



HEROIC  
HEARTS  
PROJECT

# 2025 ANNUAL REPORT

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# LETTER FROM JESSE



We've known for awhile that in order to truly increase veterans' access to effective and lifesaving psychedelic options, retreat programs are just the start.

The need is too great, the suffering is too widespread, and the systems where veterans receive care have to evolve alongside the community-based models that first proved what was possible.

In 2025, we took major steps to set the foundation to make broader access possible.

Our unification with Healing Breakthrough marked an important step forward. By bringing federal advocacy fully under the Heroic Hearts Project umbrella, we strengthened our ability to engage directly with lawmakers and the Department of Veterans Affairs. Veterans and spouses stepped into congressional offices, participated in Senate briefings, and helped shape conversations about research, infrastructure, and future VA readiness to deliver psychedelic care.

And this work does not replace our community-based model. It reinforces and compliments it.

We continue to deliver structured retreat programs using our evidence backed Heroic Hearts Process for veterans and families navigating military trauma. That direct experience remains the foundation of our credibility. It informs how we train practitioners. It strengthens how we approach research. It ensures that policy conversations are grounded in the lived reality of the veterans who are already taking steps to heal.

At the same time, we expanded Training and Education to reach hundreds of clinicians, facilitators, VA staff, and university partners. As veterans encounter these therapies, whether in community based settings or inside formal systems of care, providers must understand military culture, the complex trauma veterans deal with every day, and best practices for applying psychedelic care models to the veteran community.

Research partnerships deepened. Published studies strengthened the evidence base. National media amplified veteran voices. And our second annual Operation: Freedom to Heal Gala reflected a theme that continues to guide us: the ripple effect that just one person's support can have when it is aligned around a clear mission.

The support invested in this work does not stop with a single veteran. It strengthens families and communities. It informs practitioners. It influences policy. It builds infrastructure. And ultimately, it returns to veterans in the form of greater access and higher-quality care.

We believe in a both and approach. A strong community process that has proven itself through direct service. And a commitment to ensuring these treatments are available within the systems where veterans already receive care. 2025 was the year we began building that bridge at scale. There is more work ahead. But the direction is clear.

Thank you for helping make this possible.

# 2025 IMPACT AT A GLANCE

We expanded our mission to heal military trauma through psychedelic programs by providing retreats, research, training, education, and advocacy, helping hundreds of veterans. We served more spouses than ever through the Hope Project, merged with veteran advocacy leader, Healing Breakthrough, to catalyze safe, legal access through the VA, and added training and coaching resources to support the growing demand for these innovative, evidence-based mental health treatments nationwide. In 2026, we look forward to scaling this healing to serve thousands more veteran families who need it most.

**228**

**VETERANS SERVED**

172 int'l, 42 domestic,  
14 through partner orgs

**55**

**SPOUSES SERVED**

8 retreats (2x 2024)  
Over 100 coached

**1,944+**

**COACHING HOURS**

individual & group calls  
for vets & spouses

**500**

**PRACTITIONERS EDUCATED**

incl. facilitators in training,  
VA staff, university faculty

**16%**

**MARGINALIZED  
COMMUNITIES**

**33%**

**WOMEN  
VETERANS**

**185**

**MEETINGS WITH  
POLICYMAKERS**

**>\$7MM**

**RAISED**



# ADVOCACY & POLICY



**JULIANA MERCER**  
Executive Director, Healing Breakthrough

*"The unification of Healing Breakthrough and Heroic Hearts Project marks a turning point for the veteran mental health movement. By aligning direct service with federal advocacy, we've built something this community has never had before: a coordinated strategy from the grassroots to the halls of Congress. Veterans are not waiting for incremental change; they are demanding access to innovative, evidence-based care. Our bipartisan partnerships on Capitol Hill continue to grow because this is not a partisan issue; it's a human one. Together, we are building the infrastructure, the policy, and the political will to ensure that healing is not the exception, but the standard."*

# ADVOCACY & POLICY

Heroic Hearts Project and Healing Breakthrough focused advocacy efforts at the federal level to expand access, research, and infrastructure for psychedelic-assisted therapies within the VA system. Veteran voices remained central to every policy engagement.

## 141

### TOTAL VETERAN ADVOCATES

Including veterans, spouses, family members, clinicians, facilitators, coaches, and civilian advocates

## 94

### VETERANS

Surviving family members, clinicians, facilitators, coaches, and civilian advocates

## 38

### SPOUSES

## 40

### STATES REPRESENTED

### MILITARY BRANCH BREAKDOWN:

## 41

### ARMY

## 15

### MARINES

## 17

### AIR FORCE

## 4

### NATIONAL GUARD

## 1

### COAST GUARD

## CONGRESSIONAL & FEDERAL ENGAGEMENT:

- Conferences, events, speaking engagements
- ViVe Nashville
- eMerge Americas
- MJBizCon
- MAPS Psychedelic Science
- Senate Mental Health Caucus Briefing
- Senate VA Committee Briefing (Sept 2025)
- Senate VA Committee Roundtable (Dec 2025)

### ADVOCACY-DRIVEN MEDIA:

- [STAT News op-ed \(Mercer, Bergman, Correa\)](#)
- CNN feature
- Federal advocacy messaging amplified nationally

