

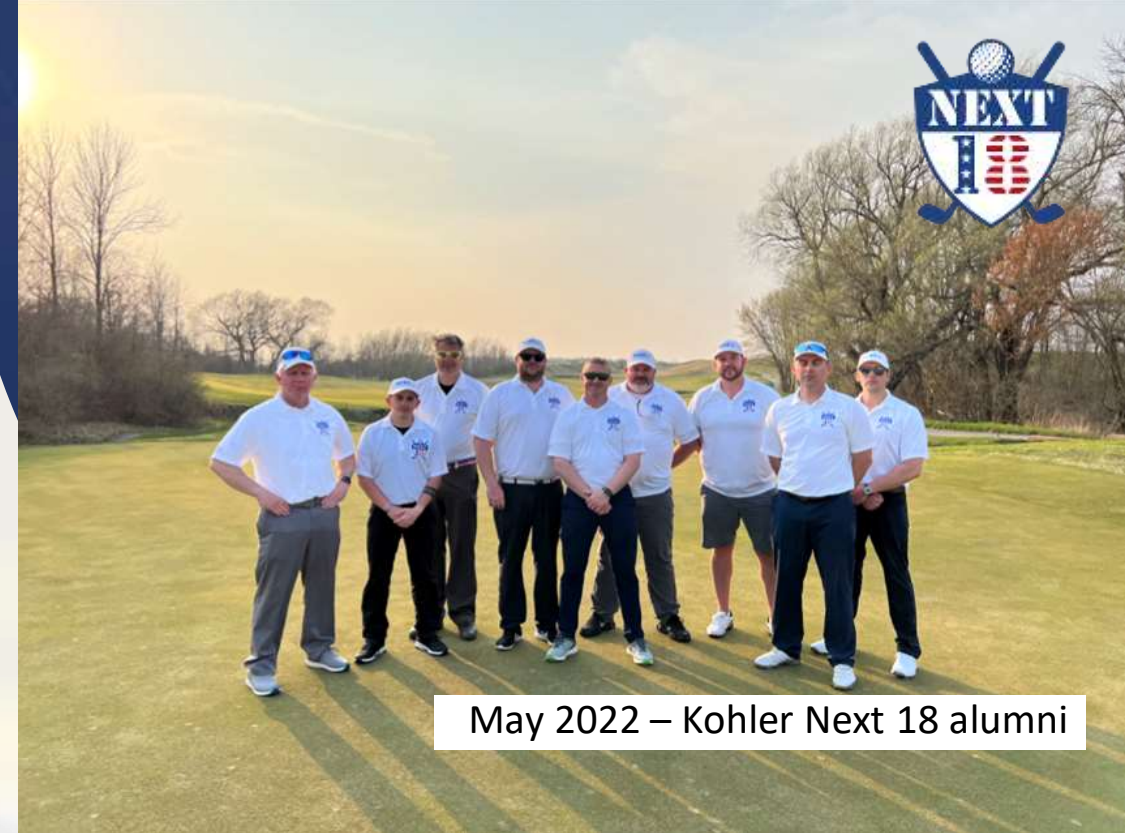


A registered, public 501c3

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ABOUT US

We help veterans and first responders identify and overcome the effects of moral injury by providing transformational mental health and holistic life resources, so they can return home to their loved ones and live healthier and happier lives and engage in positive constructive conversations that historically have not happened due to stigmas and societal norms.



May 2022 – Kohler Next 18 alumni



December 12-15 2022, World Golf Village hosts Next 18



Public 501c3 founded in 2021



Provide 4-day golf camps to veterans and first responders and incorporate 6-10 different holistic resources to include breathwork, mindfulness exercises, body scan exercises, yoga, journaling, reiki, moral injury education, and others



Multiple group therapy sessions intended to engage participants and get them to open up and share their experiences, traumas and validate each other



Matt McDonell - Next 18 Founder/Executive Director
WebMD 2022 Health Hero Award Winner
4 minute video on Next 18's back story and mission





It is estimated that 30 percent of first responders develop behavioral health conditions including, but not limited to, depression and [PTSD], as compared with 20% in the general population.



11% to 23% of veterans have experienced PTSD within a given year

Often PTSD can manifest as symptoms of depression, anxiety and detachment/avoidant behaviors which negatively impact employment, relationships, and daily life. Increases in alcohol and drug use, poor nutrition, erratic sleep patterns can appear as secondary diagnoses.



Moral Injury

Pandemic of the undiagnosed centering around moral injury. Moral injury is the distressing psychological, behavioral, social, and sometimes spiritual aftermath of exposure to such events. A moral injury can occur in response to acting or witnessing behaviors that go against an individual's values and moral beliefs



Kohler, May 2022 campers practicing yoga



THE PROBLEMS



Suicide is not easily talked about or tracked. Past attempts do not mean a completion will occur. A completion can occur with no previous attempts.



About 17.2 veterans die by suicide each day, with veterans being 1.5 times more likely to die by suicide than civilians.

