BIGGER BOULDER BETTER

A DECADE OF GRATITUDE, GREATNESS, AND GROWTH

2023 ANNUAL REPORT



FROM OUR CEO



With Gratitude,

JOSH GOLDBERG CEO, Boulder Crest Foundation 2023 marked the 10th year of operations at Boulder Crest Foundation, and as we reflect on our decade-long journey — one that has seen us serve nearly 100,000 people — the words **BIGGER...BOULDER...BETTER...** best encapsulate who we are, what we stand for, where we have been, and where we are going.

BIGGER... When we opened the doors of Boulder Crest Virginia in September 2013, our vision was to serve 700 combat veterans and family members each year. 10 years later, we have served 14 times that number, expanded to a second location (Boulder Crest Arizona), launched an Institute dedicated to the science of Posttraumatic Growth (Boulder Crest Institute), in partnership with the Avalon Action Alliance created a network of 13 teams delivering Warrior PATHH in nine permanent locations (alongside two Mobile Teams), and launched and scaled our Struggle Well training program, which is being delivered to actively serving military members and first responders in 20 states.

BOULDER... We are in the midst of a mental health epidemic that claims far too many lives to suicide. Something must change, and we recognize that our expertise in developing PTG-based programs is exactly what is required. To that end, Boulder Crest is boldly developing and scaling a new approach to stress, struggle, and suicide that our nation's actively serving military, veterans, and first responders deserve and require.

BETTER... At our 10th anniversary celebration, I noted that for all that we have accomplished, we are still just getting started. We never rest on our laurels, and focus on continuously improving every aspect of our work. This has been a critical ingredient in our success, and is something that Ken, I, and our entire BCF team believe in deeply.

In 2023, we changed over 17,000 lives. Over the last decade, we transformed nearly 100,000 lives. And we're just getting started.

Thank you for being with us on this journey. We couldn't do it without you.



TIMELINE



Julia and Ken Falke incorporate Boulder Crest Foundation (BCF)

The Falke Family donates 37 acres of their estate, Boulder Crest, to the Foundation



Vision and Mission defined

Board of Directors assembled

Sarah Fehrer hired to lead fundraising efforts

BCF receives IRS 501(c)(3) approval

First major donations and commitments received



Groundbreaking Ceremony May 13th

Construction commences

Amazing community support

PARTICIPANTS SERVED

VOLUNTEER HOURS



Grand Opening Ceremony September 6th

First major fundraising event

Honorary Board established

Wellness Advisory Committee assembled

First family stays in August

First program delivered

262PARTICIPANTS SERVED

3,465
VOLUNTEER HOURS



First Warrior PATHH program delivered

Major fundraising events and grassroots support grow

Heroes Garden built in Virginia

673
PARTICIPANTS SERVED

3,931 VOLUNTEER HOURS



Corporate volunteerism takes-off

Warrior PATHH curriculum created

Fundraising events grow

665
PARTICIPANTS SERVED

2,434 VOLUNTEER HOURS



Warrior PATHH 18-month longitudinal study begins

Demand for Warrior PATHH grows

Family programming launches

659
PARTICIPANTS SERVED

2,512
VOLUNTEER HOURS



\$10 Million transformational gift received from Clark Foundation

BCF purchases Apache Springs Ranch in Sonoita, AZ

Grand Opening Boulder Crest Arizona

First programming in Arizona

720PARTICIPANTS SERVED

6,634
VOLUNTEER HOURS



Boulder Crest Institute for Posttraumatic Growth opens doors

Struggle Well: Thriving in the Aftermath of Trauma book release

myPATHH App launch

Heroes Garden opens in Arizona

1st Lieutenant Ronnie Winchester Treehouse opens at BCVA

First major national TV appearance on Megyn Kelly Show

943
PARTICIPANTS SERVED

Z,UUUSTRUGGLE WELL PARTICIF

STRUGGLE WELL PARTICIPANTS SERVED (U.S. NAVY SEABEES AND EOD)

