

Business Plan



Healing Horse Touch Company

2015 190th Ave
Kenneth, MN 56147

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Executive Summary

I believe every person has something that restores their soul—a quiet moment in reflection, a favorite song, a simple hobby that brings peace. For many, that place of renewal is found with horses. Yet access to meaningful equine experiences remains limited to a privileged few. Healing Horse Touch was created as a beacon of hope, offering accessible, mindfulness-based equine education for individuals and families who are often excluded.

After years of dreaming and planning, Healing Horse Touch was founded in 2024. This small organization in rural Minnesota grew from lived experience with trauma, caregiving, neurodivergence, disability, and emotional burnout. Over time, we saw how profoundly horses could support healing. Their quiet presence often regulates overwhelmed nervous systems when words and conventional approaches fall short. In a world where many carry stress and disconnection in silence, horses offer a rare kind of steadiness—one that invites people to slow down, breathe, and feel again.

For our founder, horses were never a luxury. They were a lifeline during one of life's most fragile seasons, restoring steadiness, communication, and a sense of self when everything else felt unreachable. As others witnessed this transformation, a shared truth emerged: many long for this kind of connection, yet believe it is out of reach. Healing Horse Touch exists to change that reality—creating a space where that longing no longer has to be set aside.

Our mission is to make equine-centered healing, learning, and self-care available to people of all ages, identities, abilities, and financial circumstances—especially those who are overlooked, misunderstood, or carrying invisible burdens. We serve individuals who often arrive exhausted by systems that demand performance, explanation, or resilience on command. Here, they are not asked to fix themselves or prove readiness. They are invited to simply be.

Our programs are holistic and grounded in relationship-based learning with horses. Participants engage at their own pace through donation-based sessions, unmounted horsemanship education, and gentle self-care practices. There is no riding, no competition—just quiet, intentional connection. Horses meet people honestly and without agenda, often creating the first environment where participants feel truly seen, heard, and accepted. In their presence, many

begin to reconnect not only with the horse, but with themselves—rediscovering a sense of peace, freedom, and wholeness they thought was lost.

In 2025, Healing Horse Touch welcomed individuals with autism who returned for repeated visits, demonstrating the value of consistency, familiarity, and trust-based learning. Three autistic participants engaged in ongoing sessions and are currently on the waiting list for 2026, reflecting both program impact and growing community demand.

Our inclusive environment also supports volunteers and participants across identities and needs, including an LGBTQ+ volunteer and a neurodivergent individual completing required community service hours. Healing Horse Touch functions not only as a place of learning, but as a safe, affirming community where people can contribute meaningfully while being respected for who they are.

Our competitive advantage is acceptance without judgment. Healing Horse Touch does not measure success by output, compliance, or productivity. We do not harvest stories, push breakthroughs, or require participants to show vulnerability for validation. Instead, we offer space—space to slow down, listen inwardly, and rebuild trust in oneself through authentic connection with horses. This approach fosters sustainable growth, self-awareness, and confidence that extends far beyond the pasture.

To support responsible growth, the founder is returning to formal equine education, deepening knowledge in horse care and behavior to ensure programs remain safe, ethical, and grounded in respect for both people and horses.

Through partnerships with community groups, educators, wellness providers, and local organizations, Healing Horse Touch builds referral pathways that help individuals access supportive, nature-based experiences for emotional well-being and personal growth.

Some businesses need a service truck. Others, a food truck. Many, a car for deliveries. We are a little different... we need a compact tractor.

Over the next 30–60 days, Healing Horse Touch is focused on preparing our land and facilities for Summer 2026 programming by securing essential equipment and infrastructure that reduce manual labor, protect horse health, and allow consistent, [nearly] year-round access for participants. Without these improvements, physical labor limits capacity, seasonal access remains fragile, and the burden of care falls on a small number of people—threatening long-term sustainability.

We are requesting \$10,000 in grant funding to purchase a compact tractor—a long-term, mission-critical investment that will be used for years to come. This equipment will support daily horse care, land stewardship, snow removal, manure management, and safe facility access. Without it, physical labor limits capacity, seasonal access remains fragile, and the burden of care falls on a small number of people—threatening long-term sustainability.

Looking ahead, Healing Horse Touch will focus on fully utilizing our newly completed classroom and sheltered learning space to expand nearly year-round educational opportunities and increase seasonal accessibility. Additional priorities include improving land stewardship and horse care infrastructure, expanding scholarship-supported sessions for individuals and families facing emotional, physical, or financial barriers, and strengthening community awareness through strategic local outreach efforts.

Through partnerships with community groups, educators, wellness providers, and local organizations, Healing Horse Touch builds referral pathways that help individuals access supportive, nature-based experiences for emotional well-being and personal growth.

Community visibility continues to grow through partnerships and local marketing initiatives. Beginning in August 2026, Healing Horse Touch will be featured in the area's printed business directory, included on a local coupon card supporting public school athletics, and promoted through the regional visitor guide program, which distributed more than 3,500 visitor passes during the previous year. These outreach opportunities are expected to increase awareness, strengthen community connections, and expand access to equine-centered wellness experiences.

Reliable equipment is essential to sustaining safe, consistent programming. Our current antique tractor requires repairs nearly every time it is used, creating ongoing delays, unexpected expenses, and physical strain. During recent site preparation, a hydraulic failure resulted in a lot of frustration and several hundred dollars in repairs—highlighting the urgent need for dependable equipment. A compact tractor will allow us to maintain safe footing, manage manure and land care efficiently, and ensure year-round accessibility for participants. This investment directly supports horse well-being, reduces physical burden on caregivers, and creates a stable, prepared environment where participants can fully engage in healing experiences.

Grant funding will directly enhance horse health, participant safety, and operational sustainability, allowing more time and energy to be devoted to people seeking peace, grounding, and connection.

Numbers-Forward Snapshot

Founded: 2024 ***Location:*** Rural Southwest Minnesota

2025 Impact:

- 3 individuals with autism served through repeat visits
- 1 LGBTQ+ volunteer engaged in ongoing support
- 1 individual with ADHD supported through community service hours

2026 Impact (as of the end of June):

- \$17,750 grant funding received for classroom, program supplies, outreach, and horse care
- Dedicated classroom and sheltered learning space now operational, increasing seasonal accessibility and projected instructional capacity by approximately 50 additional days annually
- Secured three new community marketing partnerships for August 2026 outreach initiatives
- Increased our team from 3 to 5 members with a woman majority - one on disability & one veteran
- 25 individual equine experiences provided (not counting personal time)
 - 4 neurodivergent individuals; 2 children (5 & 7 yrs old); 3 women; 2 volunteers
- 35 volunteer & community service hours for classroom setup
- 50 volunteer & community service hours in outdoor maintenance duties
- 15 volunteer & community service hours in website & social media maintenance

Funding Request:

- \$10,000 for a compact tractor to support long-term operations, horse care, and accessibility

Budget breakdown with associated costs:

Purchase: \$15,000 (used or lightly used John Deer 1025R or equivalent, including loader and mower)

Funding Plan:

- \$10,000 grant
- \$5,000 raised via community donations or personal contribution

Annual Operating Expense: \$850

Timeline for acquisition, training and integration: 7-30 days

Measurable outcomes

- Projected tractor operators/skill building tasks numbers for 2026: 10 (current is 6)
- Projected tractor operators/skill building tasks numbers for 2027: 25
- Projected to reduce barnyard sanitation and pasture maintenance time by approximately 60–70%. (70–110 hours annually)

Those reclaimed hours can then be redirected toward:

- Additional equine-assisted sessions
- Participant supervision and support
- Volunteer coordination and training
- Community outreach and donor engagement
- Horse handling and enrichment activities
- Program development and educational offerings

By reducing time spent on physically exhausting maintenance tasks, Healing Horse Touch can strengthen both program quality and organizational sustainability.

These outcomes will strengthen both the safety and sustainability of our equine-assisted wellness programs.

Evaluation methods

Success will be measured through time logs, volunteer surveys, site inspections, photo documentation, maintenance records, and program participation data.



Supporting Healing Horse Touch is a worthy cause because it restores access—to horses, to learning, and to emotional grounding—for people who are routinely excluded by cost, diagnosis, or circumstance. Accessibility requires intentional design. While participants are invited to contribute a \$20 donation per session, the true operational value of each equine-assisted session is approximately \$100, reflecting trained facilitation, assistant support, preparation time, insurance, and daily horse care. Keeping programs donation-based and inclusive means infrastructure—not participants—must carry the remaining financial weight. We serve as a low-barrier, non-clinical entry point to emotional well-being, confidence, and energetic connection in a rural area with limited alternatives.

Healing Horse Touch is not about fixing people.

It is about restoring access—to presence, to dignity, and to the kind of healing that happens quietly, without force. In a world that often asks people to be “normal”, Healing Horse Touch stands as a living reminder that healing does not require extraction or explanation.

It begins when someone feels comfortable enough to exhale—and *realizes they were already enough, just as they are.*

Discover Healing, Connection, and Renewal through Horses.





Company Description

Healing Horse Touch is a rural Minnesota nonprofit sanctuary where horses help people heal, grow, and reconnect—no riding, no judgment, just presence. We make emotional wellness accessible for all, especially those often overlooked by traditional systems.

In American culture, horses have long symbolized freedom, resilience, and the courage to move forward. Spiritually, they are seen as intuitive messengers—sensitive, honest, and deeply attuned to emotional truth. At Healing Horse Touch, we honor both meanings. We use the symbolism and spiritual energy of horses—freedom, strength, sensitivity—to help clients rediscover hope and resilience through presence, reflection, and authentic connection.

What We Offer

- Unmounted, non-competitive equine-assisted sessions grounded in mindfulness—not clinical therapy or riding
- Programs specifically designed for trauma survivors, caregivers, neurodivergent folks, LGBTQ+ individuals (including transgender and gender-diverse participants), and families facing financial hardship
- A safe, trauma-informed, affirming environment with a focus on dignity, respect, and belonging
- Life coaching with horses as partners in emotional healing—participants grow at their own pace, without pressure or need to “perform”
- Opportunities for community service hours, fostering purpose and meaningful connection
- Sliding-scale and donation-based access, keeping financial hardship from being a barrier
- Online and virtual learning for those who can't attend in person
- An expanding shop of horse-themed healing products that support our mission



Impact Snapshot

Just last year, Healing Horse Touch worked with three autistic individuals, all of whom are now on our waiting list to return next season. Our growing interest also includes homeschooling families, a LGBTQ+ volunteer, and an individual with ADHD seeking community service hours—demonstrating the diverse needs we serve and continued demand for our programs.

Founder's Story and Vision

Drawing on over 50 years of life experience, Diana Kelley founded Healing Horse Touch with deep empathy for those seeking healing outside traditional systems. Diana's journey through trauma, vision loss, long-term caregiving, and financial hardship revealed the quiet wisdom horses offer—especially to those who feel overwhelmed, unseen, or disconnected from themselves. This calling expanded into a mission to create a sanctuary where people—particularly those marginalized by traditional systems—can feel grounded, affirmed, and valued.

Radical Inclusion and Affirming Spaces

We believe healing should never be reserved for the privileged few. As a neurodivergent, caregiving family with close ties to the LGBTQ+ community, we deeply understand how exclusion, identity-based stress, and lack of affirming spaces impact emotional well-being. Healing Horse Touch intentionally welcomes LGBTQ+ individuals, including transgender and gender-diverse participants, offering an environment rooted in dignity, respect, and belonging.

Who We Serve and How We Differ

Our programs are designed for trauma survivors, caregivers, neurodivergent individuals, LGBTQ+ community members, low-income families, and anyone longing for a place where they can simply exist without judgment. Unlike traditional riding programs or clinical equine therapy models, our work centers on life coaching with horses as mindful partners. All activities are unmounted, non-competitive, and accessible.

The Healing Power of Horses

Basic horse care is taught not as instruction alone, but as lived metaphor—offering insight into boundaries, trust, emotional regulation, and self-awareness. Horses respond honestly and without agenda, providing immediate, intuitive feedback that supports gentle personal growth. No one is asked to perform, explain themselves, or fit a mold.

Our Philosophy: Compassion Over Correction

We are not here to “fix” anyone. We exist to hold a secure, welcoming space for every individual. Our sessions unfold at each person’s pace, guided by compassion and choice. This philosophy extends to how we operate: low-overhead, mission-driven, and intentionally accessible. Services are offered at little or no cost through grants, donations, and our online shop, ensuring financial hardship is never a barrier to care.

Community Engagement and Growth

We also welcome individuals seeking community service hours, offering opportunities that foster meaningful contribution, purpose, and energetic connection alongside our horses.

Sustainable, Organic Growth

Since our founding in September 2024, Healing Horse Touch has grown organically in response to community need. From structured, unmounted programs and horse-themed healing products to virtual learning resources, we continue expanding what healing can look like—always with care, consent, and inclusion at the center. Operating from our home property allows us to remain sustainable while directing resources where they matter most: people, horses, and outreach.

Where Healing Truly Begins

At the heart of everything we do is a simple truth: healing often begins quietly—in a stable, affirming space, beside a horse, with breath slowing and hope returning one gentle moment at a time.

A Sanctuary and a Movement

Healing Horse Touch isn’t just a nonprofit—it is a sanctuary, a beacon of hope, and a growing movement. A place where connection is real, identity is honored, healing is possible, and the gentlest guide forward is often a horse.



Contact Page

BOARD MEMBER INFORMATION

Name	Title	Contact Information
Diana Kelley	Executive Director, Founder, President, Treasurer, Secretary	507-220-8204 healinghorsetouch@gmail.com diana@healinghorsetouch.com
Adora Hooper	Vice President	theschizophrenicmom@gmail.com adora@healinghorsetouch.com
Robert Kelley	Committee Chairperson; Head of Security and Maintenance	bob@healinghorsetouch.com
Benjamin Hooper	Human Resources & Participant Support Coordinator	ben@healinghorsetouch.com 605-480-1748
Jenny BrodKorb	Mission Advisory Board Member	jenny@healinghorsetouch.com

OUR SOCIAL MEDIA PAGES

<https://www.facebook.com/HealingHorseTouch>

<https://www.instagram.com/healinghorsetouch>

<https://www.youtube.com/channel/UCf70yd7HFpSMY6VTqzg2iog>

<https://www.tiktok.com/@healinghorsetouchco>

WEBSITE: HealingHorseTouch.com



Business Opportunity

While Healing Horse Touch was born from lived experience, the need it serves is far from personal alone. Across rural communities, access to emotional support, experiential learning, and inclusive wellness opportunities remains limited—creating a widening gap between need and care.

Barriers to Emotional Wellness in Rural America

Access to equine-assisted services in rural areas remains limited and costly. Across the U.S., similar programs typically charge \$50–\$250 per session, with many one-on-one offerings falling in the \$75–\$150 range, depending on staffing and therapeutic credentials. Insurance coverage for these services is uncommon, except in specific medical cases, leaving most families to pay out-of-pocket. In rural Minnesota, these distance and cost barriers mean many people go without supportive, experiential opportunities; in 2025, Healing Horse Touch served three autistic participants who returned for repeat visits and are currently on a waiting list for 2026, demonstrating both demand and lack of local alternatives.

Our Unique Approach: Holistic Equine-Assisted Support

Healing Horse Touch addresses this gap by blending the calming presence of horses with holistic care—creating a welcoming, inclusive space for connection, learning, and renewal.

Horses have long symbolized freedom, resilience, and quiet strength. At Healing Horse Touch, we harness these qualities to help participants rediscover hope, emotional regulation, and confidence—using horses as both mirrors and guides.

The Problem: Widespread, Unmet Emotional Needs

- The mental health crisis is growing, especially in rural areas.
- Over 50% of Americans with mental health conditions lack adequate care (Mental Health America).
- Obstacles include cost, long distances, provider shortages, and stigma.

Not everyone connects with clinical therapy—particularly trauma survivors, caregivers, neurodivergent individuals, and LGBTQ+ community members.

Many seek peaceful, non-judgmental pathways to healing, yet find few flexible, educational, or truly inclusive options.

Our Solution: Heart-Centered, Educational Equine Experiences

Healing Horse Touch fills the gap with education-based, relationship-centered experiences grounded in the quiet wisdom of horses.

Key Program Features:

- Non-competitive, unmounted horsemanship adapted from HorseSense Learning Levels, 4H horse program and Pony Pals training lessons
- Focus on emotional intelligence, mindfulness, and relational skills
- Basic activities—grooming, leading, observing—become hands-on lessons in trust, boundary-setting, and self-awareness
- All ages and abilities welcome, with special support for:
 - Caregivers and those with chronic fatigue
 - Grieving or transitioning families
 - Trauma survivors and those in recovery
 - Neurodivergent individuals (autism, ADHD, etc.)
 - Those experiencing emotional overwhelm, anxiety, and burnout

Participants are not clients to be fixed; they are learners and valued members of a compassionate, nonjudgmental community. Volunteers completing community service hours gain meaningful, skill-building engagement alongside our horses.

Real Impact: Transformation Through Gentle Connection

As one participant shared:

"Grooming a horse on a sunny day lit up my senses—the familiar scent, their coat beneath my hands, the sound of hay chewing... it brought back beautiful memories."

- Children with selective mutism smile while brushing a horse.
- Grieving parents find peace through stillness and presence.
- Anxious teens ground themselves while resting a hand on a horse's steady shoulder.
- Volunteers complete meaningful community service hours, building life skills and confidence alongside our horses.

As one guest reflected:

"Being around the horses helps clear my mind. They don't judge—they just are."

As guest after guest tells us—horses teach without judgment. They offer presence, patience, and feedback for patterns we're ready to outgrow. At Healing Horse Touch, the path to healing is gentle and collaborative. Whether a participant is finding their voice, navigating loss, or simply searching for a safe place to belong, our horses, volunteers, and holistic practices support them every step of the way.

These moments—where learning meets emotional support—are where transformation begins.

Why Healing Horse Touch Stands Out

Deeply Inclusive

Programs are explicitly welcoming to LGBTQ+ participants and anyone who has felt excluded. Team led by lived experience of financial hardship, trauma, and neurodivergence.

Educational & Holistic

Unmounted lessons based on HorseSense Learning Levels, 4-H and Pony Pals training manuals, integrating horsemanship, mindfulness, journaling, and gentle movement.

Accessible & Compassionate

While comparable programs often charge \$75–\$150 per session, Healing Horse Touch operates on a \$20 recommended donation model, intentionally subsidizing the remaining cost to remove financial barriers.

Beyond the Barn

Virtual platform (Hoofbeats of Hope) offers lessons, journaling, self-care, and mindfulness tools for remote participation.

The Opportunity: Expanding Our Impact

In a world that moves fast, Healing Horse Touch offers a slower, soulful approach to healing and learning. By combining structured equine education with holistic support and authentic community connection, we provide a unique solution to an unmet need—accessible, trauma-informed equine learning for those most often left out.

Here, healing and learning go hand in hand.

Participants discover not only horses, but themselves.



Our Team



Diana Kelley
Executive Director

Oversees strategic direction, program development, and community outreach. Leads content creation, marketing, and grant acquisition efforts.

Robert Kelly (aka “Bob”)
Head of Security and Maintenance

Ensures facility safety, manages property maintenance, and oversees security measures. Supports day-to-day operations and community relations.



Benjamin Hooper (aka “Ben”)
Human Resources & Participant Support Coordinator

Supports volunteer and participant relations, assists with organizational communication and team coordination, and provides hands-on support during equine interactions and program activities.

Jenny BrodKorb

Mission Advisory Board Member

Provides trusted guidance, encouragement, and mission-centered insight to support organizational growth, program development, and long-term vision, with optional participation in key decision-making when requested.



Adora Hooper

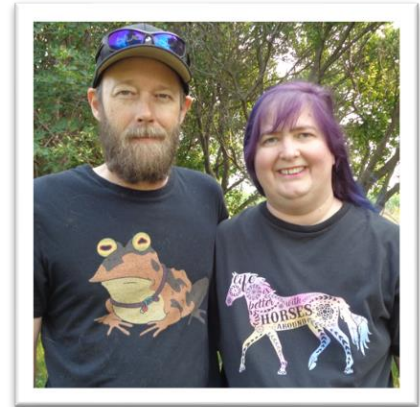
Vice President

Assists in operational decisions, program development, and participant engagement. Provides hands-on support in equine interactions.

