

# Strategic Plan

2022



*Empowering Veterans And First Responders  
To Take Command Of Their Health!*

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# Letter from the Board



## Supporters, Allies & Friends,

In September 2020, Health4Heroes was founded to meet the critical need to provide our Northern Colorado Veterans, First Responders and their families with affordable access to beneficial health & wellness options. Common Service-related challenges that continue for both Veterans and First Responders, and a suicide rate that continue to rise each year for both these groups, compelled us to take action. With a mission to **Empower Veterans and First Responders to Take Command of Their Health, Reduce the Impact of Service, and Increase Longevity, through Community, Connection, and Education**, Health4Heroes aims to lead the way in how we support those who serve.

**The Problem:** When operating in high-risk environments, both military service members and first responders commonly face three, primary challenges: life threat, loss, and trauma. Such complex experiences can result in physical injury, depression, isolation, strained relationships, and far too often, suicide. All this takes a devastating toll on the individual, family, and our communities. As suicide rates continue to rise among first responders and veterans each year, Health4Heroes is compelled to take action.

**Our Solution:** Although much of what can benefit individual well-being already exists, many health and wellness services are either unknown or unaffordable; and regrettably, there is no large-scale support for Veterans and First Responders who want to take a more natural approach to improving health and well-being. Health4Heroes breaks through those barriers, providing affordable access to a community-sponsored health network of fitness, recreation, education, integrative retreats, community events, service projects, complementary wellness services, and more.

**Community Collaboration:** Forming strong alliances with local businesses is essential to our mission. Collaboration makes it possible for Health4Heroes to deliver affordable health & wellness options that promote individual well-being and allow families to enjoy healthy, more meaningful time together. When we encourage healthier, more connected individuals and families, we help ensure a healthy community for all.

We believe it is our civic duty to support our Veterans and First Responders, and look forward to launching a strong alliance with you!

In Service & Health,

Board of Directors, *Health4Heroes*

# Who We Are



## Vision

*End Veteran and First Responder Suicide.* Health4Heroes recognizes that our vision is lofty, but it describes the world in which we want to live. Although we respect traditional models of “treating” symptoms of a problem, we focus on identifying the root cause and existing strengths to empower those we serve. Rather than being "anti-suicide", Health4Heroes promotes life! Not just any life, but a holistically healthy life across all pillars of health.

## Mission

*Health4Heroes Empowers Veterans and First Responders to Take Command of Their health, Reduce the Impact of Service, and Increase Longevity through Community, Connection, and Education.*

## Core Values

- **Duty** - We believe it is our duty to serve and honor our military and first responders.
- **Honor** - As we honor these great men and women, we in turn are honored to rally the community's support around them.
- **Healthy Living** - Our commitment to encourage healthy living behaviors for those we serve remains foundational to our efforts, programs, and alliances.
- **Honesty** - Honesty is our core value, and remains essential to how we operate internally and within the community.
- **Community** - Building strong relationships is at the heart of all we do!



# Our Why



## Serving Those Who Serve

Suicide among Veterans and First Responders is a very real and growing problem.

The highly complex and challenging experiences of our Colorado Veterans and First Responders, and the rising number of suicides among both these groups, present the real need for *affordable and accessible options* to sustain the health and extend longevity of those who serve.

## The Facts

- Veterans: Of the nearly 13,000 Coloradans who died by suicide between 2004 and 2017, nearly 2,600 were Veterans. That's **nearly 200 Veterans dying by suicide every year since 2004 in Colorado** (Colorado Health Institute 2019).
- First Responders (Fire, Police, and Emergency Medical): A Colorado state-wide **study found 196 First Responder suicides took place between 2004-2014; that is three times the lives lost in the line of duty** (Colorado Department of Public Health & Environment 2015).

***This means that too many of our Colorado Veterans and First Responders share a disturbing reality, and Health4Heroes is taking action.***



“

As a Marine veteran, I miss the banter and camaraderie that I had while active duty, but I have found that here with Health4Heroes."

Jonathan P. - U.S.M.C Combat Veteran

# Our How



Research on health and wellness, and our own experience serving Veterans and First Responders, strongly suggests a priority need to support mental health by addressing the individual's whole self: physical, mental, emotional, and for some, spiritual health.

Remaining steadfast in our mission, Health4Heroes Empowers Veterans and First Responders to Take Command of Their Health, Reduce the Impact of Service, and Increase Longevity through Community, Connection, and Education so that suicide is no longer a consideration.

