

# **Wanted: visionary partners to help us change the system**

**Because of PTSD, more U.S. soldiers have died by suicide than have been killed in war since 9/11.**

**Psychedelic programs including the use of 4,000-year-old plant medicines like ayahuasca, are the unexpected solution.**

**Outdated war-on-drugs beliefs and policies severely limit veterans' access to this solution in the U.S.**

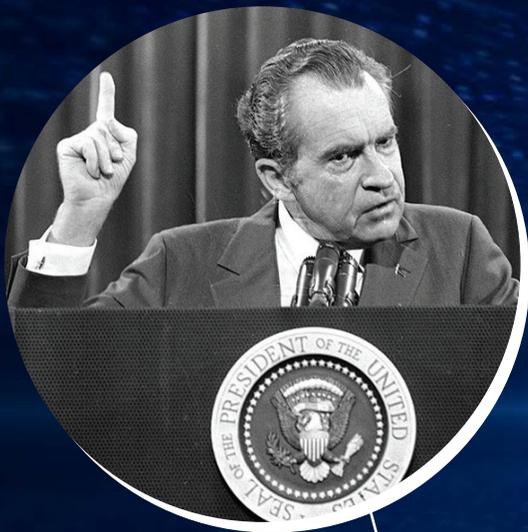


**HEROIC  
HEARTS  
PROJECT**

**Helping veterans with PTSD  
access psychedelic programs**

# For the first time in history, the stars are aligned to transform mental health with a powerful new tool: psychedelic retreat programs

Heroic Hearts Project (HHP) for veterans with PTSD strives to be the tip of this spear.



## 1971: The War On Drugs

In an attempt to squash anti-war activism, common in the counterculture, the government uses propaganda and regulations to label psychedelics as Schedule 1 substances, even though research has demonstrated that psychedelics are not addictive. Despite research demonstrating the astounding healing potential of psychedelics, research is halted or altogether wiped out.



## 2001: 9/11 spurs the War on Terror

America begins 20 years of war that results in over 500,000 veterans with PTSD and TBI (Traumatic Brain Injury). Changes in the nature of war have raised the number of soldiers with PTSD from 3% in WWII to 10% in Vietnam to 21% in the War On Terror.



## 2017: HHP is Founded

Jesse Gould, a decorated U.S. Army Ranger with severe PTSD, experiences a shamanic ayahuasca ceremony in the jungles of Peru, and his PTSD is healed. He creates Heroic Hearts Project to offer the same psychedelic healing to fellow veterans with PTSD.

## 2023: 500,000 U.S. veterans still struggle with PTSD from The War on Terror.

This mental health crisis leads to unprecedented levels of suicide, depression, and substance abuse, and traditional gold standard treatments prove largely ineffective. More soldiers have committed suicide than died in the wars since 9/11.



## 2023: HHP's psychedelic program research shows an astounding 80%+ effectiveness.

In contrast, fewer than 10% of veterans complete or experience improvements from traditional VA treatments. Imperial College London uses the latest technology to study the physiological and mental effects of the HHP program on over 400 participants.



## 2023: Right-wing and left-wing U.S. politicians start reaching across the aisle.

Both sides aim to reduce veteran suffering. Elected officials are finally beginning to consider legalizing psychedelic treatments and research so veterans do not have to travel foreign countries to access care. HHP's advocacy program is on the front lines of making this care available back home in America.

Right now the stars are aligned.  
Will you help lead the charge for *the next step*?

# The travesty: Because of PTSD, more U.S. soldiers have died by suicide than have been killed in war since 9/11

Over 600,000 U.S. veterans have PTSD from the War on Terror alone. Thousands of veterans commit suicide each year. It is a national mental health crisis.

**PTSD is worse than you think.**

PTSD can be a living hell, and combat related PTSD is the hardest to treat. It is an automatic physiological response created by combat stress. It is living in permanent fight or flight mode. Common symptoms of PTSD include: suicide, depression, substance abuse, flashbacks, nightmares, difficulty sleeping or holding a job, terror, paranoia, confusion, anxiety, isolation, and even violence.



**Left untreated, PTSD is a life sentence.**

50 years later, 271,000 Vietnam vets still have PTSD. Unfortunately, standard PTSD treatments (which include prescription drugs and talk therapy) are largely ineffective, which creates hopelessness.

# To reduce homelessness and substance abuse in America, reduce Combat PTSD

13% of homeless adults are veterans.

And another

**1.5 MILLION**

are at risk for homelessness.