Diana Kelley

Healing Horse Touch was founded by Diana Kelley, whose lifelong connection with horses has been both deeply personal and profoundly transformative.

Following years of personal trauma, financial strain, and significant health challenges—including degenerative tunneling vision—time with horses became essential to Diana's recovery. Quiet, unmounted moments in the barn provided grounding, emotional regulation, and a pathway back to confidence and self-trust. Through this lived experience, she witnessed firsthand how horses offer healing without words, pressure, or judgment.



People noticed as her spirit started to mend. Neighbors would say, *“I wish I could do what you’re doing. But owning horses is just too expensive.”*

This desire planted the idea seed from which Healing Horse Touch grew. **Diana began to notice a recurring theme within her community:** many people longed for meaningful experiences with horses but were excluded by cost, physical limitations, neurodiversity, or the competitive nature of traditional equestrian programs.

Diana's expertise is rooted in hands-on experience, specialized training, and a relentless drive for continuous professional growth, rather than a traditional academic path. While Diana has not yet completed a formal degree, her dedication to advanced, accredited coursework and ongoing mentorship ensures best practices in every program delivered at Healing Horse Touch.

Drawing on her background in homeschooling, life coaching, mindfulness practices, and holistic education, Diana intentionally shaped Healing Horse Touch as a non-competitive, unmounted, and flexible equine education program. While not a clinical mental health provider, Diana offers trauma-informed, non-clinical support that complements professional therapies—prioritizing inclusion, emotional well-being, and safety for both people and horses. Her approach is supported by structured learning frameworks such as the HorseSense Learning Levels, the 4H horse program and Pony Pals.

Today, Diana leads Healing Horse Touch with the belief that healing, learning, and connection through horses should not be limited to a privileged few. Her work is dedicated to creating calm, affirming environments where individuals and families of all ages, abilities, identities, and financial circumstances can reconnect with themselves, develop confidence, and move toward a more hopeful future.

While lived experience and relationship-centered work are at the heart of Healing Horse Touch, founder Diana Kelley also brings extensive education, training, and a deep commitment to continued learning. Her background reflects a balanced integration of equine knowledge, holistic practices, life coaching, and nonprofit and business operations—ensuring that Healing Horse Touch is grounded, ethical, and sustainable.

Diana believes that meaningful service requires humility, curiosity, and ongoing growth. Her education supports the structure, safety, and integrity of the programs offered, while her life experience informs the compassionate, inclusive way those programs are delivered.

As a deliberate capacity-building strategy, Diana is returning to formal equine education to strengthen internal expertise, reduce operational risk, and ensure Healing Horse Touch continues to grow with knowledge, care, and accountability.

Diana's Training, Education and Ongoing Professional Development

Experienced Nonprofit Leader & Trauma-Informed Practitioner

Guides Healing Horse Touch with a unique blend of lived experience, community vision, and forward-thinking professional training.

Business & Nonprofit Operations Training

Formal courses in nonprofit management, bookkeeping, accounting, and grant writing (Candid, Open University, Nonprofit Ready) ensure ethical, responsible organizational leadership.

Western Dakota Technical College (1992–1993) & Practical Experiences

Completed one year of Equine Science coursework, followed by over 30 years of hands-on experience raising two children with horses—including completing several safe, multi-day horse camping adventures in the Sierra Nevada mountains.

Equine-Assisted Learning Practitioner

Certified Equine Assisted Life & Work Skills Practitioner (Udemy, 2025), Horse Care & Stable Management (Alison, 2025), with decades of practical horsemanship and a commitment to inclusive, unmounted programs.

Certified Holistic Life Coach

(The Coaching Masters, 2024) — Focused on resilience, emotional wellness, and client-centered support.

30+ Advanced Courses in Emotional Wellness and Mindfulness

Topics include trauma-responsive care, emotional intelligence, and inclusive education through ongoing work with Transformation Academy and other professional communities.

Mental Health First Aid Certified

Dedicated to safety, crisis preparedness, and compassionate care, serving individuals of all ages and backgrounds.

Experiential Knowledge in Digital Skills

- **Website Development:** HTML, PHP, CSS, WordPress
- **Image Creation:** Canva, Photoshop, Corel PaintShop Pro
- **AI Platforms:** ChatGPT, Artistly, VideoExpress, Suno AI (text, imagery, and multimedia tools to enhance outreach, education, and storytelling)

Lifelong Learner & Advocate for Accessibility

Currently pursuing advanced horsemanship certifications and exploring the completion of a Bachelor of Science in Equine Studies with Business Management.

Guiding Philosophy

Diana's training reflects a belief that ethical equine-assisted work requires structure, self-awareness, and ongoing learning—while honoring the wisdom of horses and the lived experiences of the people they serve.

This commitment ensures that Healing Horse Touch remains a safe, credible, and heart-centered organization—capable of growing responsibly while staying rooted in its mission of accessibility, inclusion, and mindful connection.



Diana's leadership style centers on humility, empathy, digital creativity, and the belief that meaningful healing and learning should be open to all—regardless of background, ability, or financial circumstance.

Bob Kelley

Bob brings a lifetime of practical experience, creativity, and compassionate connection to the Healing Horse Touch team. From an early age, Bob developed a deep love for animals and spent part of his youth around horses, creating a foundation for the calm and gentle presence he is known for today. His natural patience and kindness toward both people and animals help create a welcoming and reassuring environment for participants of all ages and backgrounds.

Bob's life has been shaped by curiosity, determination, and a hands-on approach to learning. During high school, he immersed himself in auto shop, metal shop, and wood shop classes, building the mechanical and problem-solving skills that would follow him throughout his life. He served in the United States Navy, where he trained in electronics, and later worked in a variety of skilled trades and technical fields including auto mechanics, construction framing, forklift operation, and custom fabrication. Bob has built and fabricated custom hot rods for himself and friends and is known for his ability to create practical, innovative solutions in nearly any situation. He jokes that he can "MacGyver" just about anything.

In addition to his technical abilities, Bob fulfilled a lifelong dream of becoming a private pilot — a reflection of his persistence, adventurous spirit, and love of learning new skills. He currently works as a Field Operations Engineer in Information Technology, combining technical expertise with adaptability and problem-solving in fast-paced environments. Bob's diverse experience, steady presence, and creativity make him an invaluable part of Healing Horse Touch's mission of building safe, supportive, and accessible spaces for healing and personal growth.



Benjamin Hooper

Ben grew up surrounded by horses, hard work, and hands-on learning. Born at home in a remote mountain community in California with the help of a certified nurse midwife, Ben's early years were shaped by a close connection to nature, family, and self-reliance. Because the nearest school was over thirty minutes away, he was homeschooled throughout his childhood, developing independence, adaptability, and practical problem-solving skills from an early age.

Ben spent much of his life riding and caring for horses, building a deep understanding of their behavior, trust, and emotional sensitivity. After a serious riding accident that resulted in a broken leg, both Ben and his horse, Chrissy, experienced significant trauma. Although they still cared deeply for one another, fear and panic responses affected their confidence and connection. Through patience, consistency, and compassionate groundwork, Diana helped Ben and Chrissy as they gradually healed together, forming an exceptionally strong bond built on trust and perseverance. Ben has shared that without that healing process, he may have walked away

from horses entirely. Instead, the experience gave him a deeper understanding of resilience, emotional recovery, and the importance of meeting both people and animals with patience and empathy.

Growing up, Ben was also heavily involved in hands-on mechanical work through his father's work in harvesting hay, as well as with his custom trailer business. He learned to operate multiple types of tractors and equipment, along with designing, electrical wiring, and the use of a wide variety of shop tools.

In addition to his practical experience, Ben has pursued training and certifications focused on safety, emergency response, and community support, including Serving Those with Autism Spectrum Disorder through Patrol Peace Officer Training, EMR certification, Basic Life Support certification, and FEMA First Responder and Emergency Management training. He is currently pursuing a college degree in Criminal Justice, as well as training to become a Peace Officer via the same college. While attending college online, Ben also serves as an Assistant Manager at a local pizza restaurant, where he continues to build leadership and teamwork skills. His combination of practical knowledge, trauma-informed understanding, emergency preparedness, and calm connection with horses makes him a valuable part of the Healing Horse Touch team and mission.



Adora Hooper

Adora Hooper brings lived experience, advocacy, and deep compassion to the Healing Horse Touch team. She is the author and owner of The Schizophrenic Mom, where she shares honest insight into mental health, neurodiversity, parenting, and resilience. Adora was late diagnosed with autism and is a homeschooling mother raising two autistic children, giving her unique understanding of the challenges many families quietly navigate each day. Her educational background began in early childhood special education, reflecting her long-standing passion for supporting individuals who are often misunderstood or overlooked.

Adora is also a lifelong horsewoman whose connection with animals has been a meaningful part of her personal healing journey. Through her own experiences using service animals for mental health support — including a service miniature horse — she understands firsthand the emotional comfort, grounding, and empowerment animals can provide. As a survivor of domestic abuse and an advocate for mental health awareness, she believes every person deserves to feel heard, safe, and valued. Her voice, advocacy, and lived experience strengthen Healing Horse Touch's mission of creating inclusive, supportive spaces where individuals and families can reconnect with hope, healing, and themselves.

Jenny BrodKorb

Jenny brings a lifelong commitment to personal growth, leadership, and compassionate service to Healing Horse Touch. Diana and Jenny have shared a friendship since the age of five, creating a foundation of trust, shared values, and mutual dedication to helping others thrive. Jenny believes deeply in gratitude, lifelong learning, and holistic approaches to personal development. Her diverse professional background includes being an Officer in Medical Service Corp in the US Army Reserves, counseling, criminology, and leadership as Executive Director of Service Dogs for America since 2015.

Jenny's personal mission reflects the heart of her work: to remain teachable each day, continually growing into a better version of herself while empowering others to discover their own strength and potential. Her experience, resilience, and compassionate leadership help support Healing Horse Touch's mission of creating safe, encouraging spaces for healing, connection, and personal transformation.



Meet Our Equine Coaches



No description of our team would be complete without honoring our beloved equine partners. Our horses are not just animals—they are intuitive partners in healing, growth, and connection. Each of them has a unique story and energy, creating meaningful, transformative moments for every guest they meet.

Flicka, our spirited Quarter Horse with a memorable overbite, might not be considered ideal for breeding due to her conformation, but she has found her perfect purpose here. Full of curiosity and energy,

Flicka enjoys staying on the move and thrives on interaction. Whether she's being groomed or playfully following the treat bucket, her lively personality inspires guests to embrace joy, spontaneity, and presence. She's a reminder that healing doesn't always happen in stillness—it can come from movement, laughter, and shared play.

Galaxy, our striking Paint, arrived at a moment of deep loss in our lives—after death claimed two beloved horses. Unsuitable for the home he was first placed in after auction, Galaxy found his true home with us. Strong, steady, and deeply curious, he offers a grounding presence to those who need reassurance and strength. His journey speaks to resilience and the beautiful timing of life's unexpected blessings.

Together, Flicka and Galaxy help us live our mission: *Discover Healing, Connection, and Renewal through Horses*. Through unmounted interactions, gentle guidance, and heartfelt connection, they remind each visitor that transformation is possible—one step, one breath, and one horse at a time.

This team of humans and horses form a circle of care that is as real as it is rare. Every session, every conversation, every breath taken beside a horse is shaped by our belief that healing is not something we give—it's something we invite.

As Healing Horse Touch continues to grow, we plan to expand our team by integrating a structured volunteer program. Volunteers will enhance our capacity to serve by assisting with sessions, supporting facility care, and fostering a welcoming environment for participants. By incorporating compassionate, service-minded individuals into our operations, we aim to strengthen our impact while cultivating a community rooted in shared purpose and healing.

Because at Healing Horse Touch, healing is a shared journey. And there's always room for more hearts at the table.

Mission & Vision



Healing Horse Touch stands as a beacon of hope—a sanctuary where people of all ages, abilities, identities, and financial circumstances discover healing, connection, and renewal through horses. Through non-competitive, unmounted equine education grounded in mindfulness and holistic support, we help individuals move from feeling excluded, overwhelmed, or misunderstood to feeling grounded, present, and free to be themselves.

Future Vision: Where Healing Horse Touch is Going

Healing Horse Touch envisions a future where equine experiences do more than soothe the nervous system—they open doors to purpose, confidence, and opportunity.

Building on our foundation of holistic-based equine education, we plan to expand our offerings to include leadership development and life skills programs grounded in hands-on, unmounted equine activities. Research shows that experiential learning paired with emotional regulation and relationship-building increases confidence, communication skills, and employability. Our programs are designed to help participants not only feel better—but move forward.

At the heart of this vision is gratitude. From the beginning, gratitude has been our beacon of hope—because a grateful mindset helps people rise above current circumstances and imagine a future filled with possibility. Through intentional reflection and equine-assisted experiences, we support participants in shifting from survival to growth, helping both people and horses thrive in meaningful, sustainable ways.

Healing Horse Touch was created in response to a belief we still hear today: “*Horses are for the rich.*” While caring for horses is costly and requires sacrifice, the healing and learning they provide should not be confined to the elite. When people work together, learning alongside horses, financial limitations no longer define what is possible.

Our future life skills and leadership programs will focus on practical, transferable skills that translate directly into everyday life and the workplace, including:

- Effective communication across language barriers, neurodiversity, and differing personalities
- Persistence, responsibility, and follow-through
- Professional presentation, including dressing for the role and understanding workplace expectations
- Job safety, situational awareness, and respect for tools and equipment
- Hands-on learning with a variety of tools and farm equipment, including tractors, where appropriate

Through these programs, participants will gain not only skills—but self-trust, dignity, and a clearer sense of purpose. Horses naturally teach leadership, boundaries, patience, and accountability without judgment or pressure. In their presence, people learn by doing, observing, and reflecting—skills that stay with them long after the experience ends.

Our vision is a future where Healing Horse Touch serves as a bridge—connecting emotional well-being with practical life skills, and offering a path forward for individuals and families who have historically been excluded from traditional equine and leadership development spaces.





The Need We Serve

Recent research indicates a notable decline in emotional intelligence and cognitive performance in the general population. Experts widely recommend increased physical activity and meaningful connections with nature as key ways to counteract these trends. Equine-assisted programs naturally address both, offering movement, outdoor engagement, and relational learning with horses.

Access to mental health services remains critically limited. The ratio of individuals to available mental health providers is approximately 350:1. Nearly 60% of youth experiencing depression, and over half of adults with a mental health condition, do not receive any treatment. This underscores a growing need for complementary approaches that support emotional regulation, mindfulness, and holistic well-being.

The personal development industry is projected to grow steadily, with a 5% compound annual growth rate in online courses from 2026 to 2032. Equine-assisted services contribute meaningfully to this landscape. According to the American Horse Council, nearly 15,000 jobs were related to equine-assisted programs in 2023, generating \$810 million in economic impact. Despite this, horse ownership remains financially out of reach for most: although nearly one in three people report loving horses, only 2% can afford ownership.

These statistics highlight both a societal need and a unique opportunity: people are seeking meaningful, accessible ways to improve mental health, build life skills, and connect with animals, yet financial, geographic, and structural barriers often prevent participation. Healing Horse Touch addresses this gap by providing inclusive, non-competitive, mindfulness-based equine experiences that support emotional and personal growth.

A Look Ahead

As we grow, Healing Horse Touch will expand online courses and digital resources, reaching individuals who long for support but cannot visit in person. We will continue strengthening community awareness through authentic storytelling, newsletters, and social media engagement, sharing the lived impact of our programs.

In a world that can feel fast, disconnected, and transactional, Healing Horse Touch offers a counterbalance—a slower, softer way to heal. Success for us is measured not in numbers but in moments: a participant pausing to breathe, a nervous system settling, a connection forming between horse and human.

By staying rooted in empathy, trust, and accessibility, Healing Horse Touch is not just part of the equine-assisted wellness movement—we are helping to redefine it. Healing begins with connection, and we provide a welcoming place for that journey to start.





Industry Snapshot

Recent research shows a meaningful shift in how people are functioning cognitively and emotionally. After decades of steady gains, **average cognitive performance in the U.S. has begun to decline**, particularly in areas tied to **verbal reasoning, focus, and problem-solving**. The steepest drops are being seen in **younger adults**, raising concern among educators, employers, and mental health professionals alike. These trends are not about intelligence itself, but about overstimulated nervous systems, reduced attention, and fewer opportunities for embodied, relational learning.

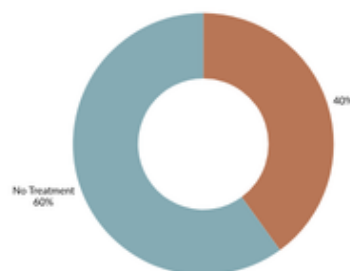
At the same time, emotional intelligence and self-regulation skills are under growing strain. Experts consistently point to **physical movement, reduced cognitive overload, and meaningful connection with nature** as protective factors that help stabilize attention, regulate emotions, and rebuild resilience. Equine-assisted programs naturally integrate all three—inviting people to slow down, move intentionally, and engage in reciprocal, nonverbal relationship with horses.

Access to mental health services remains critically limited.

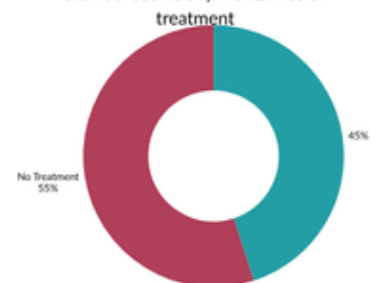
In the United States, there is approximately one mental health provider for every 350 individuals. <https://mhanational.org/quick-facts/>

Nearly **60% of youth experiencing depression** and **over half of adults with a mental health condition** receive no treatment at all. These gaps leave millions of people without consistent support for emotional regulation, stress recovery, or personal growth, underscoring the need for **complementary, accessible approaches** that meet people where they are.

59.8% of youth with depression did not receive any mental health treatment



54.7% of adults with mental illness who did not receive any mental health treatment



<https://mhanational.org/quick-facts/>

Personal Development Growth

Meanwhile, the personal development and wellness sector continues to grow. Online personal development courses are projected to expand at a **5% compound annual growth rate** from 2026 to 2032, reflecting a widespread desire for tools that support focus, confidence, and emotional balance.



Online personal development courses projected 5% CAGR (2026–2032)

<https://www.verifiedmarketresearch.com/product/personal-development-market/>

Equine Interest & Access

Within this landscape, equine-assisted services play a meaningful role.

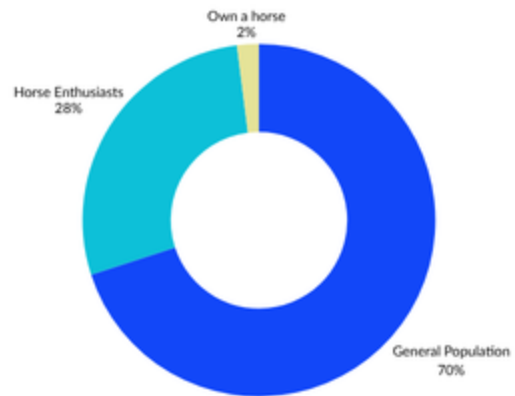
The American Horse Council reports that there were nearly **15,000 jobs** related to the equine assisted services in 2023. This directly added **\$810 million** to the economy.

Within this landscape, equine-assisted services play a meaningful role. Yet access remains uneven. While **nearly one in three people report loving horses**, only **2% can afford horse ownership**. This disconnect highlights both a societal need and a unique opportunity: people are longing for connection, grounding, and growth through animals, but financial, geographic, and structural barriers often prevent participation.

Nearly 1 in 3 people love horses.

2%

Horse enthusiasts who can afford to own a horse



<https://horsecouncil.org/economic-impact-study/>

<https://extension.umn.edu/horse-ownership/economic-impact-horse-industry>

Healing Horse Touch exists at this intersection. We provide **inclusive, non-competitive, mindfulness-based equine experiences** that support emotional awareness, cognitive regulation, and personal growth—without requiring riding, ownership, or prior horse experience.

