



HEROES AND HORSES



2024 ANNUAL REPORT



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OUR STAFF

MICAH FINK - CEO/Founder

MACKENZIE FINK - Co-Founder/Wellness Director

JASON LARAMORE - Program Director

WILL POLLOCK - Equine Program

ERIKA GIOSCIA - Administrative Manager

SCOTT BURKE - Project Manager

JAMES BENDER - Executive Chef

DANA BURKE - Program Support

WILLIAM WENDELMAN - Marketing Manager

OUR BOARD

MICAH FINK - CEO/Founder of Heroes and Horses

JOHN ORLOFF - Jensen Hughes

JESSE GARNER - Dominari

JOEL LEADBETTER - Hall and Hall

GARRETT GLASS - Source-Texas LLC

DAN ZYVOLOSKI - Kroenke Ranches

DARIN SCHEER - Darin B. Scheer, PC





A person wearing a cowboy hat and a light-colored shirt is riding a dark horse through a field of wildflowers. The person is seen from behind, looking out over a vast, open landscape with rolling hills in the distance. The scene is bathed in soft, natural light, suggesting a sunrise or sunset. The overall mood is peaceful and contemplative.

MISSION

THE MISSION OF HEROES AND HORSES IS TO UN-PROGRAM THE PROGRAMMED.

To offer combat Veterans an alternative solution for re-defining and approaching their physical and mental scars—a solution that does not include prescription medications or traditional psychotherapy but rather the opportunity to use tools to redefine their purpose, rediscover their inner strength, and maximize their potential by taking ownership of their lives.



A LETTER FROM MICAH FINK

I am honored to present the 2024 10th anniversary annual report. Ten years is a milestone for H&H. There are memories and stories of an unbelievable nature—what I can only describe as miracles. Stories of healing, growth, and transformation coincide with memories of absolute devastation, hurt, pain, loss, forgiveness, grace, and understanding. Millions across the nation and around the world today have been touched by the work we do here in Montana. Thank you for believing in and standing by us. Ten years of guidance, support, funding, and for showing unconditional love and consistency through all growth phases as we've built H&H one horse and one human at a time.

There are countless stories from our decade of work here, but the lessons we have learned are most important. So, what have we learned and what insights have we gained?

Ten years ago, soldiers began arriving at H&H crushed by war, anger, fear, hate, suspiciousness, and just life itself. They started pouring in after the release of the YETI film 180 Out. For the past 20 years, suicide numbers never seen before in human history have flooded the TV.

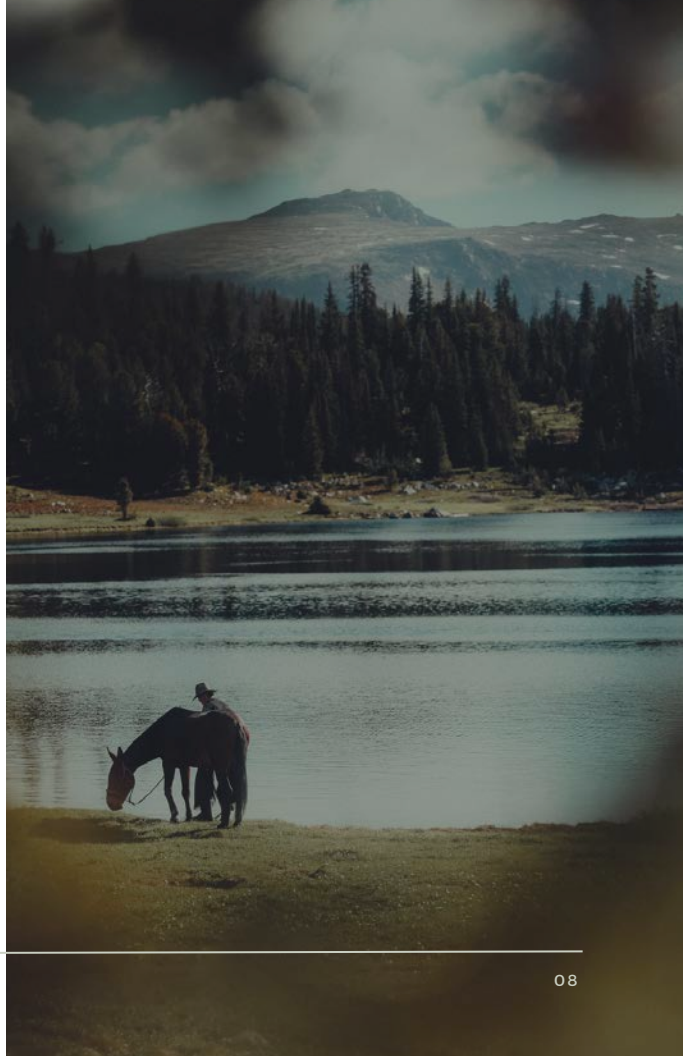
Almost becoming normalized, and today, we are well into the six figures, dwarfing the 7,000 combat deaths from our most recent conflict.

