VETS, Inc. – 2021-2022 Plan

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Introduction:

VETS, Inc. is a 501(c)(3), CA nonprofit public benefit corporation devoted to providing grants for transformational interventions to the military veteran community. With a strong set of programs, the organization will grow methodically and thoughtfully as funding permits.

VETS, Inc. management and board are ready to accelerate growth in order to serve a greater number of veterans in need. Inspired by the impact of their programs and the overwhelmingly positive response within the veteran community, VETS, Inc. aims to be of service to the growing number of veterans in desperate need of assistance.

This plan, based on intensive strategic planning and internal assessments, will give information needed to inform decision making and direction, and will lead VETS, Inc. to successful growth and a solid future, creating a legacy of positive outcomes for generations of veteran families.

Mission Statement: VETS’ mission is to end the veteran suicide epidemic by providing resources, research, and advocacy for U.S. military veterans seeking psychedelic-assisted therapies for traumatic brain injury (TBI), post-traumatic stress disorder (PTSD), addiction, and other mental health conditions.

Vision Statement: We envision a world where our veterans have access to the most advanced healthcare options to heal from the mental and physical wounds of war. VETS intends to END the veteran suicide epidemic.

Values: Leadership, Resolve, Impact, Service, Compassion, Trust

Executive Summary:

- VETS, Inc. has become the “go to” nonprofit organization for military veterans seeking wellness and alternative avenues to wellbeing.
- VETS, Inc. relies on donations and grants, and receives no government funding.
- To meet the growing demand, VETS has developed this comprehensive plan to enable the organization to meet the needs of a growing number of military veterans seeking assistance.
- VETS’ goal is to expand services from the Navy SEAL population to the broader Special Operations community, and eventually to the military veteran population as a whole.
Additionally, the goal of VETS is to include comprehensive support to the immediate family, which further incorporates a holistic view of veteran wellness. These aspects of expansion will allow VETS to qualify for a broader scope of funding resources and will further enrich and improve the lives of veteran service members and their families.

Overview:

United States Naval Special Warfare Command (NAVSPECWARCOM), also known as Naval Special Warfare Command (NSW), is the Naval component of United States Special Operations Command (SOCOM), the unified command responsible for all U.S. special operations and missions. With approximately 9,200 members, Naval Special Warfare is organized around Navy SEAL teams, special boat teams, and supporting commands located in Virginia Beach, VA and San Diego CA, as well as other locations within the U.S. and abroad. Personnel include Navy SEALs, SWCC, and support personnel. Naval Special Warfare personnel comprise less than one percent of U.S. Navy personnel. Naval Special Warfare has been the tip of the spear in the U.S. war on terror since 9/11. Multiple deployments, injuries, losses and the long duration of conflict are all factors affecting the families of these service members. Some of those still serving have been in sustained combat for an unprecedented 19 years.

Upon separation from the military, a large majority of these service members find themselves disenchanted with civilian life. There are numerous confounding factors contributing to the post-service challenges, some of which include lack of integration and support, loss of camaraderie and community, longing for purpose and fulfillment, and navigating a mid-life career transition. Furthermore, familial distress oftentimes accompanies this treacherous transition, as does self-medicating with substances which inevitably cause significantly more damage. All of these factors are further exacerbated by a difficult-to-navigate VA healthcare system, misdiagnoses, and failure to address the root cause symptoms of suffering.

Many service members are given a diagnosis of PTSD if they have been involved in any sort of direct combat. While many of them do possess a level of trauma from such events, the emerging concern revolves around repeated head trauma; both concussive and sub-concussive in nature. Such head trauma can be the effect of blunt force trauma, the culmination of less severe, subconcussive incidents, from a single large blast, or from the cumulative effect of multiple blast exposures. Some veterans report having been in the vicinity of tens of thousands of blasts, yet due to symptom overlap with PTSD, many of them are not receiving proper care in addressing this escalating concern.