Research-Based Recommendations

- Physical activity and connection with nature improve cognitive and emotional health
- Experiential, mindful programs support emotional regulation, focus, and resilience

Healing Horse Touch Response

- Inclusive, non-competitive, unmounted equine experiences
- Mindfulness-based education supporting emotional awareness and life skills
- Programs designed for neurodivergent individuals, low-income families, and underserved communities

Impact Goals

- Increase participant access through scholarships and community partnerships
- Extend programming nearly year-round via classroom space and outdoor infrastructure
- Reduce barriers to mental wellness with accepting and emotionally supportive environments

A Look Ahead

As Healing Horse Touch grows, we will expand online courses and digital resources to reach individuals who long for support but cannot visit in person. We will continue building community awareness through authentic storytelling, newsletters, and social media—sharing real moments of regulation, connection, and quiet transformation.

In a world that feels fast, disconnected, and cognitively overloaded, Healing Horse Touch offers a counterbalance—a slower, gentler way to heal. Success for us is measured not in volume, but in moments: a participant pausing to center themselves, a nervous system settling, a sense of safety returning.

By staying rooted in empathy, trust, and accessibility, Healing Horse Touch is not just participating in the equine-assisted wellness movement—we are helping to redefine it. Healing begins with connection, and we provide a welcoming place for that journey to start.

—

Resources

<https://www.iflscience.com/iq-scores-in-the-us-have-recently-dropped-for-first-time-this-century-67907>

<https://mhanational.org/quick-facts/>

<https://www.verifiedmarketresearch.com/product/personal-development-market/>

<https://horsecouncil.org/economic-impact-study/>

<https://extension.umn.edu/horse-ownership/economic-impact-horse-industry>

Educational & Emotional Impact

Healing Horse Touch bridges a widening gap—offering structured equine education paired with holistic emotional support—so that healing, confidence, and renewal through horses are accessible to everyone, not just the privileged few.



Category	Focus / Activity	Outcome / Benefit	Measurement
Structured Learning	Unmounted horsemanship lessons	Builds emotional awareness, mindfulness, and boundary-setting skills	Participation numbers, lesson completion rates, observed skill growth
Holistic Support	Journaling, self-reflection, mindfulness, and essential oils	Enhances coping strategies, grounding, and self-regulation	Participant surveys, reflection journal feedback
Targeted Communities	Trauma survivors, caregivers, neurodivergent individuals, LGBTQ+, low-income families	Safe, non-judgmental space for emotional growth	Attendance by demographic, scholarship uptake
Volunteer & Community Service	Hands-on horse care and property work	Builds purpose, connection, and practical skills	Hours contributed, skills learned, participant reflections
Accessibility & Equity	Donation-based sessions and online Hoofbeats of Hope membership	Reduces barriers to participation, increases reach	Number of donation-based sessions, online community growth, repeat participation
Emotional Outcomes	Calm, grounded, confident participants	Strengthened resilience and self-awareness	Pre/post session emotional check-ins, participant testimonials
Community & Online Reach	Hoofbeats of Hope digital program	Extends healing and education beyond rural Minnesota	Monthly active users, engagement with posts, course completion metrics



Target Market

Healing Horse Touch serves individuals and families seeking a non-competitive, unmounted, hands-on equine educational experience that integrates mindfulness, emotional awareness, and authentic connection with horses.

While our home base is in a rural county of approximately 90,000 residents, our reach extends far beyond local boundaries. Individuals and families regularly travel over 100 miles to participate—demonstrating both the depth of need and the uniqueness of our approach. In rural regions where specialized, trauma-informed, and inclusive services are limited, people are willing to travel for a space where they feel safe, seen, and supported.

Using structured educational frameworks, our programs support learning through observation, curiosity, and respectful interaction—while also offering holistic tools that help participants feel grounded, calm, and fully present.

Our client populations include:

- **Neurodivergent individuals** (including autism, ADHD, and sensory-sensitive learners) who benefit from calm, predictable environments that reduce overwhelm and support regulation
- **Individuals navigating trauma, anxiety, depression, and emotional burnout** who are seeking a gentle, non-clinical pathway to reconnect with themselves
- **Youth and families**, including homeschooling families, looking for experiential, hands-on learning that builds confidence, focus, and emotional awareness
- **LGBTQ+ individuals and families** seeking affirming, inclusive spaces where identity is respected and authenticity is welcomed
- **Caregivers and helping professionals** in need of restoration, reflection, and emotional grounding
- **Low-income individuals and families** who desire access to meaningful equine experiences and holistic self-care without the financial barriers of traditional programs

- **Community members completing service hours or seeking purposeful volunteer opportunities**, including individuals with ADHD and others who benefit from structured, supportive environments

We intentionally serve those who may feel excluded by competitive, mounted, or performance-based equestrian settings. Our approach blends education with emotional wellness, allowing participants to learn with horses while also developing self-awareness and regulation skills they can carry into everyday life.

For those unable to travel, Healing Horse Touch extends its reach through *Hoofbeats of Hope*, our online newsletter and content platform that offers encouragement, education, and gentle self-care practices inspired by the healing presence of horses. This creates an ongoing connection point for individuals who may not yet be able to attend in person, while also nurturing a broader community centered on emotional well-being.

As this platform grows, it also serves as a pathway for donor engagement, program awareness, and future revenue opportunities through digital offerings, sponsorships, and course-based learning. In this way, *Hoofbeats of Hope* not only expands access—it strengthens long-term sustainability by connecting hearts to the mission, no matter where they are.

Emotional Value

Participants don't just learn about horses—they rediscover a sense of calm, connection, and inner steadiness. In a world that often feels overwhelming, this becomes a place where they can finally exhale, feel safe in their bodies, and reconnect with who they are.

Logical Benefit

By pairing the recognized HorseSense, 4H and Pony Pals curriculum with mindfulness-based practices, Healing Horse Touch offers a structured yet flexible program that meets the needs of educators, families, community partners, and referral networks—while remaining inclusive, adaptable, and accessible across a wide geographic region.

With a growing waiting list—including autistic youth, homeschooling families, LGBTQ+ volunteers, and individuals traveling significant distances—Healing Horse Touch fills a critical gap not only locally, but regionally. Our program offers partners a trusted referral option for individuals who may not thrive in traditional environments but benefit deeply from experiential, nature-based learning.

Market Size

Although located in a rural county, our true market extends across surrounding regions where access to inclusive, equine-assisted experiences is limited. Rising rates of anxiety, depression, and emotional stress—particularly in rural communities—continue to highlight the need for alternative, accessible approaches to well-being. Many individuals do not seek traditional services due to stigma, cost, or lack of availability, creating a strong demand for programs like Healing Horse Touch.



A Glimpse Into Their World: Persona Profile

Sarah is a 38-year-old single mother living in a rural Minnesota town. She spends her days juggling caregiving responsibilities for her autistic son and part-time work at a local grocery store. Life often feels overwhelming. She's exhausted—not just physically, but emotionally. Years of navigating trauma, anxiety, and feeling unseen have left her yearning for a space where she can simply exhale.

Traditional therapy hasn't quite worked for her. The drive to the nearest provider is long, the cost is high, and she doesn't feel fully understood in clinical settings. Sarah is intuitive, gentle-hearted, and drawn to holistic practices—she's dabbled in essential oils, meditation apps, and finds peace walking in nature. But what she longs for most is connection: to herself, to others who “get it,” and to something calming and alive.

When Sarah discovers Healing Horse Touch, something clicks. She doesn't have to pretend here. The horses don't judge her; they simply hold space. She feels safe. For the first time in a long time, she sees a path forward that feels empowering, soulful, and rooted in kindness. This is more than wellness—it's a return to herself.





Products & Services

Healing Horse Touch offers compassionate, non-competitive equine-centered experiences designed to support emotional well-being, personal growth, and meaningful connection. All services are unmounted and grounded in mindfulness, respect, and relationship-based learning with horses. Our programs are intentionally inclusive for individuals and families who may feel excluded by traditional equestrian or wellness settings.



Relaxation & Mindfulness Experiences

We provide quiet, grounding opportunities that invite participants to slow down, breathe, and reconnect with themselves. Experiences may include guided meditation, mindfulness practices, sensory awareness, and moments of stillness in the presence of horses. Participants are encouraged to listen to their bodies, notice emotions without judgment, and practice gentle self-regulation.

Program Delivery Measures

- 30–60 minute facilitated sessions
- Small group format (2–4 participants) or individual sessions
- Offered by appointment
- Pre- and post-session check-in using a simple 1–10 emotional scale

Primary Outcomes

- A calmer nervous system and reduced emotional overwhelm
- Increased body awareness and ability to pause before reacting
- Greater sense of calm, presence, and inner steadiness
- Simple grounding tools participants can use in everyday life

Evaluation Methods & Success Metrics

- Self-reported stress rating reduction of at least 20–40% from start to end of session
- Participant reflection journals or verbal check-ins documenting emotional shifts
- Observation checklist noting engagement, breathing regulation, and relaxation behaviors
- Follow-up feedback (24–72 hours) on use of grounding tools in daily life
- Goal: 75% of participants report improved emotional regulation after one session

Unmounted Horsemanship Education

Healing Horse Touch offers hands-on, unmounted horsemanship lessons. Participants learn through observation, curiosity, and respectful interaction rather than performance or pressure.

Activities focus on understanding horse behavior, communication, boundaries, and safety while building authentic relationship skills.



Program Delivery Measures

- Structured 4–8 week learning cycles or single-session introductions
- Clear skill progression levels (beginner to advancing understanding)
- Individual or small group instruction (2–4 participants)
- Hands-on learning with guided reflection moments

Primary Outcomes

- Increased confidence through clear, achievable learning experiences
- Improved focus, patience, and emotional regulation
- Greater empathy and understanding of nonverbal communication
- Practical equine knowledge gained without the barriers of riding or competition

Evaluation Methods & Success Metrics

- Skills checklist aligned with HorseSense Learning Levels
- Pre/post confidence self-assessment (1–10 scale)
- Instructor observation notes on communication, focus, and engagement
- Participant demonstration of one foundational horsemanship concepts per cycle
- Goal: 80% of participants demonstrate measurable skill progression within their chosen level



Helping Hands

Physical engagement through light barn work, horse care, land stewardship, and community service opportunities allows participants to experience purpose through contribution. These activities offer healthy movement, practical skill-building, and meaningful responsibility while supporting the care of the horses and property.

Program Delivery Measures

- Weekly volunteer or participant shifts (1–3 hours per session)
- Task-based learning (feeding, grooming support, cleanup, gardening, etc.)
- Supervised participation with clear task expectations
- Rotating responsibility roles to encourage growth

Primary Outcomes

- Reduced stress through purposeful, grounding physical activity
- Increased self-worth and confidence from meaningful contribution
- Development of responsibility, follow-through, and practical skills
- Stronger sense of belonging and connection to community

Evaluation Methods & Success Metrics

- Attendance and consistency tracking
- Task completion logs and skill progression records
- Self-reported sense of purpose and belonging (monthly reflection scale)
- Staff observation of initiative, confidence, and responsibility growth
- Goal: 70% of participants report increased sense of purpose after 4 weeks of participation

Hoofbeats of Hope Signature Program

Hoofbeats of Hope is Healing Horse Touch's ongoing signature offering, designed to extend support beyond the barn. The program includes daily horse-themed motivational quotes, affirmations, gratitude prompts, mindfulness exercises, and everyday tools that foster self-love and emotional care. Delivered through an online community, it provides a low-cost entry point for continued connection regardless of location or weather.



Program Delivery Measures

- Weekly digital content drops (5–7 posts per week)
- Monthly themed reflection prompts or mini-challenges
- Online community engagement space
- Optional printable or downloadable resources

Primary Outcomes

- Consistent emotional support and encouragement between in-person experiences
- Increased daily mindfulness and gratitude practices
- Greater emotional resilience through reflection and routine
- Expanded access to healing resources regardless of location or income

Evaluation Methods & Success Metrics

- Engagement metrics (views, saves, comments, participation in prompts)
- Monthly participant feedback surveys
- Self-reported increase in mindfulness or gratitude practice frequency
- Community retention rate over 3–6 months
- Goal: 50%+ of participants engage weekly with content



Service Philosophy

All Healing Horse Touch services are trauma-aware, non-clinical, and relationship-centered. We prioritize emotional assurance, autonomy, and inclusion, allowing participants to engage at their own pace without pressure to perform, explain, or achieve.

Healing Horse Touch is not about fixing people.

It is about creating space—space to exhale, to learn gently, and to rediscover connection through horses.





What Sets Us Apart

While the broader wellness industry includes therapy clinics, equine-assisted programs, and animal-assisted organizations, Healing Horse Touch stands out through our **genuine, heart-led approach to healing, education, and connection.**

We don't label or diagnose—we listen, honor, and welcome.

We don't treat people as projects or problems—we see them as individuals, worthy of compassion and real relationships.

Guided by Compassion

Every interaction is shaped by life experiences, guided by compassion and deep respect for each person's journey. Emotional security and honoring boundaries come first—always.

Accessibility for All

Our donation-based model ensures no one is turned away for lack of funds. We intentionally reach out to those most often excluded—low-income families, neurodivergent individuals, LGBTQ+ clients, caregivers, and those seeking community service hours.

Symbolism, Spirit, and Learning

We use the natural symbolism of horses—freedom, resilience, and the pioneering spirit—to help each client rediscover hope and strength. Our unmounted horsemanship curriculum provides **hands-on education that blends practical skill with emotional growth.** From grooming and leading to understanding equine body language, participants experience **intuitive feedback that mirrors their own emotions**, helping them develop mindfulness, boundary-setting, and confidence in a safe, structured way.

Our Success Factors

Trust & Relationship Building:

Healing happens through relationships—both with our horses and with each other. Unmounted horsemanship lessons reinforce this through guided, reflective exercises that cultivate empathy and self-awareness.

Radical Inclusion:

No judgment, no pressure, just presence. We foster belonging for those who hear “too sensitive” or “too much”—because we’ve lived it too.

Rooted in Community:

Most participants find us through word-of-mouth, not billboards. Stories shared by real people, blog posts, or heartfelt products help our circle of hope grow naturally.

Industry Trends & Our Unique Place

As the demand for alternative mental health support grows, research confirms that outdoor, animal-centered, slow-paced settings build resilience and foster lasting well-being. The movement toward holistic, compassionate, community-based wellness is accelerating—and Healing Horse Touch is uniquely positioned to lead it.

By championing real connection, accessibility, and non-judgemental care, we are not just following trends; we are creating a new standard for equine-assisted education and emotional support. Large organizations may have more resources or visibility, but many operate within formal frameworks that inadvertently leave people out. At Healing Horse Touch, transformation begins quietly—maybe with a shared breath, a hand on a horse’s coat, or simply being accepted just as you are.

How We're Different

Lived Experience:

Our founder and family know firsthand the challenges of trauma, neurodivergence, caregiving, and financial hardship. This lived experience allows us to relate authentically and empathetically to our participants.

Education with Heart:

Well known HorseSense Learning Levels, 4H and Pony Pals lesson manuals provide a structured, step-by-step framework for participants to learn equine skills while practicing emotional awareness, trust, and mindfulness. Every activity becomes both a practical lesson and a mirror for personal growth.

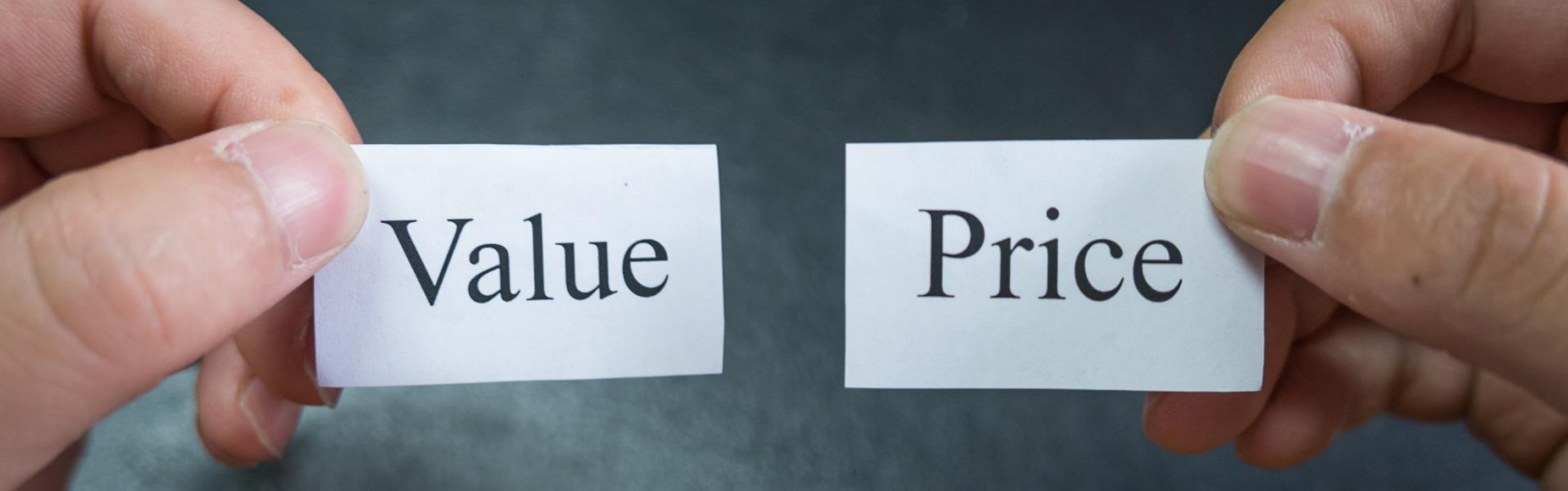
Small by Design, Deep by Nature:

We keep our setting intimate, favoring one-on-one sessions and small groups. Healing grows slowly and naturally, rooted in real trust and consistent presence rather than flashy programs or impersonal advertising.

Holistic Impact:

Every interaction is an opportunity for growth—emotional, physical, and educational. Through intentional activities, mindfulness practices, and our signature curriculum, participants gain skills that extend far beyond the barn, helping them navigate life with more calm, confidence, and connection.





Pricing Strategy

Healing Horse Touch operates with a lean, mission-driven financial model designed to balance accessibility with sustainability. Our pricing strategy and revenue goals are intentionally modest, reflecting our commitment to inclusion while ensuring the ongoing care of our horses, land, and programs. This approach results in a lean, transparent financial structure where the majority of resources directly support horse care, land stewardship, and participant experience rather than administrative overhead.

Our pricing strategy is intentionally designed to balance accessibility with sustainability. Each revenue stream serves a specific purpose: reducing financial barriers for participants, ensuring consistent care for horses, and supporting the minimal infrastructure required to keep programs available year-round.

Program Pricing

Donation-Based Sessions

- Recommended donation: \$20 per session
- Annual giving goal: \$1,000 per donor per year
- This approach removes financial barriers while inviting participants to contribute according to their means.

The \$20 suggested donation reflects a balance between affordability for participants and the direct costs of horse care and program materials, while allowing individuals to participate regardless of financial capacity.

Understanding the True Value of a Session

While our recommended donation for a one-hour session is \$20, the true operational value of each session is approximately **\$100**.

This value reflects:

- **Facilitator time:**
 - 1-hour session
 - 1 hour of preparation and cleanup
 - \$30/hour = \$60
- **Assistant support during session:**
 - 1 hour at \$20/hour = \$20
- **Administrative and overhead costs:**
 - Insurance, land stewardship, and daily horse care = \$20 per session

Total true session value: \$100

Each session includes not just the hour spent with the horses, but the thoughtful preparation, safety planning, emotional presence, and post-session care that ensure participants and horses are supported well.

Our recommended \$20 donation does not cover the full cost of service. Instead, it reflects our commitment to removing barriers. The remaining cost is sustained through grants, sponsorships, donor generosity, and community support.

Hoofbeats of Hope Signature Program + Community

- Monthly membership: \$7 per month
- Includes daily horse-themed motivational quotes, affirmations, gratitude prompts, mindfulness exercises, and other everyday tools that foster self-love, care and emotional well-being.
- Pricing is competitive with wellness, self-care, and fitness apps (\$10–\$15/month) while offering unique, mission-aligned content
- Provides value while encouraging engagement and fostering community

The \$7 monthly rate is intentionally set below typical wellness subscriptions to encourage sustained engagement, predictable earned revenue, and access for individuals who may not be able to attend in-person sessions.