Our one-room office was not able to handle everyone reaching out. It was overwhelming for an organization typing on top of saddle pad desks. Amidst the statistics, another group was left clinging to cocktails of poisons being helped to death by billions of dollars. As we sifted through countless applications, the message was clear. Welcome to your new identity as a wounded veteran.

As I began my personal healing journey, I founded H&H. I remembered what my father told me when I was a small boy. It rang out. "Son, find out what the world is doing and do the opposite - there you will find success." 180 out became our approach.

Over the years I have come to realize it's in the hardest of life's moments that we go from knowing something to realizing it. Then we act. Often, we act out of pain first rather than awareness. When the pain of remaining the same becomes too much, we change. We had struck a chord with our initial motto. Change through challenge.

Never before has humanity had so many treatments,





conveniences, and resources available to them. With access to everything a person can imagine, true peace and happiness are elusive more than ever. Why is this? Living a life rooted in conflict has now been confused for living a life of health.

I have heard it said that we make the world with our thoughts. This is true. "As a man thinketh in his heart, so is he." Whether we are rich, poor, or if people insult, lie, praise, or shower us with compliments, we can be in a stable and unshakable state of peace by knowing who we are on the inside. Today H&H is a 41-day program that is all about knowing oneself. Students are presented with opportunities to strive for a better version of themselves and face their fear of life and change. Through all these obstacles at H&H, they can see themselves in a mirror. The observer has the opportunity to realize that they are the observed. The victim of our own choices. It's through experience where we get to witness ourselves.

The experiences here are unique and provide a clear mirror that shows us the consequences of every choice, every action, every inaction, and every aversion, like and dislike. This aids us in evolving into a better, more balanced version of ourselves, recalibrating our lives one thought and one action at a time. One of the

principles at H&H is radical honesty and truth. Truth is the best medicine. People hate truth but it's the perfect mirror that shows us whatever has happened and whatever is happening now is the truth of who we are. We are living and creating our own experience. This can be a bitter pill at first. Mentally, physically, emotionally, and spiritually, it's up to the individual to strive toward what is essential in their lives and then to live it in its fullest expression.

The veterans here learn they are not a label; they are not an experience, they are not a degree, a title, or a rank because these will always leave you. You won't always be healthy or be the quarterback, the CEO, or the first sergeant, but you will always be you.

Therefore, we say honor the body, it is the temple, "man know thyself." Our motto today. So it's the container we have here that allows them to see just who that self is. The sickness we see today is a lack of something we are very capable of having in our lives—harmony, balance, unity, love, and stability. When we begin to move from knowing to realizing, the growth in our lives will become profound and exponential. Evolution stops and being begins.



Nothing ultimately will ever stay the way it is, but in the impermanence of all things lies a thread that you can grab ahold of. Freedom. Nothing lasts. I couldn't tell you where it all shakes out in the next 50 years; what I do know is "what we do for ourselves dies with us but what we do for others lives on and becomes immortal."

Healing is a miracle and life is something really special to be experienced, not avoided. It's here, and it's only once. Sure, it's bloody and peaceful, beautiful and ugly, loving and scornful, but it's all necessary because how could we become painless had we never experienced pain?

Know thyself.

-Micah Fink





2024 PROGRAM STATISTICS

91%

GRADUATION RATE

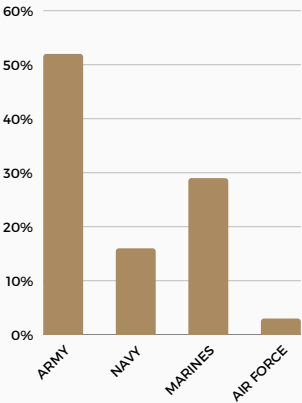
In 2024, Heroes & Horses had 30 program graduates.

43

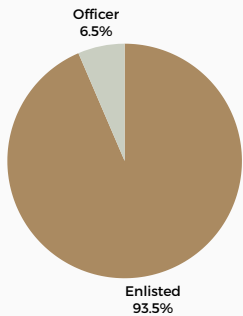
TOTAL # OF VOLUNTEERS

Our volunteers are a group of special and thoughtful individuals who dedicate their time, resources, and expertise to our program operations. Our volunteers support our nutrition program, construction projects, and horsemanship programming.

