

PROGRAM IMPACT REPORT 2024



EXECUTIVE SUMMARY

It is with great honor and humility that we share the 2024 Heroes and Horses impact report. Defining success in another person is a too common mistake. A human life reduced to simple taglines like, "This changed my life." Our aim has always been to share the honest expression of an individual's self-realizations and journey home, whatever they may be. This is not to be judged but honored. Each life is responsible to oneself, and so success is proprietary.

We have partnered with FMG leading for 3 years, working on a process that allows the individual to self-define success post the 41-day course. This report will give you unique perspectives on their transformation and healing journey. Our goal is to holistically represent the truth instead of fragmented or biased portions of information.

The ancients went to great lengths to preserve the "truth about the truth," that is, that life can put a world of hurt on you. We're not young forever, so absolutely do not leave this life without mastering yourself.

A response rate of 95% gave us significant data to guide program improvements, strategize capacity-building opportunities, and quantitatively and qualitatively measure program impact. The impact is inspiring, and we continue to be moved by the responses.

Thank you for making this opportunity possible.





SURVEY OVERVIEW

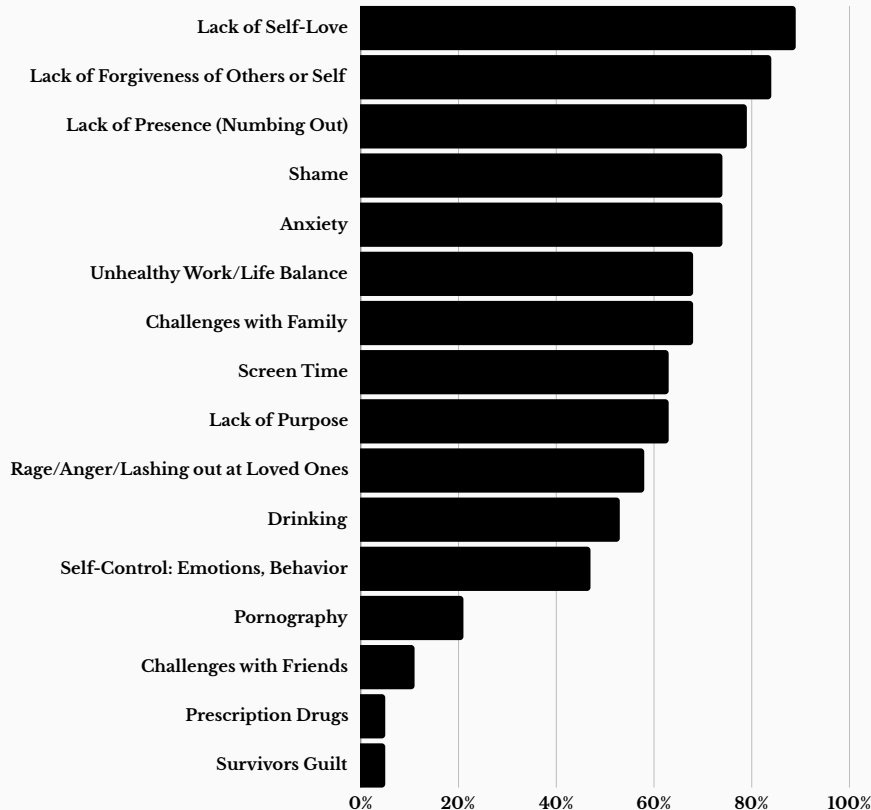
The 2024 H&H post-program survey contained a total of 19 questions. It is formatted with multiple choice, response scale, and short answer questions to provide both quantitative and qualitative data.



The survey is divided into three sections:

- Pre-program self-assessment and curriculum
 - (6 questions)
- Horse-human connection
 - (4 questions)
- Mindbody modalities and post-program impact
 - (9 questions)

MINDSET PRIOR TO THE PROGRAM



IN THEIR OWN WORDS

"I was confused. I knew I was not satisfied with my life yet I did not know what I wanted. I was full of depression and self hatred. I was insecure about my performance at work and being a father due to my drinking and numbing out."

"My relationship with my wife was drifting towards more distance. I felt without purpose and divorced from civilian life. Life had little joy."

"I was not grounded in reality, I drank daily. Averaging a dozen drinks a day. I used psilocybin to balance myself during the day and also smoked THC. I didn't feel anything but was easy to anger. My relationship with my family was strained because of my erratic behavior."

"I was numb to everything and ready to call it quits."