VETS, Inc. History:

VETS, Inc. was founded by former Navy SEAL Marcus Capone and his wife, Amber, in 2019 in response to the growing veteran healthcare and suicide crises. Having experienced their own set of seemingly insurmountable challenges upon separation from the Navy, and after multiple failed clinics and approaches, they were seemingly out of options. As a “last-ditch-effort”, Marcus underwent a lifesaving, entheogenic treatment outside the U.S. on Veterans Day, November 2017. He attributes this profoundly transformational experience to saving his life, marriage, and family. Furthermore, he was able to regain significant cognitive functioning and stopped self-medicating with alcohol. Realizing the desperate need for this healing option in the SEAL, Special Operations, and overall veteran community, as well as much-needed research and advocacy to support these anecdotal outcomes, the couple knew they must take immediate action. VETS, Inc. applied for 501(c)(3) status in 2019 and received it’s determination letter in May of 2020.

VETS, Inc. Structure:

- A Board of Directors governs VETS, Inc. The Board of Directors leads and manages VETS by fulfilling fiduciary duties of good faith, duty of care, and duty of loyalty. The Board of Directors determines the strategic goals of VETS and tasks the Executive Director with the implementation
of said goals.

- The Executive Director of VETS (ED) is responsible for day-to-day operations, consistent achievement of program and financial objectives and the implementation of sustainability practices in efforts to fulfill the mission. The ED ensures ongoing programmatic excellence by cultivating a resourceful and educated team of employees, instituting appropriate program designs and evaluations, expanding development opportunities through sound fundraising practice, and maintaining transparent and honest communications with stakeholders. Additionally, the ED develops timelines and resources needed to achieve the strategic goals of the Board of Directors and serves as a liaison between the staff and the Board of Directors.

- The Program Director (PD) is responsible for leading policy implementation as determined by the Executive Director. The PD works with advocates and stateside service providers to effectively address a multitude of issues facing veterans. The PD is responsible for data collection and reporting. The PD collects data from stateside service providers and participants in order to track program impact. The PD works closely with the advocates to determine the pathway to success for each veteran.

- VETS advocates serve as points-of-contact for veterans and veteran families. They are also a direct link between the veteran and the larger organization. Advocates assist by completing the onboarding process and serving as a standing source of support for each veteran and family. Advocates assist with the grant application process and facilitate the submission of surveys and feedback collection. They are the point of communication and accountability for everyone involved with the grant process.

- To appropriately serve veterans nationwide, VETS operates internally as a virtual organization with employees strategically located around the country. VETS can help veterans regardless of residency in the United States or overseas.

Board of Directors:

Marcus Capone - Marcus is an entrepreneur and former Navy SEAL who spent a sizable portion of his 13 year military career deployed to a war zone. After Marcus’s transformational experience with entheogenic medicine, he felt compelled to immediately begin helping friends who were also experiencing the same post-war challenges.

Marcus has been involved with several start-up companies since leaving the military, serves on a number of advisory boards, and is the Co-Founder of VETS. He has a Bachelor’s degree from Southern Illinois University, a Master’s Degree in Global Leadership from The University of San Diego, and an MBA from USC Marshall Business School.

Suzanne Vogel - Suzanne studied English literature at the University of Richmond, and holds certificates in nonprofit management from Duke University and special education advocacy from The College of William and Mary’s Law School. Suzanne raised 5 children and supported her husband through 11 wartime deployments to Iraq and Afghanistan. She was a Naval Special Warfare ombudsman during her husband’s active duty career, serving as a liaison between families and the military command. Suzanne has over 10 years of experience creating and growing successful non-profit organizations to benefit military families. She is honored to serve as secretary on the VETS Board of Directors.
Sara Wilkinson - Sara grew up in a military family, traveling the globe and attending over 15 schools before graduating and marrying Navy SEAL, Chad Wilkinson. Sara has been in the fitness industry for over 20 years. As a successful gym owner and tenacious entrepreneur, Sara was recruited by CrossFit LLC to become a course supervisor, and spent the past 8 years engaging in public speaking, training, and instilling cohesiveness and camaraderie within the CrossFit global community. She holds a Bachelors of Science degree within the College of Health and Human Performance from the University of Florida and is a Level 4 CrossFit Coach.

