



HEROIC
HEARTS
PROJECT

**WORKING TOGETHER TO CREATE A
BRIGHTER FUTURE FOR MENTAL HEALTH**

Sponsorship Proposal

Prepared by :
Cole Pethybridge

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About Us



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Everything's better when we're together.

Introduction

The Herb Clinic has partnered with Onaya Science, The Ayahuasca Foundation and Heroic Hearts to offer a study to investigate the effects of ayahuasca retreats on military Veterans with post-traumatic stress disorder (PTSD) and/ or traumatic brain injury (TBI). The first study was conducted at the Riosbo Research Center, situated in the heart of the Allpahuaya-Mishana National Reserve, near Iquitos, Peru. Research kicked off in March of 2023, this experiment will be Onaya Science's most advanced study to date, incorporating neuroimaging (fMRI and EEG), microbiome, metabolomics, and epigenetic analyses, and more. The Herb Clinic participated in a pilot program study in May 2023 to add an additional center for which research will be conducted. We are excited to announce we will be taking groups of 9 Veterans and 1 Facilitator down in September 2023, February 2024, and September 2024 for privately organized retreats. For these retreats, we are looking for sponsorship to decrease the barriers for our participants and provide an unrivaled experience in their healing. We are currently looking to raise \$70,000CAD per retreat. Following the 3 planned retreats we are planning to continue to bring down two groups per year for the next 5 years.

About Us



The Herb Clinic

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The Herb Clinic

Who they are

The Herb Clinic was founded in 2017 to provide education to Physicians and their patients about the medical use of Cannabis. They have helped 10,000+ patients gain access to this plant medicine and continue to provide their services to anyone in need. With a huge focus on education, The Herb Clinic continues to expand its knowledge of different Plant Medicine Therapies around the world. They have applied for their "Dealer's License" through Health Canada to permit them access to import/export these substances and gain insight into their effectiveness for conditions commonly found within their patient demographic. The Herb Clinic also operates Medical Clinic at Southpointe, a medical clinic striving to change the way healthcare is viewed and delivered. They are working to build an integrated, preventative healthcare model for Veterans, First Responders, their families, and their community. By working together with established research teams and non-profit organizations, they hope to expand their knowledge of different treatment modalities around the world and eventually bring that knowledge back to Canada to provide access to more people in need.

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Onaya Science

Who they are

Onaya Science is a non-profit research team, they design and conduct experiments in Peru, specifically focused around Ayahuasca and other plant remedies found in the Amazon. They are dedicated to delivering scientific data on a non-profit basis working alongside the local indigenous communities. They are a team of researchers striving to translate the indigenous knowledge of Amazonian plant medicines into scientific terminology and data, whilst ensuring the traditions are respected. They use cutting edge scientific methods to provide greater layers of understanding to the ancient wisdom of the Amazon. Onaya Science investigates the overlaps and differences between two paradigms which appear on the surface to seem contrary. Driven by the goal of shedding light on healing modalities that have been ignored by modern medicine yet have served the people of the Amazon since before records began

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Onaya Science

Research Publications

1. Ceremonial ayahuasca in Amazonian Retreats—mental health and epigenetic outcomes from a six-month naturalistic study.

Funded by the Medical Research Council (UK), this study looks at the effects of ayahuasca retreats on the reprocessing of traumatic memories, mental health outcomes, as well as providing preliminary data into potential epigenetic changes in DNA. This study was featured in Forbes.

<https://www.frontiersin.org/articles/10.3389/fpsy.2021.687615/full>

2. Modulatory Effects of Ayahuasca on Personality Structure in a Traditional Framework.

Independently funded by the research team, this study provided foundational data which displayed that ayahuasca ceremonies had the power to alter personality, by reducing levels of Neuroticism (by 20%) on a standardized model of personality, the NEO-PI3; also known as the 'Big Five'. Trend-level increases in Openness were also observed.

<https://link.springer.com/article/10.1007/s00213-020-05601-0>

3. The Pharmacological Interaction of Compounds Present in Ayahuasca— a systematic review.

The systematic review searched literary databases for publication into the pharmacology of ayahuasca, with the objective into the pharmacology of ayahuasca, with the objective of establishing a comprehensive understanding of the chemistry of the brew, and how it interacts in the body. The review found data which suggests that the brews may result from synergistic properties, as well as additives. It concludes that surface level understanding exists, and that further research is required.

