



OPERATION: HEAL OUR HEROES

Charity Fundraiser Request for Support | City Council, Isle of Palms, SC



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OPERATION

Heal Our Heroes (HOH) is a 501(c)3 non-profit organization dedicated to supporting veterans by raising awareness and funds to combat Post Traumatic Stress (PTS) and eradicate the staggering suicide epidemic that claims the lives of nearly 22 military servicemen and women every day.

One of those fallen soldiers was a dear friend to both HOH founders, Everett Weston and Patrick Bolchoz. CPT Franky S. Kim served in the Army with Weston and lived in NYC with Bolchoz, up until the time of his tragic death.

While Franky's loss was an unspeakable tragedy, his passing served as the inspiration and motivation behind their mission and founding of their organization, Operation: Heal OurHeroes. Since then, the two have committed to the goal of preventing any further unnecessary loss of life among those who put it all on the line for our freedoms.

EFFORTS THUS FAR

HOH has hosted events across the country to raise awareness among both civilians and military veterans alike with the end goal of enhancing understanding of the issues affecting our veterans. With the funds raised, HOH aims to provide our veterans with the infrastructure needed to provide them with timely and readily available mental health care services.

Since conception, HOH has various fundraising events in places such as New York City, Montauk, Boston, Seattle, and Tampa. Through our events we have reached thousands of veterans and civilians alike who have become aligned with our cause and helped re-establish community toward better veterans' support.

All funds raised from the events are awarded to select Veterans' Service Organizations (VSOs) that are doing the best work to provide access to improved mental health care and therapy services for veterans.



IOP + HOH: OUR PROPOSAL

OPERATION: HEAL OUR HEROES

Requests support from the City of Isle of Palms to conduct the 1st Annual Operation: Heal Our Heroes “Survivor Series” 5K Beach Walk/Run on the morning of Sunday, October 9th 2022.

OBJECTIVES

- Better align local veterans with support networks and services available
- Enhance local awareness of issues related to Post Traumatic Stress and other issues that affect veterans
- Foster a controlled, competitive climate of team-building activities
- Provide an opportunity for local vendors to participate and support our cause
- Promote health and wellness activities to attendees and media

CONCEPT OF THE OPERATION

THE BEACH RACE



This fundraising event is a road race proposed to take place on the morning of Sunday, October 9th at a time to be determined by local officials.

Participants will traverse a designated route along the Isle of Palms beach for a maximum of 90 minutes after the first group starts. \

The “Landing Zone” (LZ) is the starting point (SP), which will be located behind The Windjammer. The LZ will also be the central location for spectators, contestants, and local vendors to gather and support.

The 2.5KM Turnaround Point will be located near the Beach Access path in between 34th and 35th Ave, where our team will have volunteers located to provide water and/or medical aid as necessary.

CONCEPT OF THE OPERATION

FUNDRAISER GOAL

\$150,000

Our goal is to achieve maximum participation, which will be subject to the town's discretion. We expect this to range anywhere from 100-300 participants based on interest from the local VFW, and Veteran Service Organization (VSO) partners in the area.

Funds raised from the event will be directed towards local VSOs that are dedicated to providing support and services to veterans suffering from Post-Traumatic Stress.

These include, but are not limited to, the Warrior Surf Foundation, Lowcountry Veterans, Operation Patriots FOB, and local mental health practitioners/therapists to provide direct access for local veterans to get health.

INDIVIDUAL BEACH RUNNER

Participants get food and refreshment wristbands for post-event concert fundraiser at the Windjammer.

SURVIVOR SERIES TEAMS

Same as above, except involvement will include additional team relay competitions that will generate points toward determine final rankings and winners of the event.

These events will be supported by certified trainers from ETHOS Athletic Club.

TIMELINE

CONSIDERATIONS

Our target start time to the race is approximately 0900 to ensure we “beat the heat” and can navigate local traffic logistical constraints regarding parking.

All events will take place in the Landing Zone, with the exception of the 75 minutes that participants will be traversing proposed beach routes.

TIMELINE AND EVENT LOGISTICS

LANDING ZONE: LOGISTICS CENTER (LIONS FOOTBALL FIELD)

0830-0930: Registration, Bib Pickup, Race Route Setup

0945: Opening Comments & Star-Spangled banner

1000: 5K Race to start and will be managed by our race partners, EliteFeats

1130: 5K Race Finish cut-off time

1130: Charity “SURVIVOR SERIES” Challenge Starts

3 events: 2 minutes each for max reps

One person from each team must compete in an event

Events: Burpees, Squats, Sit-ups, Plank Jacks, Push-up

1200: Team tug of War starts

Format dependent on # of corporate teams.

