



HOMETOWN HERO OUTDOORS

Hometown Hero Outdoors Post-Trip Impact Report Overview

Hometown Hero Outdoors (HHO) strives to create meaningful outdoor experiences for veterans, service members, and first responders. This report highlights the quantifiable impact of HHO adventures, showcasing how these trips improve mental health, reduce stress, and foster a stronger connection to the outdoors.

Key Findings

Professions Served

- Military (Active-Duty, Reserve, or Veteran): 85.3%
- Law Enforcement: 10.2%
- Firefighter/EMS: 4.5%

Mental Health Improvement

- Before the Adventure:
 - Poor: 2.6%
 - Fair: 19.8%
 - Good: 42.2%
 - Excellent: 35.3%
- After the Adventure:
 - Fair: 1.7%
 - Good: 24.1%
 - Excellent: 74.1%

Impact: A 38.8% increase in participants reporting "Excellent" mental health after the trip.

Stress Reduction

- Before the Adventure:
 - Severe/High Stress: 36.2%
 - Moderate Stress: 37.2%
 - Low/No Stress: 26.6%
- After the Adventure:
 - Severe/High Stress: 2.6%
 - Moderate Stress: 19.7%
 - Low/No Stress: 77.7%

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- Participants Noting Stress Reduction:
 - Significantly Reduced: 40.5%
 - Moderately Reduced: 30.2%
 - Slightly Reduced: 17.3%
 - No Change/Increased: 12.0%

Impact: 70.7% of participants experienced a notable reduction in stress levels.

Engagement in Outdoor Activities

- Before the Adventure:
 - Never/Rarely: 18.2%
 - Occasionally: 53.1%
 - Regularly: 28.7%
- Likelihood of Increased Participation Post-Adventure:
 - Very Likely: 74.1%
 - Likely: 20.3%
 - Somewhat Likely: 4.0%
 - Not at All Likely: 1.6%

Impact: The vast majority (94.4%) of participants are more likely to engage in outdoor activities after their HHO trip.

Overall Satisfaction

- Experience Ratings:
 - Excellent: 93.1%
 - Good: 4.3%
 - Fair: 2.6%
- Recommendation Likelihood:
 - Extremely Likely: 95.7%
 - Likely: 3.5%
 - Not at All Likely: 0.8%

Impact: HHO trips receive overwhelmingly positive feedback, with 93.1% of participants rating their experience as "Excellent" and 95.7% "Extremely Likely" to recommend HHO.

Qualitative Highlights

Participants emphasized the following as the most beneficial aspects of their adventures:

- **Camaraderie and Fellowship:** Building bonds with like-minded peers and creating a supportive community.
- **Stress Relief and Mental Clarity:** Escaping daily stressors and gaining peace of mind.
- **Connection with Nature:** Reconnecting with the outdoors to foster healing and wellness.

Sample feedback:

- "Spending time with others who understand my struggles was life-changing."
- "Being out in nature and not thinking about everyday stresses helped me reset."
- "I feel a renewed sense of purpose after the trip."

Conclusion

HHO adventures are more than just outdoor experiences; they are a lifeline for veterans, service members, and first responders facing mental health challenges. The measurable improvements in mental health, significant stress reduction, and increased outdoor engagement highlight the transformative power of these trips.

By supporting HHO, donors and partners contribute to building stronger, healthier communities and making a real difference in the lives of those who serve.

Next Steps

We encourage the team to share these insights with donors, supporters, and stakeholders to emphasize the value of HHO's mission. These results can also guide future initiatives and improvements to expand the program's reach and impact.

Together, we can continue changing lives—one adventure at a time.



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