6.2% of veterans

**1.3 MILLION**

people had a substance use disorder (SUD) in 2019.



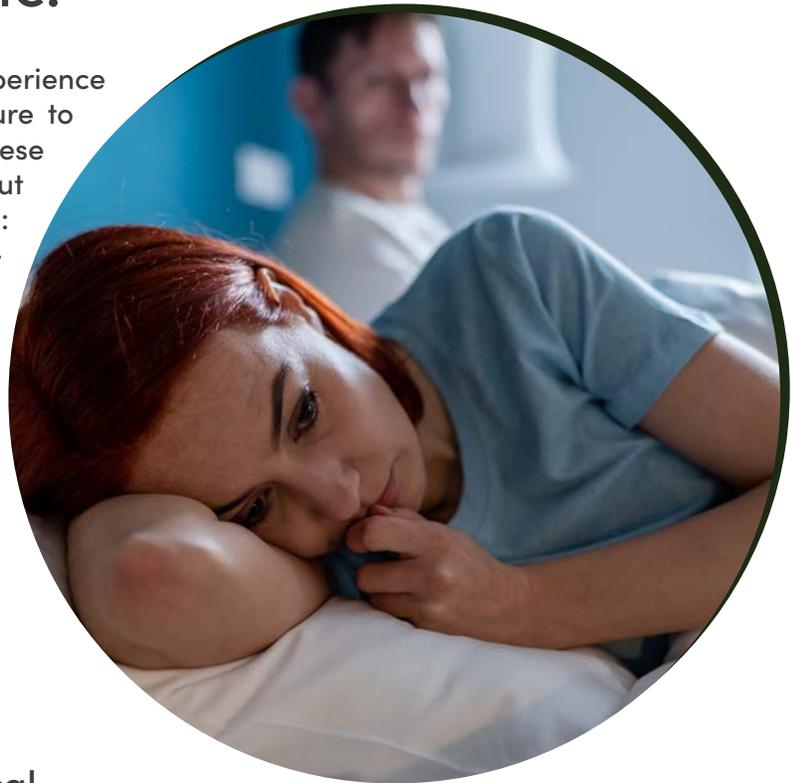
# Veteran trauma harms veteran spouses and families

## Spousal trauma: an overlooked epidemic.

39% of the spouses of veterans with PTSD experience secondary trauma (PTSD without direct exposure to the original traumatic event). Two-thirds of these spouses admit they need psychological help, but most don't receive it. Spousal symptoms include: PTSD, depression, drug abuse, suicide, and compassion fatigue.

“The mark of a civilized human is the ability to look at a column of numbers and weep.”

—Bertrand Russell,  
British Philosopher/Mathematician

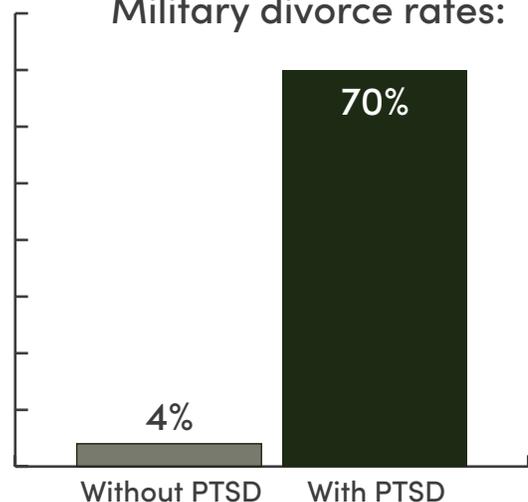


**55%** of military couples affected by PTSD experience a physical altercation of some kind as a result.

**37%** reported anger outbursts or violence 2-6 times per six month period.

**14%** reported daily violence.

PTSD causes broken homes.  
Military divorce rates:



# PTSD affects military and veteran children of all ages

## Childhood trauma at every age.

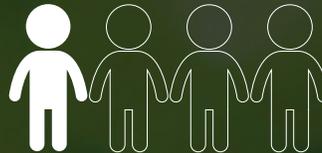
Overall, about 39% of U.S. soldiers have children.

**About 30% to 60% of military families experiencing domestic violence also report experiencing child maltreatment or child violence.**

Since 2003, military families have had higher rates of child maltreatment than civilians due to increasing rates of PTSD.



In a 2022 study conducted in a California High School, nearly **one in four military children had considered suicide or attempted suicide.**



This is a rate **10% higher than the civilian population** at the same school.

