



semper fidelis
health and wellness

semperfidelishealthandwellness.org

*Serving Our Nation's Wounded Warriors
with Integrative Health & Wellness Solutions*



MISSIONS CHANGE. WARRIORS DON'T.

We are a community based 501(c)(3) nonprofit organization founded by two US Marine Corps Veterans



- We serve our Nation's Wounded Warriors by providing them with life-changing Integrative Health and Wellness Solutions. We encourage, support and inspire holistic lifestyle choices by providing programs that promote personal involvement and responsibility. We are supported by a team of volunteers and accredited professionals who are dedicated to the overall health and wellness benefits often referred to as CAM ~ Complimentary Alternative Medicine. It is our vision to create a legacy that stands for Health & Wellness that will inspire healing and resiliency for our members and create a positive influence that will result in a ripple effect for generations to come.



- We work in concert with our support organization TEAM X-T.R.E.M.E as they HONOR, EMPOWER and MOTIVATE Our Nation's Wounded Warriors through innovation, vigilance and "Xtreme" feats of physical and mental endurance. This relationship is a combination of art and science that help those we serve discover, achieve, and maintain an optimum state of wellness.



THE SIGNIFICANCE OF OUR NAME

As Marines, we served as America's 911 Force.

At Semper Fidelis Health & Wellness, we serve as a 911 Force for Health & Wellness.

In the Marine Corps, there is a motto that describes and signifies our dedication, loyalty and commitment to each other, our organization, and our "Corps and Country" even after leaving service.

It is Semper Fidelis or "Semper Fi".

Translated from Latin, it means "Always Faithful". It is with these principles that we at Semper Fidelis Health & Wellness serve Our Nation's Wounded Warriors, Active Duty & Reserve Military, Veterans, First Responders and their families.

*We are proud to carry on the tradition of Semper Fidelis
Always Faithful to those who have paid the most.*



OUR CULTURE

- Our approach is effective because we treat every member as a unique individual.
- Each member is provided with her or his own Wellness Coach. Please note - this is the individual's own coach –not a call center. The coach then comes alongside the member and provides the support, encouragement and tools to make positive changes over the long haul.
- However, as unique as our coaching model may be within the wellness industry, it's only a small part of what we provide for our members. From Yoga and Holistic Nutritional Counseling, 24/7 Educational Tools and much more, there is not a more comprehensive approach to improved wellness anywhere in the US.
- Our programs produce RESULTS. Central to our vision of is a focus on the pursuit rather than simple avoidance. While most programs lean toward “losing” weight or “stopping” smoking, stressful habits or bad nutritional choices, we take the opposite approach.
- Our Coaches work with each individual to focus on positive goals, knowing that as those goals are pursued, the negatives will naturally diminish.
- We also have a strong belief that as our wellness improves, our ability to "DO WELL" is also enhanced-something we refer to as Semper Fidelis Health & Wellness Solutions.



OEF/OIF INJURY STATISTICS:

- 49% Traumatic Brain Injury (TBI)
- 44% PTSD
- 5% Eye Injury
- 1% Burns
- 1% Amputation



Wounded Warriors By Age:

- 29% < 22
- 26% < 22-24
- 24% < 25-30
- 10% < 21-35
- 10% < 35



TOTAL OIF WOUNDED 31,920
TOTAL OEF WOUNDED 13,896



COURTESY TV ZIEGLER/ERENT SURTOW/AGENCY IMAGES FOR CNN



OUR MISSION

Warrior (n) =

- 1. One who is engaged in or experienced in battle*
- 2. One who is engaged aggressively/energetically in an activity, cause, or conflict*

Athlete (n) = A person trained or gifted in exercises or contests involving physical agility, stamina, or strength



The mission of our flagship *WARRIOR ATHLETE PROGRAM* is to meet the Individual Health & Wellness needs of severely injured and wounded service members of the Iraq and Afghanistan campaigns. We provide Warriors who have made the ultimate sacrifice for this country and for our freedom with highly customized one on one Health & Wellness programs.



WHY WE SERVE

- The care of our Wounded Warriors is a significant challenge. As our women and men return to us from the battlefield with new and deeper wounds, often invisible, we must meet their needs in innovative ways that support them at the the very core of their being. Many of these heroes will live the rest of their life dealing with severe injuries, traumatic brain injuries, and amputated limbs from the Afghanistan and Iraq Wars. We propose that an investment in their personal wellness is by far the best way to support them.
- The VA Hospitals and Health Care System are currently overwhelmed with acute issues and have little time or the manpower to address the ongoing Health & Wellness needs of these individuals after their release.



OUR BATTLE PLAN

- PHASE 1 RAPID RESPONSE : Our support organization TEAM X-T.R.E.M.E will HONOR, EMPOWER and MOTIVATE Wounded Warrior Honorees.
- PHASE 2 RECON: An SITREP (Situation Report) Assessment would be made by a SFHW Occupational Therapist and WARRIOR LIFE COACH who works in conjunction with Purple Heart Homes to make their living conditions and lifestyle as comfortable as possible.
- PHASE 3 INVADE, HOLD THE GROUND, CAPTURE THE HEARTS & MINDS: The Wounded Warrior would be assigned a SFHW Wellness Fire Team which would be staffed by CAM Providers (Complimentary Alternative Medicine) ie. Personal Trainers, Yoga Teachers, Nutrition/Health Coaches, Mental Health Providers, Massage Therapists, Acupuncturists.*
- PHASE 4 REINTEGRATE-INSPIRE-EDUCATE-ENDURE-CONTINUE TO SERVE:

EVERY WARRIOR WANTS TO CONTINUE TO SERVE

This full circle model creates a platform that allows the Warrior to inspire and motivate the next generation through educational workshops and speaking engagements. Give the Wounded Warrior the tools to achieve an optimal state of personal wellness and wellness education.....AND Simply put, there is no better way to HONOR these brave men and women than to give them this opportunity and there is no better audience than Our Nation's future generation.

