



2023 ANNUAL REPORT

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A LETTER FROM OUR FOUNDER & CEO

Supporters, Allies & Friends,

If I were to choose one word to describe 2023 it would be “Transformative”.

That is the best word to describe this past year for us at Health4Heroes. We faced many challenges that forced us to identify our weaknesses, lean into our strengths, and sharpen our swords. I am proud to say, we not only overcame those challenges, we came out stronger and more energized than ever.



One of the great things to come from 2023 was the clarity we gained throughout the process. During our struggles, we came to the understanding that we needed to get very clear on who we were as an organization and who we were looking to impact. Like many businesses, we found ourselves trying to be everything for everyone thinking it would give us the greatest opportunity for impact. But as the saying goes, if you try to be everything to everyone, you'll become nothing to anyone. So, our Board of Directors, Senior Staff, and Volunteer Leadership pulled together and locked ourselves in a room for a day and got very clear on who we are, and where we're going, and let's just say, we're thrilled about it. We are ready to be unapologetically, and authentically, *us*!

Our team is stronger, our vision is clear, and our mission is more powerful than ever. **We are Health4Heroes; a Health & Wellness Community for Military, Veterans, First Responders, and their Families.** We provide programs, services, and resources that empower our members to take command of their health, reduce the impact of service, and live longer, happier, healthier lives.

We're three years into this journey, and we're just getting started.

In Service & Health,
Nicholas R. Dunagan
Founder & CEO

ABOUT HEALTH4HEROES

Health4Heroes was founded in September 2020 with a mission to **promote and support healthy living for Veterans and First Responders.**

Our founder, US Army Combat Veteran, Nicholas Dunagan, has extensive first-hand experience in dealing with the challenges that are faced by our Veteran community.

After serving the Veteran community for many years and seeing the overlap between challenges faced by both Veterans and First Responders, Nick felt compelled to serve both of these groups.



Now joined by an esteemed board of directors, key staff and volunteer leadership, this mission is really taking hold.

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.**

AARON E.

U.S Navy Veteran

I joined Health4Heroes in 2023. Since then I have found a supportive community that empowers me to push myself to new heights. I felt isolated from the veteran community when I separated from the military – but it feels good to be back among a group of bad-asses. I feel encouraged by my goals, empowered to be better/healthier, and connected to others way more than before. I am looking forward to what Health4Heroes is bringing to the table in 2024.

OUR CORE PROGRAMS

Health4Heroes strives to provide our members with regular opportunities to engage in meaningful, healthy activities within a supportive environment. In addition, we connect our members with access to the tools they need to take command of their health, reduce the impact of service, and increase longevity. We serve our members by providing a variety of health & wellness events, activities, resources, and support programs.



COMMUNITY

Empowering growth and resilience. Our Community Program creates a supportive environment where Veterans, First Responders, and supporters come together for enjoyable, healthy events and activities. These gatherings foster camaraderie and facilitate personal growth among participants.



CONNECTION

Their mission, our support. This program grants access to essential resources for healthy living, offering exclusive discounts and financial assistance to minimize barriers and support our heroes in thriving.