8,385
VOLUNTEER HOURS



Avalon Fund commences with \$40 million commitment from Home Depot Co-Founders, Bernie Marcus and Arthur Blank

BCF named HillVets Nonprofit of the Year

First two Warrior PATHH Avalon partners join network – GratitudeAmerica and Camp Southern Ground

1,197
PARTICIPANTS SERVED

AVALON PARTICIPANTS SERVED

2,000
STRUGGLE WELL PARTICIPANTS
SERVED (U.S. NAVY U.S. MARINES

SERVED (U.S. NAVY, U.S. MARINES, NAVY SUBMARINERS, OTHER ACTIVE DUTY MILITARY)

7,580 VOLUNTEER HOURS



COVID-19 Pandemic occurs (BCF only closed for six weeks)

Major push on Struggle Well training

BCF staff support local communities during shutdown

Scientific Advisory Panel formed

Transformed by Trauma: Stories of Posttraumatic Growth book release

502

PARTICIPANTS SERVED

163
AVALON PARTICIPANTS SERVED

STRUGGLE WELL PARTICIPANTS SERVED (COVID NURSES, BUSINESSES, ACTIVE DUTY MILITARY AND FIRST RESPONDERS)

3,258 VOLUNTEER HOURS



Lead Well: 10 Steps to Successful and Sustainable Leadership book release

Miami and Tucson Police Departments sign on for major Struggle Well training programs

1,326
PARTICIPANTS SERVED

455

AVALON PARTICIPANTS SERVED

15,000 STRUGGLE WELL PARTICIPANTS SERVED (COVID NURSES, BUSINESSES, ACTIVE DUTY MILITARY AND FIRST RESPONDERS)

4,863
VOLUNTEER HOURS



Board of Directors appoints Josh Goldberg as CEO

Board of Directors appoints Sarah Fehrer as Executive Vice President, Board Relations

Avalon Fund transitions to Avalon Action Alliance as a stand-alone organization

AT&T and Gary Sinise Foundation investments propel First Responder Initiative

1,344
PARTICIPANTS SERVED

35U AVALON PARTICIPANTS SERVED

13,660

STRUGGLE WELL PARTICIPANTS SERVED (COVID NURSES, BUSINESSES, ACTIVE DUTY MILITARY AND FIRST RESPONDERS)

4,643
VOLUNTEER HOURS



Delivered Struggle Well training and Warrior PATHH in 22 states

Launched Boulder Crest's Second Mobile Training Team

Added our seventh Warrior PATHH Partner to the Warrior PATHH Network: Eagle Oak Retreat (Italy, Texas)

Piloted the Struggle Well Experience, an intensive and immersive training program designed exclusively for struggling first responders

Led the effort to secure a Congressional designation for Posttraumatic Growth Day on June 13th of each year

1,442
PARTICIPANTS SERVED

664
AVALON PARTICIPANTS SERVED

15,262 STRUGGLE WELL PARTIC

STRUGGLE WELL PARTICIPANTS SERVED (ACTIVELY SERVING MILITARY, FIRST RESPONDERS, AND MENTAL HEALTH PROFESSIONALS)

5,118 VOLUNTEER HOURS





TRANSFORMATIVE PROGRAMS



FAMILY R&R STAYS

Offering a Peaceful Place to Rest and **Reconnect as a Family**

Began: 2013

Serves: Combat veterans and their families.

Gold Star families

Program: Guests stay at our Arizona and Virginia facilities and can enjoy activities including archery, equine-assisted learning, walking the labyrinth, hiking, and fishing.

2023 Impact: 1,031 Family R&R Guests



MILITARY TEEN RETREATS

Serving the Teens of Those Who Serve

Began: 2019

Serves: Teenage children with an active duty

or veteran parent. Gold Star teens

Program: Teens engage in activities designed to introduce Posttraumatic Growth concepts and participate in a variety of recreational activities that help them connect with each other.

2023 Impact: 18 Military Teen Retreat

Participants



WARRIOR PATHH

Transformative PTG Training for Combat Veterans and First Responders

Began: 2014

Serves: Active serving military, veterans,

first responders

Program: 90-day, non-pharmacological, peerdelivered training program. Warrior PATHH begins with a seven-day, on-site program and is followed by three months of support. accountability, training, and community.