Children of parents with PTSD are statistically more likely to experience:

- Feeding difficulties
- Bed-wetting
- Night terrors
- Speech disorders
- Difficulty starting school or daycare
- Poor relationships with peers
- Learning problems
- Leaving school
- Aggressive behavior
- Alcohol abuse
- Drug abuse
- Delinquency
- Difficulty establishing emotional ties
- Depression

## Combat PTSD can last for generations.

The latest research has shown that a veteran can inadvertently pass their PTSD or related emotional problems onto their children behaviorally, genetically, or epigenetically. It can even affect their grandchildren and beyond.



## HHP offers treatment programs for families through The Hope Project.

Treatment includes psychedelic retreats, group support and personal coaching from professionals. Many of these coaches are also military spouses who overcame their own PTSD. By supporting HHP, you are supporting the entire veteran family and ecosystem.

# The surprise solution to Combat PTSD: HHP's psychedelic treatment programs

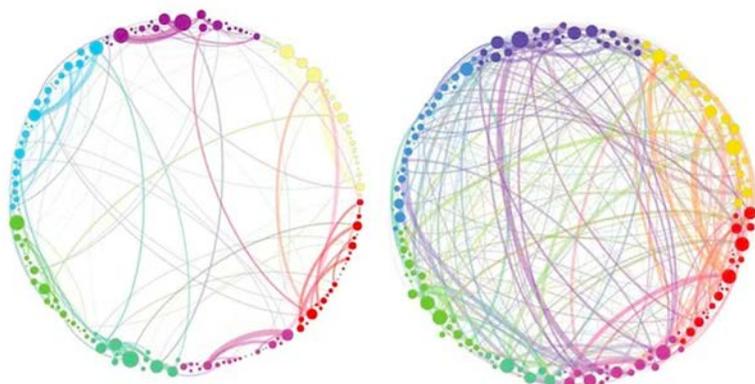
The latest research shows an 80+% SUCCESS RATE vs. a 10% success rate for traditional therapy.



Under the direction of Dr. Grace Blest-Hopley of Imperial College London,

HHP just conducted a large observational study of over 400 veterans in real-world, HHP-program settings. The results are full of promise.

Veteran Retreat volunteers wear EEG caps and monitors that produce a rich, multi-dimensional set of real-time data that has never before been collected.



Placebo

Psilocybin

The latest research shows that **psychedelics help reset and increase neural connections**, allowing the brain to develop new thought patterns and let go of old ones.

# Previously untreatable mental health problems are responding to psychedelic interventions

## An exciting time for research breakthroughs in psychedelics.

Worldwide, there are hundreds of ongoing research projects related to medical applications of psychedelics...this number grows every year.

New brain imaging technologies, methods of data collection and analysis, and scientific areas of study (such as epigenetics and pharmacogenomics) have the potential to revolutionize our understanding of the brain and how to heal PTSD as effectively as possible.

Preliminary studies suggest psychedelics are more effective than traditional treatments for a variety of conditions, including suicide, anxiety, depression, addiction, PTSD, OCD, and ADHD.

## Open Information Sharing

We offer research retreats to test effectiveness and to improve treatment in ways that are in the best interests of veterans who need psychedelic care now. We believe research results should not be proprietary, so we openly share new information ASAP with other veteran organizations, the government, and elected officials.

Over the years, HHP has collaborated with leading scientific institutions around the world to study psychedelic medicines and their physical and psychological impacts on veterans:

Imperial College  
London

 COLUMBIA UNIVERSITY  
IN THE CITY OF NEW YORK

**University  
of the  
West of  
England**

**KING'S**  
*College*  
**LONDON**

  
University of Colorado  
Boulder

 THE UNIVERSITY  
OF BRITISH COLUMBIA  
  
The University of Georgia

THE UNIVERSITY OF  
**TEXAS**  
AT AUSTIN

  
THE UNIVERSITY OF  
MELBOURNE

**UCSF**  
University of California  
San Francisco

# Heroes' Journeys: Together we heal



“By conventional standards, a lot of people thought I was an accomplished man before this experience. But everything I had accomplished up to that point, I did with the weight of self-hatred over my shoulders. Now I don’t even know what I’ll be able to do.

**The potential seems limitless.”**

—C.T. Green Beret

**“After 14 years of trauma, it strengthened our bond and healed our entire family.**

For 14 years, my wife Sharon has endured the damage inflicted by my trauma and her own. Our individual healing journeys with HHP enabled us to connect to peace, love, and understanding and then come together.”

