

For veterans  
with PTSD,  
the road  
back home  
is not paved.

expedition balance



**\$100K**  
challenge

TO FIGHT PTSD



expedition balance

# This is not a new problem.

It used to be called Shell Shock or Battle Fatigue. Now it's called Post Traumatic Stress Disorder. But whenever our soldiers return from war with mental or emotional injuries, the road back is difficult and often dangerous.

Scarred by disturbing war-time experiences, many veterans find themselves unable to fully reconnect with family, friends and the life they once led. Instead, PTSD often leads them to depression, broken families, abuse, homelessness, alcohol and drug dependence, and suicide.

Of America's 14 million combat veterans, about three million have suffered or do now suffer from the debilitating effects of PTSD.

This is a health crisis in America.

This is also a call to action.



Expedition Balance is an independent non-profit group committed to helping veterans with PTSD regain their balance and their lives. We are funded by individuals and companies who share this commitment.

We offer a non-clinical complement to traditional therapeutic treatments. It is a guided journey to physical, mental and emotional health that takes place in nature, through:

Outdoor recreation

Peer interaction

Yoga and contemplation

Creative expression

Physical fitness

Healthy lifestyle education

**And it lasts a lifetime.**

# This is a new solution.

# PTSD.

## What many veterans already know and you should.

- One in six soldiers returning from Iraq or Afghanistan suffers from PTSD.
- Untreated, PTSD does not get better in time. It often gets worse.
- PTSD can be triggered in a moment by a memory, an image, a sound or a smell.
- Only half of those who seek help receive even “minimally adequate” treatment.
- 18 veterans commit suicide each day. 126 each week. 6,552 each year.
- PTSD often leads to alcohol and drug abuse, and domestic violence.
- Soldiers with PTSD are more likely to be divorced, be a single parent or become homeless.
- 45% of homeless veterans suffer from PTSD or mental illness.
- Many women suffer from PTSD, but fewer receive help because they weren't in “direct combat”.
- Female service members also experience PTSD from sexual trauma while in service.
- Many soldiers with PTSD don't seek help because they fear it may hurt their careers.



## We do what the V.A. doesn't.

V.A. hospitals are responsible for the care of emotional and mental wounds as well as the physical injuries suffered in combat. But they just don't have the funding and resources necessary to care for the thousands of veterans coming back with PTSD.

While physical wounds are treated, “invisible” afflictions like PTSD and depression usually go undiagnosed. The truth is, relatively few of the afflicted veterans get the treatment they need to make it all the way home.

As an independent non-profit, Expedition Balance has taken a different approach to the problem, one that has shown real success. We take groups of veterans outside the clinical setting and into nature, where they can reconnect with themselves and their environment. We teach coping mechanisms and self-care principles that will serve them every day in the real world.

**Then we continue to support their recovery.**

# A New Approach to PTSD Treatment.

The symptoms of combat stress and post-traumatic stress disorder include continual nightmares, avoidance behaviors, denial, grief, anger and fear.

While some vets battling these and other symptoms can be treated successfully as outpatients and assume their normal duties, many others require a different approach.

## Promising Studies

A recent eight-week therapeutic Post-Traumatic Stress Disorder Treatment Program called “Evolution” that began in March 2009 at Landstuhl Regional Medical Center, Germany (LRMC), shows promising results. During the eight-hour days, patients participated in a multidisciplinary curriculum that included art therapy, yoga and meditation classes, substance abuse groups, as well as anger and grief management, tobacco cessation, and pain management programs.

It is too early, and the numbers are too small to generalize, but self-completed PTSD checklists showed a significant decrease in reported symptoms. Additionally, anxiety and depression symptom measures decreased.<sup>1</sup>

In other studies, counselors and researchers have found that greater exposure to peers, relaxation methods, distracting activities, and proper diet and sleep are also keys to recovery for many suffering from PTSD.

## The benefits of yoga and meditation

Meditation, yoga, and other contemplative practices have shown benefits in calming the mind, centering consciousness, and raising self-awareness. Yoga, for instance, is known to improve the mood of psychiatric inpatients and reduce so-called “stress hormones” like cortisol.<sup>2</sup> After promising early results, planning is underway for a major study into the effects of yoga on the treatment of schizophrenia as well.

With yoga, in particular, there is mounting evidence that its practice provides benefit to veterans suffering from PTSD. When practitioners discuss the benefits of practicing yoga, they describe feelings of being grounded and present, gaining an awareness of body and strength, feeling calm and in control of their thoughts.