2023 Impact: 325 Warrior PATHH Participants



STRUGGLE WELL

Thriving in the Midst of Stress, Struggle, and Trauma

Began: 2022

Serves: Active serving military, first responders

Program: Struggle Well is a preventionfocused program based on the science of Posttraumatic Growth. By partnering with first responder agencies and active serving military units, we're fundamentally changing the culture from the inside-out.

2023 Impact: 15,262 Struggle Well Graduates



COUPLES PATHH

in partnership with Songwritingwith: Soldiers **Continuing the PTG Journey**

Began: 2014

Serves: Warrior PATHH alumni and their

spouses/partners

Program: Warrior PATHH alumni and their partners return to Boulder Crest to participate in select Warrior PATHH modules together. Couples work with the team from Songwritingwith: Soldiers to create music about their experiences and relationships.

2023 Impact: 39 Couples PATHH Graduates



STRUGGLE WELL **EXPERIENCE**

Transformative PTG Training for First Responders

Began: 2023

Serves: First responders

Program: Built exclusively for first responders. the Struggle Well Experience is a 90-day program that begins with a 5-day immersive, in-

residence initiation.

2023 Impact: 24 Struggle Well Experience

Graduates

JEREMY'S PATHH

To put it simply, I was struggling. The outside world after my retirement was nothing like I had planned for, trained for, or could relate to. I was able to work, enjoy time with my family, and complete all the required functions of daily life but my mind was tearing itself apart and no matter how hard I tried I couldn't think my way out.

I wanted desperately to change my life, hear a new voice, and live a life where I saw goodness in the world and not the evil I had been trained to hunt down around the world. I was broken and everyone told me so. I had tried all of the standard treatments and medications, but they seemed to make everything worse! A co-worker and former Ranger told me about the change in his

life after attending Boulder Crest's Warrior PATHH program and with that kind of recommendation I made the call.

PATHH was easy as I deeply wanted to change; getting on the plane, however, was incredibly difficult. No matter what I had accomplished in my career I wasn't good enough, and someone needed my seat more than I did and I was just taking their place.

The isolation of where we were staying sank in

as we drove into the Smoky Mountains with only our guide keeping us from sinking into the thoughts in our heads. What followed were seven days that changed the way I live my life, and helped me see myself as others see me. It was intense work mentally, physically, spiritually, and yes, emotionally. We opened up, hesitantly at first, then we all somehow at the same time said "send it" and let the hurt flow! And when the hurt was out in the light, the healing began! It was seven days FILLED with work to do on yourself and supporting the warriors there with you. You will be taught how to help other warriors, your community, and through it help yourself. You will be given the practices to heal the past hurt and given the opportunity to practice them before you leave. If you are desperate to change your life and willing to face the fears and put in the work, you will come out on the other side better but with plenty of work still to do; this time, however, you're prepared.

Why had all of those other treatments failed and this one succeeded? This is a program led by veterans for veterans that doesn't focus on brokenness, it trains you. The men and women that provide this program have sat in the exact seat you're in and faced the exact fears you faced getting on the plane. They care, and they are willing to back it up! Not that "let me know if there is anything you need help with" caring, they're willing to crawl down in that dark pit with you and lift you up on their shoulders so you can see the light caring!

Now, when I have a bad day, I have a much better foundation and a group of brothers that I can rely upon and be honest with that accept me for exactly who I am. They know the battles, they know the inner voice, they are all my fire team engaging the same enemy. If you need the change in your life, get on the PATHH!

JESSICA'S STRUGGLE WELL STORY

Prior to attending a two-day Struggle Well class, I had never heard of the program. Quite honestly, my reasons for taking the class were merely that it was free and that I could get time on the books from my department for attending. At no point was I seeking to get anything from the class other than that. Coincidently, at that time, I had given up on seeking out any sort of treatment or assistance. Every traditional mental health provider and program I experienced was based on the same premise: I needed to accept my diminished state and "new normal" and the best I could hope for was to manage the symptoms associated with my struggle.