Sara’s husband served 21 years as an active duty Navy SEAL with more than 10 deployments before succumbing to the affects of PTSD, TBIs and blast wave injuries leading to his death by suicide on Oct. 29, 2018. The couple have two teenage children. Unable to receive treatments, himself, Sara has seen the positive impact VETS has provided to Chad’s teammates, and hopes to lend her voice and story to change the narrative and numbers surrounding the veteran suicide epidemic.

Nick Norris - Nick is a graduate of both the United States Naval Academy and Basic Underwater Demolition / SEAL (BUD/S) Class 247. Upon completion of SEAL training in 2004, Nick assumed progressively higher positions of leadership within Naval Special Warfare, deploying to both Iraq and Afghanistan.

Originally from Chicago, Nick received his Bachelor in Science from the United States Naval Academy in 2003 and his Masters of Science in Real Estate from The University of San Diego in 2013. Nick is the Co-Founder and CEO of Protekt Products, a wellness company that is committed to positively impacting customer health via both personal care products and nutritional supplements.

Staff:

Amber Capone - Amber has a history of fixing, building, and tenaciously seeking solutions to complex challenges. As her history of top-performing real estate teams suggests, Amber is the engine behind the relentless pursuit of excellence and attainment in achieving otherwise seemingly insurmountable goals. She is now pursuing her most critical work yet, serving as Co-Founder and Executive Director of VETS.

As her own personal and professional life began to unravel upon Marcus’s separation from the military, she became determined not to become a victim, but to pursue victory for her own family, as well as countless others who are suffering. Amber possesses a heart for serving others, and a steadfast determination to make a difference.

VETS Selection and Award Specifics:

In order to qualify for the $10,000 lifetime maximum award, veterans must prove basic eligibility, which is currently limited to U.S. Special Operations veterans who have been honorably discharged or retired from the military. Additionally, each applicant must have completed a minimum of two combat deployments and self-identify as having PTS (post-traumatic stress) or mTBI (mild traumatic brain injury). VETS has a “special circumstance” category for applicants who fall outside of this standard criteria, and such applications are evaluated on a case-by-case basis by the Grants Committee.

VETS Programs:
VETS programs are currently supervised by a program director and further enriched by dedicated advocates. The advocates serve as the voice of the organization to participating families and vice-versa. They are the lifeline to the family and continually monitor the grant process and participant’s overall experience with VETS. The program director manages the advocates, oversees the grant process, collects and reports data and efficacy measures to the executive director, and expands and perfects programs to benefit VETS participants.

While the decision to pursue a VETS foundational healing grant and identifying a service provider is ultimately the veteran’s choice and responsibility, VETS is dedicated to empowering veterans through education and awareness.

VETS provides transformational assistance through three core programs:

**Foundational Healing Grants** - VETS believes that true healing begins at the foundational level by utilizing the power of entheogenic interventions. Such healing paves the way for additional lifestyle interventions which synergistically promote a holistic healing solution. VETS will not directly subsidize foundational healing choices, but will evaluate grant requests for such healing and, if approved, will issue payment directly to the veteran at which time he/she takes the final steps toward treatment. Stipulations for grant approval include a written request outlining the 5W’s of treatment choice, and verification that such treatment will occur off of U.S. soil. VETS will do a basic vetting of the chosen clinic to ensure each facility is operating in a safe and consistent manner, however the veteran is ultimately (and solely) responsible for choosing a treatment provider and facility. While educating and empowering veterans to make the best treatment decisions for themselves is the primary goal of the organization, VETS does reserve the right to deny grant funding for any reason, including failure of a veteran-chosen clinic to pass the basic vetting protocol. VETS will not have direct relationships or partnerships with any international clinic or provider.

In 2020, VETS began offering Foundational Healing Grants for spouses of veterans meeting the minimum eligibility criteria. This policy was implemented after consistent feedback from former grant recipients and much consideration by the VETS Board of Directors, as an effective enhancement to the overall success probability of each veteran accepted into the program. This “couples’ healing” opportunity dramatically increases the odds for lasting positive change.