Merchandise

- Unique horse-themed, print-on-demand items offered via Diana Kelley Creations
- 100% profits donated to Healing Horse Touch, supporting programs and scholarships

Our merchandise is more than fundraising—it's a way to extend the mission of Healing Horse Touch into everyday life. Phrases like Break Free, Unstoptimistic, and Horses Keep Me Stable inspire hope, resilience, and connection, reminding wearers and viewers of the transformative power of equine-assisted experiences. Each purchase turns creative expression into tangible support for our programs and scholarships, helping us make healing, growth, and emotional well-being accessible to all.

Market Comparison

- Many in-person equine programs charge \$50–\$200 per hour, creating access barriers for individuals who would benefit most from healing-focused experiences
- Online equine courses and wellness apps typically start at \$15/month, making our \$7/month membership an affordable, competitive alternative
- Our approach prioritizes inclusivity over profit, providing a safe, non-competitive environment that emphasizes belonging and emotional growth

Volunteer & Community Service Opportunities

- Volunteers reduce overhead and strengthen community connection
- Meaningful, skill-building opportunities allow participants to contribute without financial barriers

Grants

Our focus on grants and donations is also fundamental to our pricing strategy. By approaching community, local businesses, and foundations for support, we aim to secure \$10,000 to \$30,000 annually. These contributions are crucial in maintaining our donation-based model. They ensure ongoing care for our horses, improving facility accessibility, and expanding outreach.

Sustainability & Measurable Goals

- To meet our \$6,000 annual operational goal, we would need 30–60 paying participants per month across donation-based sessions and memberships
- Grant funding will be pursued for larger projects, infrastructure improvements, and program expansion
- This pricing model ensures Healing Horse Touch remains financially sustainable while keeping healing possible, reinforcing our mission of inclusion, empowerment, and mindful connection with horses
- Our goal is to never reduce program access due to financial constraints. When donations are lower, we rally grant efforts and community support to bridge the gap.

Pricing-Linked Impact Metrics

Healing Horse Touch evaluates the effectiveness of its pricing strategy through access-oriented and engagement-based indicators rather than clinical outcomes. These metrics help ensure pricing remains aligned with mission and community need.

- **Access & Inclusion**
 - Percentage of participants utilizing donation-based pricing
 - Number of participants able to attend due to flexible pricing
 - Number of repeat visits, indicating safety and trust
- **Engagement & Continuity**
 - Membership retention rate for Hoofbeats of Hope
 - Average length of participation (in-person or online)
 - Volunteer hours contributed per month
- **Sustainability & Capacity**
 - Percentage of core operating costs covered by earned revenue
 - Amount of grant funding directed toward infrastructure vs. direct care
 - Reduction in founder-supported expenses over time





Community Insights & Lived Experience

At Healing Horse Touch, we recognize that equine-assisted coaching is part of a larger ecosystem of support for emotional well-being. Our work complements, rather than replaces, clinical care, creating opportunities for collaboration between coaches, clinicians, educators, and participants. The experiences we offer help individuals discover insights, practice new skills, and build confidence in ways that are often unexpected and deeply transformative. The following voices from our community reflect the value, ethical grounding, and unique impact of this approach.

On the value of equine-assisted coaching alongside therapy:

- “There truly is room for multiple roles in this ecosystem. Coaches, clinicians, educators — we each bring a different lens. And when we stay in scope while honoring what we uniquely understand, it strengthens the whole system.” — SISU Red Light
- “We operate a mentoring program for at-risk youth...Our place on the continuum of care in regards to mental health and trauma-informed care is to offer real life relationships where participants can safely practice the skills they are learning through therapy.” — Chris Daniels
- “The contrasts and collaboration serve to enhance everyone’s work.” — Epona Brae

On professional scope and ethical practice:

- “Instead of calling those of us who choose the coaching route ‘lazy’...perhaps some self-examination is in order to find what systemic barriers exist...many feel that therapy is failing the moment right now.” — Kit Caelsto
- “With clear boundaries and defined liabilities...we can work together to support the community via the magnificence of the horse.” — Alyssa Lane Kee
- “Equine-assisted life coaching is a BRILLIANT offering...We really need to understand each other’s scope of practice and promote each other.” — Sarah Jane

On unique benefits and impact:

- “Most people we work with wind up discovering something about themselves that they didn’t think was on their radar...Sometimes it comes from jumping over an obstacle in hand with a horse or a myriad other moments we can’t predict.” — The Equus Effect Program
- “What we offer is very powerful and as important as a clinical/therapeutic model. Imagine the incredible difference we could make to vulnerable people's lives if we all worked together.” — Kellie Chodat
- “I LOVE this. The way forward for wellbeing and mental health is to work with complementary practices...It complements clinical care rather than replaces it.” — Sarah Jane

With over 21 years as a registered nurse, I value approaches to well-being that prioritize safety, presence, and connection. My experiences with horses, mindfulness retreats, and peer-supported recovery groups have shown me how powerful calm, relationship-centered environments can be.

Organizations that honor the therapeutic presence of horses with humility and accessibility offer meaningful support that complements traditional systems of care.

Stephanie Trent, Nesting Heart Art Studio

Testimonials



Christina

I used to spend a lot of time with horses as a child. So especially remembering what it feels like to groom a horse on a sunny day - my senses lit up! I smelled a horse "fragrance", felt the touch of their fur, heard them chew on a but if hay... This brought back beautiful memories!

Chris

It sounds like a wonderful enterprise! I just wish you were located near me, and I would be over to hang out with the horses!



Sandy

"Always Time for Gratitude" contains far more than simple gratitude lists. There are many different techniques to try. Whether you're a visual, auditory, or kinesthetic person, you'll find exercises that resonate with you. There are even some wonderful affirmations in the bonus section. I'm very grateful that I ran across this little gem.





Translating this book was far more meaningful than I expected. I came to the project during a season of personal and professional transition, feeling overwhelmed and uncertain about what came next. Working with Healing Horse Touch gave me a way to slow down and reconnect with gratitude.

Through the process, I noticed a real shift in my mood and perspective. What once felt heavy began to feel manageable, and I found myself more present in daily life.

Contributing to this project restored a sense of purpose and reminded me that even during difficult seasons, meaningful connection and growth are possible. I feel grateful to have played a role in sharing this work with a wider audience, and I hope others find the same sense of steadiness and hope that I did.

Jaqueline





Operations Plan

Overview of Daily Operations

Healing Horse Touch operates as a home-based, equine-assisted nonprofit program, allowing for daily, consistent care of animals and facilities while maintaining flexibility to respond to weather, participant needs, and safety conditions. Operations balance animal welfare, land stewardship, program delivery, and administrative management to ensure a safe, sustainable, and welcoming environment for participants of all ages and abilities.

Animal Care and Safety Protocols

Daily operations begin with animal care, which includes feeding, watering, and visual inspections of all animals and fencing. These tasks take approximately 30–60 minutes per day, adjusted for extreme weather conditions such as sub-zero temperatures or severe storms. Living on-site allows staff to safely time outdoor work during optimal visibility and conditions without compromising animal care.

Animals have **24/7 access to food and water**, ensuring consistent nutrition even during inclement weather or when wildlife access feed areas. Routine inspections help identify potential health or safety concerns early, reducing risk to animals, participants, and staff.

In addition to horses, the property includes dogs and cats that contribute to both safety and daily operations. Dogs alert staff to visitors, deliveries, open gates, escaped animals, and electric fence issues. Cats assist with pest control and are integrated into daily routines in ways that support a calm, welcoming environment.

Our wildlife visitors include various bird species, deer, rabbits, squirrels, opossum, skunks, raccoons... and once we enjoyed a brief visit from a ground hog. Of course, we can't leave out the little creatures such as snakes, toads, spiders, butterflies and bugs (our favorite being lightning bugs!). While we do enjoy some of the bugs, we do spray the wasps and have electric insect killers in place for flies and mosquitoes.

Facilities and Land Management

Healing Horse Touch maintains approximately **two acres of grazing land**, divided into three rotating pasture areas to prevent overgrazing and protect soil health. Pastures require regular mowing during the growing season to control weeds and prevent reseeding. Even with a small riding mower, pasture maintenance averages **15 hours per month** during warmer months. The barn itself requires minimal weekly cleaning—approximately **one hour per week** during non-freezing months. However, significant labor is required for seasonal spring cleanup after winter conditions prevent manure removal. Because horses are not confined to stalls, staff can safely delay cleaning until thaw conditions reduce risk.

The most labor-intensive area is the **barnyard**, where most feeding occurs. Daily and weekly cleaning is critical to prevent mud buildup, which increases the risk of slips, injuries, and hoof health issues. Cleaning involves manual removal of manure and hay using wheelbarrows transported 50–80 feet to a compost pile. This work accounts for **6–10 hours per month for approximately nine months each year**.

Annual manual labor requirements related to land and barn maintenance are estimated at **100–165 hours**.

Equipment and Operational Efficiency

Current operations rely primarily on manual labor and limited equipment. An antique tractor is available but difficult to operate safely and requires mechanical expertise and favorable weather conditions. Its limited usability restricts efficiency and accessibility for staff.

A modern compact tractor would:

- Reduce mowing and barnyard cleanup time by at least 50%
- Lower physical strain and injury risk
- Improve air quality exposure by reducing manure dust
- Free staff time and energy for horse training and participant supervision

Snow removal is another operational consideration. When equipment is functional, snow management is efficient; without it, snow removal requires 5–10 hours annually or incurs outside costs. Reliable equipment directly impacts year-round accessibility and safety.

Staffing and Labor Allocation

Healing Horse Touch operates through a combination of daily on-site management and family-supported labor. Bob and Ben work full-time off-site but assist with mowing, maintenance, and equipment operation during evenings and weekends as weather allows.

Diana manages daily animal care, land oversight, administrative operations, horse training, and program facilitation. Horses are worked with regularly to maintain skills, reinforce training, and expand their ability to safely participate in equine-assisted activities.

Administrative and Technology Operations

Administrative operations require 3–4 hours per day during winter months and 1–2 hours per day during warmer months. Responsibilities include:

- Website maintenance and updates
- Content creation and scheduling
- Social media engagement and community outreach
- Grant research and proposal writing
- Compliance and documentation

As online visibility has increased, cybersecurity has become a growing operational concern.

Multiple security measures are currently in place, including CAPTCHA tools, firewall services, and hosting-level protections. Planned upgrades to a VPS hosting environment will enhance site security, reduce downtime, and lower recurring software costs by enabling integrated scheduling tools.

Risk Management and Compliance

Operational risks include weather variability, physical labor demands, cybersecurity threats, and compliance with digital content licensing. A past copyright claim prompted a full audit of website content and restructuring of legacy materials, resulting in improved compliance practices and the use of open-license and original imagery.

Ongoing risk mitigation strategies include:

- Flexible scheduling based on weather and air quality
- Proactive land and mud management
- Redundant cybersecurity protections
- Clear separation of personal and commercial digital assets

Program Delivery and Capacity

Despite operational challenges, Healing Horse Touch successfully served participants in 2025, including children with autism who engaged in short, sensory-focused equine interactions. Even brief 30-minute sessions demonstrated meaningful emotional impact and participant benefit.

The addition of a **10x20 classroom + storage, plus an attached 10x24 semi-protected session area** will significantly increase operational capacity by allowing:

- 35–50 additional program days per year
- Reduced cancellations due to weather or poor air quality
- Expanded offerings such as unmounted lesson plans, achievement-based activities, and horse-themed events

With this expansion and continued outreach, Healing Horse Touch anticipates serving at least 10 repeat individuals in 2026, with the potential to double participation in 2027 as volunteers are trained and awareness grows.

Session-Level Operational Structure

Each one-hour equine-assisted session requires coordinated staffing, preparation, and oversight to ensure both participant and animal safety.

For every scheduled session:

- A **facilitator** leads the session and completes approximately one additional hour of preparation and post-session cleanup.
 - 2 total labor hours at \$30/hour = \$60
- An **assistant** supports participant safety and horse handling during the session.
 - 1 labor hour at \$20/hour = \$20
- **Allocated daily administrative and overhead costs**, including insurance, land use, and horse care, average \$20 per session.

The total operational value of each session is approximately **\$100**.

This figure reflects not only direct interaction time, but also the structured preparation, safety management, and animal care systems required to responsibly deliver trauma-informed equine-assisted programming.

Healing Horse Touch intentionally subsidizes this true cost through grants, donations, sponsorships, and community support in order to maintain accessibility for participants.





Strategic Use of AI

Purpose and Guiding Philosophy

At Healing Horse Touch, AI does not replace connection; it enhances it by providing clarity, accessibility, and emotional acceptance—so that meaningful relationships with people and horses remain at the center of our work. As a small, heart-led organization, we use AI to streamline operations, reduce administrative strain, and communicate more clearly, freeing time and energy to focus on what matters most: fostering healing, building trust, and creating transformative, mindful experiences with horses.

1. Social Impact & Equity

Supporting Access for Underserved Communities

Healing Horse Touch serves individuals and families who often face barriers to participation, including financial limitations, neurodivergence, trauma histories, and anxiety around unfamiliar environments. As a young organization, we are exploring how AI can help us communicate more clearly, reduce overwhelm, and expand equitable access.

AI-supported strategies include:

- Creating visual, written, and video-based explanations of services to help first-time participants feel informed and accepted
- Simplifying language and formatting to improve accessibility for neurodivergent individuals and trauma survivors
- Increasing organizational efficiency to redirect savings toward participant scholarships and reduced-fee programming

Measurable Outcomes:

- Develop at least 5 visual or video-based participant orientation resources within the first year
- Improve clarity and consistency of public-facing materials across website, email, and social platforms
- Increase scholarship availability by 10–15% through reduced administrative burden

Impact Intent:

Use AI as a learning tool to better understand and meet the needs of underserved communities as programs evolve.

2. Innovation in a Relationship-Centered Field**Thoughtful Exploration in a Non-Technical Setting**

Healing Horse Touch operates in a field where technology is often secondary to presence and relationship. Our approach to AI is intentional, cautious, and values-led. We are exploring how AI can support storytelling, education, and outreach, while ensuring all care remains human- and horse-centered.

Innovation Focus:

- AI supports planning, communication, and learning—not participant assessment or decision-making
- Tools are used to enhance clarity and consistency, not to automate relational work
- Innovation is defined as sustainability and accessibility, not technical complexity

Measurable Outcomes:

- Establish repeatable communication workflows for outreach and education
- Reduce time spent on administrative drafting tasks by 20–30%
- Increase consistency in messaging across platforms

Innovation Intent:

Demonstrate how AI can responsibly support small, rural, heart-led organizations during early development.

3. Feasibility & Implementation**Practical Tools for a Growing Organization**

The AI tools explored are subscription-based, beginner-friendly platforms commonly used by small nonprofits and sole-led organizations. This allows for incremental learning with minimal technical risk.

Planned Tools and Uses:

- **ChatGPT Pro** – drafting and refining policies, grant narratives, educational materials, and communications
- **Midjourney & Create Studio** – visual storytelling and participant education
- **SocialPilot & Mailster** – consistent, low-stress outreach and relationship nurturing
- **Grant Rush & HelloSkip Pro** – grant tracking, readiness, and fundraising education
- **VPS Hosting** – secure and scalable online infrastructure

Measurable Outcomes:

- Implement documented workflows for grant tracking, outreach, and content creation
- Establish a consistent communication schedule within six months
- Improve internal organization and recordkeeping reliability

Feasibility Outcome:

Immediate opportunities to test, refine, and stabilize workflows as the organization matures.

4. Scalability & Replicability**Building a Responsible Foundation for Growth**

Early adoption of AI allows Healing Horse Touch to build systems intentionally rather than retrofitting them later. This approach supports sustainable growth without pressure to scale prematurely.

Scalability Focus:

- Test systems before expanding staffing or programming
- Avoid inefficiencies common in early-stage nonprofits
- Document lessons learned for future replication

Measurable Outcomes:

- Create scalable templates and systems usable over a 3–5 year growth period
- Reduce operational friction as programs expand
- Develop a framework that can be shared with peer organizations

Scalability Intent:

Support growth that is steady, ethical, and aligned with mission.

5. Responsible and Ethical Use of AI**Trauma-Informed, Human-Centered Adoption**

Healing Horse Touch is committed to cautious and ethical AI use. AI tools will never replace human judgment, emotional attunement, or relational safety.

Ethical Commitments:

- AI supports communication and planning only—not participant care or decision-making
- All AI-assisted materials are reviewed through a trauma-informed lens
- Secure hosting protects organizational and participant data
- Transparency and consent guide all uses of technology

Measurable Outcomes:

- Establish internal guidelines for ethical AI use
- Review AI-supported materials before public or participant-facing use
- Maintain zero AI involvement in direct participant assessment

Ethical Intent:

Use AI as a supportive assistant, not an authority.

6. Sustainability & Long-Term Learning**Strengthening Capacity During the Startup Phase**

This phase of exploration allows Healing Horse Touch to build resilience during a critical growth window. By reducing administrative strain, AI supports program quality, prevents burnout, and strengthens long-term viability.

Measurable Outcomes:

- Reduce founder administrative workload by 25%
- Increase consistency in fundraising readiness and outreach
- Support long-term financial and operational stability

Sustainability Outcome:

A more resilient organization capable of growing thoughtfully without sacrificing care or integrity.

What We Hope to Learn

Healing Horse Touch approaches AI as a learning journey rather than an endpoint. Through this exploration, we seek to understand:

- How AI-supported communication improves accessibility for neurodivergent individuals, trauma survivors, and first-time participants
- Which tools meaningfully reduce administrative strain in an early-stage organization
- How consistent, AI-assisted outreach affects trust and engagement
- How AI can strengthen fundraising readiness through improved planning and tracking
- Where the limits of AI should remain to protect dignity, trust, and supportive connection

Learning Outcome:

A clear, values-aligned understanding of how AI can responsibly support early-stage organizations without compromising human connection.

Summary

Healing Horse Touch is intentionally exploring AI as a capacity-building tool to support equitable access, operational clarity, and sustainable growth. These tools allow us to remain small, authentic, and deeply human—while operating with resilience and reach. AI reduces administrative strain, prevents burnout, and supports inclusive communication, giving us more time to do what matters most: creating meaningful, energetic connections between people and horses.





Safety Protocols, Risk Mitigation and Contingency Strategies

Healing Horse Touch prioritizes participant safety, animal welfare, financial stability, and program continuity. The following protocols are in place in our Safety & Policies Handbook to reduce risk and ensure preparedness for unexpected challenges.

1. Participant Safety Risks

Risk Mitigation

- Required safety orientation before participation
- Clearly posted barn and interaction guidelines
- Staff and volunteer training in safe horse handling and participant supervision
- Age- and ability-appropriate activities
- Maintained pathways, equipment, and facilities
- Liability waivers and medical/emergency contact forms on file

Contingency Strategies

- First aid supplies available onsite
- Established emergency response procedures
- Incident documentation and review process
- Immediate activity modification or suspension if safety concerns arise
- Communication protocol with families or caregivers

2. Animal Welfare Risks

Risk Mitigation

- Regular veterinary and farrier care
- Proper nutrition, hydration, and shelter
- Workload monitoring to prevent stress or overuse
- Observation of horse behavior and health before each session
- Participants taught respectful, low-stress interaction

Contingency Strategies

- Removal of any horse from programming if signs of illness, injury, or stress appear
- Access to veterinary care when needed
- Program schedule adjustments if horse availability changes

3. Financial Risks

Risk Mitigation

- Diversified funding sources (donations, grants, programs, products)
- Ongoing budget tracking and financial oversight
- Prioritization of essential operational expenses
- Use of volunteers to supplement staffing

Contingency Strategies

- Temporary reduction of non-essential expenses
- Program scaling or scheduling adjustments
- Emergency fundraising campaigns
- Use of reserve funds when available

4. Staffing and Volunteer Risks

Risk Mitigation

- Clear role descriptions and expectations
- Training and orientation for all team members
- Cross-training to ensure coverage of key responsibilities
- Supportive environment that encourages communication and rest

Contingency Strategies

- Backup volunteers or part-time support
- Temporary schedule changes
- Redistribution of duties among trained team members

5. Environmental and Weather Risks

Risk Mitigation

- Monitoring weather conditions
- Flexible scheduling
- Safe, maintained facilities and equipment
- Shaded and sheltered areas for heat or inclement weather

Contingency Strategies

- Session rescheduling
- Modified or shortened activities
- Alternative non-horse wellness activities when needed

6. Operational and Facility Risks**Risk Mitigation**

- Routine equipment and facility checks
- Organized storage and hazard reduction
- Clear signage and designated areas

Contingency Strategies

- Temporary closure of affected areas
- Use of alternate spaces
- Repair and maintenance response plan

7. Program Continuity Risks**Risk Mitigation**

- Structured procedures and documentation
- Program materials that allow consistent delivery
- Strong community and volunteer engagement

Contingency Strategies

- Adjusted program formats
- Prioritization of core services
- Communication plan to keep participants and supporters informed

To support long-term safety and program continuity, the Executive Director is returning to formal equine education, strengthening internal capacity in horse care and behavior as the organization grows.

