

HOMETOWN HERO OUTDOORS

2023 INFORMATION BOOKLET



CONTENTS

- 03 Mission Statement
- 04 Brand Overview
- 05 FAQ's
- 06 Operation Guardians
Sentinel
- 07 Audience Snapshot
- 08 Financials
- 09 Strategic Plan
- 10 Contact Us



OUR MISSION

Hometown Hero Outdoors' mission is to provide military service members, veterans, and first responders, to include law enforcement, firefighters, and EMS (emergency medical services) with outdoor opportunities to assist in healing and building healthy relationships within the community.



TYPES OF TRIPS/ ADVENTURES

- Hunting
- Fishing
- ATV
- Foraging
- Sporting Events
- Horseback Riding
- Rafting
- Canoeing
- Suicide Prevention & Awareness Walks
- Fishing Rod Builders Class
- Competition BBQ
- Golfing



FAQ's

Who does HHO serve?

- Currently serving military
- Military Veteran
- Law Enforcement Officers who can make a legal arrest
- Firefighters w/ Level 1 Training or Red Carded
- EMS Level 1/Basic & above defined as first responders

How is HHO funded?

Through donations, extensive fundraising at board or state level and grants. No volunteers at HHO receive compensation. HHO does compensate our legal counsel, CPA, bookkeepers, and other critical items such as organizational insurance and our website.

How do members join your trips?

Members are able to request access to our closed Facebook Trips & Community page to track the latest trips & events. Also, they can join our website as a member and have an opportunity to see upcoming trips & events. Members are vetted prior to approval. The only expense to members is licenses & travel (at times).

How do you operate in different states?

Each chapter outside of the State of Minnesota is registered as foreign incorporation with their Secretary of State. All local, state and federal laws are followed within each state. All chapters operate under one Federal EIN (Employer ID Number).

How are finances handled in each state?

The Board Treasurer maintains a financial tracker within each state along side the State Director. Donations, merchandise sales or funds raised are closely tracked and deducted per individual state. The Board of Directors maintains a general fund and assists each state as needed.

Can donations be restricted?

Yes - Donations can be made that are restricted towards specific goals or intent of the donation. The organization will evaluate these donations prior to accepting them to ensure the requests are within the parameters of our mission.

How does HHO find trips?

Field Staff utilize their networks that they have built to host trips. Also, HHO members or members in the community reach out to organizations when they have an idea or resource that may be helpful to the organization and its members.

Does this help people's mental health?

We certainly feel that it does. Nothing is worse than sitting indoors on a couch in isolation when you are having mental health issues. Getting into the outdoors with like minded people helps heal the mind and soul. It establishes new connections and hopefully a new hobby that allows people to unwind.

OPERATION GUARDIANS SENTINEL

Our protectors need someone to help protect them. Engaging in outdoor recreation is our vehicle to helping them. However, it doesn't stop there. Mental health is a topic we take seriously at HHO. The outdoors is used to create bonds/friendships with the hope that members will reach out to us in their time of need. HHO has furthered its commitment through "Operation Guardians Sentinel." This operation is to show our protectors that they are not alone and we are here to help. The organization is continually looking to build our ability to assist with their mental health and continue healing through the outdoors



**22 VETERANS
DIE BY SUICIDE
EVERY DAY.**



**LAW ENFORCEMENT
OFFICERS ARE MORE
LIKELY TO DIE BY
SUICIDE THAN IN
THE LINE OF DUTY.**



**EMS PERSONNEL HAVE
A 39% HIGHER SUICIDE
RATE THAN THE
NATIONAL AVERAGE.**



"ASIST is a two day, skills building workshop that prepares caregivers of all kinds to provide suicide first aid interventions. Professionals, volunteers and informal helpers, all need to know how to help persons with thoughts of suicide in ways that increase their suicide safety."

1 in 3

first responders
develop PTSD



45%

of firefighters have
contemplated suicide



POST-TRIP IMPACT

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.