Already, the military has begun to investigate yoga’s therapeutic potential. In a preliminary study at Walter Reed Army Medical Center in Washington, D.C., nine active-duty soldiers with PTSD were able to sleep better and felt less depressed after 12 weeks of yoga practice. They expressed that they felt more comfortable with situations that they couldn’t control, and as a result, felt more control over their lives.

A number of DoD studies have begun to further investigate the benefits of yoga and similar practices. This healing approach, utilizing exercises and practices that balance body, spirit, and mind, is beginning to take hold in several veteran communities because of its long-term effectiveness.

1. [www.army.mil](http://www.army.mil). New PTSD Program Answers Need, July 21, 2009

2. *Psychiatric Rehabilitation Journal*, Volume 28, Number 4/Spring 2005. The Effects of Yoga on Mood in Psychiatric Inpatients



# What is Expedition Balance?

The Expedition Balance program was developed based on the promising new findings regarding PTSD treatment as well as its founder's personal experiences. By taking treatment outside of the traditional clinical setting to a multi-day expedition with licensed experts and trained yogis in a beautiful natural environment, we make it easier, even enjoyable, for the veterans to engage in the healing journey that will bring them back home.



## The Expedition Balance curriculum:

- A week in nature
- Non-clinical, peer group interaction
- Meditation and Yoga
- Recreation
- Exercise and physical fitness
- Volunteer work
- Creative expression
- Nutrition
- Alcohol and drug abstinence

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After the expedition, each participant and his or her immediate family receive our continuing support, including nutritional education, fitness programs, yoga, and art therapy.

## Logistics\*

## Mind / Body / Spirit

Sunday	4-6 PM: Arrival of 10 participants	Group dinner & welcome for participants and staff
	9 PM: Transportation to hotel (1 night)	BBQ restaurant
Monday	Breakfast	Introduction to yoga/meditation
	Transport to yoga studio	Set up camp and lunch
	Transport to state park	Hike (partially guided) Dinner prep; dinner discussion
Tuesday		Morning yoga and devotion; breakfast
		Mountain biking (local support required from bike shop/rental) Lunch Lake swimming and fishing Dinner prep; dinner discussion
Wednesday		Morning yoga and devotion; breakfast
		Canoe Trip Lunch Art therapy lesson Rock climbing Dinner prep; dinner discussion
Thursday		Morning yoga and devotion; breakfast Volunteer project in park Dinner prep; dinner discussion
Friday	Transport to airport.	Morning yoga and devotion; breakfast
	Dismissed, transportation to airport.	Short hike Lunch and break camp Expedition debrief and recognition ceremony

\* Logistics and itinerary change by Expedition

## Expedition Balance: The Opportunity



**To provide a life  
changing experience  
for veterans who left  
their families to serve  
their nation and  
need help getting  
back home.**

## Funding Expedition Balance

### Expedition costs

Initial cost for gear	\$5,470
Average cost for equipment and supplies	\$6,000 per expedition
Weekly total (not including salaries)	\$7,880
Current cost/expedition	\$1,000/veteran
Expedition Balance pays 90% or more of the cost of each expedition for each veteran.	

### Ongoing support activities

Yoga classes, 2 per day/ 6 days a week	\$2,400
Nutritional education, fitness programs and art therapy	\$100/week/vet
Staff training	\$2,500/year/staff member

### Immediate need (first quarter of 2010):

**Launch operations and fund first expedition      \$46,000**

### Operational requirements to be funded

Full time staff members are veterans receiving salaries and health benefits

A full-time wellness facility to provide more services to more veterans

A website to inform the public, take donations, and keep in touch with participants

### Volunteer and pro bono support

Accounting, IT, marketing, business operations are all donated

**We thank our benefactors.**

## Corporate Sponsorships

	Level	Purpose	Sponsor Benefits
Heroic	\$250,000	Fund every Expedition during the first year.	<p>National press release as exclusive contributor</p> <p>Recognition on Expedition Balance website</p> <p>Corporate logo on all printed materials</p> <p>Tax deduction</p>
Valiant	\$100,000	Fund 10 Expeditions per year or provide operating capital to build permanent facilities and expand services to other cities.	<p>National press release</p> <p>Recognition on Expedition Balance website</p> <p>Corporate logo on all printed materials</p> <p>Tax deduction</p>
Noble	\$20,000	Fund two Expeditions for 10 Veterans	<p>National press release</p> <p>Recognition on Expedition Balance website</p> <p>Corporate logo on all printed materials</p> <p>Tax deduction</p>
Resolute	\$250+	Help a veteran attend an Expedition	Tax deduction

### In Kind Donations

We also seek donations of goods and services such as camping equipment, transportation, telecommunications and other gear.



