed state-supported psychedelic therapy pilots for veterans. Heroic Hearts Project played an instrumental role, partnering with legislators to prioritize veterans' needs including mobilizing veteran advocates, hosting educational briefings, and expanding public awareness and understanding around the potential use of regulated psychedelic care—positioning California as a model for responsible access to breakthrough mental health treatments.

2024 marked a breakthrough year for psychedelic advocacy in Massachusetts. As grassroots campaigns expanded city by city, momentum grew around a statewide initiative to legalize therapeutic access. Heroic Hearts Project amplified veteran voices through testimony, coalition-building, and public education—ensuring veterans and their families were seen as leaders in the movement, not just recipients of care. Though the ballot measure didn't pass, Massachusetts is now on a clear path toward regulated access, driven by community and veteran-led advocacy.



2024 was a pivotal year for MDMA-assisted therapy, the first treatment in line for FDA approval. As MAPS PBC submitted its final FDA application, Heroic Hearts Project ramped up federal advocacy, partnering with Healing Breakthrough to push for veteran access to these treatments through the VA. We brought veterans to Capitol Hill, educated stakeholders using science-based evidence, and built bipartisan coalitions to emphasize the urgency of legal access. HHP helped shape the national conversation around what a safe, equitable federal rollout of MDMA therapy should look like. Our message was clear: veterans shouldn't have to wait.

“In 2024, veterans led the way—demonstrating that healing is possible and driving towards a future psychedelic access is available for all who need it.”

MDMA CAMPAIGN

Heroic Hearts Project collaborated with advocacy partners to urge the FDA to approve MDMA-assisted therapy for PTSD. Backed by rigorous science and compelling veteran testimony, the message was clear: this treatment saves lives and is significantly more effective than existing options. Our campaign generated over 2.5 million impressions and helped mobilize bipartisan support, including letters from over 700 veterans and 80 lawmakers to the FDA Commissioner advocating for approval.

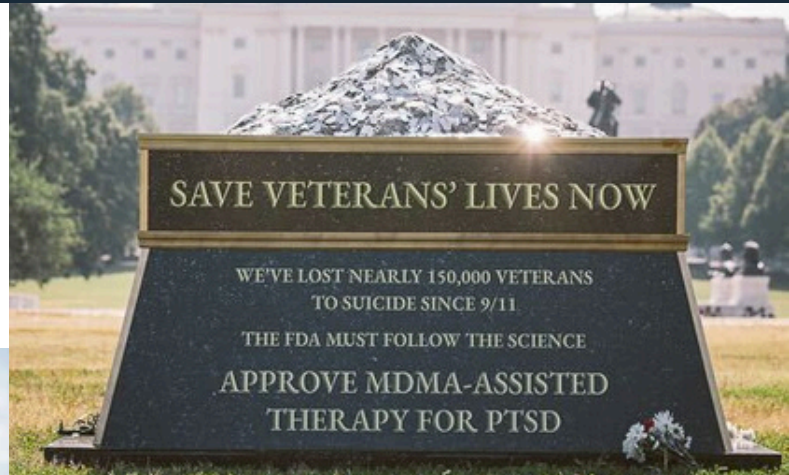
While the FDA ultimately declined to approve MDMA-assisted therapy in 2024, the decision does not erase the progress made. The momentum our community built marks a turning point in the fight for broader access to effective, life-saving care.

 **Congressman Morgan Luttrell**  
@RepLuttrell

@US_FDA will decide on August 11th whether to approve MDMA-assisted therapy for PTSD.

This could be the first new PTSD treatment in 25 years.

Tune into the press conference livestream at NOW as we discuss why this will save veterans' lives.



 **Tim Ferriss** 
@tferriss

"Scientists and Experts Endorse MDMA-assisted Therapy for PTSD"

Read and share this letter, undersigned by 20+ well-known scientists and clinicians, expressing their position that MDMA is now approvable for use with therapy in the treatment of PTSD, given suitable safeguards and post-approval monitoring.