SERVICE BRANCH BREAKDOWN



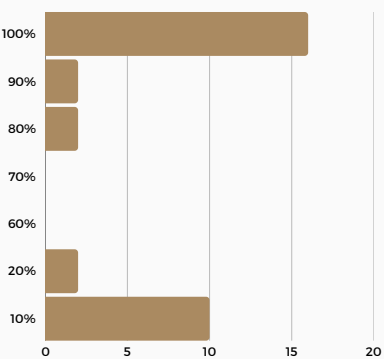
RANK BREAKDOWN



GEOGRAPHIC REPRESENTATION



VA DISABILITY RATINGS



2024 CORPORATE PROGRAM PARTNERS





PROGRAM OVERVIEW

In 2024, 30 students graduated from Heroes and Horses' 41-day experience. We ran our first spouse program as a 6-week virtual course and made several significant changes to the 41-day process. We celebrated the 10-year Anniversary at our largest Gala to date. We set the publication date of October 2025 for our cookbook, "The Anti-Inflammatory Farmacy." Heroes and Horses continues to grow in all facets including its internal framework, conducting our 5th successful audit and our Year 3 Veteran Impact FMC study. From our evolving herd of horses, we successfully sold three high-end horses, two of which were sold at the 2024 Gala. We welcomed volunteers from around the world, some of whom have returned for their third, fourth, and fifth seasons.

PROGRAM GROWTH

The Heroes and Horses program has and will always be in a state of growth, development, and transformation. Our mission is people; like nature, people will keep changing until the last breath. How we participate in change is entirely up to us. This is the essence of knowing oneself. Over 10 years, we have continually gained insight into the human condition. Today, we have moved from bathing in irrigation pivots and cooking on an open fire to building capacity and putting roots down at a home base, the Double H Ranch. Thank you to each of you for making this possible by supporting us in many unique ways.

In 2024, we expanded the [NAME A COLT](#), launched Pillars of Change, and received the initial plans and architectural drawings for the final piece on the ranch, the Longhouse. We launched the first spouse program, and now, the Fournier Foundation has funded a grant for it to be a complete in-person program. We expanded our curriculum by adding three new components to the program.



2015



2016



2019



2021



2022



2024



Our alumni network has grown as veterans return to mentor others, further strengthening the bond within our community. We enhanced our Train the Trainer program and expanded operational facilities: walk-in cooler, dojo for martial arts, upgraded physical fitness area, completed construction on four new cabins, completed a full renovation and addition on the historic McGovern Homestead cabin, completed the outdoor arena complex and three additional loafing sheds, completed 6 acres of reclamation to restore native habitat destroyed during the years of dredge mining along Alder Creek, completed the final phases of construction on the new Ranch House with the second story back deck and front concrete patio, finished the interior of the Ranch House garage, cleared and beautified areas around low camp and high camp cabins, and completed the interior build out of the vehicle and equipment maintenance facility. We upgraded our fleet with two new F450 crew cab flatbed program trucks to haul horses, mules, and equipment supporting the program and ranch operations. We also added a late-model mid-sized bulldozer and a 10k telehandler all-terrain forklift to support ranch operations, maintenance, and future construction.

Nutritional Symphony

This ceremony deepens one's intimate relationship with food through an embodied experience infused with heart, intention, and prayer. We cultivate a profound connection to body, spirit, food, and Earth through a 24-hour fast, guided breath, meditation, a warrior wash, hands-on meal preparation, silence, and the invitation to listen to the body to nourish it with great intention. In silence, participants slow down to savor every flavor, texture, and bite, fostering internal listening and mindfulness. This practice activates sensory receptors and ignites intuitive eating, reminding everyone that the act of tasting food is an incredible gift that provides true nourishment.

Spouse Program

In 2024, we launched our first-ever spouse program. This led to Heroes and Horses receiving grant-specific funding from our friends at the Fournier Foundation for a complete comprehensive in-person program in 2025. Our goal is to support the restoration of the whole family through this opportunity and help facilitate healing both within the individual and within the home.



Dojo

In 2024, we built and completed the H&H Dojo: mats, bags, gloves, and all the gear for each student. We were able to convert the current garage into an incredible space. This facility will transition into the future lodge when it is completed. Martial arts are integral to cultivating inner peace and self-discipline here at H&H. It is not about being assertive but about learning to adjust to challenges and always finding a way around or through. "If nothing within you stays rigid, outward things begin to disclose themselves. Adapting what is useful, rejecting what is useless, and adding what is specifically your own" is the purpose of this aspect of the 41-day program.