When I walked in it was like any other first responder and military training. Everyone comes in well put together, clean cut, and introducing themselves by their positions and departments. You look around and you see a classroom full of well-rounded, accomplished professionals. This is exactly why I stopped going to classes, because I felt like I did not fit in and that everyone could see that I was not where they were in life.

Then the class started, and it was unlike anything I had ever experienced. As each person spoke, one after another, and probably for the first time ever, they told us the truth. Realizing we are all just putting on a show for one another. That I was not alone, I was not different, and I was not lost. That we all at one point or another have been in the exact same spot but just never told each other. Upon walking out at the end of the second day I had what no professional had ever been able to give me: a direct answer on the next steps that needed to be taken and the realization that we all have been there.



RESEARCH & EVALUATION

Dr. Richard Tedeschi, the founder of the science of Posttraumatic Growth, was named Executive Director of the Boulder Crest Institute when Josh Goldberg assumed the role of CEO in January 2023. Dr. Bret Moore, a former Army psychologist and renowned author, was appointed Deputy Director, and Dr. Tedeschi's mentee and Air Force veteran, Dr. Taryn Greene, was hired as Director of Research. The Institute team launched several new courses and published various PTG-focused studies in 2023.

2023 Boulder Crest Institute Highlights:

- Trained more than 2,000 Mental Health Professionals in the practices and principles of PTG
- Launched a new university-based PTG course for doctoral students at Adler University
- Dr. Tedeschi co-authored five new PTG-focused research studies
- · Developed two new books for the emerging Posttraumatic Growth book series
- Published a study evaluating Warrior PATHH outcomes in Frontiers in Psychology, which demonstrated the immediate and long lasting impacts of Warrior PATHH on psychological growth and symptom reduction for U.S. military veterans

Warrior PATHH Program Outcomes

65% Sustained Increase in PTG

54% Sustained Reduction in Anxiety

61%
Sustained Reduction in Depression

50% Sustained Reduction in Stress

COMMUNITY & LEARNING



All of our programs are focused on ensuring that transformations are sustained over the short, medium, and long-term. Our myPATHH and Struggle Well mobile apps provide a forum for participants to connect, learn, and grow. Our new website, launched in August 2023, serves as the first-ever PTG information hub, and includes comprehensive resources for researchers, mental health professionals, leaders, peers, and those seeking to integrate the practices and principles of PTG into their lives.

myPATHH and Struggle Well Apps



5,145

Total Members

3,357

New Members

1,240,867

Total Contributions

New Boulder Crest Website



96%

Users

91%1

Sessions

73%

Engagement Rate

SOCIAL & POLICY CHANGE

September 2023 marked a decade of service for Boulder Crest Foundation. Virginia Governor Glenn Youngkin and First Lady Suzanne S. Youngkin attended our anniversary event and presented Boulder Crest with a Spirit of Virginia award, which recognizes contributions in private industries, education, culture, and arts and philanthropy.

Our work to change the narrative surrounding mental health gained national recognition this year. In a significant win for our advocacy efforts, June 13th was named PTG Awareness Day in a proclamation signed by Rep. Jack Bergman (R-MI).



Our short film *On Duty* — a story about a soldier struggling to put soldiering down once he returns home — won a CLIO Award in the Health Awareness & Advocacy category. The second film in the series, *Reborn*, was released in September and tells the story of a police officer facing a traumatic event in the line of duty, and her struggle in its aftermath. Both films shine a light on the transformative power of our PTG-based programs.

Our 10th year concluded with Founder and Chairman of the Board, Ken Falke, being awarded an AARP® Purpose Prize®. The Purpose Prize honors extraordinary individuals who use their lived experiences to make a better future for all. The past 10 years are certainly an indication that Ken has done just that.

I commend Boulder Crest Foundation for their outstanding contributions in the field of trauma recovery and their development of the Warrior PATHH program. The commitment and dedication of Boulder Crest Foundation to helping veterans, first responders, and others affected by trauma are deserving of the highest recognition.