- Men have a tendency to be more successful at suicide, meaning they choose more lethal means than women. With that, men tend to not seek professional help, therefore are often managing the symptoms of a serious mental health concern, yet maybe fighting that battle alone.
- Suicide is not a mental health diagnosis, but a response to an underlying mental health issue such as a depression, anxiety, PTSD, bipolar, etc. it is difficult to predict if a person plans to follow-through with or attempt suicide, even if seeking treatment for a mental health diagnosis or has shown past attempts.



An estimated **69%** of EMS providers report not having enough recovery time between traumatic incidents. Many of these traumatic incidents happen multiple times per week, for years on end.



Like firefighters, police officers and military members, most EMS personnel are reluctant to seek care due to fears of stigma, irrational codes of silence, and fear of possible disciplinary action such as being put on leave or desk duty indefinitely.



22.2% of female career firefighters were at risk of depression, while **38.5%** of the female volunteer firefighters were at risk of depression.

OUR SOLUTION

Exposing participants to mental health resources while immersed in a golf camp.

These are the fundamentals of golf tying into mental health:



Reduces anxiety



Offers beneficial social interaction



Reduces the effects of depression



Lowers stress



Provides a form of therapy

* <https://www.golfdigest.com/story/5-mental-health-benefits-you-get-from-golf>



May 2022 Kohler Camp - golf lessons with Kohler Swing Studio Instructors



HOW IT WORKS

Camp Layout

Monday - Wednesday

- **0945** - Golf Lessons (50 min in group setting with 2-3 golf pro instructors)
- **1030** - Group MH exercise
- **1120** - Golf Lessons
- **1210** - Group MH exercise
- **1300** - Lunch
- **1330** - Main MH component
- **1500** - Prep for golf
- **1530** - 9 or 18 holes of golf in scramble format depending on course
- **1800** - Team Dinner
- **1930** - Nightly group MH discussion

Thursdays

- **0900** - "Unpacking the Ruck" exercise
- **1030** - 18 holes of golf in final event
- **1530** - Final group lunch and reviews of camp

MENTAL HEALTH OVERVIEW

Over the course of 4-days, our participants engage in a multitude of proven mental health and holistic resource approaches. The focus of our program is to give a safe, conducive environment on the golf course (recreational therapy) combined with a structured program that expounds on each subsequent session, to both give resources that can help in daily life as well as to open the participants up and get them talking about their traumas.



Day 1: Self Care

- On the first day, campers will be introduced to techniques, such as body scanning, breath-work, sleep hygiene and yoga that will teach them the skills to cope with the responses of stress upon the nervous system. Combined these resources can help an individual identify triggers as well as learn how to stay rational in the moment of distress. Collectively, the group has the same traumas, life experiences, and tend to present the same symptoms related to mental health distress and disorder.
- Campers will have not only the tools for healthy coping after this day, but will also be connected to yoga studios, Empower Yoga and Warrior Strong, that will provide camp alumni with a yoga mat and access to live and recorded yoga sessions for free.
- All yoga classes, live and recorded, are led by a certified yoga instructor, often with further certification in trauma-based yoga, or a professional background in mental health counseling.

Joaquin Diaz, Assistant Pro North Shore CC working with blind combat veteran AJ



Day 2: Empathy and Compassion

- Campers will dig a little deeper on this day as they focus on typical tendencies that include self-sabotage, emotional numbing, substance abuse, all-or-nothing thinking and high risk activity, to name a few. Conversation will center around relationship dynamics such as family, children, friends and coworkers that may have been negatively impacted by display of the above mentioned behaviors.
- Campers activities will include journaling and Reiki (healing energy work) centering on cultivating gratitude and compassion.
- By the end of day 2, the campers will have golfed twice, with the opportunity to create connection and camaraderie with one another. This connection will likely impact the success of group work as participants have had time to create trust with one another.
- Group will be led by a Mental Health Clinician and Reiki by a certified provider

Day 3: Moral Injury

- Moral Injury is the distressing psychological, behavioral, social and sometimes spiritual aftermath of exposure to such events as acting upon or witnessing behavior that goes against an individual's values and moral beliefs. Educating on this topic is extremely important to the context of the program as data will show (from previous camps) that 90% of campers suffer from moral injury and often are undiagnosed, limiting access to knowledge and resources.
- Campers will also play golf in a scramble format on this day, by the end of which each camper will have played with everyone else at least once.