– Jason, Captain, United States Army, 2000–2008



“After 12-14 years, I knew I had to try something different. The meds weren’t working. The counseling wasn’t working.

**My experience with HHP and ayahuasca in Peru is ‘It’s never too late, and you’re not alone.’”**

– Dia T., Veteran



# Veteran voices speak to the power of psychedelic programs



"I felt like I could finally process and deal with the Military Sexual Trauma that I had been avoiding since leaving the service in 2001.

**I felt complete, whole, and truly healed from the experience.**

I felt like I could finally make the journey to be free from all the pain. Without Heroic Heart and Ayahuasca none of this would have been possible. I feel reborn into a world that I can finally be free of pain, guilt, and shame."

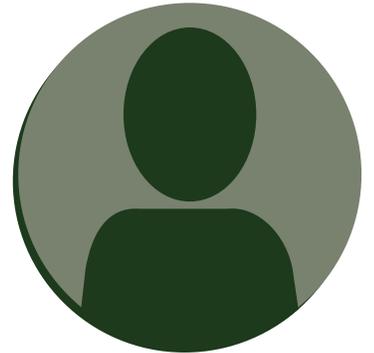
—Lynn, U.S. Army

" My platoon was engaged in daily firefights for the first 56 consecutive days of our insertion.

**Plant medicine allowed me to have a matter-of-fact meeting with my demons.**

I felt that I was facing them head-on for the first time...With plant medicine, I was able to fully appreciate the great virtue of forgiveness: I strove to forgive and be forgiven."

– Matt Kat Swartling, Army Ranger



**" The experience changed my life.**

It's like doing 10 years of therapy in one week."

– Josh, Navy Special Operations

**"This is a game-changer for me.**

I see that my life is worth so much more than to throw it away on suicide. This (psychedelic) experience has brought me to a place of love and acceptance. Thank you HHP!"

– Jay, U.S. Army



# Our International Psychedelic Retreat Program gets suffering veterans the care they need TODAY

**80%+**

of veterans who went through HHP's programs saw significant improvement

**vs.**

**10%**

of veterans saw improvement using standard VA treatments

Veterans with PTSD don't have the luxury of waiting for clinical trials, political progress, or adoption by the VA. We're serving U.S. veterans in need NOW in Mexico, Peru, Jamaica, and other countries where these research-proven psychedelic treatments are already legal.



## Sensitivity to Equity and Community

We offer retreat programs for veterans & veteran spouses, and we also provide specialized retreats for BIPOC veterans, veterans in the LGBTQ community, female veterans, and veterans from specific platoons. As of 2023, over 800 veterans with PTSD have been successfully treated, with well over 90% reporting meaningful life improvement or total elimination of PTSD symptoms.



# Retreats are part of a proven 5-stage 12-week healing process



1. **APPLICATION AND SCREENING.** Participants are accepted to retreats based on an initial screening and medical intake to ensure participant safety.
2. **PREPARATION.** Each participant receives three one-hour private sessions and three group sessions with an HHP coach to support their preparation process.
3. **PSYCHEDELIC RETREAT.** HHP-curated retreats are five to seven days long and include veteran-specific curriculums, multiple plant medicine ceremonies, and they typically use psilocybin or ayahuasca. All eight to twelve participants receive support and guidance from facilitators, coaches, and indigenous healers.
4. **INTEGRATION.** The first four weeks after returning home are critical for integrating and applying learning from the retreat to day-to-day life and relationships. Participants receive another three one-hour private sessions and three one-hour group sessions with an experienced HHP integration coach.
5. **ALUMNI.** After completing the full cycle of healing, alumni status offers access to the extended HHP network for further integration and communal support.



Your donation will enable us to treat more veterans with PTSD now, and build a framework for treating more veterans in the future.

# HOPE PROJECT for veteran spouses and families

A 2011 Pew Center Research Survey found

**51%**

of married veterans believe  
combat deployment hurt  
their marriages

**40%**

of veteran parents believe  
deployment hurt their rela-  
tionship with their children.

HHP and the Hope Project surround  
traumatized spouses and families with  
the care they need.

Often under-acknowledged is the growing population of veteran spouses and family members who need support and access to resources for healing from secondary PTSD and other impacts of having a traumatized loved one. Heroic Hearts Project, through our program, The Hope Project, is one of the few organizations that provides support for veteran spouses. The Hope Project aims to help military families and to prevent the passing of trauma to future generations by offering psychedelic retreat programming, coaching, and community support for veteran spouses.



