



## SUCCESS STORY

### Espanola, New Mexico SBDC -- Healing America's Heroes

**OWNERS:** EDDIE CRAIN -PRESIDENT/CEO, COMBAT VETERAN, VIETNAM

**TYPE OF BUSINESS:** 501(c)(3) nonprofit organization committed to helping veterans through recreational therapeutic support services and vocational training programs

**YEARS IN BUSINESS:** 12 years / 2007

**SBDC:** Espanola, NM [www.healingamericasheroes.com](http://www.healingamericasheroes.com) [www.facebook.com/HealingAmericasHeroes](https://www.facebook.com/HealingAmericasHeroes)

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Many veterans who have been wounded, not only physically, but also mentally, find themselves struggling to return to civilian life after service to our country. Healing America's Heroes is founded and dedicated to helping veterans and their immediate family members improve and enrich their lives, ensure that successful treatment options are available to those veterans in need, and to raise awareness in helping veterans who have served our country.

The purpose of Healing America's Heroes (HAH) is "Helping veterans help themselves." Healing America's Heroes is a 501(c)(3) nonprofit organization committed to helping veterans through recreational therapeutic support services and vocational training programs. All US veterans are eligible to participate in the programs, with an initial focus on NM veterans. There is no cost for veterans or their families to participate in the programs. HAH is the only Therapy Program in the state of New Mexico that includes the whole family.

HAH offers a successful program that includes horse and fly-fishing recreational therapeutic supportive services. These services are one to two week sessions with program development and management provided by a licensed behavioral health professional. Clients are provided room and board at local motels or campsites and in the future, housed onsite with full facilities.

HAH offers effective horse and fly fishing therapeutic support services for veterans, incorporating the veteran's family unit into these support services, providing an expanding variety of educational and vocational experiences for veterans and their families. HAH plans to expand their recreational therapeutic support services to other public service occupations such as first responders, police officers, and firefighters, and develop additional recreational therapeutic support services such as skiing, camping trips, and other outdoor activities.

***"The Espanola, New Mexico Small Business Development Center helped Healing America's Heroes create our business plan, documentation plan, and helped us develop our organization, operations and programs. Says, Eddie Crain, President/CEO. "The Espanola, SBDC has also assisted with our marketing, media, our website and promotional material. The Espanola SBDC continues to assist our growing business, they offer continuing information and guidance. Contact your local Small Development Center and follow their advice."***

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Right--EDDIE CRAIN -PRESIDENT/CEO, COMBAT VETERAN, VIETNAM