Day 4: Unpacking the Ruck

- This half day will focus on group work facilitated by Next 18's Executive Director. The time will be spent creating safe space to "unload" emotional and cognitive baggage that may be weighing on the participants. This has been one of the most moving hours of the camp as individuals have shared some of their deepest traumas and memories. The group validates, comforts, and supports one another.
- We close camp with 18 holes of golf and a late lunch.
- Caption for photo "PGA assistant Joaquin Diaz providing specialized instruction to blinded combat Veteran AJ"


















SPONSORSHIP BREAKDOWN

Amount (\$)	Multi-Year	Multi-Year for discussion	
<9999			Private
10,000	✓	2-year price break	Sergeant
15,000	✓	2-year and 5-year price break	Lieutenant
25,000	✓	2-year and 5-year price break	Captain - Erin Hills/Sand Valley only
>50,000	✓	2, 5, and 10-year price break	General

Amount (\$)	Camp Support				
	Next 18 Org Expansion	Meal	Equipment	Mental Health Swag Advert	Logo on Camp Shirts
<9999	✓	-	-	-	-
10,000	✓	-	-	-	-
15,000	✓	✓	-	-	-
25,000	✓	✓	✓	-	✓
>50,000	✓	✓	✓	✓	✓



SPONSORSHIP BREAKDOWN

Amount (\$)				Advertisement						Experience	Experience	Experience	Experience	Experience	Experience
															
	"Next 18 2023, sponsored by":	Mention at camps	Banner at Camp	Outing Advertisement	Speech	Social	Press Release	Website Advertisement	Outing sponsorship	Come to camp	Play Rounds of golf	Lodging	Speak to campers if wanted. Can't be a sales pitch	outfitted with Next 18 gear	1 set of Next 18 PXG Clubs
	<9999	-	✓	✓	✓	✗	✓	✓	✗	✗	✗	✗	✗	✗	✗
	10,000	-	✓	✓	✓	✗	✓	✓	✗	✗	✗	✗	✗	✗	✗
	15,000	-	✓	✓	✓	✗	✓	✓	Free Hole Sponsor	✓	✗	✗	✓	✓	✗
	25,000	-	✓	✓	✓	✓	✓	✓	Free Hole Sponsor	✓	1 round	1 night	✓	✓	✗
	>50,000	✓	✓	✓	✓	✓	✓	✓	Free co-title sponsor	✓	3 rounds	2 nights	✓	✓	✓

TARGET MARKET

Vets and First Responders - all ages/all genders

Statistics from post camp surveys and assessments: assessments done 45- and 90-days post camp, all data is anonymous and used aggregately to track efficacy and any corrections needed via SurveyMonkey.

Yoga, breathwork, group therapy consistently ranked top 3 resources the campers receive



Report better understanding of emotional triggers



Continue to utilize at least 1 resource learned during camp



Maintain contact with fellow campers



More comfortable in discussing trauma and triggers with loved ones



Would recommend Next 18 model to fellow vets/first responders



REVENUE MODEL



NEXT 18

MARKETING STRATEGY





Gary W. Fire Ridge Golf Course
1st camp - September 2021 Testimonial





"Board member Erin Souik, Kohler Co. leading 2022 Kohler camp participants through introduction to yoga"





TESTIMONIALS

“

Having opportunities for continued engagement like regular check-in calls, golf outings and other events truly sets this organization apart. Next 18 is not just a 4 day golf and wellness camp where you say farewell and go back to your old ways. Opportunities exist for continued learning and development as the Next 18 community grows. You have the chance to meet and engage with others like you who face similar challenges in life. This helps you to build more bonds and enlarge your personal support group.

Robert - Kohler 2022 Alum - Army Vet

“

For me, the continued support of the Next 18 is invaluable. I had never met any of the other participants from the Next 18, and after the first 5 minutes, we were talking like we've known each other for years. Being able to "just talk" is therapeutic, but when you talk to people who have had similar experiences it makes it that much easier to open up. As for talking about the Next 18, I tell everyone I know about the amazing experiences and benefits of this organization.

Jeff - Erin Hills 2022 Alum - Army Vet - Firefighter

“

next 18's camp gave me an environment to be able to be open and honest about the things that were affecting me internally. To find out that other people had the same or similar things going on physically and or mentally. They also helped me to change my meditation routine so that I could concentrate better and realize when my anxiety was getting the better of me, and do something about it

Jeff - Fire Ridge 2021 Alum - Firefighter

“Gary, Veteran, Inaugural Alumni Fire Ridge Camp September 2021”



TESTIMONIALS

“

Next 18 has made a very positive impact in my life. I learned many things, including golf. We talked about moral injury, how to take care of ourselves through breathing techniques, meditation, and so much more. I was also able to meet many great men and women that have gone through similar battles that I've gone/going through. I learned that it is ok to share my story and struggles. We can help end the stigma we face in the military and fire service, it's ok to get help. I've never really opened up to my peers until after this camp.

**Joel - Fire Ridge 2021 Alum -
Marine Vet - Firefighter**

“

Next 18 did more for me than I ever anticipated. It made me realize things I have been internalizing for years and ways to manage/overcome it by ways and methods I have never attempted. I've had to reevaluate aspects of my life and have had some difficult conversations with people I love after Next 18 to try and set forth on a new healthier path. During the whirlwind of healing and emotions I was also introduced to a new passion...golf, I am forever grateful


**Marcus - Kohler 2022 Alum -
Marine Vet**

NEXT 18

CONTACT INFORMATION

Matt McDonell
Founder/Executive Director



 414-801-7084

 matt@next18.org

 www.next18.org