— Representative Jack Bergman (R-MI)



FINANCIALS

STATEMENT OF FINANCIAL POSITION

ASSETS Cash Pledges Receivable Net Land, Property, & Equipment Investments Other Assets Total Assets	2023 \$3,643,152 \$45,000 \$15,574,820 \$19,733,818 \$863,206 \$39,859,996	2022 \$5,989,303 \$80,098 \$15,925,054 \$11,086,962 \$2,488,691 \$35,570,108
LIABILITIES & NET ASSETS Accounts Payable & Other Liabilities Total Liabilities Total Net Assets Total Liabilities & Net Assets	\$650,405 \$650,405 \$39,209,591 \$39,859,996	\$771,856 \$771,856 \$34,798,252 \$35,570,108
STATEMENT OF ACTIVITIES Contributions Special Events Grants Other Revenue Total Gross Revenue Less Special Event Direct Costs Net Public Support & Revenue	\$6,895,901 \$1,773,816 \$7,724,796 \$1,662,011 \$18,056,524 (\$480,922) \$17,575,602	\$5,888,225 \$1,021,003 \$9,156,892 \$944,534 \$17,010,654 (\$365,373) \$16,645,281
PROGRAM SERVICES Total Program Services	\$10,775,706	\$6,822,871
SUPPORTING SERVICES Management & General Fundraising Total Supporting Services Total Expenses Change in Net Assets	\$959,506 \$1,429,051 \$2,388,557 \$13,164,263 \$4,411,339	\$1,055,824 \$1,636,286 \$2,692,110 \$9,514,981 \$7,130,300
Net Assets, Beginning of the Year	\$34,798,252	\$27,667,952
Net Assets, End of the Year	\$39,209,591	\$34,798,252

82% Program Services

Boulder Crest is proud that 82 cents of every dollar we spend is invested in delivering transformative Posttraumatic Growth training and hosting military and veteran families for Rest & Reconnection.

11% Fundraising -

7% Management & General -

VOLUNTEER SPOTLIGHT

Michael Vineyard's email signature is "Non Sibi Sed Aliis," which translates to "Not for Himself, but for Others." This is a fitting slogan for Boulder Crest Virginia's 2023 Volunteer of the Year.

Michael served in the Navy for 27 years before he retired and took a federal emergency management position with the U.S. Department of Health and Human Services. Michael felt his call to serve was not being answered in his new career, though, and when he heard about Boulder Crest Foundation he was hooked on the mission and wanted to be involved with helping veterans in some way. He initially volunteered with the Healing Heroes (motorcycle) Ride at the starting location (Berryville VFW) and then rode in the event – and became involved with additional events as time went on.

This changed after Michael went through the Warrior PATHH program himself in 2022. He started to volunteer in the kitchen at the very next PATHH program and comes in for kitchen duty for every PATHH class. "There is a lot of reflection time and sharing with others that have gone through the program who are also volunteering," Michael says.

Throughout 2023, Michael came to the property weekly to help with property management projects. "I do whatever they want me to do. It's such a great mission and I am retired so I just try to fill in the voids."

Michael has done everything from cleaning the kitchen equipment to taking care of the livestock. His favorite activity is still kitchen duty because "I get the honor of supporting and seeing these warriors come through PATHH."



VOLUNTEER SERVICE

We couldn't begin to do the work we do without our incredible volunteers. Volunteers providing more than 20 hours of support in 2023 are recognized below.

