

Take Command!

90-DAY LIFESTYLE TRANSFORMATION



IMPACT & OVERVIEW

A proven path to stronger bodies, sharper minds, and renewed purpose for Veterans and First Responders.

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→ Executive Summary

Our nation's heroes face unique challenges when the uniform comes off — from chronic stress and physical injuries to isolation and loss of purpose. Health4Heroes created Take Command! to change that.

Over 90 days, small cohorts of Veterans and First Responders transform their health through a structured, holistic program built on fitness, nutrition, coaching, and community connection.

Two cohort members share some sweat during our first cohort workout



It's working.

- **100%** of participants recommend the program
- **205%** average improvement in nutritional habits
- **241%** improvement in stress management & motivation
- Ages served: **28-62** | Multiple military branches & first responder backgrounds

*This is more than a wellness program.
It's a **life reset** with measurable results.*

→ The Challenge



Cohort #2501 receives their nutrition support packs from our valued partner, Clean EatZ

Veterans and First Responders are among the strongest members of our society — yet due to their service, many are facing:

- Physical injuries & chronic pain
- PTSD, depression, anxiety, and burnout
- Strained relationships & social isolation
- Disconnection from a sense of purpose

Most available programs address only one area of need, creating **fragmented care** that fails to restore lasting health. Our heroes deserve a whole-person approach that works.

→ Our Proven Solution

Take Command! is a **90-day, cohort-based lifestyle transformation** for Veterans and First Responders. Each cohort has just **10 participants**, ensuring high accountability and personalized support.

What's Included:

- **Full health assessment:** Baseline labs + doctor interpretation
- **3D body composition analysis** (Visbody scan)
- **Custom fitness program** + 3-5 training sessions per week
- **Nutrition support:** Meal packages + nutritionist consultations
- **Health & wellness education workshops** (sleep, stress, healthy eating, mindset)
- **Coaching:** Two 1:1 sessions + two group coaching sessions
- **Community connection:** Peer WhatsApp group, Health4Heroes events, and partner offerings
- **Tools for success:** Guided journal, hydration & supplement support, protein, and electrolytes



Coach Manny of CrossFit Loveland delivers some amazing results to one of our cohort members.



How It Works:

Participants start with a full-day workshop covering holistic health pillars, fitness education, and personal goal setting. Over 90 days, they engage in workouts, coaching, and group check-ins while tracking progress through biometric scans and self-assessments.



→ Measurable Impact

Average % Change in Key Wellness Domains

Wellness Domain	Avg. % Change
Mental & Emotional Well-Being	↑ 140%
Overall Well-Being	↑ 42%
Sleep Quality	↑ 150%
Commitment to Transformation	↑ 65%
Managing Stress & Motivation	↑ 240%
Nutritional Choices	↑ 205%

Secondary Benefits Reported:

- Increased confidence and self-worth
- Reduced alcohol use & healthier coping strategies
- Stronger habits and daily routines
- Renewed sense of belonging
- Greater engagement in community life

→ Stories of Transformation

"I've cut down my drinking, gained clarity, and feel more like myself again. Literally changed my life."

Becky's Journey

Becky gained confidence, reduced shame, and became a vocal advocate for community-driven transformation.

Marc's Progress

Marc's physical progress led to emotional breakthroughs – a reminder that healing is both internal and external.

"Before this program, I was ashamed to even walk into a gym. Now, I look forward to showing up."



→ **Cost Efficiency & Scalability**



By leveraging our partnerships with locally owned health & wellness businesses, we are able to provide maximum impact for each participant with a minimal investment from our amazing supporters!

At **\$950 per participant**, Take Command! delivers a level of transformation most programs charge three to five times more for – with the data to back it up.



Two cohort members putting in work during one of several group workouts throughout the 90 days.

The cohort model is **replicable** in other communities, and our built-in tracking system means we're always improving and showing exactly where donor dollars go.

Take
Command!
Program

→ The Invitation

If you're a **Veteran or First Responder**, this is your chance to take back control of your health — with a team that's got your back every step of the way.

If you're a **funder or supporter**, your investment isn't just buying equipment or paying for workshops — it's literally helping a hero sleep better, eat better, move better, and feel like themselves again.

Every \$950 sponsors a hero's *life-changing* transformation.



LET'S CHANGE MORE LIVES, TOGETHER.



Health4Heroes is a non-partisan, non-religious, non-profit, social impact organization that exists to support veterans, first responders, and their families through various health promotion initiatives.

Ready to Take Command? Apply or partner with us today
– visit www.health4heroes.org to get started.