Current authorized foundational healing grant uses include Ibogaine, 5MeO-DMT, Psilocybin, MDMA + Psychotherapy, Ketamine, and Ayahuasca. Currently, all modalities, with the exception of Ketamine, must be pursued outside of the United States, where these medicines are legal. As more treatment options become available over time in the U.S. (ex: Expanded Access MDMA + Psychotherapy), state-side use may become more widely attainable.

**Coaching Program** - if approved for a foundational healing grant, the veteran will be required to engage in 2 preparation and 3 integration coaching sessions in order to optimize healing. If additional coaching is desired, the veteran may request to use remaining funds for this purpose. Individual, spousal, and couples’ coaching are acceptable uses of remaining funds.

In addition to individualized and couples’ coaching, VETS sponsors weekly group coaching calls for alumni support and (two) spouse support groups. VETS has an exclusive coaching contract with a U.S. based coaching company and works diligently to meet emerging needs in the coaching/support space.

**Research**: Funding permitting, VETS intends to take part in two major research initiatives per year in order to dutifully and consistently build data and support for these promising therapies. Working with major research institutions such as Stanford University, Ohio State, Johns Hopkins, Mt. Sinai, UC Berkeley, and The Beckley Foundation, VETS will lead the way in psychedelic research for the veteran community. VETS will pioneer psychedelic research for physiological conditions such as TBI, in addition to the commonly studied psychological conditions, such as PTS.
In 2021, VETS is partnering with Stanford University in a first-of-its-kind observational study of Ibogaine and TBI. Thirty VETS grant recipients will receive assessments in the form of written measures and Functional MRI pre and post Ibogaine therapy. This study is anticipated to commence June 2021.

VETS has entered into a contract with Ohio State University for publication of prospective data collected from VETS grant recipients pre/post Ibogaine + 5-MeO-DMT therapy in Mexico. Publication is anticipated by late-2021.

Ohio State University has also presented VETS with an internal data collection proposal which would track outcomes of all VETS grant recipients, regardless of chosen therapy. Such a system would store the IRB-approved data for limitless future studies and publications. This effort is a top priority for VETS in 2021, or as funding permits.

Advocacy - VETS dedicates a portion of its yearly budget for educational and advocacy purposes in relation to advancing the narrative surrounding the power and promise of entheogenic medicine. Raising awareness and spreading a powerful message to elicit fundamental change in veterans’ healthcare is a top priority of the VETS’ mission.

In 2020, VETS officially endorsed Oregon’s Ballot Measure 109, allowing the manufacture, delivery, and administration of psilocybin at supervised, licensed facilities; a measure which was successfully passed. Marcus and Amber Capone, founders of VETS, also lent their voices to Initiative 81 in Washington D.C., The Entheogenic Plant and Fungus Policy Act of 2020.

VETS will co-sponsor CA Bill SB519, which aims to decriminalize the use and possession of psychedelics in the state of California.

VETS continues to carefully monitor the changing climate of these therapies in the U.S., evaluating advocacy opportunities and strategically aligning with initiatives to advance the narrative and broaden access to these effective interventions. In 2021, the VETS Board of Directors will be considering an array of advocacy opportunities including aligning with members of the United States Congress, sponsoring legislation at the state level, and filming a documentary with award-winning filmmakers and an Academy Award winning production company.

The VETS Experience:

Military veterans believe in VETS, Inc. because:

- They know VETS is working.
- They are desperately seeking true and lasting change.
- They feel a sense of HOPE again.
- They are inspired by the successful outcomes of their trusted former colleagues.
- They have tried everything else.
- They long to be part of a new, thriving community.
- They want to preserve their families and leave a lasting legacy.
- They want to LIVE AGAIN.

The Process:
In 2020, VETS began the implementation of Salesforce to aid in streamlining the screening, application, selection, intake, and follow up processes. This fully integrated solution seamlessly interfaces with our updated website for an effective and user-friendly experience.