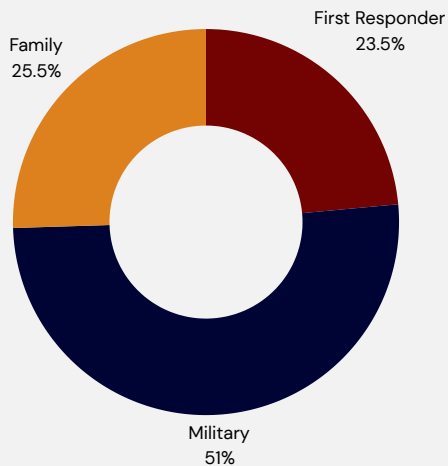


EDUCATION

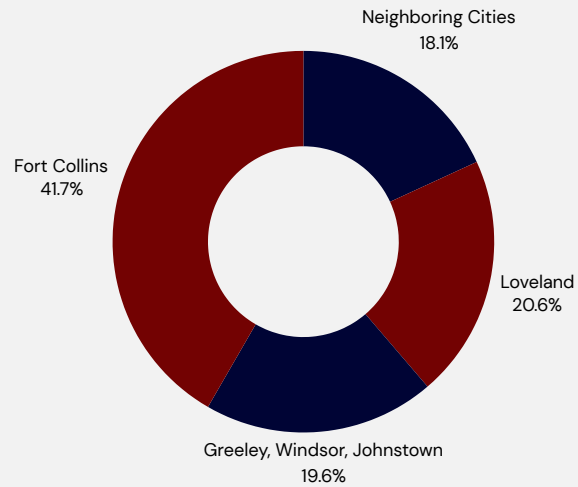
Knowledge is power. Through interactive workshops, event-based learning, and digital communication, we provide our heroes with expert health and wellness information, equipping them with the knowledge to make healthy choices and live their best life.

OUR COMMUNITY IMPACT

With **over 200 members**, we served our communities in **Fort Collins, Loveland, Windsor, Greeley, Johnstown, and Neighboring Cities**.



MEMBERS BY TYPE



MEMBERS BY AREA

Through the collaborative efforts of **23 valued partners** and the dedication of **30+ passionate volunteers**, we organized **35 impactful events** in 2023, resulting in **1,044 opportunities** where a member was positively impacted by a Health4Heroes health and wellness activity.



Weld Your Mettle Race



9/11 Memorial Climb



Summer Rafting Trip

ORGANIZATION HIGHLIGHTS

We had an incredible year of transformative growth; from our organizational structure to our member base, programs, volunteers, and more. Everything grew! A few things to highlight this year are the 2nd Annual Guardian Games, our leap of faith into our first “real” space of our own, and the tremendous support we received from supporters like you, during our annual Year-End Giving Campaign.



GUARDIAN GAMES

The second annual Guardian Games was an absolute hit! Our fitness competition took a big step towards our long-term goals and the expo was full of great businesses. We are thrilled to continue growing this event.

BIGGER HQ

In July, we were able to move our headquarters to a larger location in a new city: Loveland, CO. Now we are better able to host programs, events, meetings, and more.