**“Psychedelic therapy literally saved my life, my  
marriage, and my childrens’ lives.”**

“I know the toll that the military takes on families. For years I medicated my own depression and trauma with alcohol, benzodiazepines and antidepressants until I finally reached a place where I could not go on. I founded The Hope Project in order to provide psychedelic healing programs exclusively for veteran spouses and Gold Star Wives (war widows) as well as coaching for the spouses of our veteran program attendees. We’re thrilled to partner with HHP to support each veteran family as a whole.”

– Allison Wilson, Wife of a 16-year Navy Seal Veteran with PTSD;  
Founder, The Hope Project (for military spouses)

# DOMESTIC RETREAT PROGRAM for long-term support on U.S. soil

HHP is laying the groundwork for expanding to meet the needs of half a million veterans with PTSD and their spouses... locally and more affordably.

Ahead of the adoption curve, we're currently working within Oregon, Colorado, and California to build out the HHP model for scalable, available, affordable, and effective treatments for veterans over the long-term.

Our goal is to use existing infrastructure to build sustainable systems quickly and effectively. We provide coaching and work with approved local providers to develop retreat programming to support veterans directly in their community. We also work with local VA's (such as the Portland VA) to create federally-accepted peer support programs and to build out the infrastructure for continued in-person support.



In 2023, HHP hosted the nation's first legal psilocybin retreat for veterans in Bend, OR.

## Political advocacy to bring psychedelic medicine back home

For the first time, US politicians of both parties are now reaching across the aisle and collaborating to help our soldiers with PTSD get access to psychedelic treatment and research right here in America.

Left: Senators Cory Booker (D.) and Rand Paul (R.)

Right: Congresspeople Dan Crenshaw (R.) and Alexandria Ocasio-Cortez (D.)



HHP has helped drive bipartisan legislation in support of psychedelic research and was also instrumental in the decriminalization of psychedelics in Oregon and Colorado. We believe that veterans should not be blocked from access to effective psychedelic retreats due to the cost and hassle of traveling outside the U.S.

HHP experts share research results, testify before congress, contribute actively to informing the news media, and push for greater access for all veterans. It's beginning to pay off.

# Psychedelic Programs for Veteran PTSD have outstanding ROI compared to standard treatments

**\$700  
BILLION**

The U.S. will spend over \$700 BILLION to medically treat PTSD in veterans of post 9/11 wars,

with abysmal improvement rates. Psychedelic-assisted therapy could lead to savings of more than \$677.5 billion in the treatment of veteran PTSD. However, conservative estimates suggest that the VA will take 7-10 years to fully integrate psychedelic programming into their standard offerings.



**\$232.2  
BILLION**

The estimated total excess cost to society of all PTSD is a staggering **\$232.2 billion** (\$19,630 per known individual with PTSD in 2018). Total excess costs were \$189.5 billion (81.6%) in the civilian population and \$42.7 billion (18.4%) in the military population, corresponding to \$18,640 and \$25,684 per individual with PTSD in the civilian and military populations, respectively. In the civilian population, the excess burden was driven by direct health care (\$66.0 billion) and unemployment (\$42.7 billion) costs. In the military population, the excess burden was driven by disability (\$17.8 billion) and direct health care (\$10.1 billion) costs. **Breakthroughs in veteran treatments could pave the way for addressing all forms of PTSD.**

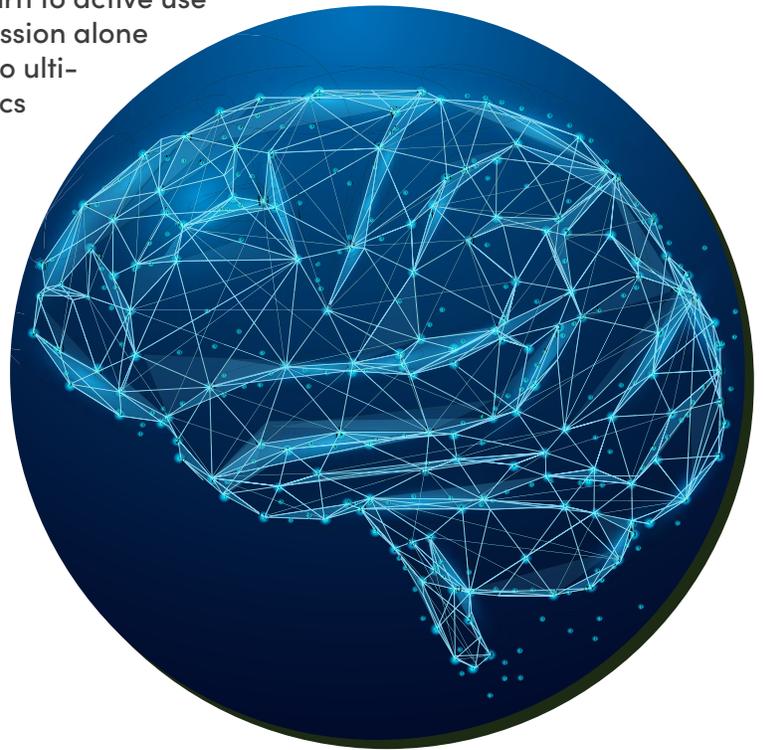
# Early successes with veteran PTSD could lead the way to a WORLDWIDE MENTAL HEALTH REVOLUTION