Summary Statement for Plan

These combined strategies ensure Healing Horse Touch operates with foresight, responsibility, and resilience. By actively reducing risks and maintaining clear response plans, the organization protects participants, animals, staff, and resources while sustaining its mission of accessible emotional healing through equine connection.



Financial Summary

Healing Horse Touch operates with a lean, mission-driven financial model designed to balance accessibility with sustainability. Our pricing strategy and revenue goals are intentionally modest, reflecting our commitment to inclusion while ensuring the ongoing care of our horses, land, and programs. This approach results in a lean, transparent financial structure where the majority of resources directly support horse care, land stewardship, and participant experience rather than administrative overhead.

2025 Operating Snapshot

Total Operating Expenses: \$5,894.89 annually

These expenses represent the essential costs required to care for horses, maintain the property, and deliver consistent, high-quality programs.

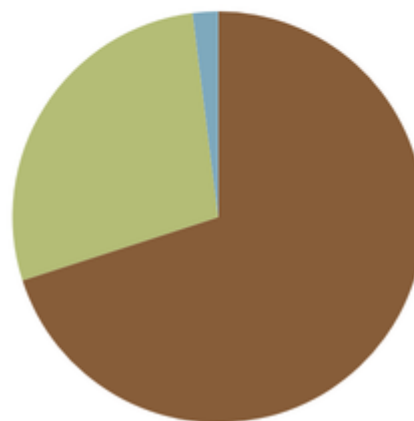
Primary Expense Categories

- Equine food, supplements, and supplies: \$3,758.82
- Repairs, maintenance, and program support: \$1,296.55
- Advertising, fundraising, and administrative costs: \$839.52

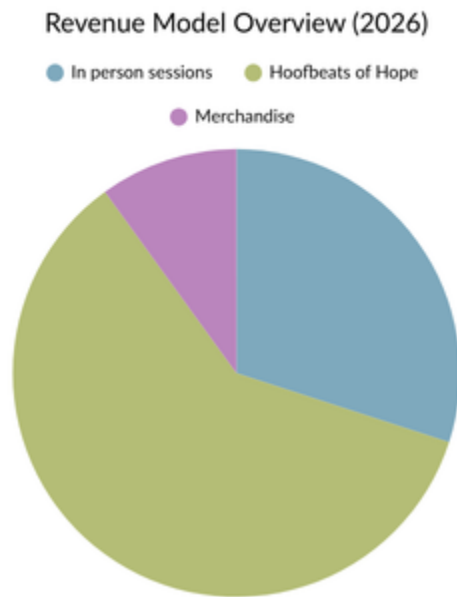
This expense structure highlights that the majority of funds are directed toward direct horse care and program delivery rather than overhead.

Annual Operating Expenses Breakdown (2025)

- Equine food, supplements, and supplies
- Repairs, maintenance, and program support
- Advertising, fundraising, and administrative costs



Healing Horse Touch relies on a diversified revenue model that prioritizes accessibility while supporting basic operational needs.



Core Revenue Streams

- Donation-based, in-person sessions (recommended \$20 per session)
- Hoofbeats of Hope Signature Program & Online Community (\$7/month)
- Mission-aligned merchandise with 100% of profits donated back
- Volunteer labor that significantly reduces staffing and maintenance costs

Estimated Annual Revenue (without grants, but allowing team support): \$4,500–\$7,000

This range comfortably supports our current annual operating expenses of approximately \$5,900, allowing for:

- Stable horse care and supplies
- Program continuity throughout the year
- Modest reserves for unexpected needs

Sustainability Alignment

To meet and exceed our annual operating needs, Healing Horse Touch requires approximately 30–60 paying participants per month across donation-based sessions, merchandise purchases and *Hoofbeats of Hope* memberships. This participation level aligns directly with community demand while remaining realistic and achievable.

Volunteers and/or community service seekers contributed over 50 hours per month last year. With the government changes having more people looking for more opportunities to volunteer, we expect to increase those hours, ensuring that costs remain low and community engagement remains high—strengthening both financial sustainability and emotional investment in the mission.

Role of Grant Funding

Grant funding is intentionally reserved for large-scale or capital projects, such as:

- Equipment purchases (e.g., tractor, tools)
- Infrastructure improvements
- Program expansion and year-round accessibility

Although we will continue seeking grassroots and startup grant opportunities, our goal is that grants will not be required for day-to-day operations, which demonstrates financial responsibility and reduces dependency on external funding for basic sustainability.

Financial Philosophy

Healing Horse Touch is not designed to maximize profit.

It is designed to maximize care, access, and impact—while remaining fiscally responsible.

Our financial model reflects:

- Care for horses as a top priority
- Low overhead and efficient use of funds
- Semi-flexible pricing for individuals and families often excluded from traditional equine or wellness services
- A balanced approach that sustains operations while leaving room for growth

This financial structure directly supports the daily operational needs outlined in our Operations Plan, ensuring that care, safety, and program delivery remain consistent year-round.



Operational Budget & Sustainability Plan

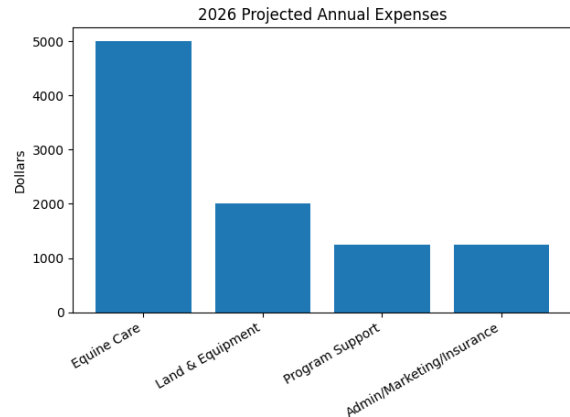
Healing Horse Touch operates with a lean, mission-driven financial model designed to balance accessibility with long-term sustainability. As programming expands in 2026, both expenses and earned revenue are expected to grow in alignment with increased participation and land use—while maintaining a low-overhead, care-first approach.

2026 Projected Operating Budget

Projected Annual Expenses: \$8,500–\$10,500

Primary Expense Categories

- **Equine Care** (feed, hay, supplements, vet/farrier): \$4,500–\$5,500
- **Land & Equipment Maintenance** (repairs, fuel, upkeep): \$1,500–\$2,500
- **Program Supplies & Participant Support:** \$1,000–\$1,500
- **Administrative, Marketing & Insurance:** \$1,000–\$1,500



These projections reflect increased usage—not excess—and ensure that the majority of funds continue to directly support horse care, land stewardship, and participant experience.

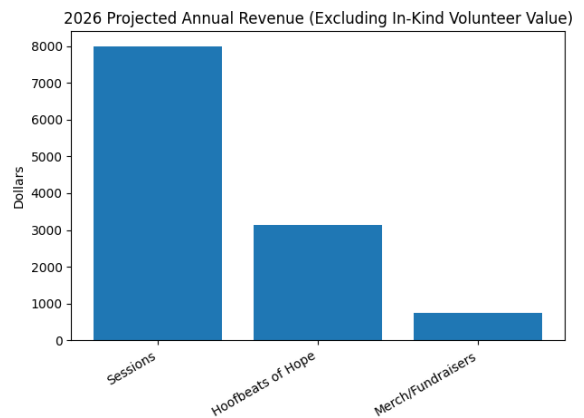
Projected Revenue Streams (2026)

Healing Horse Touch relies on diversified, mission-aligned income streams that prioritize accessibility while supporting operational needs.

Estimated Annual Revenue (excluding grants):
\$9,000–\$15,000

Revenue Breakdown

- **Donation-Based Sessions** (\$20 suggested)
8–12 participants per week
→ \$6,000–\$10,000 annually
- **Hoofbeats of Hope Membership** (\$7/month)
25–50 members
→ \$2,100–\$4,200 annually
- **Merchandise & Small Fundraisers**
→ \$500–\$1,000 annually



Break-Even & Sustainability Point

Healing Horse Touch reaches operational sustainability at approximately:

- 10–15 in-person participants per week, and
- 25+ Hoofbeats of Hope members

At this level, earned revenue meets or exceeds projected operating expenses, allowing the organization to function independently of grant funding for day-to-day operations.

To meet federal public support expectations, Healing Horse Touch targets **at least 30% of revenue** (~\$2,700–\$4,500) from program fees, memberships, and community contributions—well within projected earned revenue at moderate participation levels.

Growth Strategy (Intentional & Capacity-Based)

Healing Horse Touch is designed to grow with care—expanding access without overwhelming resources, horses, or participants.

Short-Term (2026)

- **Serve 5–10 individuals** consistently, with additional participants through rotating sessions
- Build **Hoofbeats of Hope** to **25–50 members**
- Maintain a waitlist to reflect demand without overextending capacity
- Secure a compact tractor to reduce labor strain and improve operational efficiency

Mid-Term (2027)

- Expand to **40–50 participants annually**
- Introduce seasonal workshops and small group sessions
- **Grow online offerings** (guided journals, mini-courses, virtual support)

Role of the Tractor in Financial Sustainability

The compact tractor is a cost-saving, capacity-building investment essential to long-term sustainability.

Without it:

- Time and energy are lost to manual labor
- Ongoing repairs to outdated equipment increase costs
- Physical strain limits program growth

With it:

- Daily operations become efficient and predictable
- Horse care improves through consistent land management
- More time is available for participant engagement

This investment reduces operational strain while directly supporting both revenue generation and caregiver sustainability.

Role of Grant Funding

Grant funding is intentionally reserved for infrastructure and capacity-building—not daily operations. This includes:

- Equipment purchases (e.g., tractor)
- Land and facility improvements
- Program expansion and accessibility enhancements

With grant support, total annual funding potential increases to approximately:
\$19,000–\$25,000 annually (including grants)

This allows Healing Horse Touch to strengthen infrastructure, expand access, and reinvest in long-term program stability without shifting financial burden onto participants.

Sustainability Philosophy

Healing Horse Touch measures success differently.

Not by how fast it grows—but by how well it holds people.

This model is sustainable because it:

- Maintains **low, intentional overhead**
- Balances **earned income with accessibility**
- Builds **community investment through volunteers and membership**
- Uses grants strategically for **growth, not survival**

Any revenue beyond core operating needs is reinvested to expand access, strengthen infrastructure, and improve the experience for both participants and horses.

Closing Perspective

Healing Horse Touch is designed to be small on purpose—but strong in impact.

Every dollar supports:

- the well-being of the horses
- the safety and experience of participants
- and the creation of a space where people can reconnect with themselves

This is not a high-volume model.

It is a **high-impact, deeply needed one**.

Key Takeaways

- Donation-based sessions and memberships sustain day-to-day operations while keeping programs accessible
- *Hoofbeats of Hope* strengthens both community connection and recurring revenue
- Volunteers reduce costs while deepening community engagement
- Grants enable transformative improvements that expand capacity, safety, and long-term impact

Pricing & Impact Overview

Revenue Stream	Pricing	Participation / Volume	Annual Revenue (Est.)	Notes / Impact
Donation-Based Sessions	\$20/session	8-12 sessions per week	\$6,000-\$10,000	Keeps programs accessible; participants contribute as able; fosters belonging
Hoofbeats of Hope Membership	\$7/month	25-50 members	\$2,100-4,200	Daily mindfulness content, quotes, prompts, and online courses; affordable and competitive with wellness apps
Merchandise (Diana Kelley Creations) & Small Fundraisers	Varies	100+ items sold/year	\$500-\$1,000	All profits donated back to Healing Horse Touch; spreads awareness while funding programs
Volunteer/Community Service (in kind service)	N/A	50+ volunteer hours/month	\$6,000-\$10,000 equivalent	Reduces overhead, increases community engagement, skill-building opportunities
Grant Funding (for large projects, e.g., tractor, classroom)	\$10,000-\$15,000/project	1-2 grants/year	\$10,000-\$30,000	Enables infrastructure improvements, year-round programming, and capacity growth



Use of Funds

Healing Horse Touch will use the **\$10,000 grant** as a one-time capital investment toward purchasing a **used or lightly used sub-compact tractor with a front-end loader and mowing deck** (such as a John Deere 1025R or equivalent). This equipment will directly strengthen daily operations by reducing labor-intensive manual work related to pasture mowing, manure and compost handling, mud and drainage mitigation, seasonal property maintenance, and snow removal.

The total estimated purchase price ranges from **\$13,200 to \$27,000**, depending on the selected model, condition, and included attachments. The requested grant will be combined with personal contributions and community donations to complete the purchase.

Reducing the physical demands of property maintenance will allow staff and volunteers to devote more time to supervised participant experiences, horse training, volunteer coordination, and consistent program delivery while improving horse welfare, visitor safety, and overall operational efficiency.

Project Readiness

Healing Horse Touch is fully prepared to implement this project immediately upon funding approval. Equipment research, operational planning, maintenance protocols, and property compatibility have already been completed, allowing the organization to move forward quickly and responsibly once funding is secured.

Multiple purchase options have already been identified through regional John Deere dealers, MachineFinder (recommended by the John Deere dealer), Facebook Marketplace, and local private sellers. The preferred equipment is a used or lightly used **23–25 horsepower sub-compact tractor** equipped with:

- Front-end loader for manure, compost, and material handling
- Approximately 60-inch mower deck for pasture clipping and weed management

- Modern safety features, including Roll-Over Protective Structure (ROPS), PTO safety interlocks, stable braking systems, and ergonomic controls

Final vendor quotes, equipment inspections, and purchase documentation will be obtained immediately before purchase to ensure responsible stewardship of grant funds and the best overall value.

Implementation Timeline

Once funding is received, the project will be implemented according to the following schedule:

Week 1

- Finalize equipment selection based on value, condition, and included attachments
- Complete purchase and arrange delivery

Week 2

- Receive and inspect equipment
- Complete initial maintenance, lubrication, and safety inspection
- Establish the permanent Equipment Maintenance & Compliance Log
- Complete operator orientation and safety training
- Begin routine mowing and manure transport

Weeks 3–4

- Fully integrate the tractor into regular operations, including scheduled barnyard sanitation, compost management, pasture maintenance, and seasonal property improvements

Month 2 and Beyond

- Expand use for drainage improvements, mud mitigation, winter snow removal, and additional land stewardship projects

Months 6–12

- Evaluate operational improvements, participant impact, volunteer engagement, maintenance savings, and overall program capacity
- Include results in annual organizational and grant reports
- The tractor is expected to be fully operational within one week of delivery, allowing immediate use during the active maintenance season.

Operational Impact

Current property maintenance requires approximately **100–165 hours of manual labor annually**. The tractor is expected to reduce this workload by **60–70 percent**, saving an estimated **70–110 labor hours** each year.

The equipment will improve efficiency in:

- Pasture mowing and weed management
- Barnyard sanitation and manure removal
- Compost production and material handling
- Drainage improvements and mud reduction
- Seasonal cleanup projects
- Snow removal and winter accessibility

Recovered staff and volunteer time will be reinvested into activities that directly support the mission, including:

- Additional participant programming
- Horse training and enrichment
- Volunteer recruitment and training
- Scholarship-supported and donation-based sessions
- Community outreach and program development

Cleaner facilities, improved footing, and better year-round accessibility will also enhance safety for participants, volunteers, horses, and visitors while reducing weather-related program disruptions.

Evaluation and Performance Metrics

Healing Horse Touch will measure the success of this investment through before-and-after comparisons and ongoing operational documentation.

Performance indicators include:

- Reduce manual maintenance labor by 70–110 hours annually (approximately 60% reduction), measured through staff and volunteer time logs
- Increase compost turnover frequency by 50%, documented through maintenance records
- Improve pasture health through seasonal assessments and photographic documentation
- Reduce hazardous mud and ice conditions using monthly site inspections, photographs, and incident reports
- Reinvest at least 50 recovered labor hours annually into participant programming, horse training, volunteer coordination, and scholarship-supported sessions
- Monitor program participation, volunteer engagement, and session availability throughout the year

Results will be summarized in quarterly internal reviews and annual grant reports to demonstrate responsible stewardship of grant-funded equipment and continuous organizational improvement.

Maintenance, Insurance, and Asset Protection

Healing Horse Touch has developed a comprehensive plan to protect this grant-funded investment throughout its service life.

Beginning on the day of delivery, the organization will maintain a permanent **Equipment Maintenance & Compliance Log** documenting:

- Pre-operation safety inspections
- Fluid levels and tire condition
- Scheduled lubrication and filter changes
- Oil changes following manufacturer recommendations
- Repairs, replacement parts, and seasonal inspections

Routine “owner-performed” maintenance will follow the manufacturer's recommended service schedule to maximize reliability and extend equipment life.

The tractor will be insured under an appropriate policy providing equipment and liability coverage. Healing Horse Touch is currently evaluating coverage through Hallmark Equine Insurance Agency, State Farm, and American Family Insurance to secure the most appropriate protection.

Sustainability, Training, and Contingency Planning

This tractor represents a one-time capital investment with relatively low annual operating costs. Ongoing expenses for fuel, filters, fluids, insurance, and routine repairs will be supported through Healing Horse Touch's regular operating budget, including donations, grants, program income, and educational product sales.

Only approved operators will use the tractor. Initial training will include safe operation of the loader and mower deck, daily inspections, attachment changes, emergency shutdown procedures, and review of manufacturer safety guidelines. Refresher training will be provided whenever necessary.

If the preferred tractor is unavailable at the time of purchase, Healing Horse Touch will purchase an equivalent model that meets the same operational requirements, safety standards, and budget. Should delivery be delayed, essential maintenance will continue manually until the equipment is received, with immediate priority given to manure handling, pasture maintenance, and winter accessibility once operational.

Long-Term Impact

A compact tractor is far more than a piece of equipment—it is an investment in the long-term sustainability of Healing Horse Touch.

By reducing manual labor, improving horse care, strengthening visitor safety, and increasing operational efficiency, this equipment allows staff and volunteers to dedicate more time to what matters most: creating meaningful opportunities for healing, connection, and personal growth through horses.

The benefits of this one-time investment will continue for many years, strengthening the organization's ability to responsibly steward its property, care for its animals, expand participant access, and deliver safe, consistent, and accessible equine-assisted programming for the community.

Project Proposal & Budget: Compact Tractor

Some businesses need a service truck. Others, a food truck. Many, a car for deliveries. We are a little different... we need a compact tractor.

With a \$10,000 grant, Healing Horse Touch would make a pivotal investment in the sustainability and growth of our programs by purchasing a sub-compact tractor with a loader bucket and mowing deck. This single investment supports our land, our horses, and our community—strengthening the infrastructure that allows Healing Horse Touch to serve more people in a safe, welcoming, and mindful environment.

A compact tractor is essential to maintaining and supporting our growing programs and facilities. With our classroom now in place, our focus has shifted to ensuring the land and daily operations can keep up with the needs of both participants and horses. The tractor will allow us to clear and level land, manage heavier groundwork, and maintain high standards of care for our horses and property. Without it, tasks like moving dirt, improving drainage, and managing compost remain labor-intensive, time-consuming, and physically demanding.

Currently, maintaining grazing areas, compost systems, and barnyards requires 100–165 hours of manual labor each year. This work is critical for horse health, visitor safety, and participant experience. A compact tractor will cut maintenance time by roughly half, improve compost quality for community use, reduce flies and odors, support weed management, and enhance safety in winter conditions. Volunteers and community-service participants will be able to contribute in meaningful, skill-building ways, rather than exhausting manual labor.