**Selection Process:**

Grants are currently awarded on a monthly basis if all eligibility requirements are met or the special circumstance clause has been approved.

If funding is limited or need outpaces ability, grants are awarded based on the following criteria in order of importance:

- Years served
- Number of combat deployments
- Risk assessment rating
- Written appeal

**Application Process and Requirements:**

Step One: The veteran will begin by visiting our website and filling out a general eligibility inquiry. If the first step of the eligibility determination process is satisfactory, the veteran will be prompted to continue to Part II of the application. He/she will submit their DD214 at this time to prove eligibility. If an applicant does not make it through our initial screening, they will be given access to an educational e-course and resource list as consolation.

Step Two: All applications which make it to Part II will be carefully reviewed by the Grants Committee and candidates will advance to the interview portion of the application process.

Step Three: Next, an intake call is arranged with an advocate. If an advocate is not available, either the Executive Director or Programs Director will conduct the call. The purpose of this initial call is to discuss the VETS process and answer any pertinent questions. Notes are taken for the applicant’s file.

Step Four: Following the intake interview, the Grants Committee approves or denies advancement to the grant phase. If approved, the VETS Foundational Healing Grant contract and NDA(s) are sent to the veteran for completion. Required information for the grant includes:

- Treatment Choice
- Treatment Clinic or Provider
- Proof of medical screening and clearance
- Proof of scheduling
- Cost of treatment
- Travel grant request (yes/no)
- Copy of signed NDA(s)

Step Four: Official written acceptance or denial notification is given to the veteran applicant. If accepted, VETS sends the written contract to the veteran. Stipulations outlined within the contract include:

- VETS, Inc. reserves the right to suspend or withdraw funding up until service date.
- Mandatory coaching clause - 2 preparation & 3 integration sessions are required.
- A minimum of two coaching sessions must be completed for the foundational healing grant to be released.
- VETS, Inc. must be made aware (in writing) of any changes to grant plan.
- Funds must be returned if not used within 90 days.
- Funds must be repaid if not used for their intended purpose.
- Mandatory participation in surveys (anticipated 7 maximum) is required.
- Prohibition of signing checks over to a third party.
- Acknowledgement of lifetime max rules and automatic disqualification instances
  - Remaining funds can be used for follow-on foundational healing, additional coaching, and/or spousal support.
  - Automatic disqualification for funds not used for intended purpose.
  - Possible disqualification for funds not used within 90 days, failure to report changes to grant plan, and/or failure to participate in surveys.
  - Suspension of funding if coaching clause is not honored.
- Informed Consent, Release, & Indemnification Clause

Step Five: Upon receiving the signed contract from veteran, his/her information is forwarded to the coaching team for onboarding.

Step Six: If a travel grant is requested, a separate (travel only) amount is sent immediately - up to $500 (in increments of $100) is reimbursable when purchased with dollars, not miles, and proof of purchase is provided to VETS. All travel grants are deducted from the $10,000 lifetime maximum.

Step Seven: VETS verifies that at least 2 coaching sessions have occurred before sending a written check to the award recipient 7-10 business days prior to scheduled treatment via USPS priority mail.

Step Eight: The veteran must provide proof of treatment completion and participate in Survey #1 within 30 days of the stated grant plan treatment date.

“Step Nine” and beyond: METRICS and DATA COLLECTION: VETS, Inc. fully acknowledges the vital component of sound data collection necessary for ongoing program analysis and improvement. Analysis measures will be obtained at 1, 3, 6, and 12 months, and then annually for a period of 3 years. As funding permits, VETS will pursue third-party data collection in order to most adequately and comprehensively deliver program outcome measures.

Furthermore, VETS intends to allocate a sizable portion of funding for dedicated, scientific research led by some of the nation’s top research universities. VETS understands that the longevity of its mission and eventual broader change to veterans’ healthcare will only be attainable through consistent, IRB-approved data collection and analysis.

