



HOMETOWN HERO OUTDOORS

Grant Request & Distribution Proposal

Date: September 12, 2024

From: Christopher Tetrault, President, Hometown Hero Outdoors

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Objective:

Hometown Hero Outdoors (HHO) provides outdoor recreational opportunities and mental health services for military service members, veterans, and first responders. This proposal outlines how HHO will strategically allocate state grant funds to achieve maximum impact, ensure sustainability, and promote the long-term well-being of our nation's heroes. With your support, we will expand outdoor programs, enhance crisis intervention, and strengthen the infrastructure necessary to support our growing network of beneficiaries.

Fund Allocation Plan:

1. Primary Mission: Outdoor Experiences (50%)


Our primary mission is to provide enriching outdoor experiences for military personnel, veterans, and first responders. We will allocate **50%** of the grant funds toward the following:

- **Professional Guidance & Equipment:** We will collaborate with local guides, outfitters, and volunteers to provide high-quality outdoor experiences. Funding will cover equipment, lodging, sustenance, and logistical support.
- **Measurable Impact:** We aim to increase participation in outdoor activities by **25%** within the first year of funding. By offering additional events and increasing outreach, we expect to serve at least **1,000 beneficiaries annually**.
- **Outcomes:** Improved physical and mental well-being, stronger community bonds, and increased positive life engagement for our participants.

2. Crisis Intervention & Mental Health Support (30%)

Mental health is a critical component of our mission. With **30%** of the grant, we will:

- **Applied Suicide Intervention Skills Training (ASIST):** We will train volunteers to recognize and respond to mental health crises. This training will enable them to identify early signs of distress, intervene effectively, and create life-saving safety plans. Our goal is to conduct as many as needed based on need.

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- **Professional Psychological Support:** Funds will be used to partner with a certified psychologist specializing in trauma related to military and first responder experiences. This expert will provide both individual and group therapy sessions.
- **"Training for Trainers":** To scale our crisis intervention program, we will train additional volunteers to become ASIST instructors, ensuring a faster rollout and deeper penetration into at-risk communities.

3. Outreach & Growth (10%)

To expand our reach and foster growth, **10%** of the funds will be allocated for:

- **Technology Investment:** We will create a more secure digital platform with an integrated phone application for members to register for events, access mental health resources, and engage with peers. This platform will reduce reliance on social media and enable direct, private engagement with HHO staff and volunteers.
- **Leadership Development:** Funding will also support the attendance of key personnel at leadership development courses to strengthen our outreach efforts.
- **Targeted Growth:** Our goal is to reach an additional **20%** of the military and first responder communities in underrepresented areas through these initiatives.

4. Operational Sustainability (10%)

Ensuring the longevity of our operations is vital to our continued success. **10%** of the grant funds will cover:

- **Administrative Costs:** These include essential services such as legal counsel, accounting, organizational insurance, and web development.
- **Transparent Allocation:** Breakdown: Legal and compliance (2%), accounting services (3%), web security and technology upgrades (2%), organizational insurance (3%).
- **Long-term Impact:** This allocation will allow us to run efficiently and ensure that our organization remains compliant with state regulations and financial transparency standards.

Justification for Grant Funding:

We respectfully request **\$250,000** in fiscal year 2025 and **\$250,000** in fiscal year 2026 to be appropriated from the general fund to the **commissioner of public safety** for the following:

- **Outdoor recreational activities and mental health services** for active and retired law enforcement officers, firefighters, and EMS personnel. The goal is to promote positive mental health outcomes, strengthen their resilience, and foster lasting connections between these professionals and mental health providers.
- To ensure **organizational longevity**, funding will be used for public education on the mental health needs of these populations and to support ongoing recreational therapy programs designed to improve their quality of life.

In addition, we request **\$250,000** in fiscal year 2025 and **\$250,000** in fiscal year 2026 to be appropriated from the general fund to the **commissioner of veterans' affairs** for:

- **Outdoor recreational activities and mental health services** for currently serving military personnel and veterans. This will facilitate their ongoing mental health support, foster their connection to the outdoors, and provide long-term avenues for recovery and community engagement.
 - **Sustainability:** These funds will ensure that Hometown Hero Outdoors continues to provide high-quality services, public education, and outreach to those who have served our nation in military and first responder roles.
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Sustainability and Accountability:

To ensure long-term success, we are committed to diversifying our revenue streams beyond grant funding. Our efforts include:

- **Additional Revenue:** We will develop a robust plan for generating additional revenue through merchandise sales, corporate partnerships, and monthly donation campaigns to reduce future reliance on state funding.
 - **Independent Audits:** We will continue to conduct **annual audits** by third-party firms to maintain financial transparency and ensure that funds are being used effectively and as intended.
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Measuring Success:

We will measure the success of our programs using the following criteria:

- **Participation Growth:** Track the number of beneficiaries attending outdoor events, with a target increase of **25%** annually.
- **Mental Health Interventions:** Record the number of successful mental health interventions/referrals conducted by ASIST-trained volunteers and the psychologist.
- **Community Engagement:** Monitor engagement through our digital platform, aiming for at least **50%** of beneficiaries to actively use the platform within the first year of its launch.

Partnerships:

We are proud to collaborate with industry professionals and mental health organizations, including local outfitters, outdoor guides, Abijah on the Backside, Wellness that Works and **LivingWorks** the provider of ASIST training. These partnerships will allow us to offer high-quality outdoor experiences and critical mental health support while optimizing costs and resources

Conclusion:

Hometown Hero Outdoors is committed to maximizing the impact of the state grant by investing in the mental health and well-being of military service members, veterans, and first responders. Our holistic approach, encompassing outdoor experiences, mental health intervention, and organizational sustainability, ensures that every dollar is spent improving the lives of those who have served our communities and our nation. We respectfully request your support in making this vision a reality.

As its written:**Appropriation: Hometown Hero Outdoors**

\$250,000 in fiscal year 2025 and \$250,000 in fiscal year 2026 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.

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Thank You,



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