



HEROES AND HORSES 2017 ANNUAL REPORT



REPORTED APRIL, 2018

WHO WE ARE

Heroes and Horses is a Montana-based nonprofit organization that has created an innovative, three-phase reintegration program, which is offered to qualifying combat veterans (at no cost to them) suffering from PTSD. Our program utilizes the remote wilderness of Montana, coupled with the horse/human connection, to challenge and inspire personal growth in veterans suffering from mental and physical scars.

HEROES AND HORSES QUICK FACTS

- Heroes and Horses opened its doors in 2014, and since that time we have served 72 veterans;
- Our program is extremely personalized and intensive, which is why we serve a small number of veterans at a time. We will never be an organization that serves thousands of veterans a year, as we believe that that would have a direct impact on the efficacy of our program - if our program stops working, then there is no point to this organization existing;
- We have longest veteran program in the nation. Phases 1 and 2 of our program run for 40 days straight, and Phase 3, on average, lasts about 4-6 weeks;
- We served 16 veterans this year (2017), and we plan to increase that to 24 veterans next year (2018).

THE HEROES AND HORSES TEAM



MICAH FINK

Founder/CEO



MACKENZIE FINK

COO



CIERA KRINKE

Director of
Marketing



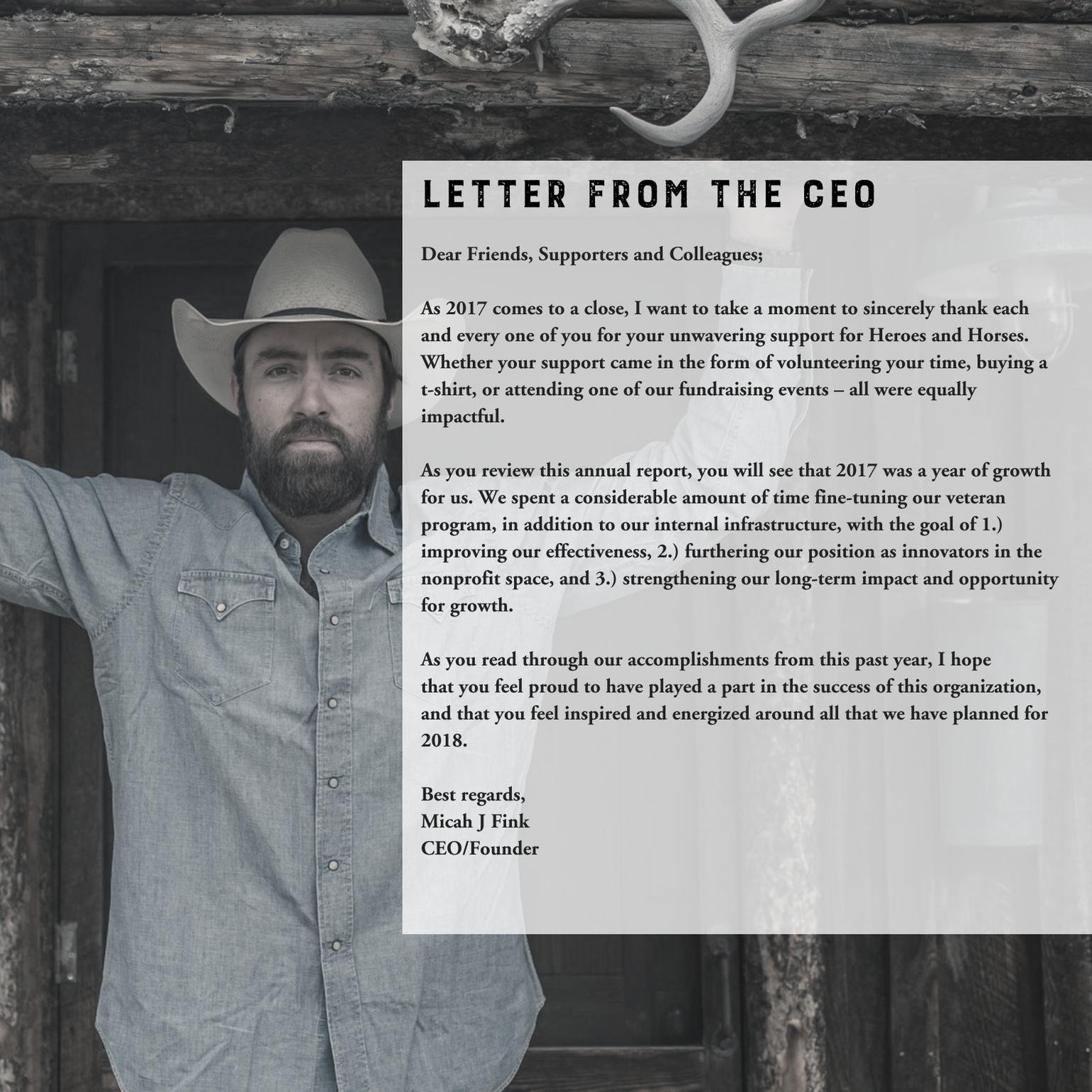
BRIAN ROBERTS

Equine Manager



ISABELLE SCRANTOM

Administrative
Assistant



LETTER FROM THE CEO

Dear Friends, Supporters and Colleagues;

As 2017 comes to a close, I want to take a moment to sincerely thank each and every one of you for your unwavering support for Heroes and Horses. Whether your support came in the form of volunteering your time, buying a t-shirt, or attending one of our fundraising events – all were equally impactful.

As you review this annual report, you will see that 2017 was a year of growth for us. We spent a considerable amount of time fine-tuning our veteran program, in addition to our internal infrastructure, with the goal of 1.) improving our effectiveness, 2.) furthering our position as innovators in the nonprofit space, and 3.) strengthening our long-term impact and opportunity for growth.

As you read through our accomplishments from this past year, I hope that you feel proud to have played a part in the success of this organization, and that you feel inspired and energized around all that we have planned for 2018.

