

# HOMETOWN HERO OUTDOORS

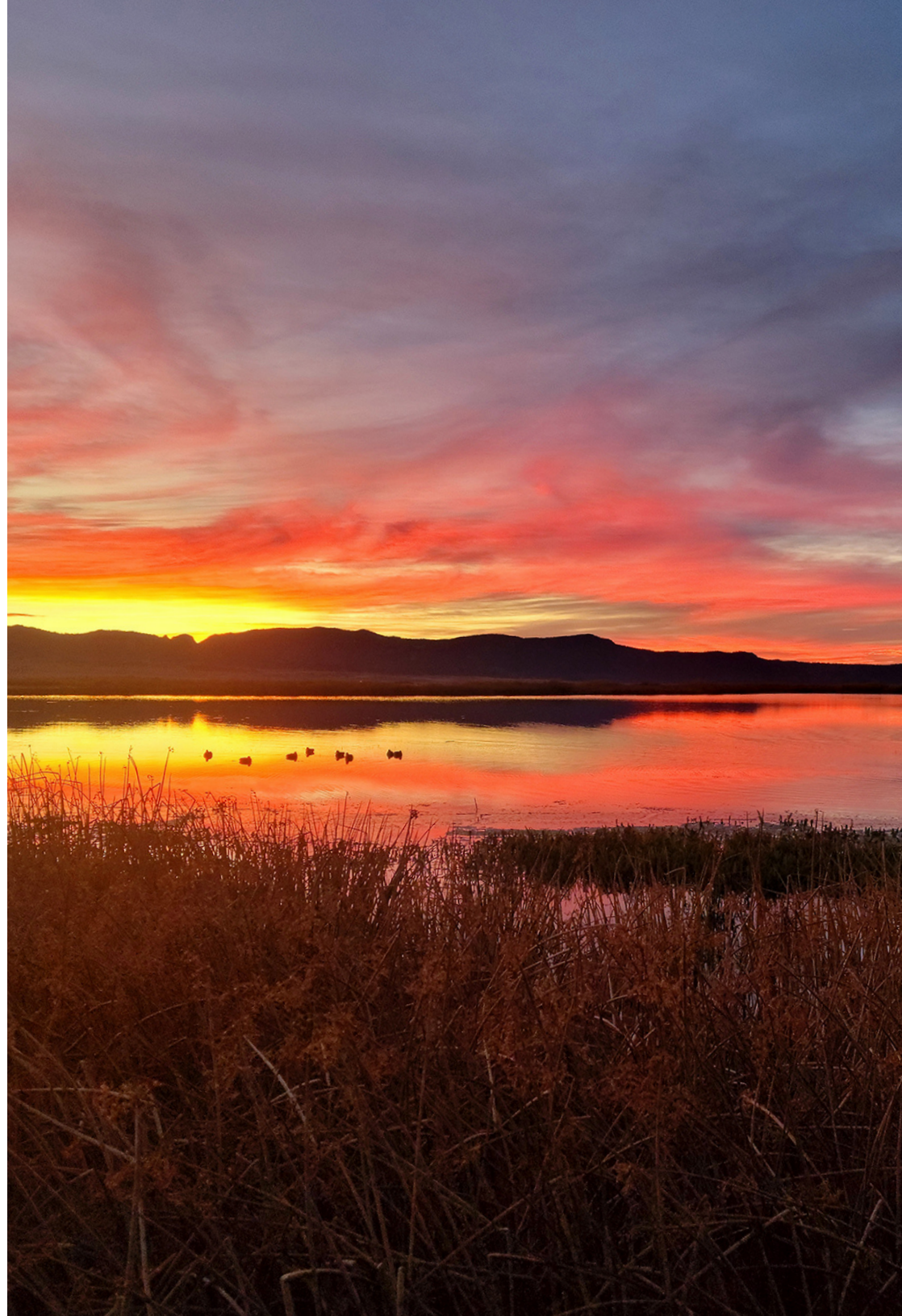
2022 INFORMATION BOOK





# 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

2020

**6,146**

VETERAN SUICIDES

SUICIDES INCREASED  
2023 Q1

**94 - Active Duty**  
**18 - Reserves**  
**23 - National Guard**

VETERAN SUICIDES



## ASIST

Applied Suicide Intervention Skills Training

"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."

**7%**

of Veterans will develop PTSD.



**30%**

of First Responders develop behavioral health conditions to include PTSD.



**\$71,895**

Funds raised to train Field to date.

**31**

HHO trained Field Staff in ASIST to help better serve our members in their time of need.

**?**

Number of times used by Field Staff. We don't track - we just help.