### POLICY:

- Language added to Congressional funding bills to support psychedelic research in the VA



**Healing Breakthrough officially merged with Heroic Hearts Project, transforming our ability to advocate for veterans at the federal level. This partnership elevated veteran voices in Washington D.C., allowing us to shift policy and accelerate access for veterans nationwide.**



# 2025 GRASSROOTS ADVOCACY

In September 2025, Healing Breakthrough, a program under Heroic Hearts Project, led and helped execute its first fly-in as a part of HHP's Grassroots Advocacy Initiative. The goal is to elevate veteran voices in federal policy discussions, facilitate access, expand research, and catalyze infrastructure and implementation investments within the US Department of Veterans Affairs so psilocybin and MDMA-assisted therapy programs can be made available for veterans who are suffering as urgently as possible.



## 100+ Veteran Advocates Enrolled

A process led and managed by the HHP Operations Team and Healing Breakthrough



## 15 Veterans Deployed to DC

Including many HHP alumni plus veterans who participated in PAT research studies or programs led by HHP allies and partners



## 30+ Congressional Meetings

Held over four days



## 15 Members of Congress Engaged

Sen Padilla (D-CA), Rep Brittany Pedersen (D-CO), Sen Sheehy (R-MT), Sen Zinke (R-MT), Rep Luttrell (R-TX), Rep Bergman (R-TX), Rep Sessions (R-TX), Sen Daines (R-MT), Sen Tuberville (R-AL)



## Bipartisan Senate Briefing

Sen Tillis and Sen Padilla endorsed and co-hosted a Senate Mental Health Caucus briefing, going over VA research, policy initiatives, and testimonies from select advocates within our program



## National Media Op-ed Published

STAT News op-ed published, co-authored by Juliana Mercer, Rep. Jack Bergman, and Rep. Lou Correa, solidified Healing Breakthrough's positive standing with sitting Members of Congress and key stakeholders.

# EDUCATION

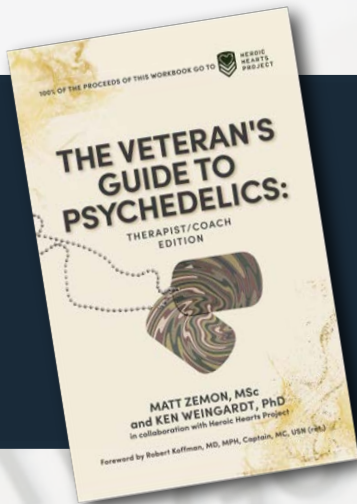


**KEN WEINGARDT**  
Clinical Director & Head of Training

*In less than a year, our team developed a comprehensive, media-rich online training course grounded in the Heroic Hearts Process of psychedelic coaching and facilitation. The 22-week curriculum is built on instructional best practices and intentionally designed to meet Oregon's requirements for licensure as a Psilocybin Training Program. This certification pathway positions us to grow our own cadre of trained coaches and licensed facilitators, expanding our capacity and increasing veterans' access to high-quality psychedelic care in the United States. Our beta-cohort launches in 2026.*

# EDUCATION & TRAINING

**Heroic Hearts Project expanded its education and training program to ensure veterans receive care from practitioners who understand military trauma and culture. Under the leadership of Clinical Director Ken Weingardt, new resources and programs reached hundreds of clinicians, facilitators, and coaches nationwide.**



## VETERANS GUIDE TO PSYCHEDELICS

- Coach & Facilitator Edition launched Feb 2025
- Distributed nationally
- Available through the Untold App platform

# 500+

**PRACTITIONERS REACHED**

## TRAIN THE TRAINER

In partnership with the Healing Advocacy Fund, the University Psychedelic Education Program (U-PEP), several VA organizations, and Facilitator Training Programs such as InnerTrek we educated **over 500 practitioners** on the distinct needs of veterans and the critical considerations for working with veterans in psychedelic contexts.

## HEROIC HEARTS PROCESS COACH & FACILITATOR TRAINING

A new veteran-focused training program grounded in the Heroic Hearts Process is nearing completion and will launch its first cohort in February 2026, offering a comprehensive 150-hour curriculum designed to support high-quality care for veterans.

# 3

**LETTERS OF INTENT  
SIGNED WITH PARTNER  
PLATFORMS**

## PARTNERSHIPS



sabba



Untold



INTEGRATIVE  
PSYCHIATRY  
INSTITUTE



# RESEARCH & SCIENCE



**DR. GRACE BLEST-HOPLEY**  
Director of Research

*It's been incredibly encouraging to see the momentum of our research in 2025. With several studies now published and more underway, we're beginning to translate veterans' powerful healing experiences into measurable scientific outcomes. These collaborations with leading academic institutions are helping validate what this community has long known: that psychedelic therapies hold tremendous potential to improve the lives of veterans.*

# RESEARCH & SCIENCE

Heroic Hearts Project expanded its research collaborations with leading universities and clinicians to better understand the therapeutic impact of psychedelic-assisted healing for veterans.