Fasting and Breathwork Clinic

Participants now experience a 24-hour fast. This fast serves two purposes: it helps participants discern between emotional and physiological hunger signals, and it cultivates gratitude for life's sustenance. They also participate in a breathwork clinic designed to teach the fundamentals of breath, emphasizing techniques that foster balance and coherence between the mind and heart.

More Time in the Saddle, Obstacle Courses, & Colt Starting with New Ponies

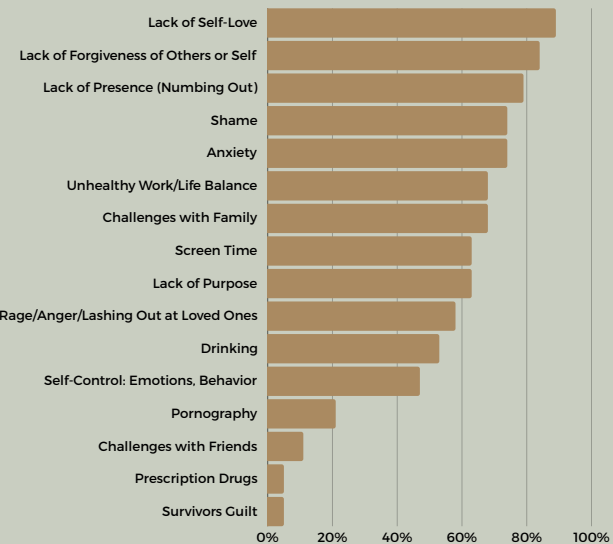
Working with our cadre and partners, we added new obstacle courses, and implemented the foundations of colt starting by working with following-year horses, allowing each student and guide to better understand and implement the horse's philosophy over the 41 days. We integrated seven new horses into the program and are preparing eight more for 2025. We are excited to build a functional and sustainable horse program that stands alone in today's industry.

PROGRAM EVALUATION

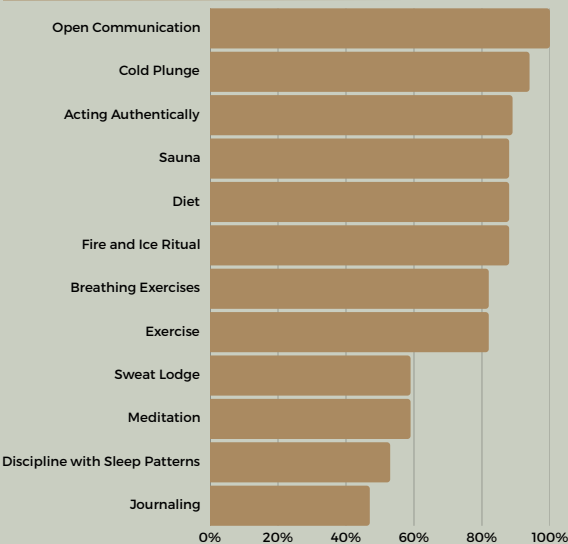
In 2024, 30 veterans graduated from Heroes and Horses' 41-day experience. Over the years we have tried to capture data in various ways. Nothing felt right, as defining success for another person is an all too common mistake. In partnership with FMG Leading, we created a process

that allows the individual to self-define success after the 41-day course. These responses give us significant data to guide program improvements, strategize capacity-building opportunities, and quantitatively and qualitatively measure program impact.

CHALLENGES FACING PARTICIPANTS PRIOR TO ATTENDING H&H



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



PERSONAL GROWTH



100%

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



95%

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



76%

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



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."

LOOKING BACK, LOOKING FORWARD

In 2024, we successfully completed The One-Eighty Out Capital Campaign. It began with picking up the phone and calling some longtime supporters who made this possible, when serendipitously the now Double H Ranch literally drove up to me disguised as a hay truck. We had reached our max as a mobile road operation, exhausted and on our knees with nothing in sight. Then the opportunity appeared. After securing the loan on the ranch, we launched The One-Eighty Out Capital Campaign. The new home base had nothing on it for infrastructure, so we began envisioning and creating each aspect needed for the healing process over the 41 days individuals will spend here. Each space on the ranch is a unique concoction, designed ritualistically from learning what is useful and what is not, and understanding the complex nature of the human condition after 10 years of programs.