# AUDIENCE SNAPSHOT

OCTOBER 2017 -  
2022

**12,000+**

MEMBERS

OCTOBER 2017 -  
2022

**4,658+**

MEMBERS ON TRIPS



**28**

STATES



**22,445+**

FOLLOWERS



**2,356+**

FOLLOWERS



**199+**

FOLLOWERS



**553+**

SUBSCRIBERS



**3,534+**

PODCAST DOWNLOADS  
(June 15, 2022)



**26.8K+**

UNIQUE VISITS



Social Media

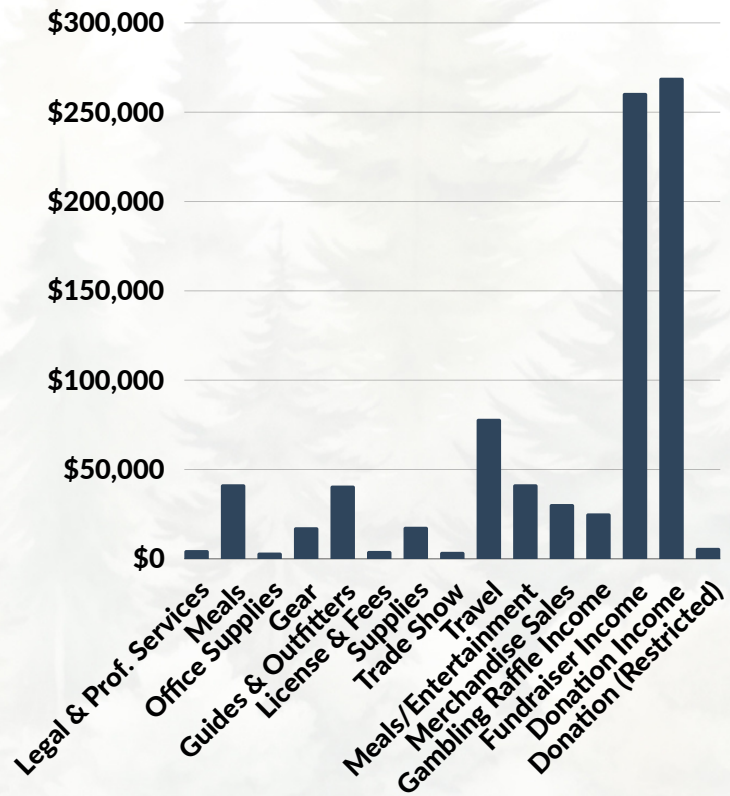


# FINANCIALS

Platinum  
Transparency  
2022

Candid.

Top .5% of non-profits that are  
vetted by GuideStar.  
HHO is in top 8,000 organizations  
out of 1.6 million.



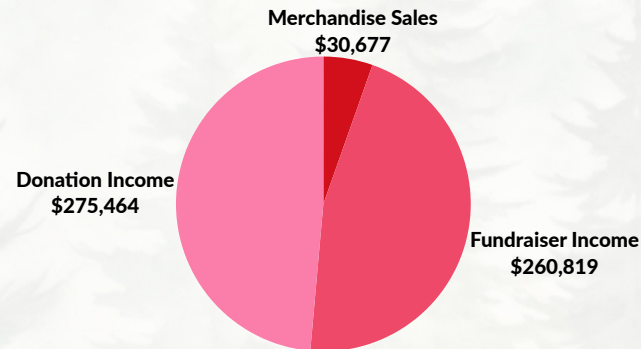
**\$140,224**  
Assets Owned - 2022

**\$619,834**

FY 2022 Income

**2.83%**  
Admin Costs

**100%**  
TOWARDS MISSION



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





# 5 YEAR PLAN

## YEARLY

- Expand into 5 states per year.
- Add 3 - 5 volunteers per state.
- Develop & grow content of members life stories to share to help others.
- Exposure & growth of organization to grow membership base and supporters.
- Train 10 - 20 volunteers in crisis intervention.
- Exceed previous years trips/events.

## 2+ YEARS

- ~~Enact state chapter level agreements.~~ - Completed
- Review/audit & enhance organization polices, procedure's and financial system.
- Documentary series to showcase "Legacy Trip" recipients.
- Organizational medical professional on retainer to assist members in times of crisis.
- National suicide awareness walk - "Op Guardian Sentinel."

## 5+ YEARS

- Team in all 50 states.
- Established television/documentary series.
- \$1.5 million operating budget with \$500,000 endowment.
- 400 Field Staff Volunteers with 50% trained in crisis intervention.
- Re-designed website with phone app. and resources for members.
- Enhance outreach capabilities.