## OUTREACH RESEARCH RECRUITMENT COLLABORATIONS



### 23 VETERANS

Completed Cyclical  
Breathwork Study with  
Florida State University and  
Diamond Rose Sanctuary  
Sunstone Therapies



### 19 VETERANS

Enrolled in University  
of Texas study

*"Dear Dr. Fonzo,  
I finished the psychedelic study in early June and just wanted to say thank you. Your study saved my life. The psychedelic study is more than just collecting data for a new approach to treating mental health. What you're doing is facilitating lifesaving therapy and collecting data in the process. I'm sure I'm not the only person whose life was altered due to this study, either. I just wanted to tell you how grateful I am that you've undertaken this responsibility and allowed me to take part. To you and your wonderful team, from the bottom of my heart, thank you."*



JOHNS HOPKINS  
UNIVERSITY

Research Study on Psychedelic Experiences  
for Veterans  
&

Center for Psychedelic Consciousness and Research PAMVET  
study investigating safety and efficacy of co-administered  
MDMA and Psilocybin for PTSD in military veterans

Yale

Psilocybin Clinical Trials for Veterans,  
FR and Frontline Healthcare workers



Ibogaine Study for Veterans



THE OHIO STATE  
UNIVERSITY

Research on the effective of psilocybin in treating PTSD  
in military veterans



Research Psilocybin-AT and Alcohol-Use-Disorder  
in Veteran



UNIVERSITY of WASHINGTON

Psilocybin-AT and Alcohol-Use-Disorder in Veterans

# PUBLISHED STUDIES

July 2025 | Dr. Grace Blest-Hopley, Simon Ruffell

## **“Exploring the Therapeutic Effects of Psychedelics Administered to Military Veterans in Naturalistic Retreat Settings”**

*“Significant improvements were found for all eight outcomes post-retreat, with the greatest percentage improvements found for depression (PHQ-9; 29.1%) and PTSD (PCL-5; 26.1%). Veterans attending psilocybin retreats showed greater improvements in seven out of eight outcomes, whereas ayahuasca retreats demonstrated greater improvements in PCL-5 scores for PTSD (ayahuasca: 26.4%; Psilocybin 24.8%). Male participants experienced greater improvements across all outcomes apart from the PCL-5 for PTSD (Male: 24.1%; Female: 32.1%). Higher baseline scores on the PCL-5 (PTSD) and PHQ-9 (depression), indicating worse initial mental health, correlated with greater outcome improvements.”*

August 2025 | King’s College London  
& Onaya Science

## **“Improved mental health outcomes and normalised spontaneous EEG activity in veterans reporting a history of traumatic brain injuries following participation in a psilocybin retreat”**

*“Significant reductions in PTSD, depression, and anxiety just 4 weeks post-treatment, EEG data reveals enhanced brain connectivity and regulation 100% of participants found the experience meaningful, with no serious adverse events”*

September 2025 | Dr. Grace Blest-Hopley  
In collaboration with Heroic Hearts Project and  
Imperial College London, University of  
California, San Francisco, and University of  
Exeter, UK.

## **“Impact of Psychedelic Retreats Programs on Chronic Pain in Military Veterans”**

*“Over 50% of veterans with chronic pain no longer experienced this after a psychedelic retreat. Pain severity and impact on life significantly improved. Those with continued pain experienced reduced impact on life, suggesting retreats benefited quality of life despite unchanged severity. The non-addictive, time-limited nature of psychedelic retreats warrants further investigation for chronic pain management in this population.”*

# UNDERWAY

2025 | Dr. Leslie Morland | Healing Breakthrough, a Program of Heroic Hearts Project

## **“Advancing MDMA-and Psilocybin-Assisted Therapies for PTSD Within the VA System”**

*Healing Breakthrough supported VA-led pilot trials examining MDMA-assisted therapy and psilocybin-augmented Cognitive Processing Therapy (CPT) for veterans with PTSD. An MDMA-assisted conjoint therapy pilot enrolled 8 veteran dyads with 100% retention, no serious adverse events, and large reductions in CAPS-5 PTSD severity scores. An ongoing double-blind trial is evaluating MDMA-enhanced exposure therapy with improved masking methods. A proposed psilocybin-assisted CPT study aims to generate the first VA data combining psilocybin with a frontline evidence-based PTSD treatment.*

# RETREATS



**HAYES WHITNEY**  
Program Manager

*In 2025, we had the opportunity to send veterans to a wide range of retreat programs, from special operations–specific cohorts to an international recovery retreat, as well as LGBTQIA+, all-male, and all-female offerings here in the U.S. The diversity of these programs reflects our commitment to meeting veterans where they are. Seeing each retreat come together through the dedication of volunteers, staff, and donor support is why I’m proud to be part of HHP. If 2025 was any indicator of our trajectory, I have high hopes for 2026!*



# RETREATS OVERVIEW

Heroic Hearts Project delivered trauma-informed healing retreats for veterans across the U.S. and internationally, supporting diverse service members and their families through structured, research-informed psychedelic-assisted programs designed to foster recovery, connection, and long-term well-being.