TOTAL REVENUE RAISED FOR
THE ONE-EIGHTY OUT CAPITAL CAMPAIGN

\$11,186,164



TOTAL REVENUE RAISED IN 2024

\$709,055



The Longhouse

The final phase will be to build a lodge. Currently, we are in a mechanical shop that has been converted into a common space. Like everything else here, a typical building is not what we aim for. There are enough of these in the world. We are going to build a landmark. We hope that it will be one that will far outlive all of us who have written and read this report.

A landmark historically is a gathering place and codifies things like ideas, approaches, concepts, messages, philosophy, mathematics, alignment, and natural and spiritual principles, allowing us to perceive them and serving as a beacon, a reminder that your life is your purpose and you are not the victim of it but experiencing the consequences of your own choices.

A reminder to love one another, serve one another, and honor God by first honoring what you have been given—your life. This structure will remind us from the keel to the hull to absolutely not depart this life without knowing ourselves. It's safe to say we are at a time when humanity is in great upheaval, but these are the conditions to do something truly great for others here now and in the future. The true warrior is entrusted with carrying a torch into the darkness and leads with love, honesty, justice, and truth.

The Future

There is no need to reiterate the statistics we are facing today, so if you want something good, we must do it ourselves. As we begin to move ahead with the construction in the late spring, we are asking you to link arms as a community and do this together. Corporations working together as fellow humans, not competitors. Foundations and families connecting with one another, individuals and strangers, even horse people getting together! We ask you to join this team and leave behind a beacon for future generations to discover the miracle of healing together, one heart at a time.

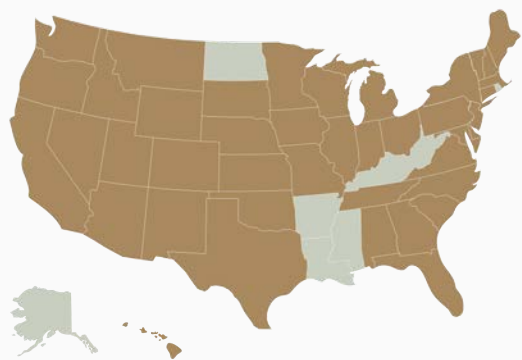
We look forward to sharing the plans in the coming weeks. Reach out and connect with us, and thank you — each one of you. You have blessed this mission, making it possible to serve our fellow humans in need.



2024 FINANCIAL OVERVIEW

REVENUE	\$4,055,258
EXPENSES	\$2,270,564
NET INCOME	\$1,748,694
NET ASSETS	\$12,518,772

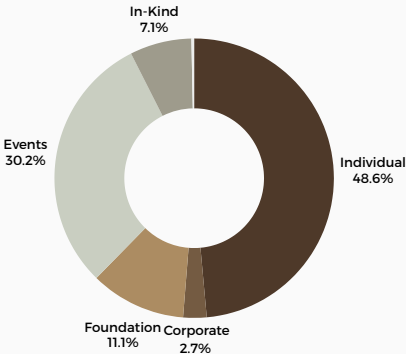
2024 DONORS REPRESENTING 43 STATES



% OF NEW DONORS IN 2024

46%

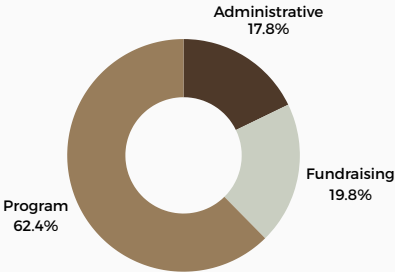
DONATION CATEGORIES



OF DONORS
DONATING UNDER \$1K

585

2024 EXPENSE SUMMARY



2024 REFLECTIONS

"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 plunge."

"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."



VISIT US

Visit us at the Double H Ranch or stop by our website and check out the latest blog, merchandise, and program updates!

Be sure to subscribe to [our newsletter](#) to stay in touch on the latest news!

www.heroesandhorses.org

WISH LIST

H&H relies on the generous contributions of foundations, corporate partners, and individual donors to underwrite program expenses, equipment, and ranch operations.

Check out our [Wish List](#) to see what we are prioritizing for the coming year!

PARTNER WITH US

Interested in making a contribution or leaving a legacy? We will work with you to identify the best option for you, your family, or your business. There are a multitude of opportunities from hosting a dinner to sponsoring an Evening with Heroes and Horses, and everything in between.

Contact Erika at erika@heroesandhorses.org to learn more!

FOLLOW US

We are on social! Find us on Facebook, Twitter, and Instagram [@heroesandhorses](#)

To learn more about how to get involved, reach out via:

Email: admin@heroesandhorses.org

Phone: 406. 946. 2645



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