Best regards,
Micah J Fink
CEO/Founder

**We are redefining the relationship
between challenge and purpose, one
veteran at a time.**

- Micah Fink

2017: A YEAR IN REVIEW

March

The Heroes and Horses crew set out for a 560 mile pack trip through New Mexico and Arizona as the last part of the training process for the 15 wild mustangs. A camera crew captured the entire journey, for what will later become the short documentary: 500 Miles.

August

Phases 1 & 2 of our program wrap up, and a group of our incredible volunteers come and help us break down our "base camp" at Mountain Sky Guest Ranch. To say that we wouldn't exist without our volunteers is an understatement - this year alone we had 70 volunteers help us with everything from camp set-up, to administrative work, to moving horses - and everything in between.

November

Our documentary, 500 Miles, premieres to the public. Prior to the public release, the H&H team went on a 5-city film tour, visiting NYC, Atlanta, Nashville, Los Angeles, and ending in Bozeman, MT. 500 Miles was featured as a "Staff Pick" on Vimeo, and has been publicly supported by the likes of Justin Timberlake, Jessica Biel, Arthur Blank, and many more.

January

Adopted 15 wild mustangs from the Oregon BLM, with the goal of training them to be integrated into our herd, and matched with veterans for our 2017 season.

June

Phases 1 & 2 of our 2017 veteran program launch. We received 150 applications this year - a record number for Heroes and Horses.

September

All of our students have officially started Phase 3 of our program, which involves an internship with an outfitter for, at least, 4 weeks.

October

Heroes and Horses is awarded a capacity grant from the Arthur M. Blank Family Foundation, which allows us to hire 2 new staff members to support our organizational growth.

Dec 2017

We are thrilled to head into 2018 with a new Equine Manager, Director of Marketing and Communications, Administrative Assistant, and COO. We are also excited to introduce two new board members: Clint Cannon and Dan Brochu.

500 MILES

IT'S MORE THAN JUST A MOVIE, IT'S A MOVEMENT

In November of this year, Heroes and Horses released their highly anticipated documentary, 500 Miles.