# 31

**TOTAL RETREATS**

## 23

**VETERAN  
RETREATS**

## 8

**SPOUSE  
RETREATS**

# 228

**VETERANS SERVED**

## 214

**ATTENDED HHP  
RETREATS**

## 14

**ATTENDED PARTNER  
PROGRAMS**



## DOMESTIC

## INTERNATIONAL

# 5

**DOMESTIC HHP RETREATS**

## 42

**TOTAL VETERAN PARTICIPANTS**

# 18

**INTERNATIONAL HHP RETREATS**

## 172

**TOTAL VETERAN PARTICIPANTS**

# 3

**DOMESTIC HOPE PROJECT RETREATS**

## 39

**TOTAL SPOUSE PARTICIPANTS**

# 5

**INTERNATIONAL HOPE PROJECT RETREATS**

## 23

**TOTAL SPOUSE PARTICIPANTS**

# INTERNATIONAL RETREATS

Heroic Hearts Project facilitated international healing retreats for veterans in partnership with trusted providers, offering trauma-informed, culturally responsive psychedelic-assisted programs in supportive retreat settings.



**18**  
TOTAL RETREATS

**172**  
VETERANS SERVED

13 MIXED GENDER | 3 ALL MALE | 1 ALL FEMALE | 1 LGBTQIA+

## WHO WE SERVED

<b>BIPOC</b>	<b>18</b>	10%
<b>LGBTQIA+</b>	<b>10</b>	6%
<b>MILITARY SEXUAL TRAUMA</b>	<b>29</b>	17%
<b>SPECIAL FORCES</b>	<b>29</b>	17%
<b>SPOUSE</b>	<b>26</b>	16%
<b>FEMALE</b>	<b>55</b>	32%



## BRANCH OF SERVICE

<b>ARMY</b>	<b>85</b>	50%
<b>MARINES</b>	<b>29</b>	17%
<b>NAVY</b>	<b>23</b>	13%
<b>AIR FORCE</b>	<b>19</b>	11%
<b>NATIONAL GUARD</b>	<b>4</b>	2%
<b>COAST GUARD</b>	<b>1</b>	1%
<b>FOREIGN MILITARY</b>	<b>1</b>	1%



## PROGRAM HIGHLIGHTS

### All-Male Recovery Retreat

Heroic Hearts Project hosted its first All-Male Veterans in Recovery retreat, designed to serve veterans committed to long-term sobriety. Drawing on internal addiction expertise and a team experienced in recovery-centered care, the program honored recovery principles while integrating trauma-informed support. The retreat generated meaningful insights to guide future programming for this community.

### First VA Healthcare Worker Participant

In 2025, we welcomed our first retreat participant who also serves as a VA healthcare professional. Their participation reflects the growing curiosity of clinical practitioners around responsible psychedelic healing in community settings. While personal and not representative of institutional endorsement, this moment highlighted the evolving dialogue between community-based programs and the broader systems where veterans receive care.

# DOMESTIC RETREATS

Heroic Hearts Project hosted five domestic healing retreats in Oregon, serving veterans through trauma-informed, research-aligned psychedelic-assisted programs.



# 5

**TOTAL RETREATS**

# 42

**VETERANS SERVED**

**2 MIXED GENDER | 2 ALL MALE | 1 ALL FEMALE**

## WHO WE SERVED

<b>BIPOC</b>	<b>5%</b>
<b>LGBTQIA+</b>	<b>12%</b>
<b>MILITARY SEXUAL TRAUMA</b>	<b>31%</b>
<b>SPECIAL FORCES</b>	<b>10%</b>
<b>SPOUSE</b>	<b>2%</b>
<b>FEMALE</b>	<b>40%</b>



## BRANCH OF SERVICE

<b>ARMY</b>	<b>52%</b>
<b>MARINES</b>	<b>31%</b>
<b>NAVY</b>	<b>12%</b>
<b>AIR FORCE</b>	<b>5%</b>



## PROGRAM HIGHLIGHTS

*Portland, OR — October*

### First All-Female Veteran Domestic Retreat

"This is the first retreat I've been part of where every person experienced a significant breakthrough in one way or another. I think that speaks to the strength of the container we created."

-Alex H. Robinson, HHP Facilitator

*Point Reyes, CA — October*

### Partnership Pilot: A KAP & IFS Veteran Retreat With The Theradelic Approach & Sunny Strasburg, LMFT

This retreat combined the clinical expertise and therapeutic approach of Sunny's team with community-based support that HHP's program emphasizes. HHP also provided spouse support to partners and loved ones of the retreat participants.

*Ashland, OR — September*

### First HHP Retreat In Ashland, Oregon Hosted By Omnia Group Ashland

We are so grateful to our partners at Omnia Ashland for funding a significant portion of HHP program scholarships for the participants of this retreat program.

# COACHING & FACILITATORS



**JARED RINEHART**  
Director - Coaching & Facilitation

*This year we focused on strengthening the foundation of the coaching team. We put more of our knowledge on paper, clarified how we support veterans, and invested in mentorship so no one is doing this work alone. Our facilitation team has grown alongside that effort, ensuring veterans experience consistent care from preparation through integration. I'm proud of how this team continues to evolve while staying true to the heart of this work*

# COACHING & FACILITATORS

Following retreat participation, veterans are supported through an expanding network of trained coaches and facilitators who provide structured integration, mentorship, and ongoing guidance. In 2025, Heroic Hearts Project launched its Coach Mentorship Program to strengthen continuity of care and ensure veterans have access to veteran-informed support beyond the retreat environment.

