2021 was a historic year for Heroic Hearts Project as we continued to lead the way in healing veterans with PTSD. The year involved many challenges including constantly shifting travel restrictions due to the COVID-19 pandemic. Despite these obstacles, we were able to provide grants to over 100 veterans throughout the year. This is an incredible jump from the previous year and is all thanks to our incredible volunteers, ambassadors, and support network.

2021 was defined by accelerated change across the entire psychedelic space: breakthrough research, record funding for new psychedelic centers, and innovative policy initiatives.

Increased access to safe psychedelic experiences is coming, but this is one piece of the puzzle. The infrastructure and community systems that are crucial for real change are still severely lacking. HHP will be working hard with our partners to build community-based models so that our veterans will continue to be supported long after their life-changing journeys.

The COVID pandemic has taught us that we all need real human interaction and community in our lives to stay mentally happy and healthy. These systems of support are still a missing piece in the integration landscape for many of our veterans.

April of 2022 marked our 5th year anniversary as the first and longest operating veteran psychedelic program. We are proud of this accomplishment and hope to be operating for many more years to come.

Our team is proud to represent the veteran voices on the ground.

-Jesse Gould
Who We Are

OUR CORE VALUES

HONOR YOUR TRUE SELF

OUR SCARS ARE OUR SUPERPOWERS

WE ASK FOR, GIVE AND RECEIVE HELP

WE ARE THE CHANGE WE SEEK IN THE WORLD

MISSION

OUR MISSION IS TO BUILD A HEALING COMMUNITY THAT HELPS VETERANS SUFFERING FROM MILITARY TRAUMA RECOVER AND THRIVE BY PROVIDING THEM WITH SAFE, SUPERVISED ACCESS TO PSYCHEDELIC TREATMENTS, PROFESSIONAL COACHING, AND ONGOING PEER SUPPORT.
Heroic Hearts envisions a new veteran ecosystem where veterans not only have access to safe and effective treatment options including psychedelics but are also empowered to help and mentor others in the community. We strongly believe that Community has the power to solve many of the mental health challenges facing this nation’s veterans.

**RESEARCH**

Help develop and contribute to the growing base of psychedelic research

**EDUCATION**

Develop research-based products and programs to inform and educate people on the therapeutic potential of psychedelics

**ADVOCACY**

Use research, data, and testimonials to counter the stigma associated with psychedelics and to help change the laws limiting access to psychedelics as therapeutics

**VISION**

Heroic Hearts envisions a new veteran ecosystem where veterans not only have access to safe and effective treatment options including psychedelics but are also empowered to help and mentor others in the community. We strongly believe that Community has the power to solve many of the mental health challenges facing this nation’s veterans.
HIGHLIGHTS

- **100 VETERAN GRANTS**
- **FAMILY SUPPORT AND INTEGRATION THROUGH OUR PARTNERSHIP WITH THE HOPE PROJECT**
- **600+ HOURS OF ONE ON ONE COACHING**
- **5 INTEGRATION COACHING SCHOLARSHIPS**
- **CANADA BRANCH IS APPROVED FOR NONPROFIT STATUS IN JANUARY 2022**
- **UK BRANCH IS GETTING CLOSE TO APPROVAL**
SPEAKING

- Montel Williams Podcast
- Meet Delic Featured Speaker Jesse Gould
- Microdose Wonderland Featured Speaker Brando Weiss
- Horizons Veteran Event Featured Speaker Jesse Gould
- Trailblazers: Ojai Featured Speaker Jesse Gould
- Presentation to Yale University Psychology Department Jesse Gould
- Presentation in front of Harvard Law Department Jesse Gould
- NPR Juliana Mercer

RESEARCH

- Ayahuasca study with UT Austin
- Psilocybin study with Imperial College of London
- Continued work with University of GA and UC Boulder

EDUCATION

- 6 Veterans Voices stories
- Q&A with James Fadiman

INVOLVEMENT IN THE FOLLOWING STATE AND LOCAL BILLS

- California SB 519
- Texas HB1802
- Pennsylvania
- Decrim Seattle
- Hawaii
- Continued Involvement with Oregon Measure 109

NOMINATIONS

NOMINATIONS AT WONDERLAND MIAMI

- HHP-Nonprofit of the Year
- Innovator of the Year Jesse Gould,
- Unsung Hero of the Year Tammy Le

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In a sample of United States special operations forces veterans, we examined changes in a number of physiological, psychological, behavioral, and cognitive outcomes in relation to three Shipibo-administered ayahuasca ceremonies.