Stress Reduction

Before the Adventure:

- Severe/High Stress: 41.0%
- Moderate Stress: 31.1%
- Low/No Stress: 27.9%

After the Adventure:

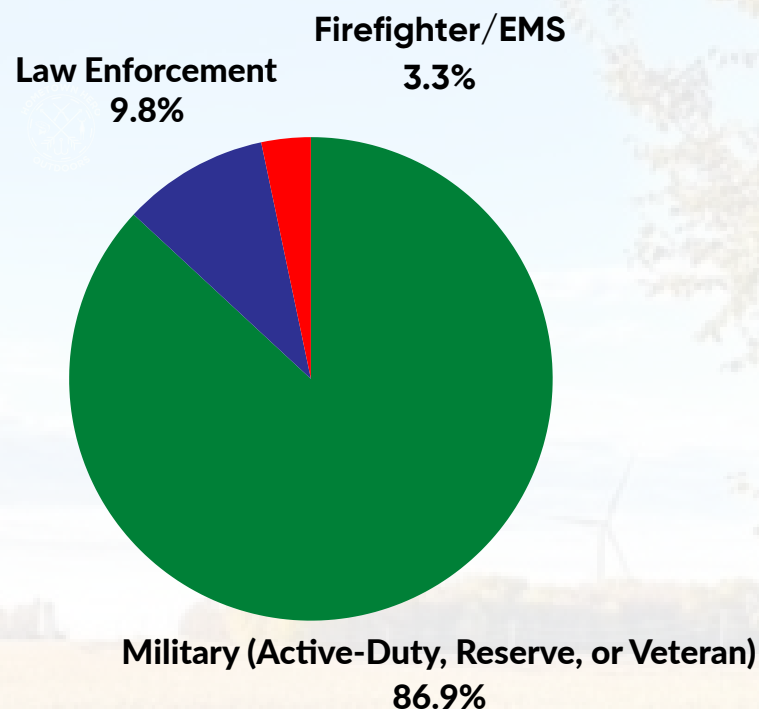
- Severe/High Stress: 4.9%
- Moderate Stress: 19.7%
- Low/No Stress: **75.4%**

Participants Noting Stress Reduction:

- Significantly Reduced: 39.3%
- Moderately Reduced: 31.1%
- Slightly Reduced: 16.4%
- No Change/Increased: 13.1%

Impact: 70.4% of participants experienced a notable reduction in stress levels.

PROFESSIONS SERVED ON TRIPS:



Mental Health Improvement

Before the Adventure:

- Poor: 3.3%
- Fair: 16.4%
- Good: 37.7%
- Excellent: 42.6%

After the Adventure:

- Fair: 1.6%
- Good: 24.6%
- Excellent: **73.8%**

Impact: A dramatic **31.2%** increase in participants reporting "Excellent" mental health after the trip.

AUDIENCE SNAPSHOT

SINCE 2017

12.8k+

MEMBERS

SINCE 2017

5,872+

MEMBERS ON TRIPS



28

STATES



24,435+

FOLLOWERS



2,582+

FOLLOWERS



308+

FOLLOWERS



1,519+

SUBSCRIBERS



5,200+

PODCAST DOWNLOADS
(June 15, 2022)