**Program Metrics:**
A dashboard of measurable data points is monitored internally by the Program Director and reported to Executive Director to ensure progress and success. Such data points include:

- Participant’s age
- Military history and experience
- Self-identification of PTS, mTBI, or both
- Marital status
- Status of family relationships
- Employment history and status
- Problems with addictions?
- Problems with the law?
- Describe sleep patterns and quality
- Describe your current fitness/health level
- Anxiety scale?
- Mood scale?
• What other treatments and/or clinics have you tried?
• What were your outcomes?
• Do you know others who've received funding from VETS?
• Name three things you hope to gain from this foundational healing grant?
• Written request and/or appeal

**Additional Program and Award Considerations:**

Remaining Funds - Currently, the veteran’s lifetime max operates much like a health savings account. Accepted use of remaining funds includes additional foundational healing, additional coaching, and/or spousal foundational healing support. This amount is drawn down until there is a $0 balance. For each use of additional funds, a grant plan request must be completed.

- Additional Foundational Healing Requirements:
  - Beginning at the grant plan stage, the remainder of the process is the same as the initial.

- Spousal Foundational Healing Requirements:
  - A grant request must be made by the veteran for a portion of his remaining funds (perhaps all) to be used for the benefit of his spouse or significant other.
  - His/Her identifying information must be obtained, but no intake is necessary by VETS
  - In addition to the written request by the veteran, the VETS grant plan template requirement and reward process remain the same for spouses and significant others.
  - Ex-spouses qualify for use of remaining funds as long as the veteran authorizes this in writing and initiates the request.
  - Checks are sent to and made payable to the veteran, regardless of the circumstances.

- Coaching
  - Additional coaching sessions shall be determined by the veteran and coaching staff, and the request must be submitted in writing (via grant plan) to VETS.
  - Payment for additional coaching will be made payable to the coaching company directly.
  - Any form of coaching w/our contracted company is an acceptable use of funds.

Surviving Spouses - All surviving spouses are given the full $10,000 lifetime max as a tribute to their fallen. They will be required to provide applicable documentation verifying post 9-11 widow status. Grant plan submission and process is standard to VETS, as are survey measures. Checks are made payable to the surviving spouse directly.

Children - There are currently no approved use of funds applicable to children of award recipients. Children over 18 are no exception at this time. A weekly adolescent support group is currently in development to provide an offering to older children.

**Notable Achievements from 2020:**
- 110 Grant Recipients
- $850K+ Funds Raised
- Group Coaching Support
  - Men’s Integration Circle
  - Women’s Integration Circle
  - “Spouses as Supporters” Circle
  - Facebook Peer Support Groups
- Weekly Kundalini Yoga Offering
- Ongoing Community Support
- Executed Prospective Research Initiative - Ohio State University
- Finalization of Stanford Study Partnership
- Development of Key Strategic Allies and Partners/Future Partners: Stanford University, Ohio State University, Department of Veterans Affairs, Mr. Siani, The Change Reaction, The Verstandig Foundation, Dr. Bronner’s, MAPS, Navy SEALs Fund, SEAL Future Foundation, Top Gun Fighter Foundation, The Beckley Foundation, Psychedelic Medicine Association, Oura, & Vital Warrior
- Implementation of Salesforce CRM for both participant and donor tracking
- Implementation of Pardot Marketing Suite
- Updated website
- Improved, online application process
- Development of social media channels and outreach
- Hiring one employee and working with 3 Independent Contractors
- Development of branding guidelines
- Branding and marketing overhaul
- Development of clear PR and communication strategy
- Development of key educational resources
- Pre-development of VETS e-course
- Production of 7 VETS videos
- Being a chosen charity for the Dr. Bronner’s Heal Soul campaign
- Creating a successful donor matching campaign (goal $50K, actual giving $167K)
- Surviving and thriving during, and despite, a global pandemic

Growth Plan:

Short Term: 2021

Retain reserves in order to be able to prioritize the completion of the Stanford study, while continually fundraising to meet the growing demand. Projections include assisting 125 grant recipients at a rate of 10-11 per month. Other key strategies for 2021 include shifting focus to others involved in the organization, namely grant recipients willing to publicly support and advocate for the organization.

