

Preliminary Business Plan

Main Purpose

The main purpose of Horses for Harmony Foundation Limited is to use equine assisted therapy to relieve distress in people. Whilst equine assisted therapy can be utilised for multiple purposes, Horse For Harmony Foundation intends to assist people experiencing distress from conditions such as:

- PTSD - post traumatic stress disorder
- Autism
- Mental illness - e.g. depression or anxiety
- High risk people - e.g. school leavers

This article from the Sydney Morning Herald describes Equine Assisted Therapy relative to relieving distress as described above: <http://www.smh.com.au/lifestyle/diet-and-fitness/equine-therapy-horse-power-that-heals-20150226-13phoj.html>

What is Equine Assisted Therapy

Equine Assisted Therapy is a healing treatment that combines mental health professionals and one or more therapeutic horses. Through grooming the horse or other beneficial activities, people are supported and guided in learning more about themselves, working through difficulties, and improving communication and relationship skills.

A tangible result in many people is a calmer and more grounded outlook. This can be very noticeable in people experiencing visible signs of distress.

Horses are said to have an intuitive connection with humans assisting in relieving trauma and distress regular psychotherapy may struggle to achieve owing to communication difficulties.

Programs To Be Offered

The intention is to offer a range of different programs. They will depend on the ailment suffered and time available. Likely programs will be offered in various durations, from one hour sessions to half day sessions, full day and perhaps multi day workshops.

Three types:

1. Equine Assisted Psychotherapy - to be offered via licensed mental health practitioners. Does not necessarily involve riding horses, involves the interaction with horses through grooming, proximity and ground based exercises.
2. Equine Assisted Learning - an experiential learning approach where the participant experiences challenges to break through often mental barriers, assisting the development of life skills.
3. Therapeutic Horseback Riding - involves a certified therapeutic riding instructor, volunteers and a horse, to help an individual ride and work with the horse from the ground.

Our Target Audience

There is a growing body of evidence that supports that equine assisted therapy has been effective in treating individuals with personal and psychological concerns, including:

- Post-Traumatic Stress Disorder (PTSD)
- Bullying – both for the committer and the victim
- Substance abuse and addictions
- Depression and anxiety
- Autism and Aspergers
- ADD and ADHD
- Attachment issues, including adoption adjustment
- Low self-esteem
- Negative behavioral issues.

Our intent is to be situated close to major population centers and transportation hubs. Potential locations identified to date include Newcastle, Tweed Heads, Coffs Harbour or similar. Each have a reasonable population and an airport providing easy access to potential beneficiaries traveling from afar. Facilities and programs offered will be showcased on a website. This will provide the ability to support a large number of people without needing to travel, and also be able to assist those who do need to travel.

Background

First work towards the establishment of Horses For Harmony began in June 2016. Members & Directors have been involved in community projects in Australia and the USA for many years. Guidance was sought from Prolegis in North Sydney to assist with preparation for registration with as much as possible being prepared by ourselves.

Fundraising Plan

One of the directors made available his 1959 Chev Corvette for fundraising by charity raffle. Whilst guidance from AskRight Fundraising Specialists indicates far more effective fundraising methods exist, this avenue is available to us immediately.

This business plan is formulated based on the present fundraising activities, and subsequent cash flow available. As other fundraising opportunities are explored, we will amend this plan pending donations or grants becoming available and or sought.

Our Vision

To relieve distress in people through equine assisted therapy. We wish to purchase a suitable property for horses that is close in proximity to a large population center.

At present, Horses for Harmony do not yet have the professional skills to offer equine assisted therapy directly. Our vision is to engage specialists to conduct programs initially and/or make the facilities available for suitable practitioners. Horses For Harmony may consider training their

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own staff through courses offered by <http://www.equineassistedtherapyaustralia.com.au/> or <http://www.equinepsychotherapy.net.au/>

We will avoid debt and or rent. The intention is to raise sufficient funds to purchase land suitable for conducting equine assisted therapy independent of third party disruptions out of our control.

Timeline

Present fundraising timeline is as follows:

- Preparation for fundraising through Jun 2018 - e.g. permitting, website preparation
- Conduct fundraising raffle: through to December 2018
- Purchase property: January -April 2019
- Recruit suitable practitioners to conduct sessions. Dec 2017 - Mar 2019
- Develop programs: Mar 2019 - Jun 2019
- [Depending on property characteristics and setup] - make property ready for operations: Feb - Jun 2018

The lifespan of the charity is indefinite. The intention is to offer programs for as long as possible providing a legacy to handover management to the future.

Budget

Based on the present fundraising model, approximately \$900,000 AUD is forecast to be raised from the 1959 Chev Corvette Art Union. Advice received has indicated raffles/art union's are not necessarily the most effective fundraising tool, yet this option is available to Horse For Harmony presently.

More is anticipated to be learned about grants and sourcing grants from Private Ancillary Funds.

Commercial Activities

In order to be self sufficient, or at the very least independent of external funding sources, we aim to conduct commercial activities to support our primary purpose.

Horses for Harmony are aware that distress in the ordinary course of human experience, such as relationship breakdown, is outside the scope of the main purpose. Equine assisted learning programs for stressed executives, leadership and communication are proposed as commercial activities such that revenues contribute to the main purpose. Distinction will be made between these.

Depending the property acquired, additional income may result from agistment or rental. Consideration of potential income streams will be made during property selection. Factors considered to date:

- Riding School
- Tourism - depending region, land area & facilities
- Short term accommodation - pending facilities
- Event venue - pending infrastructure & landscaping