The goal with creating this innovative documentary was to start a new conversation around the necessity of struggle and challenge as they relate to creating meaning and purpose in one's life - without one, you cannot have the other.

500 Miles follows the un-purposed wild mustang and the un-purposed veteran as they both learn to face and navigate challenges, with the ultimate goal of discovering what their greater purpose in life is.

For these mustangs, the arduous 500 mile journey through New Mexico and Arizona was their purpose-defining challenge, but we all have our own version of a "500 mile journey". It's the moments in life when we choose to buck up instead of give up. When we choose to take the unbeaten path instead of the easy road. It's the moments that force us to take a hard look at ourselves, and the decisions we have been making, and decide if we have been letting life happen to us, or for us.

SO, THE QUESTION IS, WHAT'S YOUR 500?

500 MILES FILM TOUR: 5 CITIES/5 DAYS

HEROES & HORSES PRESENTS

What's Your 500?

500 Miles

/A Private Film Screening

New York

Spring P

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A Special 'Thank You' to the Arthur M. Blank Family Foundation For Making This Event Possible

This poster features a group of riders on horseback silhouetted against a bright, hazy sky over a field.

HEROES & HORSES PRESENTS

500 Miles

What's Your 500?

/A Private Film Screening

Atlanta

City Winery / Tuesday, November 7th

This poster shows a person in a dark cap looking at a horse in a stable, with light streaming through the background.

HEROES & HORSES PRESENTS

What's Your 500?

500 Miles

/A Private Film Screening

Nashville

The Little Brick Theater / Wednesday, November 8th

This poster depicts a man in a tan jacket holding a hat up to a horse in a large, open-air arena.

HEROES & HORSES PRESENTS

500 Miles

What's Your 500?

/A Private Film Screening

Los Angeles

The Beverly Garland Hotel / Thursday, November 9th

{ A Special 'Thank You' to Dianne Copeland and Copeland Entertainment For Making This Event Possible }

This poster shows two men in cowboy hats standing with a horse in a stable, one holding a large bag.

HEROES & HORSES PRESENTS

500 Miles

What's Your 500?

/A Private Film Screening

Bozeman

Filmrites Productions / Friday, November 10th

{ A Special 'Thank You' to Arthur Blank and the Arthur M. Blank Family Foundation For Making This Event Possible }

This poster features a man in a dark jacket holding a rope next to a horse in a stable.

WILL'S STORY:

Summer of 2017 I was accepted to the Heroes and Horses program for Veterans with PTSD. As a retired Navy Chaplain with 29 years of service I have helped many suffering with the affects of Trauma however, it was all too easy to overlook my own wounds and issues. When I retired I felt disconnected and a bit lost. I felt that I had lost my tribe of fellow military members who I had a connection and understood me.

Having the time to reflect and incorporate the lessons that the horses and the Heroes and Horses team was offering has allowed me to reconnect with the inner strength and examine the issues that combat trauma has played in my life. Many of my significant relationships, particularly my wife and children, have noticed a big change. I'm more connected, engaged and don't check out when faced with challenging life circumstances. Heroes and Horses was and continues to be a tremendous source of strength, resiliency and hope.