Physiological, psychological, and behavioral outcomes included heart rate and heart rate variability, PTSD symptoms, affective and personality states, and geographical location/movement measured multiple times per day across a three-week period (one week before, during, and following the ayahuasca retreat).

In collaboration with University of Colorado Boulder’s Lowry Lab, gut microbiome was additionally measured before and following the retreat experience. The cognitive outcome included cognitive flexibility as measured by the Trail-making task. This work relates to the broader project of examining outcomes relevant to mental health among combat veterans undergoing ceremonial ayahuasca experiences in the Shipibo tradition.

HHP continues to be one of the most innovative organizations in psychedelics, pushing research to think outside of the box.

To actually change the mental health landscape we must first challenge old assumptions and start understanding what each person needs on an individual level.
Heroic Hearts Project is proud to be the first veteran-focused non-profit organization to collaborate with the Center for Psychedelic Research and Therapy in the Department of Psychiatry & Behavioral Sciences at Dell Medical School at The University of Texas at Austin to better understand the potential for psychedelic-assisted therapies in alleviating mental health conditions. Our first study will examine psychedelic assisted therapies to treat prolonged grief and depression in spouses of veterans that have been lost in the line of duty.

In coordination with our UK counterpart, Heroic Hearts Project is developing a protocol to deliver a retreat program using psilocybin for traumatic brain injury in military veterans. This unique program will be one of the first that is looking at the potential effects psilocybin has on the physical causes of mental health issues. The retreats are set to initiate in 2022. Led by Dr. Grace Blest-Hopley, these retreats will be complemented by an observational study in collaboration with Imperial College London.
Heroic Hearts believes strongly that no one organization can solve the veteran mental health crisis by themselves. There are many great organizations that each bring a valuable piece to the puzzle. As leaders of organizations, we all must be the model for collaboration and cooperation.

This is why we are happy to work closely with the following organizations to bring effective change...
SUSTAINABLY SUPPORTING COMMUNITY

In coordination with the Peruvian center, La Medicina, HHP will be contributing to a monthly pension to help support indigenous elders in Peru.

These elders have been working to heal their communities since they were children and are preservers of important knowledge about the healing properties of nature.
We are also proud supporters of the Chacruna Indigenous Reciprocity. Supporting plant medicine by nurturing ecological wellbeing, including land rights activism, bolstering food security, and strengthening economic resilience.

For more information please visit www.chacruna-iri.org.
# Financial Report

## Heroic Hearts Project.org, Inc.

### Profit and Loss

**January - December 2021**

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<th></th>
<th>TOTAL</th>
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<tbody>
<tr>
<td><strong>Income</strong></td>
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<tr>
<td>6000 Direct Public Support</td>
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<tr>
<td><strong>Total Income</strong></td>
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<tr>
<td><strong>Cost of Goods Sold</strong></td>
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<td><strong>GROSS PROFIT</strong></td>
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<table>
<thead>
<tr>
<th><strong>Expenses</strong></th>
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</thead>
<tbody>
<tr>
<td>8000 Salaries &amp; Benefits</td>
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<tr>
<td>8100 Professional &amp; Outsourced Svcs</td>
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<td>8700 Programs &amp; Services</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$425,388.12</strong></td>
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</tbody>
</table>

**NET OPERATING INCOME**  
$-18,092.65

**Other Expenses**  
$541.01

**NET OTHER INCOME**  
$-541.01

**NET INCOME**  
$-18,633.66