



Veteran Health and Fitness Proposal

OVERVIEW

Heroes' Movement (HM) is a 501 (c)(3) non-profit that bridges the gap from therapy - whether mental or physical - to getting strong again through small group coached strength and conditioning workouts for any Veteran of the United States Armed Forces for free.

Progressive Health & Performance (PHP) is a privately held company that provides fitness, rehabilitation, and nutrition services to a wide variety of populations including but not limited to: pain relief/rehabilitation, athletic and tactical performance, chronic illness, autoimmune, TBI, SCI, autism, fat loss, and health optimization.

PHP partners with HM to serve veterans mental and physical needs by providing our services free of charge. While PHP and HM are seeing huge growth and participation in this program, PHP reached it's current maximum physical capacity where it can serve the veterans in our community.

PHP and HM are requesting financial support to fund the expansion of PHP's current operational space so we can continue to serve more veterans in need without restriction.

Participation Milestones

PHP and HM have been partnered together since late October 2018. HM has had a record high number of sponsored veterans and sponsored sessions every month since then. In that time you can also see PHP's relative growth contribution compared to the overall growth of HM.

MONTH	# OF SESSIONS	# OF VETERANS
OCT 2018	PHP-10 HM-734 1%*	PHP-5 HM-120 4%*
NOV 2018	PHP-105 HM-828 13%*	PHP-21 HM-139 15%*
DEC 2018	PHP-132 HM-937 14%*	PHP-28 HM-140 20%*
JAN 2019	PHP-299 HM-1413 21%*	PHP-47 HM-215 22%*

*Percentages are PHP's contribution relative to HM's total.

A Few Of The Early Success Stories

- “Mentally it has been a refreshing experience for me. I really enjoy the camaraderie that I have felt in the gym. I also don’t feel as depressed as before. I look forward to working out because it releases my stress from the day.”
- Tiffani Patterson
- “I have played golf for the first time in 5 yrs. It has given me much more confidence to try things. Also I have lost 50 pounds so far.”
- Ron Pearson
- “Their process and training is excellent and nothing I’ve ever experienced before. I love it!”
- Keri Eversole
- “I have been coming here for a couple of months now and for the first time in several years, I finally have good rotation and mobility in my shoulders and I my body is getting more lean. Mentally, I look forward now to my workouts and seeing the progress my body is making through hard work.”
- Mark Contreraz
- “PHP shows overwhelming support towards veterans in providing them with top care, and truly invests quality time into their programs.”
- Justin Swannie
- “When I came to PHP, it was coming up on around the time when my neck and back injections were wearing off. I wanted to see if the PT was going to work, so I let the injections wear completely off. I have not had to return to pain management at all and my fibromyalgia and arthritis have been manageable. I was was having problems with going up and down the stairs and I’m no longer having those issues. I’m feel like the old me. I show up knowing that there are trainers that will motivate me and only want their clients to reach their own personal goals. I’ve made some incredible friends who are like family to me, not just the staff, but the other clients.”
- Sonya Hampton

Goals

1. Immediate/Short Term - To continue to provide much needed physical rehabilitation and fitness services to veterans without cost and without participation limits.¹
2. Long Term - To expand PHP service offerings to veterans and better complete the circle of care they need.

¹ PHP and HM are currently in talks about how to increase overall growth of HM by introducing a voluntary, but encouraged subsidized charge/donation to vets after they have attended completely free for 6-12 months. This will improve stability within HM to allow further expansion across the US while allowing vets to feel that they are contributing to the wellbeing of their comrades.

Needs

Our current space of 2,500 sq. ft. allows us to service roughly 75 veterans. We need your assistance with donations to acquire and build out more space within our facility. Our proposed expansion will increase our space by 4,100 sq. ft. and allow us to serve twice as many veterans.

The estimates below are accurate based on prior negotiations with property management for 2 currently leased suites. Our previous contractor who built out our current suites will service this project and provided us with the estimate below.

Itemized needs:

1. \$15k for initial deposit to acquire space (1st and last month's rent)
2. \$100k to build space to suit
3. \$25k for equipment
4. \$8k monthly rent

Sponsor/Donor Levels

All sponsors/donors will be recognized individually via PHP social media outlets as well as during the official opening ceremony.

1. Bronze - \$1000
 - a. Receive PHP and HM T-Shirts, Bronze Level Plaque at new location, 1 month of free semi-private training at PHP for 1 member..
2. Silver - \$5000
 - a. Receive PHP and HM T-Shirts, Silver Level Plaque at new location, 3 months of free semi-private training at PHP for 1 member.
3. Gold - \$10,000
 - a. Receive PHP and HM T-Shirts, Gold Level Plaque at new location, 6 months of free semi-private training at PHP for 1 member.
4. Platinum - \$50,000
 - a. Receive PHP and HM T-Shirts, Platinum Level Plaque at new location, 12 months of free semi-private training for 2 members.

Expansion Details

Location

39400 Murrieta Hot Springs Rd Suite 121 B and
C
Murrieta, CA 92563

General Contractor

DMD Development
27636 Ynez Rd Suite L7
Temecula, CA 92591
951-252-3347

Use

The expanded space would feature more of an open layout allowing us to work with larger groups at one time. It would also include a private class studio for classes that may need/want more privacy or separation from sound in the general facility. This would allow us to feature more frequent yoga classes for veterans. A private treatment room designed for a physical therapist and occupational therapist is already built into the proposed layout to allow for more private treatments separated from the sound of the general facility.

Long Term Viability

PHP is able to participate in this program successfully because it already has the business foundation outside of philanthropy to support it. PHP currently employs 8 Kinesiologists, 1 Holistic Nutritionist, and 2 Kinesiologist interns and serves over 100 paying clients.

PHP runs a fitness business model where the cost of training the veteran can effectively be offset by a normal paying client. The **monthly** value of training that PHP currently donates in these services was approximately **\$12,000** for January alone. Because PHP is a thriving facility on it's own, it can withstand the financial opportunity of serving veterans just as it would any other paying client.

Closing

We thank you for your time and consideration in helping us further this cause of supporting the physical and mental health of our United States military veterans. We welcome any suggestions or form of support and we would also ask you to pass on this proposal to anyone you feel would be interested in contributing to this cause.