



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

38

SPOUSES

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

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."*



**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**



**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 have 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

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



BRANCH OF SERVICE

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

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



BRANCH OF SERVICE

ARMY	52%
MARINES	31%
NAVY	12%
AIR FORCE	5%



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 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



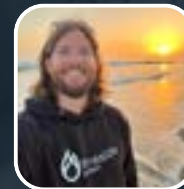
Bill Anthes



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"



Announced merger with Healing Breakthrough

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



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



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

Portal Bicycle Day Biking Fundraiser Collaboration



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"



Q3



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

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



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

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

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



Healing Advocacy Fund & Althea partnership webinar

Q4



USS Hornet 2nd Annual Gala- San Francisco

Global Psychedelic Week Conference- HHP Curates Veterans Day



Juliana Mercer on CNN

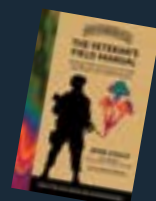
Ken Weingardt and Jared Reinhart deliver webinar on Working with Veterans in Psychedelic Therapy to the University Psychedelic Education Program



Jesse on Fox News NY



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



FINANCIALS

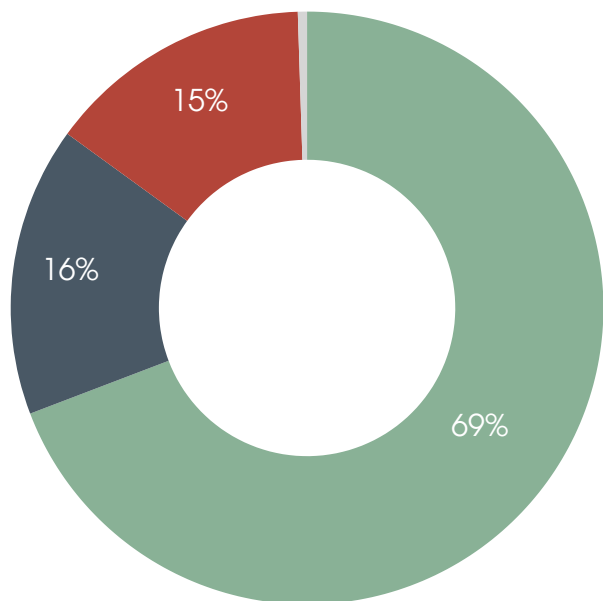


LISA PEIER
DIRECTOR - DONOR DEVELOPMENT

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

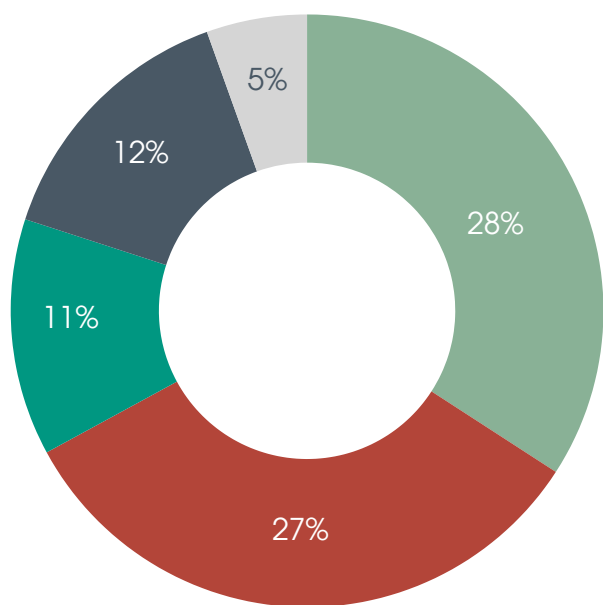
REVENUE BY TYPE (2025)



- 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/

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



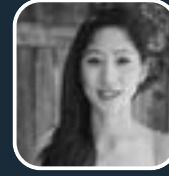
Jared Reinhart
Director -
Coaching & Facilitation



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



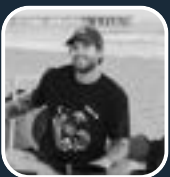
Juliana Mercer
Executive Director -
Healing Breakthrough



Allison Wilson
Executive Director -
The Hope Project



Hayes Whitney
Veteran Experience
Manager - International
Retreats



Will Webb
Integration Coach/
Intake Caller



Brett Lafortune
Intake Caller



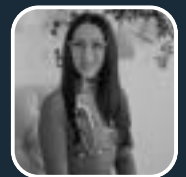
Itzel Barakat, AMFT
Intake Caller



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/I
nitial Application
Manager



Lexie Tomchek
Social Media



Gia Rush
Content Designer

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OUR PARTNERS