ScientistStatementOnPTSD.com

cc: @US_FDA

Experts Endorse MDMA-assisted Therapy for PTSD

Re: Lykos Therapeutics NDA #215455, Midomafetamine (MDMA) for use in the treatment of PTSD

To Whom It May Concern:

We, the undersigned researchers and clinicians, are writing to express our professional assessment of the treatment for PTSD using midomafetamine (MDMA) that is under consideration by the U.S. Food and Drug Administration. On the basis of the safety and efficacy data we have seen, assuming the integrity of the data is validated by the relevant regulators, and in light of the very urgent and widespread unmet need for effective treatments for PTSD, we believe that midomafetamine (MDMA) is now approvable for use with therapy in the treatment of PTSD, given suitable safeguards and post-approval monitoring.



Healing Breakthrough



In late 2024, Heroic Hearts Project made the strategic decision to formally join forces with Healing Breakthrough through a unification in January 2025. For years, HHP has demonstrated the life-changing power of psychedelic healing for veterans and their families through our retreat programs, coaching, and community care.

During that time, Healing Breakthrough has been at the forefront of federal advocacy, opening hearts and minds in the VA and on Capitol Hill. By joining forces, we're aligning two powerful missions—direct healing and systemic change—to ensure that no veteran is left waiting for access to care.

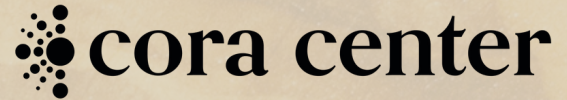
Together, we will scale our model, strengthen our unified voice in policy, and accelerate the cultural shift toward public acceptance of psychedelic-assisted therapy as a standard, trusted path for treating military trauma.



FROM JULIANA

The unification of Healing Breakthrough and Heroic Hearts Project reflects a bold step forward, combining federal advocacy with community-based healing to reshape the future of veteran mental health care. We're more confident than ever that, together, we'll drive the impact this movement and our veterans, deserve.

OUR PARTNERS



NEW PARTNERS IN 2024



OUR DONORS

We are deeply grateful to our generous donors who supported this work in 2024. We would not exist without their belief in us and this mission. Here are some words from a few of them.

"These are exciting times in the realms of psychedelic healing. I've been stoked by the traction and progress that group healing models like Heroic Hearts Project are getting in both state and federal regulated access routes. We are moving closer to a world in which psychedelic healing is affordable and accessible to all, and we are so proud to support Heroic Hearts Project's critical role in this movement!"

-David Bronner, Cosmic Engagement Officer (CEO) of Dr. Bronner's

"We're proud to support organizations like Heroic Hearts that are working to end the tragic epidemic of veteran suicide. By helping veterans access transformative, evidence-based treatments, and by pushing for bold policy change - Heroic Hearts is not only saving lives, but also restoring hope to countless families. This work is urgent, and it's an honor to stand alongside Jesse and his team."

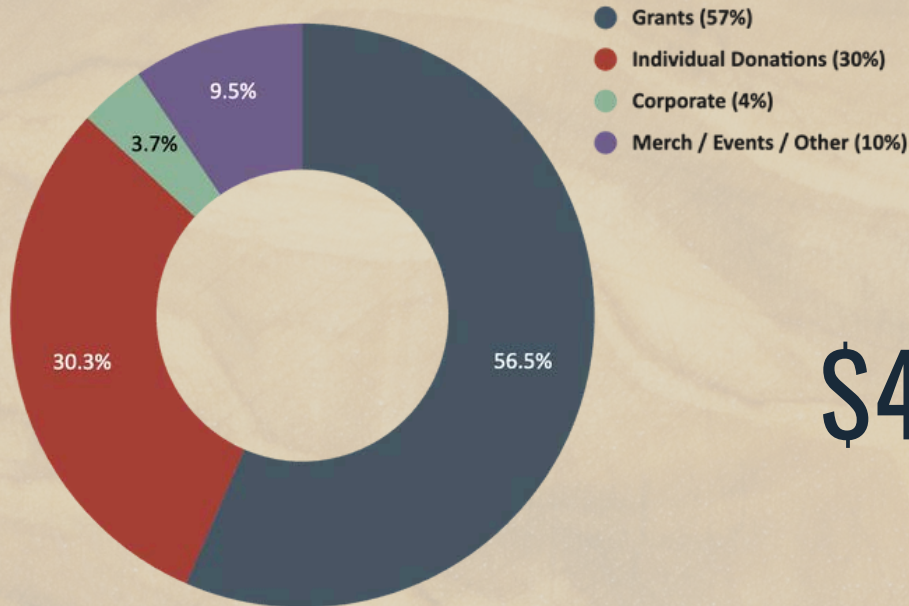
- Genevieve Jurvetson, Co-Founder of Jurvetson Foundation