Education is also a major theme in 2021, as we strategically move to the front of the pack by offering a robust educational model through our web resources, VETS e-course, social media outreach, and PR strategy. VETS will quickly and effectively be viewed as the leading veterans’ organization in the psychedelic space, with growing influence over all platforms. Video messaging will continue to be at the forefront of the VETS brand.

Research will also be an intensive area of focus in 2021, with the commencement of the Stanford study, as well as the publication of the first peer-reviewed, prospective paper assessing cognition and the use of psychedelics.

Development of a community platform for support, info sharing, group postings, and fellowship is underway for 2021. This will be applicable for both men and women, and in both participant and supporter roles.
VETS will focus on adding critical organizational leverage once fundraising goals are attained, with plans to add 2-5 employees, independent contractors, and volunteer staff.

With the unparalleled expertise of the VETS Public Relations team, we will engage in broadening community awareness through social and print media, YouTube outreach and education, Podcasts and Online Q&A forums, and televised appearances as applicable. We will continue talks with Participant Media and Actual Films with the backing and support of the SEAL community.

VETS will increase to a 5 person board, and add a board of strategic advisors.

Near Term: 2022

While continuing to fundraise in order to meet demand, VETS will begin January 2022 with a cadence of 12-15 veteran grant recipients per month, with a goal of impacting 150-175 veterans and/or spouses in total.

VETS will continue growth in the areas of Research and Advocacy, while systematically adding organizational leverage as opportunity permits.

As research proposals are reviewed and evaluated by the VETS Board of Directors, supplemental fundraising may be necessary to cover costs associated with such studies, especially potential clinical trials.

Five Year Vision:

VETS will continue methodical and controlled expansion by projecting a 50% increase in grant awards and fundraising targets for each fiscal year.

Ensuring quality growth in VETS Programs:

1. Focus groups: Consistently gaining understanding as to what is important to both the veteran, family, and donor populations. Using this data to continually improve offerings and programming in order to provide increased value to all.

2. Training curriculum: Developing a VETS staff training curriculum and a set of guidelines to reflect the mission, vision, and values of the organization. Furthermore, this will establish competency in order to ensure that all VETS participants will receive the same level of care, discretion, and professionalism.

3. Organizational leverage: Recognizing talent and investing in human capital to further the reach and scope of the VETS' mission.

4. Creating strategic alliances: Working with leading research institutions and credible change-makers in leading the way to gain access to these therapies as quickly and safely as possible.

5. Evaluating the possibility of clinical trials: Staying true to our focus on TBI and commitment to ending the veteran suicide epidemic.

Fundraising Plan:

VETS, Inc. directs fundraising efforts to individual donors, as well as larger foundational organizations which engage in social impact or charitable giving practices. VETS will seek to obtain grant funding from other veteran and/or entheogenic-focused nonprofit organizations. VETS will appeal to donors wishing
to directly support U.S. combat veterans, as well as to individuals and organizations wishing to advocate for the use of entheogenic treatments in modern day medicine.

VETS, Inc. collects donations on its website, www.vetsolutions.org, as well as by check, wire transfer, gifts of stock, and eventually crypto-currency. VETS will highlight powerful anecdotal evidence in the form of media messaging and testimonials to help drive donations. VETS will use social media platforms as a means for fundraising, outreach, and peer-to-peer giving campaigns. VETS expects to host donor events, such as dinners and small gatherings, to drive donation activity.

Organizational Implications:

VETS, Inc. is proud to possess a strong, dedicated, relentless worth ethic and shared purpose in achieving its mission. All leadership positions are filled by members or spouses of veterans in the Naval Special Warfare Community. In addition to tenaciously pursuing its’ goals and objectives, VETS’ leadership intimately understands the challenges associated with military service and transition into the civilian sector. Additionally, all members of VETS’ leadership have directly or indirectly benefited from the profound healing of entheogenic medicine. VETS’ leadership has firsthand knowledge of the suffering occurring in these storied military communities, and is passionately pursuing ways to proactively assist, while driving broad, long term change.