Research suggests that veteran psychedelic programs will have greater cure rates than standard mental health treatments, providing a huge economic savings for a variety of addictions and mental illnesses that afflict almost everyone in the world. Many current mental health treatments have low rates of effectiveness.

For example, 40-60% of substance abusers return to active use a year after treatment. The cost of major depression alone back in 2010 just in the U.S. was \$210.5 billion. So ultimately, the potential cost savings of psychedelics could be massive.

Psychedelic treatments are more effective than current therapies for:

- Anxiety
- Depression
- Treatment-resistant depression
- End-of-life distress
- Tobacco addiction
- Opioid addiction
- Alcohol addiction
- Eating disorders
- Social anxiety
- Cluster headaches
- OCD (Obsessive Compulsive Disorder)
- ADHD (Attention Deficit Hyperactivity Disorder)



According the World Health Organization, in 2022 over **970 MILLION** people around the world were living with a mental disorder, with anxiety and depressive disorders the most common.

# “To have to go outside your own country to get treatment to save your life is unconscionable. This has to stop.”

“What we are doing and what we’ve done is the definition of insanity. For decades we’ve been providing the same treatments that do not work for our veterans with PTSD. These 600,000 soldiers put their lives on the line for our country. They deserve better. This is morally unacceptable.

America is in the midst of its greatest mental health crisis. HHP’s bipartisan efforts are helping lead the way to safe affordable psychedelic-assisted therapies that can scale up.”



Lieutenant General Martin Steele (Ret.)

U.S. Marine Corp combat veteran of Vietnam, Desert Storm, & Desert Shield  
CEO of Reason For Hope and the Veteran Mental Health Leadership Coalition

## The 5 HHP Programs provide 360° care for Veteran families.

**HOPE PROJECT**  
for veteran spouses and families.

See page 14

**POLITICAL ADVOCACY**  
to bring psychedelic treatment and research back home. See page 15

**PSYCHEDELIC RETREATS**

help U.S. veterans with PTSD  
See page 12

**RESEARCH**  
measures and improves psychedelic treatments.

See page 8

**DOMESTIC RETREAT PROGRAM**  
for long-term support on U.S. soil. See page 15

YOUR DONATION CAN HELP US BRING THIS PTSD TREATMENT BACK HOME TO THE U.S. SO EVENTUALLY ALL VETERANS CAN FIND CARE WHERE THEY LIVE AND CAN AFFORD IT.

## **GET HELP NOW for a veteran or spouse who is suffering or suicidal.**

**SUICIDAL?**      **DIAL 988 for the Veterans Crisis Line.**

**SUFFERING?**    Explore whether a psychedelic program  
is right for you. Visit:  
[heroicheartsproject.org/veteran-programs](https://heroicheartsproject.org/veteran-programs)

### **VETERAN SPOUSE IN NEED OF SUPPORT?**

Visit:  
[heroicheartsproject.org/spouses-and-families](https://heroicheartsproject.org/spouses-and-families)

**CURIOUS?**      Visit [heroicheartsproject.org](https://heroicheartsproject.org)



**HEROIC  
HEARTS  
PROJECT**

Helping veterans with PTSD  
access psychedelic programs

# **Well over 600,000 U.S. veterans have combat trauma**



**Left  
untreated,  
it's a life  
sentence**

We are a 501-C-3 veteran organization helping veterans and their spouses with PTSD access effective psychedelic treatment programs. Together, we heal.



**HEROIC  
HEARTS  
PROJECT**

Visit [heroicheartsproject.org](https://heroicheartsproject.org).

Email [contact@heroicheartsproject.org](mailto:contact@heroicheartsproject.org)

Phone 443.852.3884