Barbara Adgate Mary Kay Anderson Latisha Bright **Grace Brock** James Brooks Robin Corcoran Nicholas Croce Amelie Dahl Javne Elliott Larry Ferrigno Joy Gaines Adam Gregory **Bob Grier** Kathryn Haller Sandra Harman Darren Hemminger Marcy Hemminger

Ursula Hennessy Vicki Holaday Samantha Jones Paul Kakol Amber Kinslow Carolyn Kirkland Maggie Lushina Michael McGurk Kelly Plunnecke Mark Reidy Rotary of Leesburg George Seymour Doug Smith Samuel Stokes Tomlin Michael Vineyard Ginger Wassum **Casey Watkins**

5,118

Volunteer Hours

577

Total Volunteers



378

People who served through Corporate Volunteer Days

24

Corporate Volunteer Days

CORPORATE VOLUNTEER SUPPORT

2023 Corporate Volunteer Groups

35 Golf Advanced Leadership Course 355th Equipment Maintenance Squadron Davis-Monthan Air Force Base 612th Air Communications Squadron Accenture

Air Force Sergeants Association:

Davis-Monthan

Audi

Brightspot

CarFax and S&P Global

CISCO Systems

Citi Salutes

DayBlink

Dominion Energy

Equinix

GOVCIO

Long Realty Tucson

Loudoun Leadership

Mountain Vista Communities

OBXTek

QTS Data Centers

Rosendin Electric

Shippensburg ROTC

St. John's Cadets

Thomson Reuters Special

Services (TRSS)

Tucson Police Department

Veritas Northrup Grumman

VetsEZ

Virginia DAR, Laurie Nesbitt, Regent

Corporate Volunteer Spotlight: Mountain Vista Communities

Mountain Vista Communities provides housing to military families at Fort Huachuca in Sierra Vista, AZ. When employees learned about Boulder Crest Foundation's mission and that Boulder Crest had a property nearby, "it just made sense to support the mission," says Community Director Jolene Tucker.

Jolene organized a group of Mountain Vista Communities employees to take part in a Corporate Volunteer Day at Boulder Crest Arizona last October. The group maintained the garden and split and stacked wood. "The team loved the beauty of the property. They said they felt a higher presence that was instantly calming when we first got to the property."

Mountain Vista Communities employees enjoy their workplace because it gives them the opportunity to serve those who serve our country, and they felt the same way about their time at Boulder Crest. They especially appreciated "Joe's ability to speak to our hearts about the BCF mission" and the sense that they were contributing to the Posttraumatic Growth of Boulder Crest's guests.













HONOR ROLL OF CONTRIBUTORS

It is with profound gratitude that we acknowledge those who made, and continue to make, our mission possible.

Circle of Valor \$1.000.000 +

A. James and Alice B. Clark Foundation Avalon Action Alliance Gary Sinise Foundation Bernie and Billi Marcus State of Arizona

Transformers \$250.000 - \$999.999

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Foundation
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AARP

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\$25.000 - \$49.999

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Shootout for Soldiers
Shoulder 2 Shoulder Inc.
Rebecca and Brent Simor

Sonu Singh

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Virginia Branch Southland Concrete StemPoint Capital Kartik Subramanian TekStream Solutions

True Patriot

Trustworthy Accountability Group (TAG)

Tyche Tools
United Airlines
United Rentals Inc.
Thomas Whitmore
Marianna Winchester
Trevor and Karen Wright

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Boulder Crest Foundation established the Legacy Society to honor and to celebrate donors who have provided legacy gifts to help our mission to facilitate Posttraumatic Growth (PTG) through transformative programs, world-class training and education initiatives, research, and advocacy. Legacy gifts include provisions for Boulder Crest in a will, trust, IRA or Other Retirement Plan, Life Insurance Policy, Life Income or Other Planned Gift. For more information, contact Boulder Crest at

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AND WE'RE JUST GETTING STARTED

When we began, our mission was to provide a peaceful place for combat veterans and their families to rest, reconnect, and recharge. 10 years later, Boulder Crest has grown into an organization with a national footprint and an ambitious vision: to ensure that all members of the military, veteran, and first responder communities have the training, skills, and support they need to transform their struggle into strength and lifelong Posttraumatic Growth.

When we started our work, it was estimated that 22 members of the military and veteran community died by suicide every day. Today, that number is growing, and annually, more first responders die by suicide than in the line of duty.

This is not acceptable.

The transformative training Boulder Crest provides, with proven results, is desperately needed by the members of our military, veteran, and first responder communities, and we cannot do it alone.

Together we are:

BIGGER, BOULDER, BETTER.







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