22.7K+

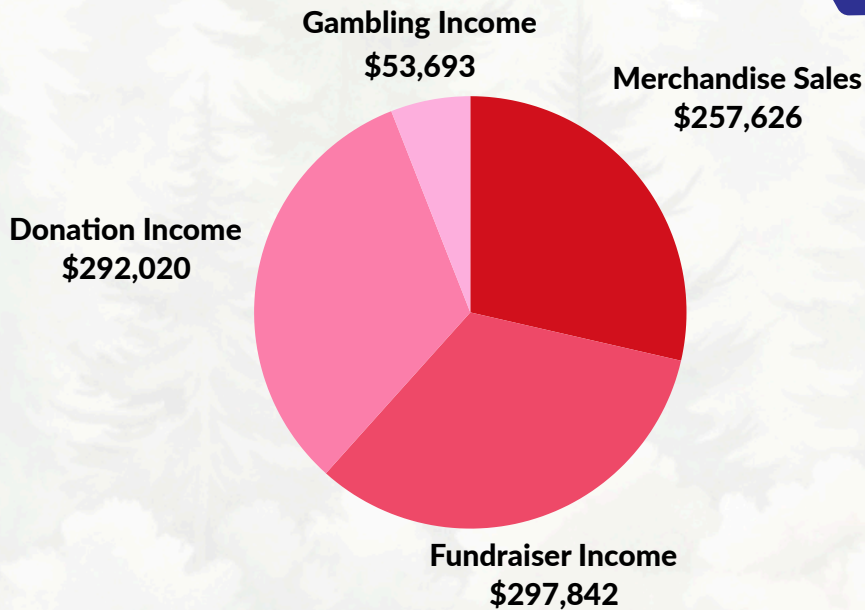
UNIQUE VISITS



Social Media

FINANCIALS

Fiscal Year: April through March



\$901,181.73

FY 2023 Income

\$241,441

Assets Owned - 2023

2.83%

Admin Costs

100%
TOWARDS MISSION



***IRS 990 & Profit/Loss financial reports available on website under "Legal" tab.*

Platinum
Transparency
2023

Candid.

Platinum
Transparency
2024

Candid.

For three consecutive years, HHO has been awarded the Candid Platinum Seal (2023 & 2024), placing us in the top 0.5% of nonprofits vetted by GuideStar—among the top 8,000 out of 1.6 million organizations.

GOALS OBTAINED:

- **Policy and Financial System:** Completed initial audit of finances and implemented the RAMP financial system.
- **Podcast Sponsors:** Obtain support for podcast to make self sustained
- **Fundraising Program:** Broaden fundraising programs to recurring donation program and "Round-up" donation program.
- **Expand board** to 15 members.



YEARLY

- **Volunteer Growth:** Engage in an active campaign to find quality volunteers.
- **Media Platform Development:** Grow media presence on social media, website, and podcast.
- **Crisis Intervention Training:** Increase the number of volunteers trained in ASIST (Applied Suicide Intervention Skills Training).
- **Event Growth:** Exceed the number of trips and events from the previous year.
- **Mental Health Improvement:** Improve the mental health of those served, with analysis based on data metrics obtained from pre- and post-adventure evaluations.
- **Legislative Engagement:** Engage with the Minnesota State Legislature to secure funding and pursue grants that align with the organization's mission.
- **MN Gambling:** Obtain MN gambling license to establish income through charitable gambling (Estimated Time - Jan 1, 2025)

2+ YEARS

- **Legacy Documentary Series:** Completed and ongoing, with the next "Legacy Trip" scheduled for March 2025.
- **Medical Professional Support:** Keep a medical professional on retainer for crisis support, dependent on funding availability.
- **Grant Acquisition:** Aim to secure \$100,000 in new grants.
- **Suicide Awareness Walk:** Reinvigorate the event and collaborate with other organizations for greater impact.

5+ YEARS

- **State Expansion:** Consider growth into additional states, while ensuring robustness in currently established states.
- **Media Series:** Launch a television/documentary series.
- **Budget Goals:** Attain a \$1.5 million operating budget with a \$500,000 endowment.
- **Field Staff Development:** Maintain 400 field staff, with 50% trained in crisis intervention.
- **Website and App Redesign:** Develop a more robust website and mobile app with enhanced resources and outreach capabilities.

Chris Tetrault*President - Cofounder*CHRIS.TETRAULT@HOMETOWNHEROOUTDOORS.ORG**Shaun Olsberg***Vice President*SHAUN.OLSERG@HOMETOWNHEROOUTDOORS.ORG**Todd Spindler***Secretary*TODD.SPINDLER@HOMETOWNHEROOUTDOORS.ORG**Chris Urman***Treasurer*CHRIS.URMAN@HOMETOWNHEROOUTDOORS.ORG

CONTACT US



THANK YOU