

3RD ANNUAL



— OPERATION: —
FREEDOM TO HEAL
GALA 2026

Honoring Veterans. Empowering Families. Advancing Psychedelic Care.



HEROIC
HEARTS
PROJECT

FRIDAY, OCTOBER 2, 2026 | FRONTIERS OF FLIGHT MUSEUM | DALLAS, TEXAS



OUR MISSION

To help veterans and their families heal from the impacts of military trauma by expanding access to safe, effective psychedelic care.

We do this by delivering veteran-designed psychedelic retreat programs, providing year-round preparation and integration support, advancing research that demonstrates impact, training practitioners in our model of care, and advocating for responsible policy change. Together, these efforts create a coordinated system of support that meets veterans where they are and expands what is possible for their healing.

OUR VISION

We envision a future where every veteran and their family can access trusted, high-quality options for healing trauma without unnecessary barriers. By scaling a community-based model of care and helping shape policy at the institutional level, Heroic Hearts Project is changing how mental health support is delivered to those who have served, and to those who stand beside them.

THE FIVE HHP PROGRAMS AT A GLANCE



PSYCHEDELIC RETREATS

Helps U.S. veterans overcome PTSD and navigate other mental health impacts of service and transition into civilian life

RESEARCH

Measures and demonstrates the impact of psychedelic treatments on outcomes for veterans

FAMILY SUPPORT

Provides community and direct care to veteran spouses, families, and caregivers



Federal advocacy to drive legislative change and expand access within the VA system

TRAINING & EDUCATION

To offer a veteran-informed approach to coaches, facilitators, and programs in the psychedelic space



A NATIONAL MENTAL HEALTH EMERGENCY



**More than 600,000
post-9/11 veterans
are living with PTSD.**

Despite their service, far too many are left without access to meaningful care. Traditional treatments—like medication and talk therapy—often fall short, and suicide remains a tragic, daily reality for the veteran community.

The burden doesn't end with the veteran. Spouses, children, and caregivers often absorb the impact of trauma, leading to strained relationships, emotional isolation, and cycles of generational pain.

This is not just a gap in care—it's a national crisis. And it calls for a bold, coordinated response.

**That's why we're not waiting for change—
we're building it.**

Through community-based psychedelic retreats, education and training for care providers, and strategic advocacy, we're creating a path forward. And by partnering with Healing Breakthrough to expand access through systems like the VA, we're ensuring that this care isn't just available—it's recognized, trusted, and sustainable.



PSYCHEDELIC THERAPIES

Psychedelic therapies are showing remarkable promise for veterans with PTSD—but access remains limited, costly, and often out of reach for the very people who need it most.

That's why we've built a new model of care—one rooted in lived experience, scientific insight, and a deep understanding of what real healing requires.

Through our international and U.S.-based retreats, veterans and their spouses receive high-quality psychedelic support, including preparation, group and individual care, and long-term integration.

We're not just offering isolated interventions. We're training the next generation of facilitators, partnering with researchers to study outcomes and refine best practices, and advocating at the state and federal level to expand access through systems like the VA—without losing the heart of what makes this work effective.

This is care that honors the whole person. It's culturally informed, trauma-aware, research-backed, and driven by the voices of the veteran community.

THE LEADERS OF THIS MOVEMENT



Jesse Gould
Founder/President
Heroic Hearts Project

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Before Heroic Hearts, I was at my lowest—disconnected, hopeless, and skeptical that healing was even possible. A psychedelic retreat changed everything for me. What started as a lifeline for me has become a mission to ensure no veteran has to walk this path alone. By joining forces with Healing Breakthrough and The Hope Project, we’re not just expanding access—we’re building a future where this kind of care is trusted and available to everyone in the veteran community who needs it. Veterans deserve options that work. And with your help, we’re making that a reality on U.S. soil.



Juliana Mercer
Executive Director
Healing Breakthrough

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This isn’t just a partnership—it’s a shared mission to change how this country cares for veterans and their families. By combining grounded, community-based support with work at the federal level, we’re building a model that’s both personal and scalable. We’re showing that psychedelic healing can be delivered with integrity, safety, and real impact—and we’re making sure systems like the VA are ready to meet this moment.



OPERATION: FREEDOM TO HEAL - SCALING EFFECTIVE CARE AT HOME

This gala isn't just a celebration. It's the engine driving what comes next.

In 2025, your support helped us expand our psychedelic retreat programs, strengthen our domestic footprint, and increase national visibility for this work. We began translating our proven model of care into a formal training program for coaches and facilitators, while also sharing our approach with practitioners across the country through conference presentations, policy engagement, and national media. From growing clinician referrals to joining federal conversations and reaching audiences through platforms like *60 Minutes*, the veteran voice is being heard at scale.