- Will, 2017 program graduate

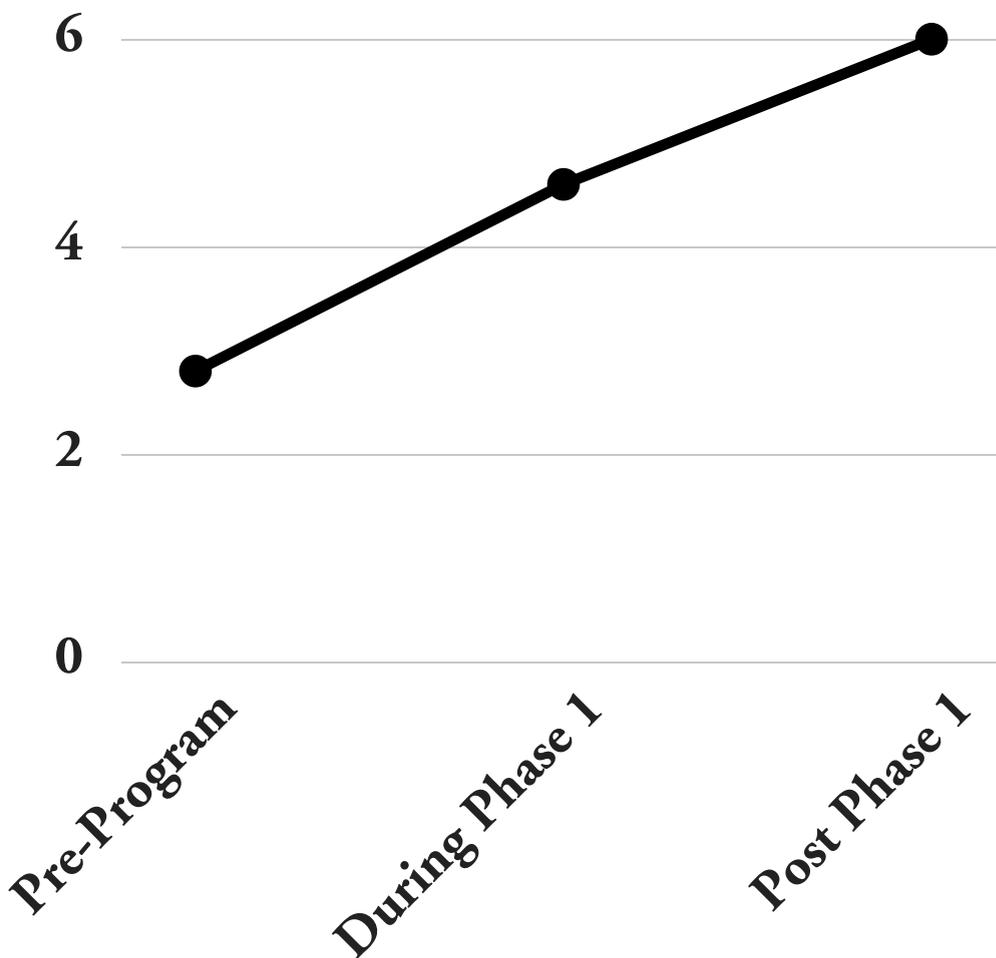


2017 PROGRAM HIGHLIGHTS

OUR 15 PROGRAM PARTICIPANTS CAME FROM
ALL OVER THE UNITED STATES



2017 PROGRAM STATISTICS



The degree to which they (the veteran participants) reject the idea that they are "permanently disabled".

On a scale of 1-10.
1 = "I completely accept the idea that I am permanently disabled",
10 = "I completely reject the idea that I am permanently disabled."

2017 PROGRAM STATISTICS

80%

Post Phase 2, 80% of the participants noted that the H&H program helped them to transcend what each one perceived as a major limitation that had been holding them back. This included responses pertaining to physical limitations associated with war injuries, lack of emotional self-control, negative and self-defeating attitudes, etc.

4/5

Post Phase 2, 4 out of 5 of participants were able to identify a growing sense of primary purpose they wanted to pursue. Given the strong association between a sense of purpose and higher levels of effective and rewarding life functioning, the fact that 80% of the vets reported the ability to outline their growing sense of purpose appears to constitute a powerful and potentially enduring benefit of the program.

100%

100% of students who graduated the Heroes and Horses 3 phase program have fundamentally moved on to the next phase of their lives, and have re-established a sense of purpose and hope.



JOHN'S STORY:

Heroes and Horses is a life changing program. When I retired in 2015 I felt lost and lonely, civilians just didn't understand who I was or what I had been through. The biggest thing I learned while in this program was, it's not about who you were, it's about who you are now and who you will become. Stepping out of my comfort zone with these horses and working with guys that "had my back" helped me feel a part of something again, I had a mission and I had purpose. I am a better Husband, father, son and brother because I found myself while on horseback in the mountains. My family is bigger because of the brothers I met in this program, we talk almost every week.