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# CONTACT US





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**THANK YOU**





# HOMETOWN HERO OUTDOORS

Date: December 21, 2023

From: Christopher Tetrault

[Subject: Grant Request & Distribution Proposal](#)

## Objective:

The following fund distribution proposal outlines how Hometown Hero Outdoors aims to allocate grant funds effectively to further its mission of providing outdoor opportunities to military service members, veterans, and first responders. By strategically distributing funds across various categories, we intend to expand our reach, enhance crisis intervention capabilities, drive growth, and sustain our operations. The proposal underscores our commitment to responsible financial management and the holistic well-being of our beneficiaries.

## Categories and Allocations:

### 1. Primary Mission (50%)

The core of our organization's purpose lies in offering outdoor experiences to our heroes. With 50% of the grant funds, we plan to invest in enriching these experiences. By collaborating with industry professionals such as guides and outfitters, and leveraging our dedicated volunteer Field Staff, we will optimize the outdoor opportunities for our beneficiaries. The funds will support essential elements including professional guidance, outfitting, equipment, lodging, sustenance, and other necessary components of outdoor activities. This investment will lead to an increased number of beneficiaries, elevated experience quality, and overall growth in our impact.

### 2. Crisis Intervention (30%)

Recognizing the vital importance of mental health, we commit 30% of the grant funds to crisis intervention measures. Our experience spanning over five years has taught us that unforeseen mental health crises can arise among our beneficiaries. To address this, we plan to provide Applied Suicide Intervention Skills Training (ASIST) through Living Works to our volunteers, enabling them to adeptly identify signs, intervene effectively, and create life-saving safety plans. This training not only benefits our immediate beneficiaries but also empowers our volunteers with critical skills. Furthermore, we aim to conduct "Training for Trainers" to expedite the training process. A portion of the funds will also be allocated to retaining a certified psychologist who specializes in the traumas faced by our beneficiaries. This professional will play a pivotal role in breaking down the barriers to seeking help.

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### **3. Outreach/Growth (10%)**

To foster continued growth and broader outreach, we allocate 10% of the grant funds. These funds will facilitate attendance at leadership development courses, enhancing outreach to our beneficiaries, raising awareness about their unique challenges, and creating a secure digital platform for interaction. We envision our website and mobile applications as avenues for immediate and direct member engagement, reducing reliance on social media platforms.

### **4. Operational Sustainment (10%)**

Ensuring the longevity of our organization requires prudent operational planning. Therefore, 10% of the grant funds will be directed towards administrative costs. While our team is entirely volunteer-based, we recognize the importance of professional services that contribute to our success. This includes engaging services such as an Organizational Attorney, CPA, Bookkeeper, Outreach Media/Director, Program Management, Web Development & Security, and Organizational Insurance. These vital components ensure the efficient functioning of our operations, enabling us to continue providing exceptional support to our beneficiaries.

### **5. Grant Proposal:**

#### **Appropriation: Hometown Hero Outdoors**

\$250,000 in fiscal year 2024 and \$250,000 in fiscal year 2025 is appropriated from the general fund to the **commissioner of public safety** to provide a grant to Hometown Hero Outdoors, a Stillwater, Minnesota based 501(c)(3) nonprofit organization, to fund outdoor recreational activities and mental health services for present and former law enforcement officer, firefighters and emergency medical services (EMS) to promote positive mental health and interaction with mental health service professionals. Additionally, to promote the longevity and quality of life through their outdoor activities and mental health services to include public education and to ensure longevity to the organization to continue supporting persons who have served in these professions.

#### **Appropriation: Hometown Hero Outdoors**

\$250,000 in fiscal year 2024 and \$250,000 in fiscal year 2025 is appropriated from the general fund to the commissioner of **veterans' affairs** to provide a grant to Hometown Hero Outdoors, a Stillwater, Minnesota based 501(c)(3) nonprofit organization, to fund outdoor recreational activities and mental health services for currently serving military and veterans to promote positive mental health and interaction with mental health service professionals. Additionally, to promote the longevity and quality of life through their outdoor activities and mental health services to include public education and to ensure longevity to the organization to continue supporting persons who have served in these professions.



## Conclusion:

This enhanced fund distribution proposal underscores Hometown Hero Outdoors' commitment to maximizing the impact of the grant funds across key areas. By strategically investing in our primary mission, crisis intervention, outreach, and operational sustainability, we are poised to elevate the quality of outdoor experiences, enhance mental health support, expand our reach, and ensure the enduring success of our organization. Through these concerted efforts, we aim to make a lasting positive impact on the lives of our nation's heroes.

Thank You,



**Chris Tetrault**

Interim President

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