Our goal is to help every veteran suffering from PTSD make it all the way home, one expedition at a time. In consideration of the price these veterans are still paying for their service, the size of this problem, and the difference you can now make in their lives, we invite corporate and philanthropic donors to respond at the highest level possible.

**Chairman****Carl Salazar, Houston Texas**

Carl is a graduate of the US Naval Academy and an 11-year veteran of the US Navy, including service aboard the USS Ford (FFG 54) while deployed in the Persian Gulf during Operation Desert Shield/Storm.

Carl is the founder of Expedition Balance, its Executive Director, and a founding board member of the organization. Carl heads a Board of Directors committed to fulfilling the mission of Expedition Balance by offering aid and support to combat veterans suffering from the emotional traumas of wartime experience, offering a variety of services that are known to increase joy and restore balance.

Before working with Expedition Balance, Carl worked in the metals distribution and manufacturing industries, performing several operations management and business development roles. He earned a BS degree in Engineering from the US Naval Academy and an MBA from the University of Chicago.

**President****Andy D'Ambrosio, San Diego California**

Andy D'Ambrosio is a graduate of the US Naval Academy and an eight-year veteran of the US Navy. Andy completed three deployments, including service in Operation Desert Shield/Desert Storm. During his time as a naval officer, Andy led the largest enlisted recruiting department in the nation, leading 150 naval recruiters throughout California and Nevada.

Andy is currently a Principal in the Aerospace and Defense practice of PRTM. He holds an MBA with an emphasis in Finance and Economics from Columbia University and a BS in Mechanical Engineering from the US Naval Academy

**Secretary****Erik Briones, Rio Rancho New Mexico**

Erik joined Expedition Balance in 2009 as a founding board member, bringing organizational management and entrepreneurial savvy honed over a successful career in teaching and business management.

Erik is an entrepreneur who founded a number of successful businesses including plant nurseries, a real estate investment firm and a medical treatment company. He holds a BA in Horticulture from New Mexico State University.

**Louis Briones, San Francisco California**

Louis joined Expedition Balance in 2009 as a founding board member, bringing advertising, branding and marketing expertise to the organization. Louis is an advertising professional and founder of Wayfinder, an advertising agency in San Francisco where he is Executive Vice President, Chief Marketing Officer.

Louis has assisted many non-profit organizations develop their brand and meet their fund raising requirements including The Lance Armstrong Foundation, Until There's a Cure, The MS Society, and The American Heart Association.

Louis holds a BA with emphasis in Marketing and Advertising from New Mexico State University and an MJ with emphasis in Advertising from Louisiana State University.

**Herb W. Hildebrand, Tampa Florida**

Herb joined Expedition Balance in 2009 as a founding board member, bringing operations and strategic management expertise honed over a successful career in a number of industries. His proven abilities to launch new endeavors and lead organizations through change make Herb a valuable member of the leadership team.

Herb earned a Bachelor of Science degree from Michigan State University and a Master's degree in Engineering Management from the University of South Florida. He is Director of Sales Engineering for Somarakis, Inc., leading the worldwide sales and engineering efforts for one of the nation's leading manufacturers of process vacuum pumps and compressors.

**Dr. Edward J. Salazar, Washington DC**

Dr. Salazar is a US Air Force Vietnam veteran and is currently an independent international affairs consultant and a veteran diplomat for the US Department of State.

As a career Foreign Service Officer he had a wide variety of assignments and responsibilities across a spectrum of international functional and geographic areas. Most recently, Ed was actively engaged in building both interagency and international partnerships for State's Office of the Coordinator for Reconstruction and Stabilization. Prior to this he was the Director of Programs in the Office of the Coordinator for Counterterrorism.

Ed has a Ph.D. and Master's in international affairs from Claremont Graduate School and a B.A. in international policy studies from the Monterey Institute of International Studies.

He has served on the Board of Advisors for the National Language Resource Center and currently serves on the Board of International Advisors of the Monterey Institute. He also has taught at Pomona College and the Monterey Institute and guest lectured at countless venues during the course of his career. Ed speaks Spanish, Russian, and some French.

# Expedition Balance Board of Directors



## **Expedition Balance**

Helping our combat veterans make it all the way home.

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