By supporting this purchase, Hello Skip would directly enable Healing Horse Touch to:

- Improve horse health and well-being through cleaner, safer facilities
- Extend program consistency and quality year-round, even during inclement weather
- Increase scholarship-supported sessions for individuals facing financial or physical barriers
- Strengthen volunteer engagement and community connection
- Lay the foundation for long-term sustainability and expansion

The impact of this grant will be felt immediately and for years to come, reinforcing Healing Horse Touch as a sanctuary where people can reconnect with themselves and experience healing, connection, and renewal through horses.

Budget Proposal – Compact Tractor Purchase

Purpose: To improve land stewardship, horse care, and operational efficiency.

Funding Request: \$10,000

Total Estimated Cost: \$13,200–\$27,000 (depending on selected model and attachments)

Additional Funding: \$3,200–\$17,000 raised via personal and community donations

Equipment Options Considered

Model	HP / Lift	Condition / Source	Price	Notes / Considerations
John Deere 1025R	23.9 hp / 750 lb lift	Used/Local	\$15,000 (Market dependent)	Low cost, includes loader and mower
Bobcat CT1025 HSTD	24.5 hp / 700 lb lift	Used / Dealer	\$17,000 + \$4000 mower	Reduced cost, loader included; mower optional
John Deere 1023E	21.5 hp / 750 lb lift	Used / Facebook Marketplace	\$17,500 (Market dependent + \$3500 mower)	Slightly lower HP, verify condition
Case IH 25SC	24.7 hp / 990 lb lift	Used / Facebook Marketplace	\$17,700 (Market dependent)	High lift, used condition; includes loader + mower

Selected Target Option: \$15,000 (used or lightly used 1025R or equivalent, including loader and mower where possible)

Funding Plan:

- \$10,000 grant
- \$5,000 raised via community donations or personal contribution

Project Benefits & Outcomes

Measurable Outcome	Target	Evaluation Method
Reduce manual labor required for daily horse care and property maintenance	Decrease labor by 70–110 hours annually (approximately 60% reduction)	Compare staff and volunteer time logs before and after tractor acquisition
Improve volunteer satisfaction and retention	Increase volunteer satisfaction by 20% and improve volunteer feedback scores	Annual volunteer surveys, retention records, and informal feedback sessions
Improve barnyard cleanliness and safety	Maintain cleaner, more accessible barn and pasture areas year-round	Monthly site inspections, photographs, and maintenance records
Increase compost and manure management efficiency	Reduce manure pile accumulation and increase compost turnover frequency by 50%	Track compost pile turnover dates and manure removal records
Improve weed control and pasture health	Reduce invasive weed presence and improve pasture condition scores	Seasonal pasture assessments, photo documentation, and grazing observations
Improve safety and efficiency of winter feeding	Reduce time spent feeding during winter by at least 20% and decrease slip/fall hazards	Winter chore time logs, incident reports, and volunteer/staff feedback
Increase time available for participant programming	Reinvest at least 50 recovered labor hours annually into direct participant services and program development	Program attendance records, session logs, and staff activity tracking

Summary of Impact:

A compact tractor with loader and mowing deck will directly support Healing Horse Touch's mission to provide a safe, welcoming, and mindful equine learning environment. By reducing physical labor, improving land and horse care this equipment enables the organization to expand programming, increase access for underserved participants, and sustain long-term operations. The investment is immediately impactful and supports measurable outcomes for participants, horses, and the broader community.

Project Justification: Compact Tractor

Building Sustainable Operations for Healing Horse Touch

At Healing Horse Touch, every hour of labor, every acre of pasture, and every piece of equipment directly impacts our ability to provide safe, accessible, and emotionally supportive equine-assisted experiences for the community. As our programs continue to grow, the physical demands of maintaining the property and caring for the horses have reached a point where reliable equipment is no longer a convenience—it is an operational necessity.

The requested John Deere 1025R compact tractor will provide essential support for land management, barn sanitation, pasture maintenance, snow removal, and environmental stewardship. Most importantly, it will allow staff and volunteers to redirect valuable time and physical energy back into participant care, horse welfare, and program delivery.

The John Deere 1025R is created and marketed for typical homeowners of small acreages. With only a little extra training on bucket and mower operation (no more difficult than a standard ride-on lawn mower), most people with a driver's license and safe driving record can easily operate this tractor.

Facilities and Land Management

Healing Horse Touch maintains approximately two acres of grazing land divided into three rotating pasture areas to prevent overgrazing and preserve soil health. Pastures require regular mowing throughout the growing season to control weeds, prevent reseeding, and maintain healthy forage growth. Even with limited equipment, pasture maintenance currently averages approximately 15 labor hours per month during warmer seasons.

The barn itself requires ongoing sanitation and seasonal cleanup. While horses are not confined to stalls, the barnyard and feeding areas accumulate manure and hay debris that must be removed regularly to prevent mud buildup, slippery conditions, hoof disease, pests, and poor air quality. Current cleanup methods rely heavily on wheelbarrows and manual labor, transporting waste 50–80 feet to compost areas.

These manual processes require an estimated 100–165 labor hours annually for property maintenance alone.

Operational Challenges and Equipment Limitations

Current operations rely primarily on manual labor and an older antique tractor that is difficult to operate safely and consistently. The existing equipment lacks modern safety features and often requires mechanical troubleshooting, favorable weather conditions, and specialized knowledge to function properly.

This creates operational bottlenecks that affect daily horse care and facility accessibility. If equipment fails during muddy spring conditions or winter weather, manure removal, snow management, and pasture maintenance become significantly more difficult and time-intensive. The limitations of current equipment also increase physical strain on staff and volunteers, particularly during repetitive lifting, pushing, and hauling tasks associated with barnyard sanitation and seasonal cleanup.

Operational Efficiency and Labor Savings

The John Deere 1025R would dramatically improve operational efficiency through the use of a front-end loader and 60-inch mower deck.

Transitioning from manual wheelbarrows to mechanical loading and hauling is projected to reduce barnyard sanitation and pasture maintenance time by approximately 60–70%. This translates into an estimated savings of 70–110 labor hours annually.

Those reclaimed hours can then be redirected toward:

- Additional equine-assisted sessions
- Participant supervision and support
- Volunteer coordination and training
- Community outreach and donor engagement
- Horse handling and enrichment activities
- Program development and educational offerings

By reducing time spent on physically exhausting maintenance tasks, Healing Horse Touch can strengthen both program quality and organizational sustainability.

Fiscal Sustainability of Equipment

The John Deere 1025R was selected specifically because of its long-term durability, low operating overhead, ease of owner-performed maintenance, and strong resale value. Based on projected usage of approximately 100 hours annually, anticipated operating expenses are modest and sustainable within organizational planning.

Category	Item	Estimated Annual Cost
Preventative Maintenance	Oil, filters, lubricants	\$150 – \$200
Operating Fluids	fuel	\$175 – \$250
Long-Term Reserves	Hydraulic and coolant service (pro-rated)	\$50
Insurance	Insurance coverage	\$150
Unforeseen Problems	Replacement hoses and fluids	\$150– \$200
TOTAL	Annual Operating Expense	\$675 – \$850

Typical annual maintenance includes oil and filter replacements every 200 hours or annually, hydraulic filter servicing, lubrication, and routine inspections. Longer-term maintenance such as coolant replacement and hydraulic fluid changes are scheduled at predictable intervals to avoid unexpected repair costs.

Healing Horse Touch will implement a rigorous Equipment Maintenance Compliance Protocol. All inspections, fluid changes, repairs, and safety checks will be documented within a permanent Equipment Log to ensure long-term reliability and accountability.

Projected long-term replacement reserves over a 5–7 year period include:

Item	Estimated Cost
Battery	\$120 – \$180
Front Tires	\$150 – \$300
Rear Tires	\$450 – \$700
Optional Mounting/Labor	\$100 – \$200
Total Reserve Goal	\$820 – \$1,380

This proactive maintenance planning demonstrates the organization’s commitment to protecting grant-funded assets and maintaining operational continuity.

Cost Neutrality and Return on Investment

Professional mowing services for *one* acre (we have almost three) in Southwest Minnesota typically range from \$80–\$150 per visit, with seasonal costs averaging approximately \$1,600–\$2,800 annually.

Current estimates show:

- Professional mowing and property services: approximately \$2,200 annually
- Tractor maintenance and operating costs: approximately \$800 annually

In addition to reducing dependence on outside contractors, the tractor would eliminate many third-party seasonal expenses, including:

- Spring cleanup services
- Snow removal assistance
- Some property maintenance costs

As a result, the requested equipment becomes cost-neutral—or potentially cost-positive—within its first year of operation while simultaneously increasing organizational capacity.

Safety and Risk Mitigation

The acquisition of a modern compact tractor significantly improves safety for staff, volunteers, horses, and participants.

Unlike older equipment, the John Deere 1025R includes:

- Roll-Over Protective Structures (ROPS)
- PTO safety interlocks
- Modern ergonomic controls
- Improved stability and braking systems
- Better operator accessibility
- Less maintenance
- And improved reliability

These features reduce organizational liability while lowering the risk of repetitive strain injuries and accidents associated with manual hauling and outdated machinery.

Reliable equipment also ensures safer winter accessibility for participants and emergency access to animal care areas during severe Minnesota weather conditions.

Environmental Stewardship and Land Health

The tractor will also strengthen Healing Horse Touch's commitment to sustainable land management and environmental stewardship.

Nutrient Management and Composting

Manual manure handling often results in uneven waste accumulation, increasing the risk of nutrient runoff, pests, and groundwater contamination. A front-end loader allows manure and soiled bedding to be transported efficiently to a centralized composting system where waste can properly decompose into safe, nutrient-rich organic material.

Pasture Regeneration and Soil Health

Rotational grazing requires regular pasture clipping to maintain healthy forage growth and prevent invasive weeds from reseeding. Efficient mowing helps maintain ideal grass height, encouraging stronger root systems, healthier soil biology, and improved water absorption.

Reduced Soil Compaction

The existing antique tractor creates heavier soil compaction during wet spring conditions. The John Deere 1025R, particularly when equipped with turf-friendly tires, provides a lighter environmental footprint that protects pasture productivity and soil structure.

Improved Air Quality

Consistent mechanical sanitation reduces the buildup of dried manure dust and airborne particulates, improving air quality for horses, volunteers, and participants, including individuals with respiratory sensitivities.

Climate Resilience

Mechanical management of snow, manure, and organic debris allows strategic placement away from low-lying areas, helping prevent nitrogen-heavy runoff during rapid spring thaws common in Southwest Minnesota.

Long-Term Organizational Impact

The John Deere 1025R represents more than equipment. It is an investment in the long-term sustainability, accessibility, safety, and operational resilience of Healing Horse Touch.

Reliable equipment allows the organization to:

- Maintain safe and healthy conditions for horses
- Protect volunteers and staff from unnecessary physical strain
- Increase program capacity without increasing labor burden
- Preserve the health of the land for future generations
- Ensure year-round accessibility for participants
- Strengthen overall financial sustainability through reduced outsourcing costs

Most importantly, it allows Healing Horse Touch to focus more fully on its mission: creating a safe, welcoming environment where individuals and families can experience healing, connection, growth, and renewal through the calming presence of horses.



Milestones & Goals

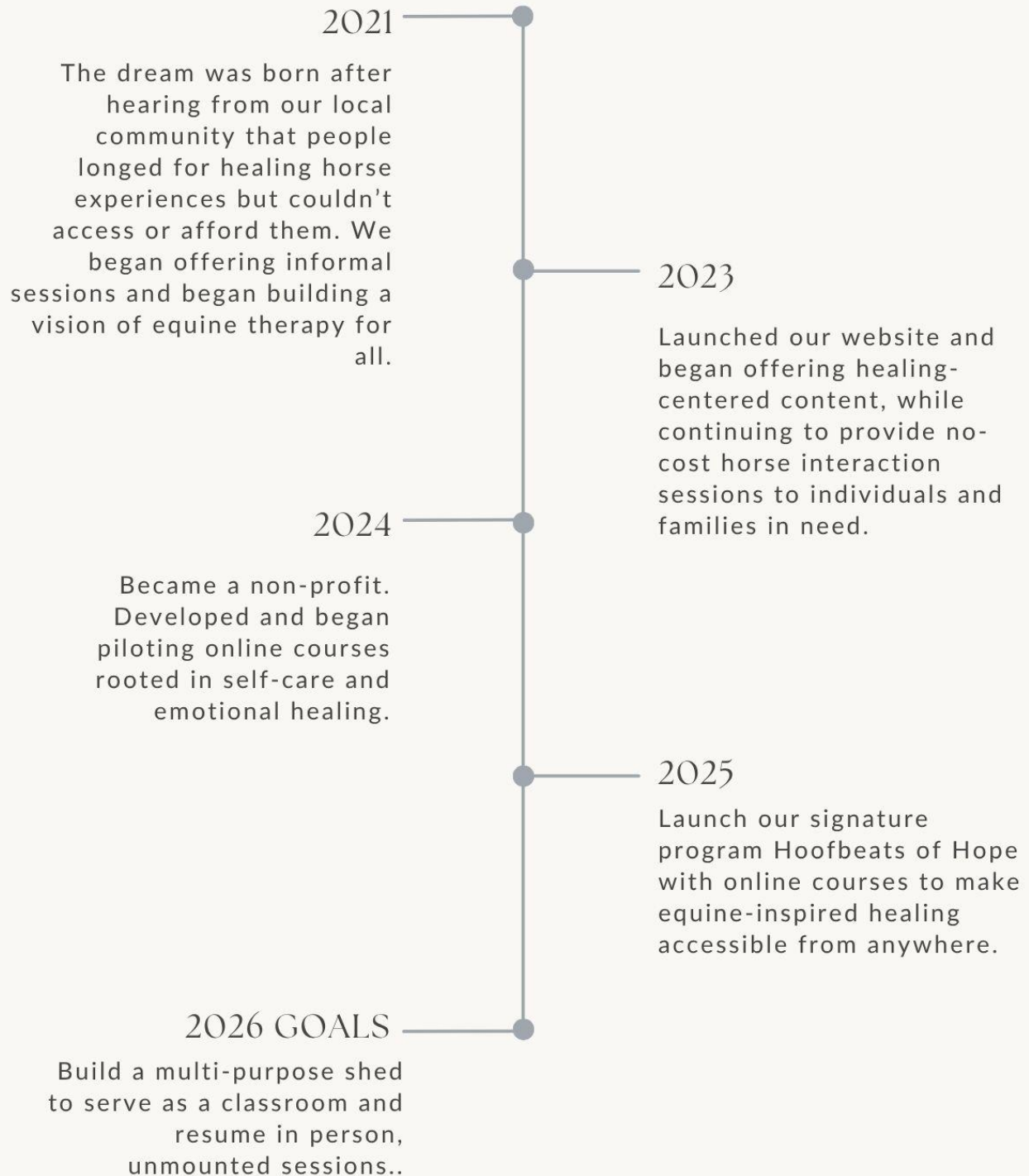
Building with Intention and Care

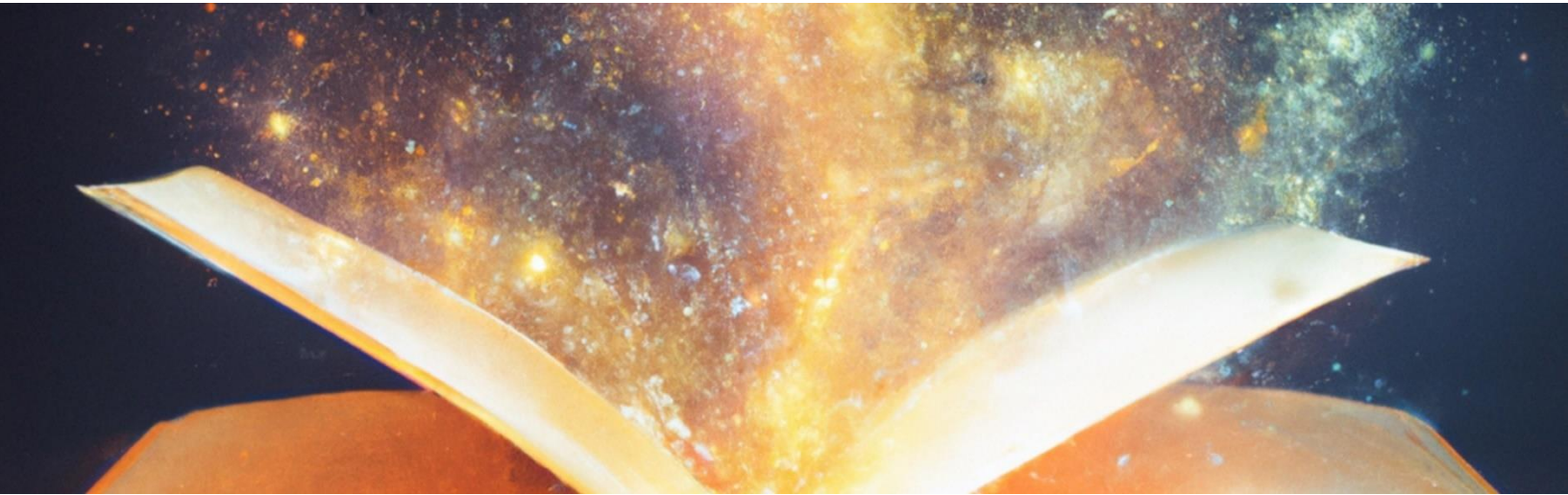
Healing Horse Touch was not created overnight, nor was it built on theory alone. It grew from lived experience, community voices, and a deep understanding that healing must be gentle, accessible, and rooted in trust. Every milestone we have reached reflects a thoughtful step toward creating a safe, trauma-informed space where people can slow down, reconnect, and feel supported—often for the first time in a long while.

As we look ahead, our goals are shaped by the same values that guided our beginnings: stewardship over speed, relationships over numbers, and sustainability over short-term growth. We believe progress is not only measured by expansion, but by consistency, safety, and the quiet impact felt by participants, horses, and the wider community.

The accomplishments outlined below demonstrate our capacity to turn vision into action, even with limited resources. Our ongoing and quarterly goals reflect a commitment to responsible growth—ensuring that our programs remain emotionally supportive, our horses are well cared for, and our organization is prepared to serve those who are already seeking us out. With a growing waiting list and continued community interest, these goals provide a clear, measurable roadmap for deepening impact while honoring the calm, inclusive environment at the heart of Healing Horse Touch.

KEY MILESTONES





Growth Goals & Dreams

Major Accomplishments to Date:

- Conceived and established Healing Horse Touch, inspired by lived experience and direct community requests for accessible equine-assisted healing.
- Developed and launched online community programs, including wellness courses, printable journals, and holistic resources.
- Compiled and published “Always Time for Gratitude” e-book, including a Spanish translation.
- Created a 135-page Policies & Procedures manual for safe, trauma-informed programming.
- Received \$14,000+ in grant funding from others who believe in our mission.
- We have a waiting list for Spring 2026 of clients, volunteers and people in need of community service hours



My daughter had been struggling with anxiety for months when we first visited Healing Horse Touch.

While there, she was allowed to pet and feed the horses. She started really smiling again!

Her anxiety symptoms always seem to decrease after visiting - even on days she doesn't get to do much more than quietly watch the horses.



Ongoing Goals (Year-Round)

Community Relationships and Outreach

Healing Horse Touch will intentionally nurture 2–3 aligned community relationships through regular check-ins, shared storytelling, and referral partnerships. These relationships support trust-based growth, increase program awareness, and help ensure services reach individuals who may otherwise face financial, emotional, or access barriers. In parallel, we will continue to grow our social media presence as a low-cost way to build community, share impact, and reduce isolation for those who engage with us online.

Measurable Outcomes:

- Maintain 2–3 active partnerships with documented quarterly check-ins
- Generate at least 10 participant referrals from partner connections over the year
- Increase social media engagement (likes, shares, comments) by 20% year-over-year
- Post a minimum of 4 social updates per month to maintain consistent online presence

Animal Care and Property Stewardship

Consistent horse care and property maintenance remain foundational priorities. The well-being of the horses directly impacts the safety, emotional regulation, and quality of participant experiences. Ongoing stewardship ensures the space remains calm, safe, and welcoming for individuals of all abilities.