# 1,356

COACHING HOURS DELIVERED

# 138

GROUP COACHING CALLS

# 8

NEW COACHES ADDED

# 1

LGBTQIA+ COACH

# 5

BIOPC COACH

## MEET SOME OF OUR COACHES



Jesse Gould



Itzel Barakat



Elaine Brewer



Margle Grube



Ben Durbin



Dia Tate



Bren



Hannah Kimyon



Brian Kleindienst



Bill Anthes



LeComte



Diego



Will Webb



Mia Black



Sofia Bolin



Alex



Armand



Heather King



Nina Guerra



Naomi Prakash



Alex Cwalinski



Andrea Lucie



Matthew Evans



Corey Champagne



Christopher Rocha

# THE *hope* PROJECT

HEALING POWERFUL WOMEN



**ALLISON WILSON**  
Founder - The Hope Project

*In 2025, The Hope Project served more spouses than ever before. We doubled our retreat offerings, strengthened our domestic program alongside our Mexico retreats, and expanded community support beyond the retreat setting. As someone who has walked this path myself, it has been deeply meaningful to see spouses step into spaces created just for them. When spouses are supported in their own healing, families begin to shift. That ripple reaches far beyond the retreat.*

# THE *hope* PROJECT

**In 2025, The Hope Project expanded meaningful support for spouses and partners of veterans navigating the impacts of military trauma. More spouses were served than ever before, and retreat offerings specifically for partners doubled, reflecting growing recognition that family healing is essential to veteran recovery.**

**The Hope Project solidified its domestic retreat program while continuing its established Mexico-based offerings, increasing accessibility for spouses seeking structured preparation, facilitated experiences where legal, and intentional integration support. Community-based offerings also expanded, creating more consistent opportunities for connection and peer support throughout the year.**

**By investing in the wellbeing of those who stand beside veterans, The Hope Project strengthens families and reinforces the broader ecosystem of care that makes long-term healing possible.**