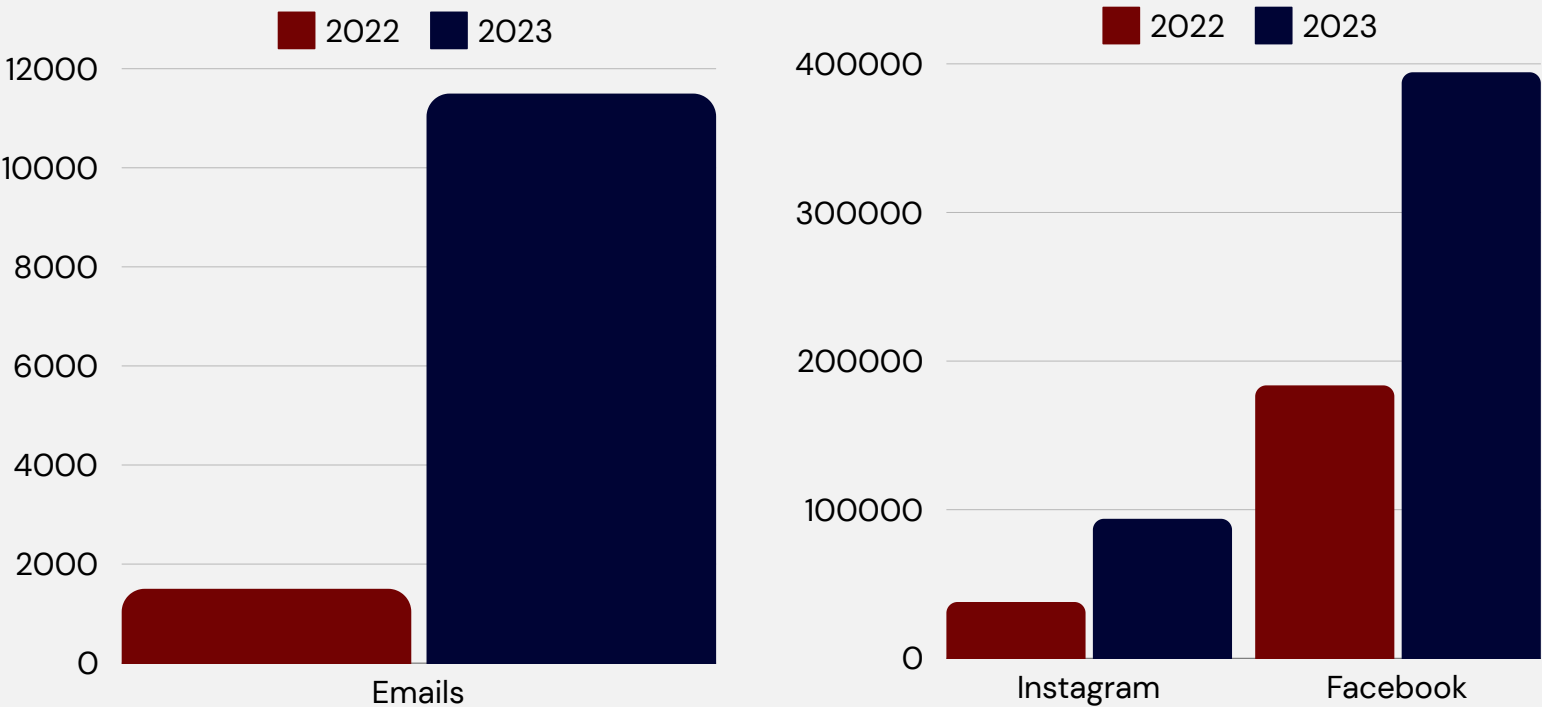


YEAR END GIVING CAMPAIGN

Thanks to the amazing support of our community, we surpassed our \$10,000 goal. This means we can provide more impact and put more smiles on the faces of our heroes.

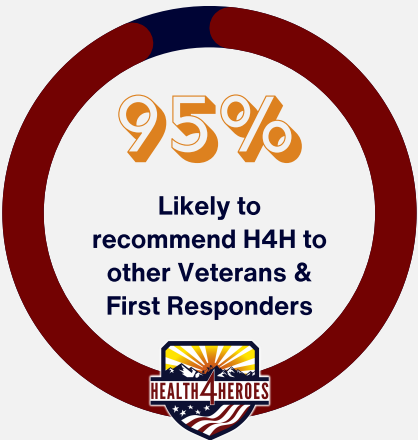
SOCIAL MEDIA & MARKETING

Our social media reach has grown in the past couple of years, as well as our email reach.



MEMBER SURVEY RESULTS

At Health4Heroes, growth is a fundamental principle, which entails constantly aiming to improve upon our previous performance. One method we employ is actively seeking feedback from our primary stakeholders – the heroes! Annually, we conduct an extensive year-end survey for our members to gather their input. This valuable feedback guides our decisions to enhance our services and better meet our members' needs. Below are some highlights from this year's survey.



STORIES FROM MEMBERS

At the heart of our mission lies a profound commitment to honoring the bravery and sacrifices of our Veterans and First Responders. These remarkable individuals have dedicated their lives to serving our communities and protecting our freedoms, often at great personal cost. It is this unwavering dedication and selflessness that inspires us every day, fueling our passion to give back to those who have given so much.

To us, there is no higher calling than to give back to these heroes who have given so much. Every service we provide, and every initiative we undertake, is driven by the deep desire to make a tangible, positive impact in the lives of these remarkable individuals.

Here are a few stories from some of our amazing members. Enjoy!



Mike L.

Police Officer, Retired

I have always tried to be active, from the Bolder Boulder to The Bataan Memorial Death March, a marathon in New Mexico. Now that I have retired, my motivation has declined. Health4Heroes has changed that. As a former Law Enforcement Officer, getting together with other first responders and military has brought back the competition I enjoy. The common experiences and hardships create a unique bond between Health4Heroes members and their families.



Sarah V.

First Responder Spouse

1 year ago, I signed up for my first Health4Heroes social event. This organization truly recognizes the significant role a spouse plays in supporting a first responder. Health4Heroes has provided me with opportunities to build new friendships and surround myself with people who push themselves to do hard things. When I mentioned that I was “thinking” of doing the 10k instead of a 5k race H4H responded, “Do it!” I signed up for the 10k the next day. I feel blessed to have such an amazing organization support me and my first responder family.

Stories from Members

Continued



Nicole C.

U.S. Air Force Veteran

If it was not for Health4Heroes, I would not have been out here running [my first 1/2 marathon] today.