INTENTIONS FOR THE PROGRAM



HOPE

"I hope to work through my issues and figure out the why and how to be better and stay better. I do not want to fail my marriage by being angry and not sympathetic or appreciative."

"I anticipated being able to find myself again and heal the wounds of the past."

"I was hoping to kick start a reintegration process. To rediscover some connectedness and find joy and purpose, and to reconnect with horses, which I knew had previously provided a connection for me."

"I was open to everything, as nothing I was doing was working and my mental health was in steep decline. I was hoping to find new perspectives and a better approach to life. I wanted to "reboot" my trajectory and rebuild a deeper relationship with my wife, and family. I wanted to gain the strength to better assist those who need and rely on me. I anticipated that the program would be a life-changing experience and was willing to fully open up to every element that was offered - horses, diet, exercises, maxim labs, and fellow veterans. I wanted to be surprised by the unexpected and the potential outcomes in myself that might result."



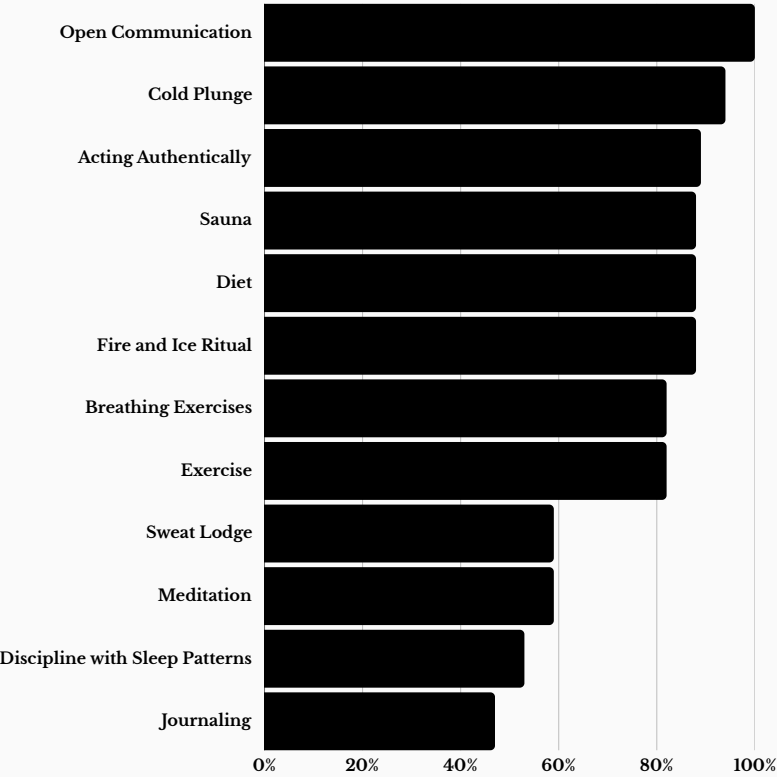
THE POWER OF THE HORSE

"I learned (and am still learning) more from my horse and other riders than I can list here. My horse seemed to sense every feeling I had and responded to me accordingly. I learned how short-tempered, unforgiving, mean, and controlling I was. I learned patience, compassion, understanding, loyalty, and compromise from him. I believe the most growth I gained from the course was in interactions with my horse."

"The horse/veteran relationship was THE central element of the entire program. It is not cliché to say that my horse was the mirror to the depths of my soul. I am becoming emotional just thinking about that connection... On deeper reflection that horse has saved my life and caused me to change how I live my life! Every day I reflect on that connection and the impact it had on me."

"As I began to pay more attention to my thought process when training on my horse, it became abundantly clear that I cared more about what people thought of me than accomplishing a successful relationship. My horse showed me my thought process under stress. It was identical to the way I handled stressful situations at home. It wasn't until the trip that I realized I had a mind full of razor blades, and I just couldn't wait to use them on myself and others. My horse taught me how to be more patient in life through its forgiveness. I truly believe that my horse made me a better father and I have a different understanding of patience now."

PROGRAM MODALITIES AND THEIR CONTRIBUTION TO PARTICIPANTS' CLARITY, GROWTH, AND SELF-LEARNING.



**Data represents the percentage of participants who responded "very" or "extremely."*



PERSONAL INSIGHTS

100% 

Participants reported that they found more peace, serenity, and acceptance of things they cannot change.

76% 

Participants reported that they can apply lessons learned from H&H to their community.

95% 

Participants reported that they found deeper meaning and sacred purpose in their daily lives.

77% 

Participants reported that their relationships with their families are more meaningful, healthy, and authentic.