## IN 2025 HOPE DELIVERED:

# 8

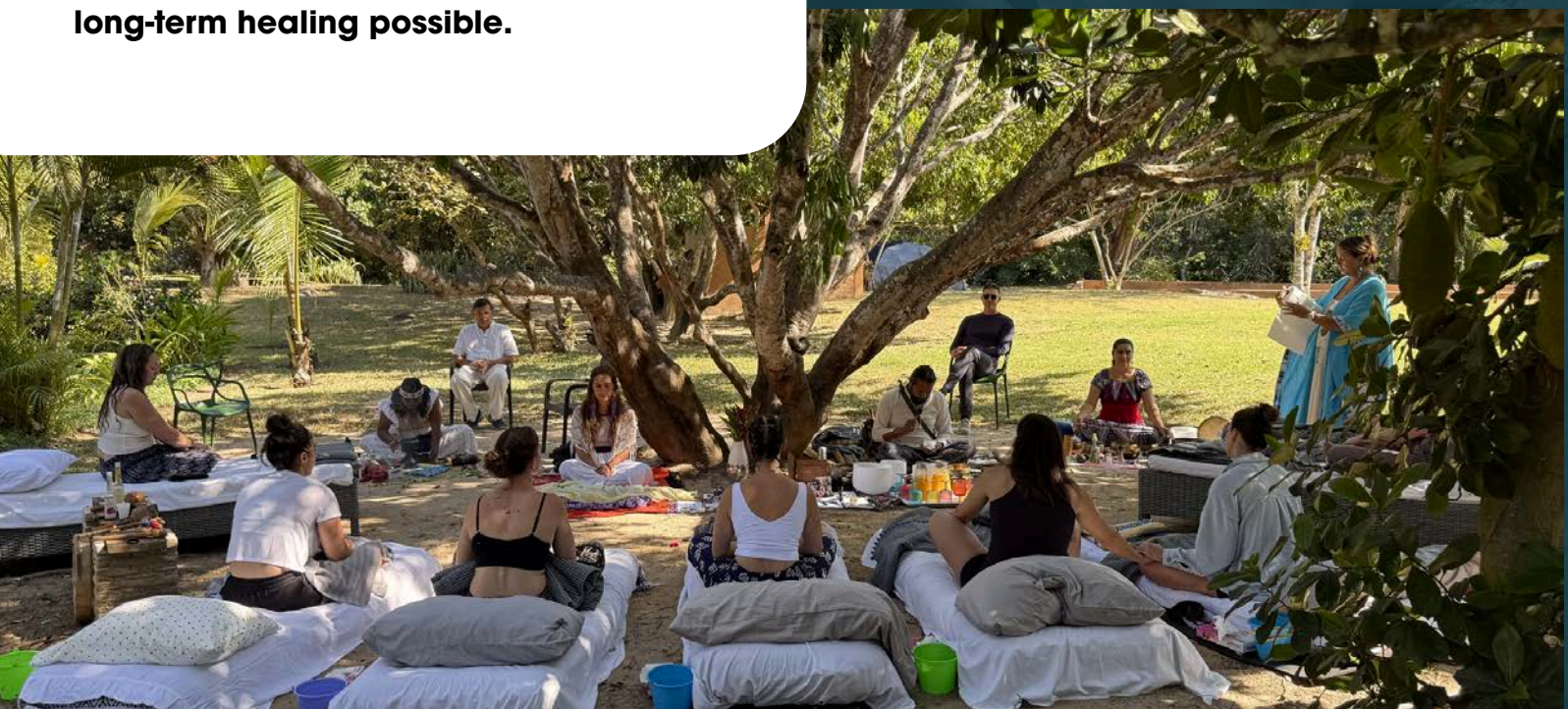
**TOTAL RETREATS**

# 5

**INTERNATIONAL RETREATS**

# 3

**DOMESTIC RETREATS**



# VISIBILITY & COMMUNITY



**HANNAH KIMYON**  
Chief of Staff & Head of Marketing

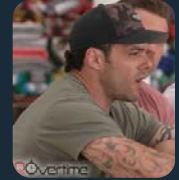
*In 2025, our visibility expanded in a tangible way. National coverage like 60 Minutes, local news segments, and broader podcast reach brought this work into living rooms across the country. We began seeing clinician referrals increase. We were invited into policy conversations as a voice for veterans. More veterans and families found us because they recognized themselves in the stories being shared. As our reach continues to grow, so does our responsibility to ensure that the veterans and families who are now finding us can access care that is safe, effective, and built with their realities in mind."*

# HIGHLIGHTS

## Q1



**CBS 60 MIN Anderson Cooper**  
 "Nine Veterans travel to Mexico for psychedelics and PTSD"



**OVERTIME feature with Michael Giardini**  
 "Veteran faces childhood trauma with psychedelics"



**Announced merger with Healing Breakthrough**

**Launched Veterans Guide to Psychedelics Coach and Facilitator Edition**

## Q2

**Ken Weingardt and Jared Rinehart offer a webinar on "Psychedelic Assisted Therapy for Veterans with PTSD"** to InnerTrek cohort of 35 students of the InnerTrek psilocybin facilitator training program



**Portal Bicycle Day Biking Fundraiser Collaboration**



**PS2025 Denver Conference**  
 Jesse Gould, Juliana Mercer, Jared Rinehart, Allison Wilson, Dr. Grace Blest-Hopley, Michael Giardina, Dia Tate, Alex Horton, & Diego Ugalde

**Grant Award Announcement from The Etheridge Foundation for "Veterans in Recovery Retreat"- \$50K**



**Ken and Jared Webinar** "Working with Veterans in Psychedelic Therapy in partnership with Healing Advocacy Fund and Althea- over 400 attendees"

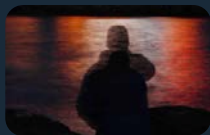


**Untold App incorporates Veteran's Guide to Psychedelics into their App**

## Q3

**Ken Weingardt featured as a speaker at Next Mission Summit at UCLA-** New Horizons in Veterans Well Being and Resilience "Complementary and Alternative Therapies."

**HHP sponsors as a Community Partner- Limina Foundation "The Enchanted State" Gathering in Santa Fe**



**STAT News op-ed published-**Congress must continue to support the VA's research into psychedelics for PTSD

**Healing Breakthrough Grassroots Advocacy Fly-In - Washington, D.C.**



**Healing Advocacy Fund & Althea partnership webinar**



**USS Hornet 2nd Annual Gala-** San Francisco

## Q4

**Global Psychedelic Week Conference-** HHP Curates Veterans Day

**Ken Weingardt and Jared Reinhart deliver webinar on Working with Veterans in Psychedelic Therapy to the University Psychedelic Education Program**



**Jesse on Fox News NY**



**Juliana Mercer on CNN**

**Heroic Hearts Project "Veterans Field Manual" written by Jesse Gould is published**



# MEDIA & VISIBILITY

Heroic Hearts Project and Healing Breakthrough reached national and international audiences through major broadcast, print, and digital media. Coverage amplified veteran voices, elevated public understanding of psychedelic-assisted healing, and strengthened awareness of the organization’s mission across policymakers, clinicians, and the general public.



CBS 60 Minutes with Anderson Cooper

**“NINE VETERANS TRAVEL TO MEXICO FOR PSYCHEDELICS AND PTSD”**



OVERTIME feature with Michael Giardini

**“VETERAN FACES CHILDHOOD TRAUMA WITH PSYCHEDELICS”**



Jesse on Fox News 5 New York

**“HEROIC HEARTS HELPS VETERANS AND LOVED ONES HEAL”**



Juliana Mercer on CNN

**“V.A. CONDUCTING PSYCHEDELIC THERAPY TRIALS”**



STAT News Op-ed with Juliana Mercer

**“CONGRESS MUST CONTINUE TO SUPPORT THE VA’S RESEARCH INTO PSYCHEDELICS FOR PTSD”**



Mugglehead Magazine

**“CALIFORNIA GOVERNOR SIGNS BILL TO PROMOTE STATE PSYCHEDELICS RESEARCH”**



Marijuana Moments

**“PSYCHEDELIC RETREATS ‘SIGNIFICANTLY IMPROVED’ MENTAL HEALTH FOR MILITARY VETERANS WITH PTSD AND DEPRESSION, STUDY FINDS”**

# EVENTS & COMMUNITY

Heroic Hearts Project and Healing Breakthrough leaders, alumni, and clinical partners participated in major national conferences focused on psychedelic science, veteran care, and public policy. Through panels, keynote talks, and curated tracks, the organization elevated veteran voices and advanced dialogue around evidence-based healing and access to care.