Ben S.

U.S. Army National Guard-Veteran, EMT

I have always sought the community and the camaraderie that I experienced in the military. Health4Heroes has provided that. It has also provided the stimulus needed to better my health. The discounts they acquire and the fitness-focused community they have curated have been a blessing that makes me seek to give back in other ways. Having people that have experienced similar difficulties, makes those of fitness and daily life seem less daunting. It feels good to serve others and be a member of a meaningful community once again.



Amy K.

U.S. Army Combat Veteran

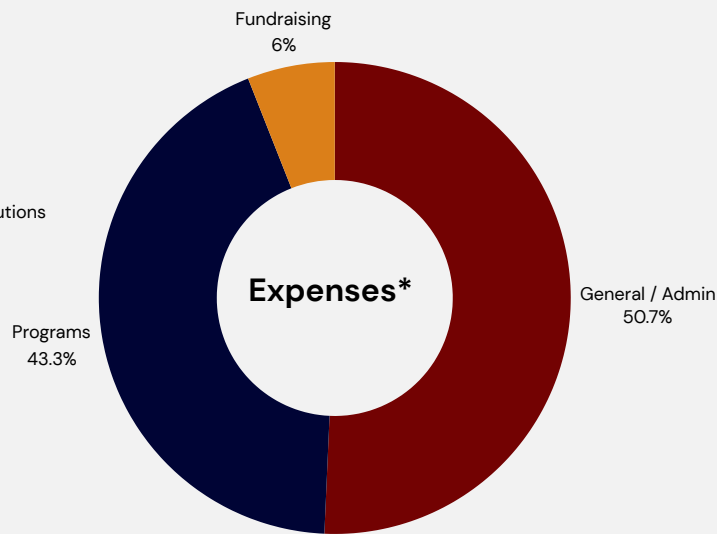
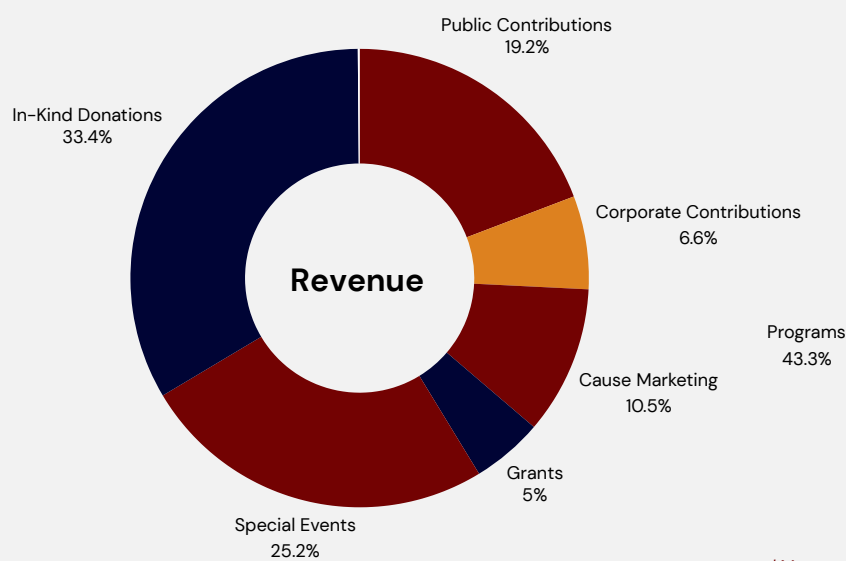
I joined Health4Heroes at a time in my life when I really needed it! Being an active member has helped me stay accountable with my fitness routine, which positively impacts my mental health. I'm really grateful for the connections I've made with other members and always looking forward to the next event that I get to attend with my husband and daughter.

FINANCIALS

Thanks to the hard work and generosity of so many, **2023 was our most impactful year yet.** We were able to raise more money, invest more towards our programs, and impact more heroes lives than ever before.