1230-1300: Post event Celebration @ The Windjammer

Challenge winners announced

Fundraising total announced

1300-1400: Clean up along beach route

PARTNERS & SUPPORT

LOCAL PARTNERS & AFFILIATES

In our quest to help bring connectivity to local veterans support groups, to include VFW Post 3137, as well as business to local vendors through our event, we are honored to call the following our esteemed local partners via their pledges of support and participation:



LOWCOUNTRY
VETERANS

SUPPORT REQUESTS

It goes without saying that your approval of our proposed event would be a major milestone for our organization. Our approach to the execution of this event would be with the utmost of respect of the rules and bylaws of the town in mind. With that being said, we would like to request support from the City of Isle of Palms of the following items to help ensure all key objectives are met in safe and controlled environment:

- Participation of local Police Department to assist with traffic points and EMTs (as required)
- Promote through local media and government channels to help maximize veteran and community participation
- Circulate with chamber of commerce to afford local vendors the opportunities to participate in the “Landing Zone” for brand recognition and potential media coverage

MEDIA FROM PAST EVENTS



AXA Advisors present Everett and Patrick with a check for \$10,000 at HOH's 2nd Annual "Call to Arms Gala" at Highline Ballroom in NYC on December 3rd, 2015. Over 450 guests attended for an evening of food, drinks, silent auction, and dancing



^
^

Operation: Heal Our Heroes is featured on the January cover of Stamford Magazine and recognized through a 4 page spread for the work in addressing and eradicating the suicide epidemic that has plagued our Veterans for generations.

MEDIA FROM PAST EVENTS



On Saturday, March 19th, HOH teamed up with Raiser & Kenniff, PC, to host a Charity Hockey Game Fundraiser (Bad Hockey for a Good Cause) at Buckskill Winter Club in the town of East Hampton. Proceeds raised were directed to Veteran Service Organizations doing the “boots in the sand” work to get Veterans the help that they need.



Co-founders of Operation: Heal Our Heroes (HOH), Patrick Bolchoz and Everett Weston present a \$30,000 check to Barbara Van Dahlen, Founder and President of Give an Hour, in support of their vital work: to provide free mental health services to veterans, military and their families.



MEDIA FROM PAST EVENTS

HOH HEAL OUR HEROES OPERATION: HEAL OUR HEROES

A NIGHT FOR JAMIE



THURS, FEB. 18TH 2016 6PM - 9PM
THE LODGE:
516 S. HOWARD AVE TAMPA, FLORIDA

All Proceeds Raised Will Benefit:

the
headstrong
PROJECT

SPONSORED BY:



Tickets will be available at the door and are now on sale at:
SQUADUP.COM/EVENTS/OPERATION-HOH-TAMPA



On Thursday, February 18th 2016, HOH traveled to Tampa, FL and hosted a fundraising event in the honor of AirForce Reserve CPT Jamie Brunette.

Brunette tragically took her own life in 2014 after time spent in the Middle East. Orange Theory Fitness, Brunette's business at the time of her passing, presented HOH with a check for \$8,000. Tampa Fire and Rescue stopped by to show support and also made a generous donation.



PRESS COVERAGE

NEWS

Celeb Sightings: DWTS' Val Chmerkovskiy and Janel Parrish Reunite!

Sponsored By [Palm Beach](#) December 22, 2014 at 7:40 PM By [Alicia Scholesman](#)

[f](#) [t](#) [p](#) [s](#) [e](#) [m](#)



--DWTS Reunited! Val Chmerkovskiy went to check out former dance partner Janel Parrish and Rumer Willis in For The Record: Ben Lahmann at CBA in West Hollywood.

--Leonardo DiCaprio and best bud Tobey Maguire watched Queen of the Night at the

Val Chmerkovskiy went to check out

FEATURED NEWS *Just One: Sisters*

 Kim Kardashian West Turns Heads With 'Strong New Look' *10/20/14*

 Jackie Kennedy's Granddaughter Is Her

US WEEKLY

OPERATION: HEAL OUR HEROES CALL TO ARMS GALA

[t](#) [f](#) [in](#) [p](#) [i](#) [e](#) [m](#)

Highline Ballroom
431 W 16th St.
New York, NY 10011
Thursday, December 3, 2015
8:00 a.m. - 11:00 p.m.