## MJBIZ CON

- **Jesse, Juliana, Jason Moore-Brown and Dr. Sue Sisley** for "From Battlefield to Breakthrough" Panel

## COLLABORENCE 2025

- **Dr. Ken Weingardt**

## NEXT MISSION SUMMIT

- **Dr. Ken Weingardt**



## PHILADELIC

- **Jared Rienhart**-  
Speaker- "Patient Experiences"

## GLOBAL PSYCHEDELIC WEEK CONFERENCE- HHP CURATES VETERANS DAY

- "Veteran Voices and Testimonies" - **Moderated by Jesse Gould- HHP Alum Michael Giardina, HHP Alum and Coach Will Webb**
- "Healing Veterans Globally- Psychedelic Approaches" **Dr. Ken Weingardt, HHP Alum and Coach Bobby Wade, HHP UK CEO & President Keith Abraham**
- "Science and Research on Psychedelic Healing for Veterans"- **HHP Director of Research Dr. Grace Blest-Hopley**
- "Role of Ceremony and Community-Led Healing for Veterans" -**Dr. Andrea Lucie**



## PS25 DENVER

**Jesse Gould and Heroic Hearts Project were honored to chair the Veteran's Track Committee at Psychedelic Science 2025. In collaboration with partners across the field, we curated a day of programming that highlighted personal stories, emerging research and veteran outcome data, and the growing role veterans are playing in shaping psychedelic policy conversations in Washington, DC.**

**The track elevated veteran and first responder voices often missing from national stages while also featuring policymakers working on the ground, including Senator Kyrsten Sinema and former VA Under Secretary Shereef Elnahal. Together, these perspectives reinforced that veterans are not only beneficiaries of this work, but leaders helping drive its direction.**

### PS2025 DENVER CONFERENCE

- **Jesse Gould**-Veterans Committee Chair and Moderator, Curatorial Committee for Veterans Track
- **Jared Rinehart**-Speaker on Rick Doblin Stage on Integration
- **Allison Wilson**-Speaker- Healing the Homefront: "Breaking the Cycle for Veterans and Military Families"
- **Dr. Grace Blest-Hopley**-Moderator- "Psychedelics for Veterans: The Latest Research and What it Means for Healing the Veteran Community"
- **Michael Giardina**-Speaker- "Emerging Veteran Voices in Psychedelic Healing"
- **Dia Tate**-Speaker- "Emerging Veteran Voices in Psychedelic Healing"
- **Alex Horton**-Moderator- "Emerging Veteran Voices in Psychedelic Healing"
- **Diego Ugalde**-Speaker- "Warriorside: The Transformational Power of Psychedelics"
- **Juliana Mercer**- Moderator- "Veterans and Psychedelics- What's Next for Policy in DC"
- **Ken Weingardt, PhD and Julie McEvoy** - "The Veteran's Guide to Psychedelics - a Book Talk "





★ ★ ★  
 OPERATION:  
**FREEDOM TO HEAL**

**USS Hornet 2nd Annual Gala  
 San Francisco, CA**

In November 2025, the second annual Operation: Freedom to Heal gala brought our community together aboard the USS Hornet outside San Francisco for a night that marked a clear step forward in both visibility and momentum. What began as a bold idea has become a defining annual gathering for veterans, families, donors, and advocates who believe access to psychedelic care is not a fringe issue, but a matter of honor, dignity, and public health.

This year's event reflected meaningful growth and the fact that this work is no longer happening in the margins. Veterans and families shared their stories. New partners stepped forward. Returning donors expanded their commitments. The gala did more than raise over \$960K in critical funds. It strengthened the network of people committed to expanding safe, effective care for veterans and their families.



Special thank you to Primed Foundation (our integration partner and Platinum Sponsor), Paul Florez (our talented auctioneer), Kellie DeMarco (our brilliant Emmy award-winning MC), and to our musical performers, Lennon Roach, Shell Price, and DJ Stu Nibley for bringing an immaculate vibe and electric energy into the room so we could move our mission forward with humor, heart, and undeniable charisma.