## Program Benefits

- Improved physical and mental health
- Stronger sense-of-self, identity, and purpose
- Affordable access to a well-vetted community of resources that empower Veterans and First Responders to set and achieve their goals for themselves and their families.

## A Community-Sponsored Membership Model

By forming a community-sponsored network driven by locally owned businesses and organizations, Health4Heroes is able to provide our members with affordable access to holistic, healthy programs and services, and deliver them in new and exciting ways. Most importantly, this allows us to encourage Veterans, First Responders, and their family members to explore proven alternatives that work to resolve unsolved problems that otherwise might grow.

**Standard Access:** Includes access to Members' Only events and priority registration for public events (sporting events, social gatherings, family events, and more); access to our Outdoor Recreation (rock climbing, mountain biking, backpacking, snowshoeing, etc.); free access to Workshops and Integrative Retreats, Health & Wellness Education, and Personal and Professional Development; and direct access to our Health4Heroes Service Provider Network provided by local professionals at a discount including: Fitness Memberships (CrossFit, Gyms, Yoga); Wellness Services ; Massage; Acupuncture; Chiropractic; Health & Wellness products, and other beneficial offerings.



# Strategy Map



## BUSINESS OPERATIONS

Board Development  
Organizational Development

Highly trained & engaged board.  
Continuous improvement practices.  
Intentional board recruitment.  
Financial best practices & policies.



## ALIGNED FUNDRAISING

Fundraising Plan  
Partnerships & Alliances  
Grant Funding  
Individual Giving  
Event & Merchandise Revenue

Donor engagement & retention.  
Constituent relationship management tools.  
Strengthen corporate partnership portfolio.  
Execute grants & contract pipeline.



## STRENGTHEN PROGRAMS

Community. Connection. Education.

Expand provider network throughout  
Northern Colorado.  
Deliver Trauma Retreats  
Launch Workshops

Increase program enrollment.  
Identify & grow community relationships.  
Maintain and grow online engagement.  
Expand community outreach activities.



## INCREASE AWARENESS

Marketing & Communications  
Membership Enrollment  
Increase Support



# Strengthen Business Operations



## PRIORITY #1 || BUSINESS OPERATIONS

Strengthen the foundation of our organization's structure, culture and composition to support achieving our goals in an effective and efficient manner.

### GOALS

1A: Strengthen board foundational structure

1B: Develop a complete, diverse, qualified, and passionate Board of Directors to lead Health4Heroes

1C: Strengthen and Develop applicable committees to support the BOD efforts.

1D: Develop & Improve organizational structure, practices, policies and culture.

1E: Recruit/Hire/Maintain necessary Volunteers, Staff, and 3rd party vendors.

1F: Expand operational capacity

1G: Maintain legal compliance

### STRATEGIES

Adopt/update policies and procedures that establish clear expectation, direction, and guidance of all BOD members.

Recruit & retain qualified, passionate board members

Recruit & retain qualified, passionate committee members.

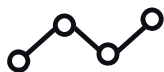
Adopt and/or update operational policies and practices.

Identify third party service providers and contract as needed.

Acquire part-time administrative help to support CEO and operations.

Ensure Brand Protection  
Maintain Adequate Insurance

## MEASURING OUR SUCCESS



Pre/Post Training Survey on Board Knowledge & Skills

Monitoring Percentage of Funds Raised to Meet Budget Projections





# Aligned Fundraising



## PRIORITY #2 || ALIGNED FUNDRAISING

Transition fundraising efforts from transactional to transformative by fully aligning our revenue and donors with our mission.

### GOALS

2A: Fundraise adequately to exceed basic operating expenses & programs

2B: Provide supporting documents and materials to support fundraising efforts in all categories.

2C: Raise \$10,000 in individual donations.

2D: Raise \$10,000 via corporate giving

2E: Raise \$100,000 via Fundraising Events

2F: Incorporate grant funds effectively

2G: Cultivate relationships with current and prospective grantors.

2H: Raise \$3,500+ via Fee for Service

2I: Raise \$1,500 via merchandise sales

### STRATEGIES

Develop and maintain a detailed fundraising plan outlining specific goals and tactical steps to accomplish the goals.

Provide materials to committee / staff

Improve and maintain donation solicitation methods.