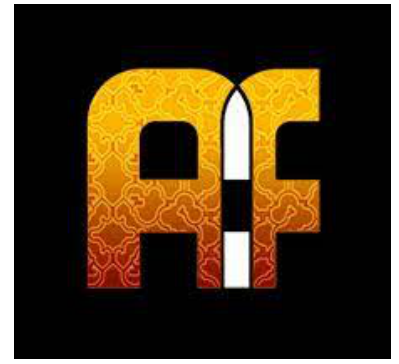
<https://www.scielo.br/j/rbp/a/s6rDBPvF99z7JccZf3gHNdz/abstract/?lang=en>

4. Phenomenology of Subjectively Relevant Experiences Induced by Ayahuasca in Upper Amazon Vegetalismo Tourism.

A quantitative exploration of participant experiences of ayahuasca ceremonies. These participants were also measured on quantitative scales, in the personality study featured above. This project investigates themes within the content of the ayahuasca visionary states experienced by participants at the Ayahuasca Foundation, Iquitos – Peru.

<https://akjournals.com/view/journals/2054/3/3/article-p295.xml>

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The Ayahuasca Foundation

Who they are

The idea for the Ayahuasca Foundation was born from a desire to spread the science of plant medicine back into the world. The Foundation supports the preservation of indigenous wisdom and culture, offering healing retreats and educational courses, and conducting research focused on the ayahuasca healing tradition used for millennia by indigenous healers of the Peruvian Amazon. The Ayahuasca Foundation also supports the preservation of the Amazon rainforest, and promotes educational efforts to raise awareness about sustainability, permaculture, and harmonious environmental relationships. The Foundation participates in community outreach programs and cultural reeducation projects. The Ayahuasca Foundation strives to become a positive force in the global movement towards preservation and sustainability. The Ayahuasca Foundation envisions a future where a new paradigm of medical understanding predominates every culture of the world. In this new field of medicine, modern technology is used alongside natural medicine to produce a holotropic treatment plan, effecting positive change on every level of human existence. The Ayahuasca Foundations' research center designed specifically to study the indigenous plant medicine traditions, treatment with ayahuasca and a variety of other medicinal plant remedies, and the role of consciousness in the healing process. It is their goal to understand the mechanics of ideology and methodology, from within the paradigm they exist and function, to develop new traditions for use in other cultural paradigms. It is our hope that this research will contribute to the future paradigm shift on Earth.

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Heroic Hearts Project

Who they are

Heroic Hearts Project offers a proprietary program to Veterans who are interested in pursuing psychedelic treatment options. They primarily work with Ayahuasca retreat centers due to the powerful effect it has shown to have on healing PTSD. Their programs have been designed to ensure Veterans get the most out of this valuable opportunity and are set up for success when they return home. We also provide financial scholarships to Veterans who are struggling financially. To date, they have provided more than \$200,000 in support to Veteran applicants. They are dedicated to spreading the word of these modalities to Veterans all over the world.

Concentrated efforts are underway to launch independent national charities in both the UK and Canada that build off the success of Heroic Hearts Project USA.

Retreat Costs



Total Cost

We will be bringing down 9 Veteran participants and 1 facilitator to each program. The total cost of this is \$70,000.00CAD.

The individual cost per person is \$7000.00 and a breakdown is included below.

Cost Breakdown

| | |
|---|---------------|
| Retreat Cost- | \$3200USD |
| @ current exchange = | \$4,300.00CAD |
| Travel including flight, hotels, meals = | \$2,000.00CAD |
| Kit list prep materials= | \$500.00CAD |
| Emergency Fund= | \$200.00CAD |
| | |
| Total= | \$7000.00CAD |

Package

Start from \$7000

Gold

As a Gold Level Sponsor, you will be listed on our webpage with a large size logo and hyperlink to your page. You will also be given 6 individual social media posts for the year you are sponsoring, 4 group sponsor posts and be included on any publications of our program.

Start from \$3500

Silver

As a Silver Level Sponsor, you will be listed on our webpage with a medium size logo and hyperlink to your page. You will also be given 2 individual social media posts for the year in which you are sponsoring and 2 group sponsor posts.

Start from \$1000

Bronze

As a Bronze Level Sponsor, you will be listed on our webpage with a small logo and be listed in 2 group sponsor posts.

**This is not a tax receipt eligible donation



**Get in
touch
with us!**



cpethybridge@theherbclinics.ca

www.theherbclinics.ca

587-987-4111

We appreciate your help with this initiative and changing mental health outcomes for our patients. Every dollar counts as we continue to research this valuable healing modality. For any questions or to sponsor, please contact Cole Pethybridge