Measurable Outcomes:

- Conduct daily horse care logs and weekly property maintenance checklists
- Maintain zero incidents related to horse health or facility safety
- Complete quarterly reviews of horse and property well-being, documenting improvements or adjustments
- Ensure participant feedback reflects at least 90% satisfaction with environment and safety

Grant Research and Applications

We will continue to identify and apply for aligned grant opportunities to support operational stability, infrastructure improvements, and program access. Diversified funding allows Healing Horse Touch to remain affordable while growing responsibly.

Measurable Outcomes:

- Identify and research at least 20 new grant opportunities over the year
- Submit a minimum of 10 grant applications aligned with program and operational needs
- Track grant success rate
- Maintain a grant tracking system with clear deadlines and outcomes for reporting

Quarterly Goals

Reflection, Documentation, and Impact Tracking

Each quarter, we will reflect on programming outcomes, document participation and observed benefits, and collect informal stories or testimonials when appropriate. This practice supports continuous improvement, strengthens future grant applications, and ensures programming remains responsive to participant needs.

Measurable Outcomes:

- Produce quarterly program reports summarizing participation, observations, and lessons learned
- Track key participation metrics (attendance, repeat participants, new referrals) each quarter
- Identify at least 1 actionable improvement per quarter based on reflection and data

Long-term Goals

Over the next three to five years, Healing Horse Touch aims to grow into a sustainable, community-rooted organization that expands access to meaningful equine-assisted learning while staying deeply human at its core. Our long-term goals focus on developing structured leadership and life-skills programs that support personal, social, and workplace growth; removing financial, sensory, and social barriers so people of all backgrounds can participate; and strengthening partnerships with schools, nonprofits, and local organizations to widen our reach through trust-based collaboration. Alongside program growth, we are committed to building strong internal systems that reduce administrative strain, diversify funding, and support ethical use of technology—allowing leadership to remain present with people, not buried in paperwork.

Through ongoing evaluation, reflection, and storytelling, we will document real impact, continually refine our offerings, and invest in professional development so our work remains grounded, responsive, and resilient for the long term.



Monthly Goals

January – *incomplete*

Plan, design, and schedule evergreen social content

Establishing evergreen content early in the year creates consistent visibility without ongoing time pressure. This supports steady community engagement while allowing focus to shift toward programming and horse care during peak seasons.

February – *on going*

Outreach to local businesses and potential collaborators

Focused outreach builds relationships that can lead to shared resources, referrals, and collaborative offerings. Partnerships increase community reach while keeping marketing costs low.

March – *completed*

Order storage/classroom building and prepare site (weather permitting)

Early preparation allows construction to begin as soon as conditions allow. This step is critical for extending program availability beyond fair-weather days.

April – *completed*

Install new building and begin interior work

Beginning interior improvements such as insulation and structural setup supports year-round usability and creates a welcoming, functional learning environment.

May – *completed*

Continue and complete interior finishing work

Completing the interior ensures the space is ready for programs, equipment storage, and sheltered learning, increasing reliability and consistency of offerings.

June – *in progress*

Assess workload, energy, and capacity; relaunch shop & membership

A mid-year sustainability check ensures the organization grows at a pace that protects staff well-being, horse welfare, and program integrity. Adjustments support long-term stability.

July – *in progress*

Plan and schedule evergreen content; focus on horse training & preparation for in-person sessions.

Mid-year content planning maintains online presence while summer energy is dedicated to hands-on experiences and continued horse development, which directly supports program quality.

August

Launch unmounted lessons; enhance Hoofbeats of Hope membership

Offering structured, pre-designed lessons increases accessibility and consistency for participants. Enhancing the Hoofbeats of Hope membership with images and video deepens engagement and supports diverse learning styles.

September

Continue focus on in-person lessons and horse training

Fall programming builds on summer momentum while maintaining a calm, intentional pace before winter planning begins.

October

Implement barn safety and comfort improvements (funding-dependent)

Improvements such as kick boards and mats enhance both horse and participant safety while extending the life of the facility.

November

Create 2027 planner for Hoofbeats of Hope membership

The planner supports reflection, gratitude, and personal growth, extending Healing Horse Touch's impact into participants' daily lives beyond in-person experiences.

December

Develop new course: From Survival to Steady Ground

This course will support emotional regulation, resilience, and self-trust, aligning with Healing Horse Touch's mission to help individuals move from crisis and overwhelm toward stability and inner calm.

Our Belief

At the core of our marketing is a single belief: when you lead with heart, the right people will find you. Through digital presence, community connection, and story-driven outreach, we will continue to grow not just an audience, but a family—one rooted in healing, hope, and the gentle rhythm of hoofbeats.

Ultimately, our integrated marketing and promotion plan will focus on outreach that resonates deeply with our target audience, emphasizing the importance of emotional healing through equine-assisted activities. By combining community engagement, online visibility, and authentic storytelling, we will cultivate a supportive network that continues to grow, fostering healing and connection through the gentle presence of horses.

Together, these goals reflect Healing Horse Touch's commitment to sustainable growth in holistic, equine-focused programming—ensuring that both people and horses are supported with care, intention, and respect.

Partnerships and Referral Pathways

Healing Horse Touch operates as part of a growing community network that supports emotional well-being, personal growth, and family resilience. While our programs are experiential in nature, we do not work in isolation. We actively build relationships with organizations, professionals, and community groups whose missions align with supporting individuals facing emotional, physical, or life stressors.

Community Engagement

Healing Horse Touch maintains active involvement in community and professional groups that naturally support referral connections, including:

- Regional equine and horse industry organizations, including the Minnesota Horse Council
- Homeschool networks and family learning communities
- Holistic wellness and personal growth groups
- Local small businesses and service providers
- Chamber of Commerce membership, which supports visibility, community outreach, and distribution of informational materials to new residents
- Community marketing partnerships, including participation in a regional printed business directory, local school athletics coupon card program, and visitor guide initiatives that collectively reach thousands of area residents and visitors annually

These connections increase awareness of equine-assisted wellness opportunities and create informal pathways for individuals and families to learn about our services. As community awareness expands, Healing Horse Touch anticipates continued growth in self-referrals, community referrals, and collaborative partnerships.

Referral Pathways

Over the next 12–24 months, Healing Horse Touch aims to formalize and expand referral relationships by:

- Creating and distributing professional referral materials and informational brochures
- Meeting with local service providers, educators, and wellness professionals
- Expanding outreach through community directories, visitor guides, and local business partnerships
- Offering informational visits, facility tours, and program overviews in the newly completed educational space
- Establishing a simple referral intake and tracking process to better measure partnership outcomes
- Developing collaborative partnerships that increase scholarship opportunities and improve access for underserved populations

Through these efforts, Healing Horse Touch is building a sustainable, collaborative support network that increases access to emotional wellness resources while strengthening the community as a whole.

The general referral flow is:

Partner identifies an individual or family who may benefit → Information is shared about Healing Horse Touch → Participant or caregiver contacts the program → Intake and safety orientation are completed → Participation begins.

When appropriate and with consent, communication may be maintained with referring professionals to ensure alignment with participant needs.

Mutual Value of Partnerships

Healing Horse Touch complements, rather than replaces, traditional services. Our programs provide grounding, emotional regulation support, and opportunities for connection with nature and animals in a calm, non-judgmental environment. This allows partners to extend their impact by offering clients an additional avenue for growth and support.

In turn, Healing Horse Touch strengthens community collaboration by:

- Promoting partner organizations through newsletters, social media, and community materials
- Participating in community events and networking opportunities
- Contributing to a shared continuum of care that supports whole-person well-being

Referral Development Goals

Over the next 12–24 months, Healing Horse Touch aims to formalize and expand referral relationships by:

- Creating professional referral information materials
- Meeting with local service providers and educators
- Distributing brochures to community offices and businesses
- Offering informational visits or program overviews
- Establishing a simple referral intake tracking process

Through these efforts, Healing Horse Touch is building a sustainable, collaborative support network that increases access to emotional wellness resources while strengthening the community as a whole.



Marketing & Promotion

Our marketing and promotion efforts are guided by one simple intention: connection before visibility. Healing Horse Touch does not market from urgency or pressure, but from presence. Every message we share is designed to gently reach people who feel overwhelmed, unseen, or unsure where to turn—and to let them know there is a place where healing is possible. We lead with authenticity, storytelling, and relationship-building, trusting that when we show up with honesty and care, the right people will find us.

Impact Story

Jacqueline's Story: Transformation Through Gratitude

Jacqueline, a former small business owner facing personal and family health challenges after the pandemic, found herself searching for meaning during a deeply uncertain season. Translating Healing Horse Touch's gratitude-focused book became more than a project—it became a lifeline. Through daily reflection and intentional gratitude, she rediscovered hope, perspective, and resilience. Jacqueline's experience reflects the quiet power of our work: healing that extends beyond the barn, meeting people exactly where they are and reminding them that growth is still possible.

Marketing Goals

Our marketing goals align directly with our organizational priorities and capacity. We aim to:

- Build 2-3 aligned community partnerships through intentional outreach and quarterly connection.
- Increase social media engagement by at least 20 percent through consistent, story-driven content.
- Generate a minimum of 10 participant referrals through partner relationships and community presence.
- Grow and retain our email community, Hoofbeats of Hope, as a trusted source of encouragement and connection.

- Increase community awareness through participation in at least three local print and visitor-based marketing initiatives annually.

Online Outreach

Our online strategy centers on authentic storytelling that captures real moments of calm, connection, and emotional healing, shared through our website, blog, and social media so people can see themselves reflected in our work. Hoofbeats of Hope serves as our steady virtual touchpoint, offering updates, reflections, and gentle wellness resources that remind people healing can be accessible and unhurried. We use our Google Ads Grant, thoughtful SEO, and limited targeted advertising to help those actively seeking emotional support or healing with horses find a safe, values-aligned place to begin—especially during vulnerable moments and key mental health awareness periods.

To support accessibility and consistency while remaining fiscally responsible, Healing Horse Touch uses AI-assisted tools selectively to create clear, calming, and inclusive digital content—allowing more time and energy to remain focused on relationship-building and care.

Community-Based Promotion

Offline, our growth is rooted in grassroots connection. We prioritize partnerships with local schools, wellness providers, support organizations, and community groups to offer introductory workshops, educational presentations, and program overviews within our newly completed classroom and sheltered learning space. In rural areas where access to mental health resources is limited, personal connection and trust-building are essential.

Healing Horse Touch actively participates in community outreach through local networking, printed materials, and strategic partnerships. Beginning in August 2026, Healing Horse Touch will be featured in the regional printed business directory, included on a local coupon card supporting public school athletics, and promoted through a regional visitor guide program that distributed more than 3,500 visitor passes during the previous year.

We continue to engage local media through heartfelt storytelling, participate in community events and markets, and share printed materials in trusted public spaces. Public relations and advocacy efforts focus on normalizing alternative healing approaches and building relationships with individuals who feel inspired to share our mission.

Referral Pathways

Healing Horse Touch recognizes that trust is often built through people and organizations already supporting those in need. Our referral pathways are intentionally designed to make access simple, welcoming, and stigma-free.

We receive and cultivate referrals through:

- Mental health providers, counselors, and social workers seeking non-clinical, nature-based support options for clients.
- Schools and special education teams supporting students with emotional, sensory, or behavioral needs.

- Disability and autism support organizations looking for inclusive, calming enrichment experiences.
- Domestic violence and trauma recovery organizations offering safe, restorative community-based healing options.
- Faith-based and community support groups seeking holistic wellness alternatives.
- Other equine-assisted services, equine therapy centers, therapeutic riding programs, and adaptive riding or horsemanship lesson programs that may refer individuals seeking a slower, unmounted, or more sensory-based entry point into horse connection work.
- Traditional riding instructors and boarding barns who may encounter individuals interested in horses but not ready for mounted instruction, competition, or structured riding progression.
- Word-of-mouth referrals from local businesses, community center, families, caregivers, and past participants.

We also welcome collaboration with equine-assisted learning programs, therapeutic riding centers, and equine facilitated mental health providers who recognize the value of offering multiple pathways into horse connection. Rather than functioning separately, these relationships strengthen a shared ecosystem of care, ensuring individuals can find the right level of support, timing, and experience for their needs.

To support this flow, we provide simple referral materials, including one-page program overviews, intake contact options, and partner-friendly communication tools that make it easy for professionals to share our services without burden.

We also maintain a gentle feedback loop with referring partners (when appropriate and consented), helping ensure alignment of care and ongoing support for participants.

Scalability Metrics

As Healing Horse Touch grows, scalability is not measured only by numbers served, but by our ability to expand access while maintaining safety, emotional presence, and individualized care. Growth will always be paced by the well-being of participants, animals, and facilitators, ensuring quality never becomes diluted by expansion.

We track scalability through the following key indicators:

1. Participant Reach and Capacity Growth

- Annual number of individuals served (in-person and virtual)
- Growth in monthly session capacity (target expansion in small-group offerings)
- Increase in repeat participation rates, indicating sustained engagement and trust
- Goal: gradual increase in service capacity of 15–25% annually, aligned with staffing and land resources

2. Program Diversification

- Expansion of existing programs into tiered levels (beginner, ongoing, advanced reflection-based engagement)
- Introduction of hybrid offerings (in-person + *Hoofbeats of Hope* digital support)
- Development of accessible entry points for different age groups and ability levels
- Goal: 1–2 new program adaptations or extensions per year based on community need

3. Referral Network Expansion

- Growth in active referral partners across mental health, education, disability services, and equine-based organizations
- Number of formalized referral relationships (MOUs, partnerships, or consistent referral pipelines)
- Goal: increase referral sources by 20% annually, with at least 3–5 active partner organizations contributing consistent referrals

4. Community and Digital Reach

- Growth in *Hoofbeats of Hope* email community and engagement rates
- Social media reach and meaningful interaction (saves, shares, replies—not just views)
- Website traffic growth from organic search and partner referrals
- Distribution and performance of print marketing initiatives, including business directories, visitor guides, and community partnership materials
- Tracking of referral sources to better understand how individuals discover Healing Horse Touch
- Goal: steady annual increase of 15–30% in engaged digital audience

5. Operational Sustainability

- Volunteer and support network expansion (trained helpers, community contributors)
- Ability to maintain or increase program delivery without increasing burnout or compromising care quality
- Balanced ratio of participants to facilitators to ensure individualized attention
- Goal: maintain small-group integrity while increasing total service hours through structured scheduling and support roles

6. Financial Accessibility and Stability

- Growth in diversified funding streams (donations, grants, partnerships, program fees where applicable)
- Increase in scholarship or donation-supported participant access
- Goal: reduce reliance on any single funding source while expanding free or low-cost access opportunities

Together, these metrics ensure that growth remains intentional rather than reactive. Healing Horse Touch is designed to scale gently—expanding reach while preserving the quiet, grounded presence that makes the experience meaningful in the first place.

Relationship at the Center

Above all, our marketing is relational. Each visitor is more than a participant—they are a person with a story. Through thoughtful follow-ups, a simple referral and gratitude program, and consistent care, we honor those relationships as the foundation of our growth.

Our Belief

We believe that when you lead with heart, growth follows naturally. Through intentional outreach, meaningful partnerships, and story-centered communication, Healing Horse Touch will continue to grow not just in visibility—but in trust, impact, and connection.

Our marketing is not just about reaching people.
It is about *welcoming them home*.



Sustainable Horse Manure Composting Plan

Healing Horse Touch is committed to responsible environmental stewardship and sustainable land management practices. Horse manure, stall waste, and natural woody debris generated on the property will be transformed into nutrient-rich compost using a tractor-assisted pile (windrow) composting system. This process reduces waste, improves soil health, minimizes environmental impact, and supports the organization's long-term sustainability goals.

Purpose

The composting program is designed to:

- Responsibly manage horse manure and bedding materials.
- Reduce the volume of waste requiring disposal.
- Produce nutrient-rich compost for use on gardens, landscaping, pasture improvement, and erosion control projects.
- Reduce odors, flies, and weed seed viability.
- Demonstrate sustainable agricultural practices to participants and community members.
- Utilize storm debris and routine tree trimming waste as a valuable on-site resource.

Composting Method

Healing Horse Touch will utilize a **tractor-assisted pile (windrow) composting method**.

Horse manure and bedding materials will be combined with wood chips produced on-site from trimmed branches, fallen limbs, and storm debris. A tractor equipped with a loader bucket will be used to transport, blend, and turn compost piles throughout the year.

This system was selected because it:

- Requires minimal infrastructure investment.
- Is practical for a small equine operation.
- Allows efficient management with available equipment.
- Produces high-quality compost while minimizing labor costs.

Compost Site Location

The composting area will:

- Be located on high, well-drained ground.
- Remain at least 100 feet from wells, waterways, wetlands, and drainage ditches whenever feasible.
- Be positioned to minimize runoff and protect water quality.
- Allow easy tractor access during all seasons.
- Include adequate space for active composting piles, curing piles, and finished compost storage.

The site may utilize a compacted gravel base to improve drainage and year-round accessibility.

Materials Collected

Nitrogen-Rich Materials ("Greens")

- Horse manure
- Urine-soaked bedding
- Spent hay

Carbon-Rich Materials ("Browns")

- Wood chips generated from tree trimming and storm cleanup
- Shredded leaves
- Dry plant material
- Clean cardboard or paper products (when appropriate)

Horse manure alone contains substantial nitrogen. Adding wood chips and bedding materials helps create the ideal balance needed for effective composting. The target carbon-to-nitrogen ratio for efficient composting is approximately **30:1**.

Wood Chip Production

Healing Horse Touch will maintain a wood shredding and mulching machine for processing:

- Tree branches from routine property maintenance.
- Limbs collected following storms.
- Brush removed during pasture and fence maintenance.

Wood chips will be stockpiled near the compost site and incorporated into manure piles as needed to provide structure, improve airflow, and balance moisture levels.

Pile Construction

Active compost piles will be formed as long windrows or large free-standing piles.

Target Dimensions

Parameter Target Size

Width	6–8 feet
Height	5–7 feet
Length	Variable based on manure volume

Piles that are too small may not heat adequately, while excessively large piles may restrict airflow and become anaerobic.

Each new addition of manure will be thoroughly blended with wood chips and existing bedding material using the tractor bucket to ensure even distribution of moisture and oxygen. For every 4 bucket loads of manure, 1 bucket load of carbon-rich material will be added.

Healing Horse Touch will maintain an initial compost mix of approximately 75–80% horse manure and 20–25% wood chips or carbon-rich materials by weight, adjusting as necessary to maintain proper moisture, aeration, and compost temperatures.

Moisture Management

Proper moisture is essential for composting microorganisms.

The target moisture level is **50–70%, with an ideal level near 65%**. Compost should feel similar to a wrung-out sponge—moist but not dripping.

Moisture Guidelines

- If material becomes too dry, water will be added during turning.
 - If material becomes too wet, additional wood chips or dry bedding will be incorporated.
 - Compost piles may be covered with tarps during prolonged rainfall or snowmelt events to prevent nutrient loss and excessive moisture accumulation.
-

Aeration and Turning Schedule

Composting is an aerobic process requiring oxygen to support beneficial microorganisms. Adequate airflow reduces odors and accelerates decomposition.

Turning Procedure

A tractor loader will be used to:

- Break apart compacted material.
- Mix fresh oxygen into the pile.
- Rebuild pore space within the compost.
- Redistribute cooler outer material into the hotter center.

Recommended Turning Schedule

Compost Age Frequency

Weeks 1–4 1–2 times per week

Weeks 5–8 Every 1–2 weeks

Curing Stage Monthly or as needed

Additional turning may occur whenever:

- Internal temperatures exceed 140°F.
 - Temperatures drop below 90°F during active composting.
 - Odors indicate anaerobic conditions.
-

Temperature Monitoring

Compost temperatures will be monitored using a long-stem compost thermometer.

Desired Temperature Range

110°F–140°F

Maintaining elevated temperatures helps:

- Destroy weed seeds.
- Reduce pathogens.
- Eliminate fly larvae.
- Accelerate decomposition.

Records of temperature readings and turning dates may be maintained as part of ongoing operational documentation.