In 2026, funds raised through Operation: Freedom to Heal will go towards healing veterans and their families from the invisible wounds of war by expanding access to safe, veteran-designed psychedelic programs, advancing research, strengthening provider training, and accelerating policy change that opens doors nationwide.

Your sponsorship ensures veterans and their families can access the care they've earned and deserve, while helping establish a trusted, scalable model that is reshaping how our country responds to trauma and helps veterans find freedom from suffering.



GALA SCHEDULE

- | | |
|-----------------|----------------------------------------------|
| 6:00 - 7:00 PM | GUEST ARRIVAL, COCKTAILS
& SILENT AUCTION |
| 7:00- 7:15 PM | WELCOME & DINNER
SERVICE BEGINS |
| 7:15 - 8:15 PM | DINNER & PROGRAM |
| 8:15 - 8:45 PM | LIVE AUCTION & PADDLE RAISE |
| 8:45 - 9:15 PM | DESSERT, FINAL RESULTS
& CLOSING |
| 9:15 - 10:30 PM | DJ & DANCING |



PRESENTING SPONSOR - \$100K

- "Event Presented by" throughout all Gala Signage and Marketing Materials
- Two VIP Reserved Tables of 10 at the Gala (20 guests)
- Press Release and PR outreach with recognition as presenting sponsor
- Co-Branded Social Media Acknowledgment
- Logo recognition on Gala website
- Prominent logo recognition throughout the event
- Premium ad placement on inside cover of the program book
- Special Table Signage
- Verbal recognition on stage at the Gala
- Name and logo recognition on Screen
- Standing banner placement with logo
- Featured placement in e-blasts and all marketing related to gala (Audience of 25K+)
- Company recognition across all social media platforms
- Complimentary delivery of auction items for all guests
- Name listing on Heroic Hearts Project Annual Report
- Exclusive Heroic Hearts Project gift bag for each guest



PLATINUM SPONSOR - \$50K

- One VIP Reserved Table of 10 at the Gala (10 guests)
- Press Release and PR outreach with recognition as platinum sponsor
- Logo recognition on Gala website
- Full page ad in the program book
- Special Table Signage
- Verbal recognition on stage at the Gala
- Name and logo recognition on Screen
- Logo recognition throughout the event
- Name listing on Heroic Hearts Project Annual Report
- Exclusive Heroic Hearts Project gift bag for each guest



GOLD SPONSOR - \$25K

- One VIP Reserved Table of 10 at the Gala (10 guests)
- 1/2 page advertisement in the program book
- Special Table Signage
- Verbal recognition on stage at the Gala
- Logo recognition on Gala website
- Name and logo recognition on Screen
- Exclusive Heroic Hearts Project gift bag for each guest



SILVER SPONSOR - \$10K

- One VIP Reserved Table of 10 (10 guests)
- Sponsor logo featured in event signage and digital materials
- 1/4 page advertisement in the program book
- Exclusive Heroic Hearts Project gift bag for each guest



SPONSOR A VETERAN FAMILY - \$13K

Support Healing for a Veteran and Their Family

Provide a life-changing experience for a veteran and their spouse by fully sponsoring their participation in a transformative psychedelic healing retreat through *Heroic Hearts Project*. Your generous sponsorship helps heal not only the veteran and veteran spouse but also promotes generational healing that strengthens families for years to come.

- Two tickets to the Gala (2 guests)
- Special acknowledgment in the event program book as a “Veteran Family Sponsor”
- Personalized thank you message or video from the sponsored family (with consent)
- Exclusive Heroic Hearts Project gift bag for each guest



SPONSOR A VETERAN - \$6,500

Healing for a Veteran

Support one veteran's journey toward healing through a fully sponsored participation in a guided psychedelic healing retreat with *Heroic Hearts Project*. Your contribution provides essential care and support to help a veteran reclaim wellness and hope.

- Two tickets to the Gala (2 guests)
- Acknowledgment in the program book
- Personalized thank you message or video from the sponsored veteran (with consent)
- Exclusive Heroic Hearts Project gift bag for each guest



EXCLUSIVE CUSTOMIZED SPONSORSHIPS

Specialized Packages Tailored Just for You

We offer exclusive, specialized sponsorship packages designed to align perfectly with your organization's goals and values. Whether you're interested in unique branding opportunities, targeted community impact, or customized donor recognition, our team is ready to craft a partnership that maximizes your giving experience and visibility.

Interested in exploring personalized options?

Please reach out to us directly—we'd love to collaborate and create a sponsorship package as unique as your commitment to making a difference.

Contact us today to learn more and start the conversation!

**Partner with us to make this event possible by contacting
events@heroicheartsproject.org**

Lisa Peier

Director of Development

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heroicheartsproject.org