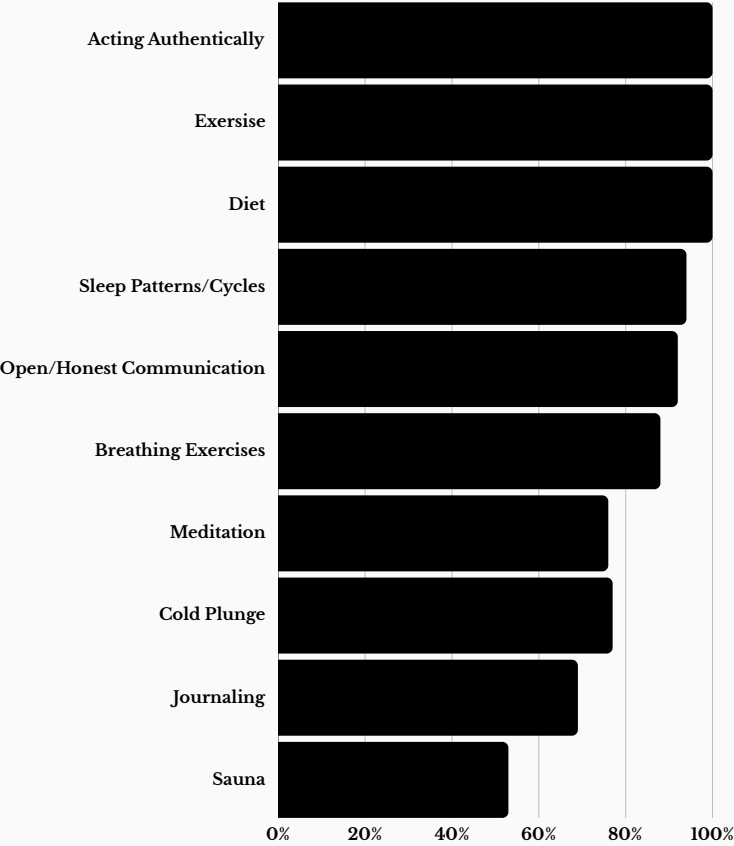
"I am more open. I have more understanding and sympathy of the defenses I built up. I now understand how they affected me and those around me. I learned I could deconstruct those defenses and open myself to life and those around me."

"I've had some open and candid conversations with my family, and as a result, I think they appreciate some of my struggles. I am trying to be present in their lives, and trying to support them in the ways that they are currently supporting me both physically and emotionally. Some of these are daily struggles with a work-family balance but at least we are having an open discussion and hopefully it will make a stronger bond."

"I'm around other veterans every day at work. I continue to do the hard stuff and have deep meaningful conversations about obstacles, life, and being mindful always through the ways I learned at HH."

"The changes were slow but I think the most beneficial thing I took from HH is practicing patience and thinking positively."

PROGRAM MODALITIES INCORPORATED BACK INTO DAILY LIVES POST-PROGRAM



FINAL THOUGHTS

"I asked the universe to kill my ego week one. The next morning I had a wave of emotion come over me. At first shame and guilt then self-forgiveness for myself and my mother. Then a deep meditation and spiritual clarity came. Provocation of the self to open one's heart and the mind to co-mingle so that a true experience of life can exist. Not a new person but a new way forward. Even now old habits want to resurface. The difference is that by using the tools provided, hot, cold, exercise and meditation, one can overcome all shadows that are cast. Even if one does "fall" to sugar or a beer or laziness etc. all one has to do is go back. When I go back, I exercise or take a cold"

"I was seeking an experience. I allowed the course to provide what I needed, not what I wanted. I previously manifested expectations that continuously led to letdowns. I wanted something more or allowed my professional conditioning to lead me toward wanting perfection. I learned I was not there to perfect anything other than feeling and healing myself and my soul."

"There were several breakthrough moments for me, but the one I keep going back to is the Fire and Ice ceremony. I mentioned to somebody not long after that I felt like I finally "grew up" during that ceremony. I believe what I'm trying to say is that I realized that I am free to be my own man, make my own decisions, and pursue my own passions. For the longest time, I felt like I just had to fall in line and follow the path the world told me was best. I think what provoked this was a combination of the external factors (PT, cold plunge, fire, breathing, etc.) and when Micah spoke to us on the PT table. His words combined with the physical factors stirred something in me and tears streamed down my face as I felt a lot of things I'd been holding on to were being released. This has shaped my well-being because I am now much more confident in my ability to accomplish the goals I've set and set new, more ambitious goals to work towards."





HEROES & HORSES