Who better to inspire and motivate than these men and women.

WE PROPOSE THERE IS NO BETTER INVESTMENT IN OUR NATION THAN THIS

*The SFHW Fire Team Would Serve as an Adjunct Service and work in conjunction with VA/Military Health Care Providers
It is our vision to build Semper Fidelis Health & Wellness into a force for health & wellness modeled after the United States Marine Corps. We are comprised of smart, highly adaptable industry experts and will serve as the aggressive tip of the spear for Health & Wellness.

"Always Faithfull" to those who have sacrificed the most.



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warriorathlete.org

OUR WARRIOR ATHLETE PROGRAM

The mission of our flagship program is to give back to our Warriors that have made the ultimate sacrifice for this country and our freedom. While at military hospitals or wounded warrior units, these service members are under the care of highly dedicated physicians and rehab specialists. To augment and enhance this care, we provide highly customized Health & Wellness programs to meet the needs of severely injured and wounded service members of the Iraq and Afghanistan campaigns.

The Warrior Athlete Program is a Health & Wellness based Post-Rehab reconditioning program. Our programs include CAM (Complementary and Alternative Medicine) and are individually designed according to our member's needs, desires, and physician's recommendations. The Warrior Athlete Programs Instructors have advanced knowledge and experience, thus providing the Warrior Athlete with the best programs possible.

The goal of the program is to increase functional ability so the member can either return to full-duty, or make their civilian life more healthy, productive, and capable.



Meet SSGT Ryan Major



In 2006, Army Staff Sergeant Ryan Major's unit from Freidberg, Germany, was attached to Marines in Ramadi, Iraq. The unit was due to return to Germany soon, but Ryan came back to the US instead; he was on foot patrol on November 10 when he was severely injured by an IED. Both of Ryan's legs were amputated. He suffered burns and injuries to both arms and hands, and had many other abdominal injuries. Today we have the honor of providing him with Personal Training, Yoga, Integrative Nutrition Education and helping him prepare for Competitive Racing Events. As a result of his dedication to the Warrior Athlete Program, he has gone on to become a member of TEAM X-T.R.E.M.E. and will be attempting to set a Guinness World Record on October 30 at the 2011 Marine Corps Marathon.



WHAT DOES THE WARRIOR ATHLETE PROGRAM INCLUDE?

Depending on the Members needs the Warrior Athlete Program includes:

- Yoga
- Integrative Nutrition[®] Health Coaching
- Integrated Strength & Conditioning
- Healthy Cooking Instruction
- Healthy Grocery Store Tours
- Gardening
- Aquatics
- HEARTMATH[®] Biofeedback
- Equine Therapy
- Cycling
- Kayaking
- Golf
- iRest[®]
- PTSD Support
- MST Support
- Recreational Activities- Hunting, Fishing, Marksmanship
- Preparation & Training for Races/Competition using Handcycles and Prosthetics
- MOTIVATION & INSPIRATION (OORAH and HOOAH)





What are *some* of the costs to set up **one** Warrior Athlete for Success?

- Professional Grade Exercise Bands \$125
- No-Slip BPA Free Yoga Mat \$65
- Vita Mix Blender \$500
- OMEGA Juicer \$300
- Super Foods \$350
- Health Coaching Session \$150
- Training Support for 3 months \$3600
(2 sessions a week)
- 2 Warrior Life Coaching Sessions \$300
- Natural Foods Workshop with a Natural Foods Chef \$300





Semper Fidelis Health & Wellness Accomplishments

- Currently unfunded our organization has provided Wounded Warriors with over \$500,000 in pro bono Health & Wellness services since our inception in 2009
- We serve on an Executive Roundtable and Vision Sharing Board for Non-Profit and Community Participation in Achieving "World Class" Standards of Care and Services for Wounded Warriors at the New Joint Services Walter Reed National Military Medical Center.
- We are a member of the Smithsonian/Navy Medicine Conference Series on Wounded Warrior Care – A series of distinguished ethics education conferences sponsored by the Office of Sponsored Projects of the Smithsonian Institution in partnership with the Navy Medicine Institute for the Medical Humanities and Research Leadership and the Uniformed Services University of the Health Sciences.
- Board Member Cheryl LeClair recognized with a “HERO” Award from the Defense Center for Excellence for our work with Traumatic Brain Injury.
- From our Board Members to our CAM Practitioners everyone in our organization is a Subject Matter Experts in their field. We have brought the most experienced individuals on board in the area of Wounded Warrior Wellness. We are HONORED to have a cadre of the most esteemed experts in every facet of support on our Advisory Board.



How Can I Serve?

This is what Semper Fidelis means to us...Now, in our humble opinion,

YOU

Don't have to have been a Marine to get your piece of Semper Fidelis...

Give what YOU have to give.

Utilize YOUR skill set.

Everybody and Everything Matters.

Find YOUR spot to SERVE

Find something to give back to those who paid the most

FREEDOM ISN'T FREE

SUPPORT OUR MISSION BY DONATING AT

[HTTP://WWW.GETSOMESEMPERFIDELIS.ORG](http://www.getsomeSemperFidelis.org)



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EVERYONE SAYS “I SUPPORT THE TROOPS”

Well, Here is an opportunity to put your words in to ACTION.