"I'm thrilled that we can support the trailblazing, life-saving work of Heroic Hearts Project. Veterans have been leaders in advocacy for access to effective mental health treatments, and Heroic Hearts Project is on the front edge of helping suffering veterans heal and transform their lives. We're very grateful for Heroic Hearts Project and the incredible work that they do."

- Melissa Etheridge, Founder of Etheridge Foundation

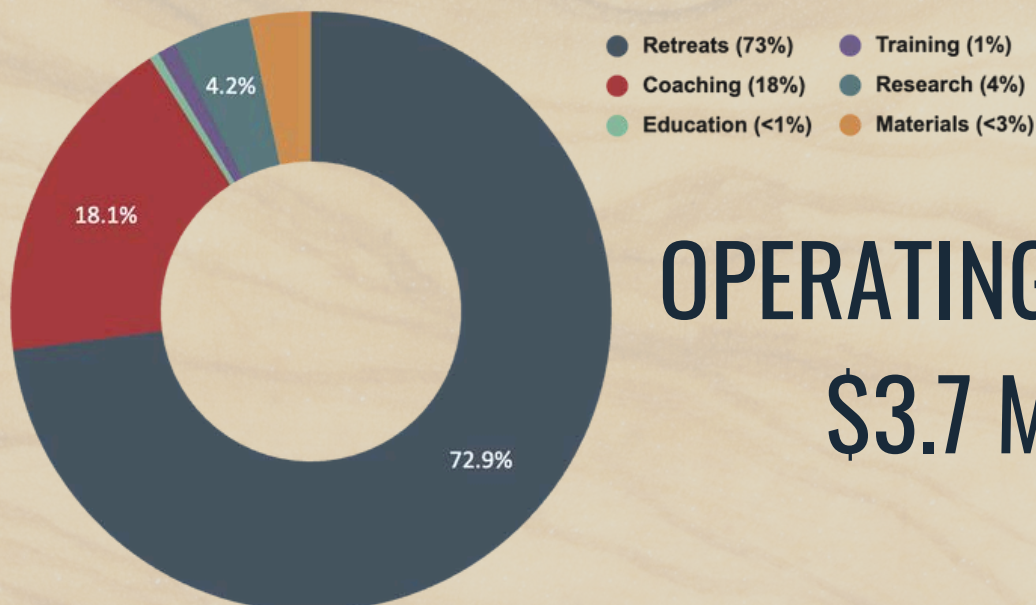
FINANCIAL HIGHLIGHTS

REVENUE BY TYPE (2024)



INCOME:
\$4.1 MILLION

PROGRAM EXPENSES BY AREA (2024)



OPERATING EXPENSES:
\$3.7 MILLION

83% OF EXPENSES WENT TOWARDS DIRECT PROGRAMS & SERVICES

Note: Financials exclude one-time public education initiatives and represent preliminary results prior to publishing our final, audited financial statements (our 990s are available at: www.heroicheartsproject.org/financials/).

TESTIMONIALS



ELIZABETH – VETERAN SPOUSE

“The gift is endless. I feel like a new person. I can’t wait to go home and see my babies and do all the things with them, and be the present, loving, nurturing mom that I know that I am.”

DANIEL – VETERAN

“The biggest highlight for me, honestly, has been how powerful this entire process is—not just from the plant medicine but from everything: from bonding with people who we were with, to the facilitators.”



ROB – VETERAN

“Today is the first day I can recall waking up with a smile, feeling joy, and truly feeling at peace with existing.”

JONETTE – VETERAN

“I found something way bigger than myself as an individual. I found a sense of connectedness with everything and everyone.”