- John, 2017 program graduate

2017 EQUINE HIGHLIGHTS

15

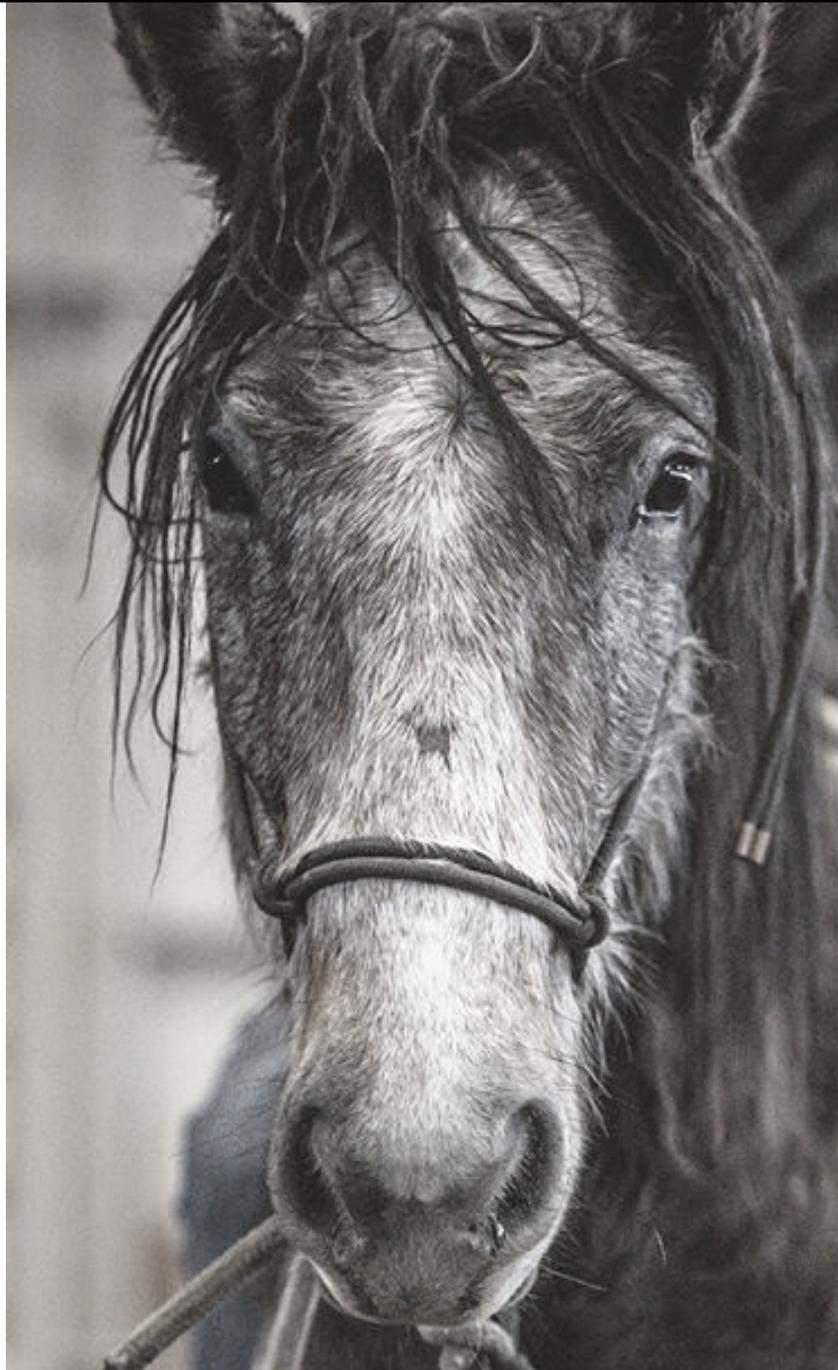
The number of wild mustangs that Heroes and Horses adopted this year from the Oregon BLM