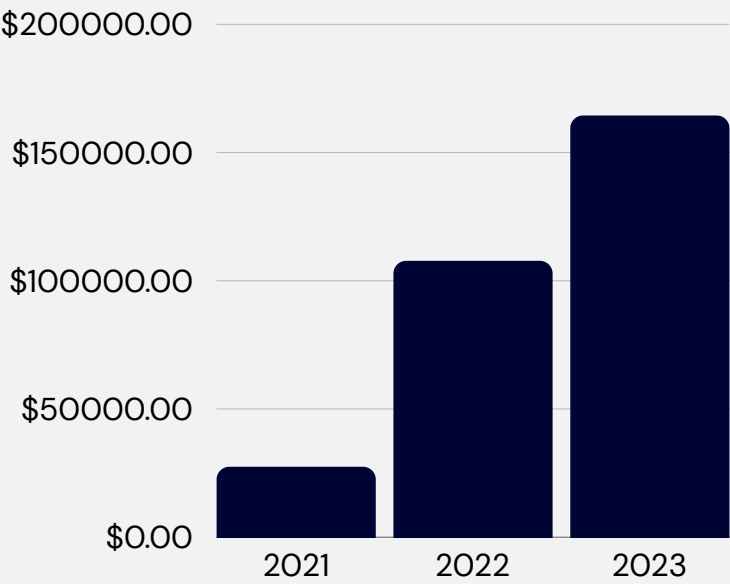
TOTAL REVENUE IN 2023: \$164 K (up 53% from '22)

2023 FINANCIAL BREAKDOWN



**Note: As a startup non-profit, we are currently investing in the foundation and long-term sustainability of our organization to ensure our programs will create lasting impact for years to come.*

REVENUE GROWTH



VOLUNTEER IMPACT

Our capacity to implement impactful programs relies heavily on the dedication of our volunteers. Throughout 2023, a team of more than 30 volunteers contributed 4,742 hours to advance our mission, resulting in cost savings of \$150,811.50 for our organization. The crucial assistance provided by our community members is indispensable for our activities.

MEET OUR TEAM

Board of Directors



Senior Leadership



THANK YOU

YOUR SUPPORT IS MAKING A DIFFERENCE!

We're so grateful to have you in our community.

2023 Business Supporters & Partners

Our Supporters

\$25,000+

Dorsey & Whitney

\$10,000 – \$24,999

Christman Family Charitable Fund

\$5,000 – \$9,999

Les Schwab Tire Center

SCHEELS All Sports

Town Square Media Northern Colorado

\$2,000 – \$4,999

970 Services

American Air Heating & Air Conditioning,

Campbell Morrison Wealth Management

Colorado Air National Guard

Direct Insurance Services LLC

Fort Collins Breakfast Rotary

MADwire

Mallards Adult Hockey Club

Valimenta

\$1,000 – \$1,999

Becker First Responder Co.

Breeze Thru Corporate LLC

Catalyst Inspections

Dart Law PC

Edge Mortgage Inc.

Gallipot

Mammoth Removal LLC

Otter Cares Foundation

Orchards Ace Hardware

Poudre Valley REA

Porter Real Estate

Wyoming Air National Guard

\$500 – \$999

212° Wellness

Epoxy Colorado

Fusion Sign Labz

Northern Colorado Fishing Outfitters

R&R Real Estate Team

Sweetheart City Racing

Windsor Gives

\$100 – \$499

Altitude Running

Artery Physical Therapy and Wellness

Cargill

Elevate Chiropractic

F45 Fort Collins

Fort Collins Police

Foster Strength & Fitness LLC

Future Legends

Grace Yoga

Guardian Consulting

Let It Shine, Inc.

Loveland Veterans Plaza

Mountain Freedom Coins

Reconnect Chiropractic

Sam's Club – Cheyenne

Stan's Auto Service

Stretch Zone

Super-Natural Eats

The Human Bean

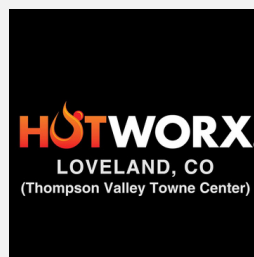
Virtus Design Build

**Health4Heroes is tax exempt under Section 501(c)(3) of the Internal Revenue Code. Donations are tax deductible to the extent allowed by law.*

2023 Business Supporters & Partners

Continued

Our Partners



THANK YOU

We'd like to express our deepest gratitude to everyone who supported our mission in some way. We understand you have many choices when deciding where to contribute your time, talents, and treasures, and we thank you for choosing to support Health4Heroes.





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