NEW YORK | CALENDAR

OPERATION: HEAL OUR HEROES 2ND ANNUAL CALL TO ARMS GALA SPONSORED BY AXA

BY MONTH

[f](#) [Like](#) [Want](#) [+1](#) [Tweet](#)

ABOUT

soj's organization, Operation: Heal Our Heroes in partnership with AXA Advisors will host its second annual Call to Arms Gala, which will take place at New York City's Highline Ballroom on the evening of Thursday, December 3rd. Operation: Heal Our Heroes is a soj's public charity focused on raising awareness about mental health, particularly as it relates to Post Traumatic Stress, and how PTS contributes to the staggering figure of nearly 20 US

LOCATION

431 W 16th Street

WHEN

Thursday, December 3 @ 8:00 pm


ADMISSION

Ticketed Event

EVENT TYPE

Charity

for people



GUEST OF A GUEST



The event was held at Haus in Tribeca, raising money for [Give an Hour](#), a nonprofit 501(c)(3) that provides free mental health services to military personnel and their families. Dr. Barbara Van Dahlen, founder of Give an Hour and one of TIME's Most Influential People in 2012, spoke about the work being done by Give an Hour and highlighted her involvement in the documentary, The Runner & The

Featured Venues

300 Sinatra Drive, Hoboken

JOONBUG

LETTERS OF REFERENCE



Barbara Van Dahlen, Ph. D.
Founder & President

P.O. Box 5918
Bethesda, MD
20824

bvandahlen@giveanhour.org
www.giveanhour.org

Larry Cantwell, Town Supervisor
159 Pantigo Road
East Hampton, New York 11937

June 1, 2016

Dear Mr Cantwell,

I am writing to support a request submitted to you by Everett Weston and Patrick Bolchoz, Co-founders of the non-profit organization, *Operation: Heal Our Heroes*.

I understand that Everett and Patrick have requested permission to host a fundraising event in the Town of Montauk. I have known these two fine young men for nearly three years and have been very impressed with their dedication to a cause that is very personal to them – and very important for those who serve our country.

The tragic loss by suicide of a mutual friend – a veteran who had served with Everett - brought them together. As a way to honor their friend and prevent others from experiencing such emotional pain, Patrick and Everett created an organization dedicated to raising awareness – and funds – to address the mental health issues that sometimes affect those who serve.

Give an Hour, the organization that I founded nearly 11 years ago, is proud to be the key beneficiary of funds raised through *Heal Our Heroes* events. As a result of the generous support of *HOH* and similar efforts, Give an Hour has been able to continue our mission of providing free mental health care to those who serve, their families and their communities. To date, Give an Hour's network of nearly 7000 volunteer mental health professionals has donated over 185,000 hours of free care and support valued at over \$18.5M.

In addition to being dedicated, passionate and skilled fundraisers, Patrick and Everett are very competent and capable event planners. Their events are always well coordinated and professionally managed. If granted permission, I have no doubt that they will build a successful event that entertains, engages and inspires community residents – all in the service of a very good cause.

Thank you for your consideration.

Take care,

Barbara Van Dahlen



May 31st, 2016

Town of East Hampton
C/O Mr. Larry Cantwell
159 Pantigo Road
East Hampton, NY 11937

Dear Mr. Cantwell,

My name is Evelyn Polcari, director of development at the The Headstrong Project – a 501(c)3 non-profit organization that was incorporated in November of 2012. Our mission at the Headstrong Project: to provide cost-free, stigma-free, bureaucracy-free, world class mental health care treatment to post 9/11 combat veterans dealing with post traumatic stress. We do this in a partnership with Weill Cornell Medicine in New York City. We have expanded to Southern California, and now Houston, Texas, in a partnership with the Menninger Clinic.

We lose 22 of these brave men and women on a daily basis to suicide. With incredible fundraising support we have been able to treat over 190 veterans in San Diego, New York and surrounding areas. Please take a look at our website, Getheadstrong.org.

It is a great my great honor to recommend Operation: Heal Our Heroes Team for acceptance by the Town of East Hampton, to host their inaugural 5k fundraiser event in Montauk – on behalf of the Headstrong Project organization in August 2016.

Operation: Heal Our Heroes is a 501(c)3 non-profit organization dedicated to supporting veterans by raising awareness and funds to stop the staggering suicide epidemic that is taking the lives of our service men. Operation: Heal Our Heroes founders, Patrick Bolchoz and Everett Weston, have generously supported us in the past and would like to continue to support our efforts in the future.

Please feel free to contact me with any further questions at 914-420-3836.

Respectfully –
Evelyn Polcari

Evelyn Polcari
Director of Development – The Headstrong Project
655 Madison Avenue 18th Floor
New York, NY 10065
Evelyn@getheadstrong.org

501(C)3 DOCUMENTATION

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: JUN 17 2015

OPERATION HEAL OUR HEROES INC
108 W 17TH ST APT 10
NEW YORK, NY 10011-5405

Employer Identification Number:
47-3274752
DLN:
26053563001085
Contact Person:
CUSTOMER SERVICE ID# 31954
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
509(a)(2)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
May 18, 2015
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Letter 5436

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OPERATION HEAL OUR HEROES INC

Sincerely,



Director, Exempt Organizations

CONTACT INFO



EVERETT WESTON

Co-Founder
Executive Director
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PATRICK BOLCHOZ

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