OPERATION:  
FREEDOM TO HEAL

USS Hornet 2nd Annual Gala  
San Francisco, CA

THANK YOU TO OUR SPONSORS



Official Integration Partner of Heroic Hearts Project



AND TO OUR PARTNERS



Imperial College  
London



Sunny Strasburg

# FINANCIALS

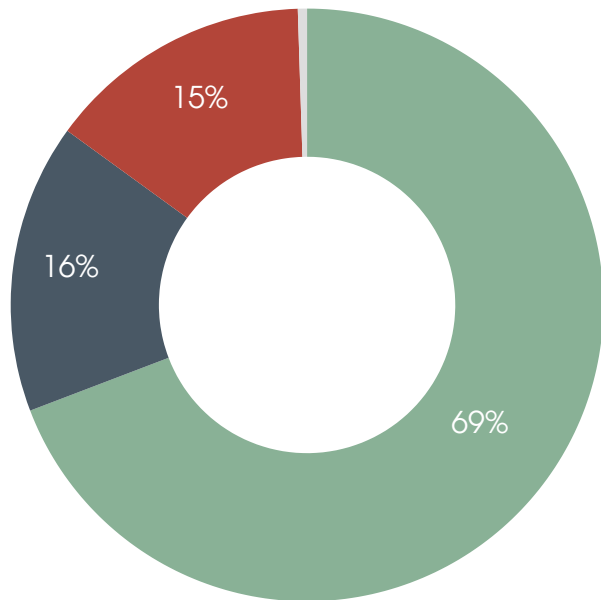


**LISA PEIER**  
**DIRECTOR - DONOR DEVELOPMENT**

*In 2025, thanks to our generous donors, we were able to raise enough funds to treat 228 veterans and take another 125 veterans off our retreat waitlist for 2026, plus invest in mission-critical programs that will catalyze wider access to high quality psychedelic care for veterans and their families in the near and long term. The support could not come at a better time given the 40% increase in retreat applications in 2025 and over 1,900 veterans on our waitlist ready to be enrolled in our life-saving treatment programs today. Your support means everything to the veteran families we serve.*

# FINANCIAL HIGHLIGHTS

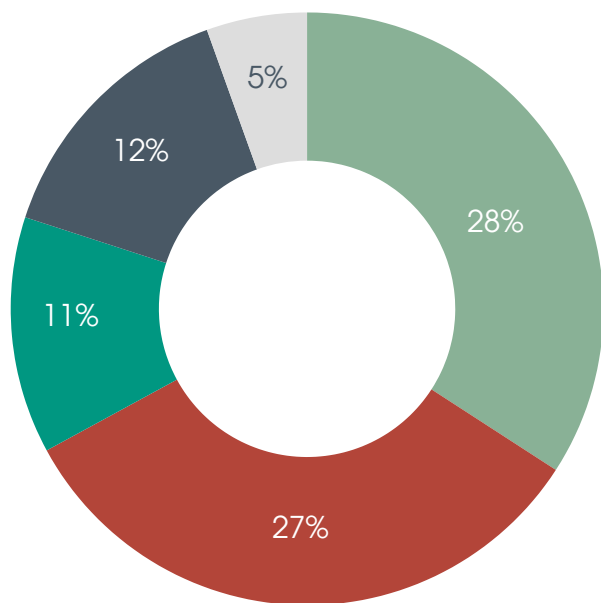
## REVENUE BY TYPE (2025)



- Grants & Corporate Giving (69.2%)
- Individual Donations (15.8%)
- Events (14.5%)
- Merch/Other (0.5%)

**INCOME:  
\$7.2 MILLION**

## PROGRAM EXPENSES BY AREA (2025)



- Retreats (27.8%)
- Advocacy (27.3%)
- Coaching (10.6%)
- Training & Education (11.9%)
- Research (4.5%)

**OPERATING  
EXPENSES:  
\$6.8 MILLION**

**84% OF EXPENSES WENT TOWARDS  
DIRECT PROGRAM & SERVICES**

Note: Financials represent preliminary results prior to publishing our final, audited financials; our 990s are available at: [www.heroicheartsproject.org/financials/](http://www.heroicheartsproject.org/financials/)

# OUR TEAM



**Sean Miller**  
Grants Manager



**Diego Ugalde**  
Coach Team Lead



**Valery Lawson**  
Hope Project  
Program Manager



**Lisa Peier**  
Director - Development



**Alex H Robinson**  
Coach & Facilitator  
Manager



**Jenny Hansen**  
Veteran Experience  
Manager



**Alistair Sweeney**  
Manager - Domestic  
Retreat Operations



**Hannah Kimyon**  
Chief of Staff & Head  
of Marketing



**Julie McEvoy**  
Director - Operations



**Jared Reinhart**  
Director -  
Coaching & Facilitation



**Ken Weingardt**  
Director - Training &  
Education, Clinical Advisor



**Dr. Grace Blest-Hopley**  
Director - Research



**Tammy Le**  
Director -  
Strategic Partnerships



**Eva McGarry**  
Communications  
Specialist



**Jesse Gould**  
Founder & President -  
Heroic Hearts Project



**Juliana Mercer**  
Executive Director -  
Healing Breakthrough



**Allison Wilson**  
Executive Director -  
The Hope Project



**Hayes Whitney**  
Veteran Experience  
Manager - International  
Retreats



**Will Webb**  
Integration Coach/  
Intake Caller



**Brett Lafortune**  
Intake Caller



**Itzel Barakat, AMFT**  
Intake Caller



**Dawn Robinson, LCSW**  
Secondary Safety  
Screener



**Tommy Mulhern, PA**  
Safety Screener



**Carly Doucette, RN**  
Safety Screener



**Phil Zimmermann, MD**  
Safety Screener



**Zachary Love DNP,  
PMHNP**  
Safety Screener



**Gwen Ingram-Jones,  
LMFT, NMF**  
Secondary Safety  
Screener



**Bren Russell**  
Integration  
Coach/Facilitator/  
Initial Application  
Manager



**Lexie Tomchek**  
Social Media



**Gia Rush**  
Content Designer

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