33

The current number of stock, up from 15 in 2016

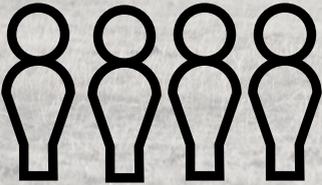
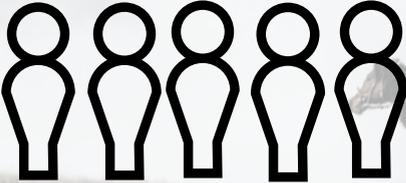
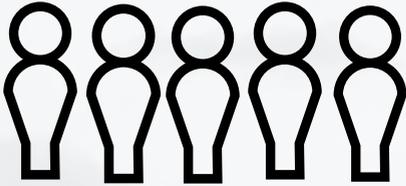
51

The number of donors who participated in our Adopt-A-Horse program this year



2017 VOLUNTEER HIGHLIGHTS

**FOR EVERY 1
PAID STAFF
MEMBER...**



**...THERE WERE
14 VOLUNTEERS**

I find I am mentally and emotionally stronger and more content when I am part of a team and feel like I am contributing to the well being of others. Heroes and Horses helps me recognize my own struggles to better connect with others.

- Linda

Working with H&H has been a rewarding experience. It has proven (as in the military) to me what individuals can accomplish as a group when they have a common goal."

- Marcel

2018 GOALS AND PROJECTIONS

Program Expansion

Starting next year, we will be expanding on Phase 3 of our program, with the goal of creating a complete 360-degree model. Our goal is to provide a variety of internships and job placement opportunities for our graduates. We will also be increasing the number of students who come through our program, and further developing our re-integration model.

Strategic Partnerships and Grants

We are in the process of developing some incredible strategic partnerships for 2018 - one's that will allow us to further our mission and reach, while also increasing value to our program participants and graduates.

We will also be heavily pursuing several grants next year.

New Donor Programs

We have 3 new donor programs that will be launching next year:

Our revamped Adopt-A-Horse program

Become a Trailblazer - our monthly giving program

Mustang Legacy Program

Local Community Initiatives

In 2018 we will be launching a set of initiatives to raise awareness for our mission in our local Montana community. We will be participating in more community events - everything from pint-nights at local breweries, to speaking at a variety of nonprofit forums in the Gallatin County.

THANK YOU

A special 'thank you' to the following sponsors, foundations and corporate partners that made 2017 a successful year

- Arthur M. Blank Family Foundation
- Mountain Sky Guest Ranch Fund
- Sulentic Family Foundation
- ABC Packaging
- YETI
- Circle J. Firepits
- ZRO Delta
- Courtney Green Photography
- Altria Group
- Midnight Safari Outfitters
- Willie's Distillery
- Outlaw Brewing
- Scenic City Inc.
- SCS Wraps
- Steer In Trailer Sales
- Outfitters Supplies
- Preferred Travel
- Angel Airlines for Veterans
- Gluten Free Prairie
- Aquamira
- Midway Forage
- Garmin InReach Explorer
- Got Your Six Coffee
- Alpha Coffee
- Cave Creek Equine
- Dr. Shannon Moreux and the MSU Equine Program
- Gallatin River Ranch
- Serenity Barn
- Fraser Steel
- Mustang Medicine Ranch
- Copeland Entertainment
- Seacat Creative
- Luxnova
- NASC
- Lena Haines Graphic Design
- Stephanie Penland Graphic Design
- Black Wolf Supply
- Heroes and Horses volunteers
- Mountain Sky Guest Ranch
- Chris Douglas Photography
- Filmlites Productions
- Outback Trading
- L&F Market
- Kenyon Noble
- 5 Star Equine
- Murdochs
- Outfitter Pack Station
- Copper Spring Ranch
- Run-A-Muck
- K2 Laserworks
- Little Stinkers
- Sky Horse Ranch LLC
- Effortless Events



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