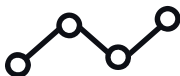
Connect and nurture relationships with corporate entities.

Develop, Plan, Promote and deliver 2-3 annual fundraising events

Develop 6 to 12 month grant pipeline.

Community events, workshops, exclusive trips, workplace trainings, and more.

Establish online store with shipping & handling process



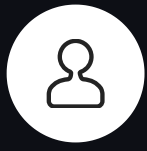
### MEASURING OUR SUCCESS

Establish and Monitor Donor Conversion Rate

Conduct Timely and Relevant Budget Analyses to Inform Fundraising Goals







# Strengthen Programs



## PRIORITY #3 || STRENGTHEN PROGRAMS

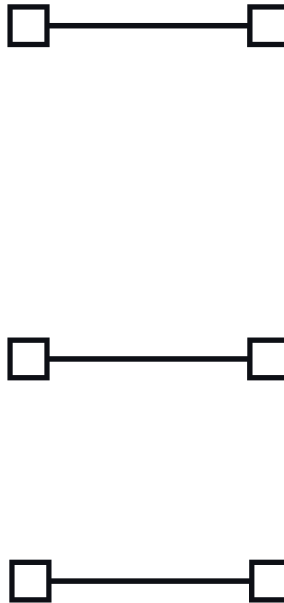
Fully develop, maintain and deliver core programs and services to our target audience in alignment with our mission.

### GOALS

3A: Strengthen Community Program

3B: Strengthen Connection Program

3C: Strengthen Education Program



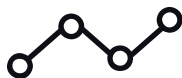
### STRATEGIES

Host a variety of community focused events throughout the year to establish confidence and comfort among our members and prospects. Provide attendees with health-boosting environment and quality, worthwhile activities.

Expand Official Service Provider Network to meet the needs of the individual service areas we operate in.  
Nurture Relationship with Providers.

Host a variety of experiential workshops throughout to provide much needed educational opportunities for those looking to improve in some aspect.

Host (2) 5-day Integrative Wellness Retreats for Veterans and First Responders with Trauma, Moral Injury, PTS, TBI.



### MEASURING OUR SUCCESS

Logic Model Identified Indicators (e.g. # of clients served)  
Ongoing Surveys & Assessment of Member Satisfaction, Perceived Benefits, and Future Needs





# Grow Awareness



## PRIORITY #4 || GROW AWARENESS

Increase awareness and understanding of Health4Heroes' work and impact in the community.

### GOALS

4A: Increase awareness of our mission and programs among Veteran & First Responder Population

4B: Develop and deliver effective communications

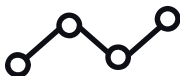
### STRATEGIES

Develop standardized materials with general org information  
Develop Outreach team to proactively engage with community members, businesses, and resources.

Develop engaging, impactful, informative social media presence

Develop an engaging, impactful, informative website

Develop Communications Position  
Utilize a variety of methods to deliver effective communications



### MEASURING OUR SUCCESS

Integrate Social Media Analytics to Refine Strategies

Assess and Review Board Engagement Practices



# Our Programs



## Community

The purpose of the Health4Heroes Community program is to provide our members with regular opportunities to engage in meaningful, healthy activities within a supportive environment. These opportunities are focused into 5 categories: Social Events, Service Projects, Outdoor Recreation, Group Fitness, and Ambassadorship, each with their specific intention and expected outcomes.

## Connection

Connecting our members with access to the tools they need to take command of their health, reduce the impact of service, and increase longevity. Health4Heroes works to offer a complete holistic menu of health & wellness offerings to provide our members with affordable access to the vital health & wellness resources in their community through partnership with local businesses and nonprofits.

## Education

Knowledge is power! Health4Heroes' Education Program features both multi-day, overnight Retreats and daytime Workshops. Our Retreats offer two distinct types: Trauma Retreats and Wellness Retreats. Health4Heroes Trauma Retreats integrate group education, recreation, and individual wellness services for Veterans, First Responders, and family members so they can process, and eventually recover from, recent trauma, Post Traumatic Stress, moral/ethical trauma, Traumatic Brain Injury, and Military Sexual Trauma. Our Wellness Retreats provide participants an opportunity to relax and decompress from the stressors of daily life. Our Workshops, provide participants with an experiential learning environment that promotes various topics related to health & wellness and personal development.

# Our Support



## Official Providers



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## Official Supporters