Compost Maturation

The active composting phase is expected to last approximately **2–4 months**, depending on weather conditions, moisture levels, and turning frequency.

Following active decomposition, compost will enter a curing phase lasting an additional **1–3 months**.

Finished compost should:

- Appear dark brown to black.
- Have an earthy smell.
- Show few recognizable original materials.
- Maintain temperatures near ambient air temperature.

Finished Compost Uses

Finished compost may be used to:

- Improve soil quality in gardens and landscaping areas.
- Enhance pollinator habitat plantings.
- Improve pasture soils and reduce erosion.
- Support tree and shrub establishment.
- Demonstrate sustainable land stewardship practices during educational programming.

Any surplus compost may be shared with community members, volunteers, or donors as available.

Environmental Stewardship Benefits

By composting horse manure and utilizing on-site woody debris, Healing Horse Touch will:

- Divert organic waste from landfills.
- Reduce manure hauling and disposal costs.
- Improve soil health naturally.
- Lower greenhouse gas emissions associated with waste decomposition.
- Promote regenerative and environmentally responsible practices.
- Model sustainability principles for participants and the wider community.

This composting system reflects Healing Horse Touch's commitment to holistic stewardship—caring for the land, horses, and community while creating a healthier and more sustainable future.

A Meaningful Fit for Your Support

At its heart, Healing Horse Touch is about showing up for people when the world has taught them they are too much, not enough, or simply unseen. Financial support is more than funding—it is a vote of confidence in gentleness, authenticity, and the belief that healing should be accessible to everyone, not just those with means.

An investment in Healing Horse Touch directly translates into safe spaces, patient horses, and meaningful moments of connection for individuals who rarely experience them. It allows us to extend our reach, deepen our impact, and ensure that when someone is searching for calm, understanding, and hope, there is a place ready to receive them.

With this support, we are not just sustaining a program—we are building a lasting sanctuary where people can reconnect with who they are, feel accepted as they are, and take the next step forward with renewed strength.

Together, we can turn compassion into action and ensure that hope remains present, steady, and within reach.

*Diana & the
Healing Horse Touch Team*

(including Galaxy, Flicka, the cats + dogs, & volunteers too!)





Appendix



Acknowledgements & Community Support

Healing Horse Touch exists and grows because of the generosity, trust, and encouragement of those who believe in accessible emotional healing and the power of the human-animal bond. We gratefully acknowledge the following organizations and individuals whose contributions—financial and in-kind—have made our mission possible:

Major Funders:

- ♦ *The Antioch Foundation* – \$10,000 Grant (January 2026) *The Rota Foundation* – \$2,500 Grant (January 2026) *TikTok Ad Credit Grant* – \$2,000 (May 2025)
- ♦ *YippityDoo* – \$1,000 Grant (September 2025)
- ♦ *Binky Foundation* – \$1,000 Grant (April 2025)

In-Kind Contributions:

- ♦ Technology and services provided by: *Google, Microsoft, Canva, Candid, Affinity, Adobe Community* and
- ♦ event support from: *Chipotle, Minnesota Zoo, Prairie's Edge Casino Resort, Accounting Doctor*

Wider Community Support:

- ♦ Proudly listed on 20+ donation platforms, including *Zeffy, GiveButter, and GoFundMe*, connecting us with a broader network of supporters and making giving accessible to all. Supported directly by
- ♦ 4 individual donors outside of family and friends—proof that our mission resonates beyond our immediate circle.

Each gift, grant, and act of support brings us closer to creating a more compassionate and resilient community.

To our donors and partners: *thank you!* for believing in the healing power of horses and the importance of emotional well-being for all.



Collaborators & Community Partners

At Healing Horse Touch, we believe meaningful change happens in community. We are honored to learn from, partner with, and be lifted by a network of organizations and individuals who share our values of compassion, accessibility, and holistic healing.

Formal Community Collaborator:

Pay It Forward Tri State

Collaboration agreement to expand community outreach and share resources supporting emotional wellness.

Community Partnerships:

Luverne Area Chamber of Commerce

Active membership in our local chamber connects Healing Horse Touch to area businesses, civic initiatives, and collaborative opportunities. Through chamber engagement, we build local ties, access resources, and support a thriving, interconnected rural Minnesota.

Professional Memberships:

- **Sky's the Limit** - Ongoing professional development and business support to help us scale our impact.
- **Be Intentional Mastermind Academy** - Community of visionary leaders and change-makers, fueling collaboration and purpose-driven growth.
- **Transformation Academy Community** - Membership for continued learning, networking, and insights to deliver transformative, trauma-informed programming.

Valued Informal Collaborators & Peer Support:

Passionate volunteers, local practitioners, equine therapy peers, and supportive mentors—each helping to shape our programs, provide participant care, and strengthen the heart of our mission.

Facebook & Skool Groups

Healing Hearts With Horses LLC. VIP Community
Equine Assisted Psychotherapy and Learning Helping
Women Entrepreneurs Rewire for Wealth Equine
Wisdom Institute

Our Shared Mission:

Thanks to these connections, Healing Horse Touch can innovate, adapt, and better serve those who need us most. Our doors are always open to new allies who share the vision of healing, connection, and hope.

Profit and Loss 2025

HealingHorse TouchCompany

DateRange: Jan01, 2025 toDec31,2025

Report Type: Cash Basis (Paid)

Jan 01, 2025
to Dec 31, 2025

ACCOUNTS

Income	
Donation	\$346.98
Founder Donation	\$3,980.17
Grants	\$2,000.00
Total Income	\$6,327.15
Total Cost of Goods Sold	
\$0.00	
Gross Profit	
As a percentage of Total Income	\$6,327.1 5 100.00%
Operating Expenses	
Advertising & Promotion	\$237.54
Dues & Subscriptions	\$313.49
Professional Fees	\$25.54
Repairs & Maintenance	\$819.93
cat food, supplements & supplies	\$879.19
equine food & supplements	\$2,879.63
fundraising	\$262.95
program support	\$476.62
Total Operating Expenses	\$5,894.89

Net Profit

As a percentage of Total Income

\$432.26

6.83%

Profit and Loss 2026

Healing Horse Touch Company

Date Range: Jan 01, 2026 to Jun 29, 2026

Report Type: Cash Basis (Paid)

Jan 01, 2026
ACCOUNTS to Jun 29, 2026

Income	
Donation	\$2.00
Founder Donation	\$500.00
Grants	\$17,750.00
Sales	\$9.78
Uncategorized Income	\$6.07
Total Income	\$18,267.85

Total Cost of Goods Sold	\$0.00
--------------------------	--------

Gross Profit	\$18,267.85
As a percentage of Total Income	100.00%

Operating Expenses	
Accounting Fees	\$50.00
Uncategorized Expense	\$122.00
cat food, supplements & supplies	\$451.48
equine food & supplements	\$900.00
fundraising	\$84.00
program support	\$9,297.06
Total Operating Expenses	\$10,904.54

Net Profit	\$7,363.31
As a percentage of Total Income	40.31%

Sustainable Horse Manure Composting Plan

Healing Horse Touch is committed to responsible environmental stewardship and sustainable land management practices. Horse manure, stall waste, and natural woody debris generated on the property will be transformed into nutrient-rich compost using a tractor-assisted pile (windrow) composting system. This process reduces waste, improves soil health, minimizes environmental impact, and supports the organization's long-term sustainability goals.

Purpose

The composting program is designed to:

- Responsibly manage horse manure and bedding materials.
- Reduce the volume of waste requiring disposal.
- Produce nutrient-rich compost for use on gardens, landscaping, pasture improvement, and erosion control projects.
- Reduce odors, flies, and weed seed viability.
- Demonstrate sustainable agricultural practices to participants and community members.
- Utilize storm debris and routine tree trimming waste as a valuable on-site resource.

Composting Method

Healing Horse Touch will utilize a **tractor-assisted pile (windrow) composting method**.

Horse manure and bedding materials will be combined with wood chips produced on-site from trimmed branches, fallen limbs, and storm debris. A tractor equipped with a loader bucket will be used to transport, blend, and turn compost piles throughout the year.

This system was selected because it:

- Requires minimal infrastructure investment.
- Is practical for a small equine operation.
- Allows efficient management with available equipment.
- Produces high-quality compost while minimizing labor costs.

Compost Site Location

The composting area will:

- Be located on high, well-drained ground.
- Remain at least 100 feet from wells, waterways, wetlands, and drainage ditches whenever feasible.
- Be positioned to minimize runoff and protect water quality.
- Allow easy tractor access during all seasons.
- Include adequate space for active composting piles, curing piles, and finished compost storage.

The site may utilize a compacted gravel base to improve drainage and year-round accessibility.

Materials Collected

Nitrogen-Rich Materials ("Greens")

- Horse manure
- Urine-soaked bedding
- Spent hay

Carbon-Rich Materials ("Browns")

- Wood chips generated from tree trimming and storm cleanup
- Shredded leaves
- Dry plant material
- Clean cardboard or paper products (when appropriate)

Horse manure alone contains substantial nitrogen. Adding wood chips and bedding materials helps create the ideal balance needed for effective composting. The target carbon-to-nitrogen ratio for efficient composting is approximately **30:1**.

Wood Chip Production

Healing Horse Touch will maintain a wood shredding and mulching machine for processing:

- Tree branches from routine property maintenance.
- Limbs collected following storms.
- Brush removed during pasture and fence maintenance.

Wood chips will be stockpiled near the compost site and incorporated into manure piles as needed to provide structure, improve airflow, and balance moisture levels.

Pile Construction

Active compost piles will be formed as long windrows or large free-standing piles.

Target Dimensions

Parameter	Target Size
Width	6–8 feet
Height	5–7 feet
Length	Variable based on manure volume

Piles that are too small may not heat adequately, while excessively large piles may restrict airflow and become anaerobic.

Each new addition of manure will be thoroughly blended with wood chips and existing bedding material using the tractor bucket to ensure even distribution of moisture and oxygen. For every 4 bucket loads of manure, 1 bucket load of carbon-rich material will be added.

Healing Horse Touch will maintain an initial compost mix of approximately 75–80% horse manure and 20–25% wood chips or carbon-rich materials by weight, adjusting as necessary to maintain proper moisture, aeration, and compost temperatures.

Moisture Management

Proper moisture is essential for composting microorganisms.

The target moisture level is **50–70%, with an ideal level near 65%**. Compost should feel similar to a wrung-out sponge—moist but not dripping.

Moisture Guidelines

- If material becomes too dry, water will be added during turning.
- If material becomes too wet, additional wood chips or dry bedding will be incorporated.
- Compost piles may be covered with tarps during prolonged rainfall or snowmelt events to prevent nutrient loss and excessive moisture accumulation.

Aeration and Turning Schedule

Composting is an aerobic process requiring oxygen to support beneficial microorganisms. Adequate airflow reduces odors and accelerates decomposition.

Turning Procedure

A tractor loader will be used to:

- Break apart compacted material.
- Mix fresh oxygen into the pile.
- Rebuild pore space within the compost.
- Redistribute cooler outer material into the hotter center.

Recommended Turning Schedule

Compost Age	Frequency
Weeks 1–4	1–2 times per week
Weeks 5–8	Every 1–2 weeks
Curing Stage	Monthly or as needed

Additional turning may occur whenever:

- Internal temperatures exceed 140°F.
- Temperatures drop below 90°F during active composting.
- Odors indicate anaerobic conditions.

Temperature Monitoring

Compost temperatures will be monitored using a long-stem compost thermometer.

Desired Temperature Range

110°F–140°F

Maintaining elevated temperatures helps:

- Destroy weed seeds.
- Reduce pathogens.
- Eliminate fly larvae.

- Accelerate decomposition.

Records of temperature readings and turning dates may be maintained as part of ongoing operational documentation.

Compost Maturation

The active composting phase is expected to last approximately **2–4 months**, depending on weather conditions, moisture levels, and turning frequency.

Following active decomposition, compost will enter a curing phase lasting an additional **1–3 months**.

Finished compost should:

- Appear dark brown to black.
- Have an earthy smell.
- Show few recognizable original materials.
- Maintain temperatures near ambient air temperature.

Finished Compost Uses

Finished compost may be used to:

- Improve soil quality in gardens and landscaping areas.
- Enhance pollinator habitat plantings.
- Improve pasture soils and reduce erosion.
- Support tree and shrub establishment.
- Demonstrate sustainable land stewardship practices during educational programming.

Any surplus compost may be shared with community members, volunteers, or donors as available.

Environmental Stewardship Benefits

By composting horse manure and utilizing on-site woody debris, Healing Horse Touch will:

- Divert organic waste from landfills.
- Reduce manure hauling and disposal costs.
- Improve soil health naturally.
- Lower greenhouse gas emissions associated with waste decomposition.
- Promote regenerative and environmentally responsible practices.
- Model sustainability principles for participants and the wider community.

This composting system reflects Healing Horse Touch's commitment to holistic stewardship—caring for the land, horses, and community while creating a healthier and more sustainable future.

Tractor Maintenance Protocol

To ensure the maximum lifecycle of the requested equipment, Healing Horse Touch will implement a **Rigorous Maintenance Compliance Protocol**. All service intervals—including daily safety checks and annual fluid changes—will be documented in a permanent Equipment Log. This ensures the John Deere 1025R remains in peak operational condition, safeguarding the organization’s capital assets and maintaining the safety standards required for a therapeutic equine environment.

Equipment Maintenance & Compliance Log

Asset: John Deere 1025R Compact Utility Tractor

Organization: Healing Horse Touch

Part A: Recurring Service Schedule

Service Interval	Task Description	Target Date / Hours	Completion Date	Initials
Daily/Pre-Use	Check fluids, tire pressure, & grease loader	Every Use		
50 Hours	Initial break-in service (Hydraulic/Trans)	50.0 hrs		
Annual / 200hr	Engine Oil & Filter Change	May 1st / +200		
Annual / 200hr	Inspect/Clean Air & Fuel Filters	May 1st / +200		
Bi-Annual	Flush Coolant (Cool-Gard II)	May 2028		
Winterization	add fuel stabilizer and checking the block heater	October 1st		

Part B: Component Replacement Log (Sinking Fund Utilization)

Date	Item Replaced	Reason (Wear/Damage)	Cost	Vendor
	Battery			
	Front Tires (Pair)			
	Rear Tires (Pair)			



Projects

Technology & AI Infrastructure Budget Proposal

Purpose

Healing Horse Touch serves individuals who are often overwhelmed, emotionally fatigued, neurodivergent, or navigating trauma. I have spent hundreds of hours research and testing tools to find the best fit for our organization. The tools below are not “extras” — they are accessibility supports, communication bridges, and sustainability systems that allow a very small team to serve a high-need population with consistency, safety, and care.

Investing in these platforms strengthens participant experience, protects sensitive information, and ensures long-term program stability.

Technology Infrastructure

VPS Hosting (Secure & High Performance) – \$325

Secure, fast hosting ensures website reliability and protects sensitive participant information. Faster load times and strong security build trust from the first interaction.

Impact: Protects privacy and improves user experience.

AI & Creative Communication Tools

Midjourney – \$575

Many of the people we serve connect emotionally through imagery rather than dense text. Midjourney allows us to create calming, inclusive visuals of horses, nature, and reflective moments. These images communicate safety, hope, and belonging at first glance — reducing anxiety and making our programs feel emotionally approachable before someone ever reaches out.

Impact: Increases accessibility for neurodivergent individuals and those experiencing emotional overwhelm.

Create Studio All Access – \$300

Create Studio helps us produce short, gentle videos explaining what participants can expect. Visual storytelling prepares individuals emotionally, reduces uncertainty, and builds trust.

This is especially important for people who process information better through visual and auditory formats.

Impact: Supports emotional readiness and lowers participation barriers.

ChatGPT Pro – \$240

ChatGPT Pro assists with trauma-informed, inclusive written materials such as participant guides, consent forms, newsletters, lesson plans, and grant writing. It reduces burnout on a small caregiving team while maintaining clarity, emotional sensitivity, and consistency across communications.

We have tested Gemini, Claude and Perplexity, but ChatGPT provides the most user-friendly and adaptable support for our needs.

Impact: Improves communication quality while protecting staff capacity.

Community Outreach & Relationship Tools

SocialPilot – \$300

SocialPilot allows us to schedule content and maintain a steady, reassuring presence without reactive posting or long communication gaps due to caregiving responsibilities.

Impact: Builds trust through consistent, calm communication.

Email Relationship Platform: Mailster – \$100

Alternative options: Brevo (\$190) | Mailchimp (\$140)

Email remains one of the most meaningful ways we stay connected. These platforms help us send reflective prompts, barn updates, program openings, and gratitude messages — quiet touchpoints for those who may feel isolated or unseen.

Impact: Strengthens emotional connection and ongoing engagement.

Funding Sustainability Tools

Grant Rush – \$288

Grant Rush streamlines grant research, tracking, and organization, allowing us to focus on program delivery while building long-term financial stability. It offers the simplest organizational system compared to Candid, GrantStation, and Grant Gopher.

Impact: Increases funding efficiency and sustainability.

HelloSkip Pro – \$360

HelloSkip supports story-driven fundraising and opportunity tracking, helping us remain participant-focused instead of operating in constant financial strain.

Impact: Expands scholarships and keeps programs accessible.

ANNUAL INVESTMENT SUMMARY

Category	Cost
AI & Creative Tools	\$1,115
Outreach & Email	\$400
Funding Sustainability	\$648
Secure VPS Hosting	\$325
Total Annual Investment	\$2,488

Emotional Value

These tools help people feel safe before they ever step onto the property. They reduce confusion, lower anxiety, and make healing feel approachable.

Logical Benefit

They streamline operations, protect sensitive data, prevent staff burnout, and increase financial sustainability — allowing us to serve more participants without raising costs.

Call to Action

An investment in this technology is an investment in accessibility, dignity, and long-term stability. Supporting this infrastructure allows Healing Horse Touch to continue offering calm, inclusive, and life-changing equine experiences to those who need them most.

Outreach, Advertising & Fundraising Budget Proposal

Healing Horse Touch

Funding Request: \$5,000

Healing Horse Touch was created to make equine-assisted experiences accessible to individuals and families who may otherwise never have the opportunity to experience the healing presence of horses. Many of the people we hope to serve are navigating trauma, caregiving stress, disability, emotional overwhelm, financial hardship, or isolation. Reaching those individuals requires intentional outreach, meaningful storytelling, and sustainable fundraising efforts.

This funding would allow Healing Horse Touch to strengthen community visibility, expand donor engagement, and build long-term sustainability through strategic outreach, advertising, and fundraising development.

By investing in professional marketing support, community partnerships, and fundraising infrastructure, this project will help ensure more people discover available services while creating a stronger financial foundation for future growth.

Proposed Budget Allocation

Category	Description	Amount
Community Outreach Materials	Design and print brochures, flyers, informational packets, and updated signage for local distribution and events	\$1,200
Advertising & Social Media Promotion	Local advertising, boosted social media campaigns, and outreach efforts to increase awareness and engagement	\$1,300
Fundraising Platforms & Grant Database Access	Subscription fees for fundraising tools, donor platforms, and grant research resources to maximize funding opportunities	\$1,000
Marketing & Fundraising Team Support	Part-time support for donor communication, campaign planning, outreach coordination, and relationship-building efforts	\$1,500
Total Requested		\$5,000

Goals of the Project

1. Increase Community Awareness

Expand visibility within the local and online community so more individuals, caregivers, and families become aware of Healing Horse Touch and its services.

Desired Impact:

Reach individuals who may benefit emotionally from equine-assisted experiences but are currently unaware these opportunities exist.

2. Strengthen Financial Sustainability

Develop stronger fundraising systems and donor engagement strategies that create more stable long-term support for programs and horse care.

Desired Impact:

Reduce financial uncertainty and create sustainable growth opportunities for Healing Horse Touch.

3. Build Community Partnerships

Collaborate with local businesses, organizations, and community leaders to strengthen referrals, outreach opportunities, and mutual support.

Desired Impact:

Create stronger community connections and a wider network of support for participants and programs.

4. Improve Professional Outreach Capacity

Bring in marketing and fundraising support to help maintain consistent communication, storytelling, donor follow-up, and campaign organization.

Desired Impact:

Create more effective outreach efforts while reducing administrative strain on leadership.

Benefits of Funding This Project

Greater Access to Services

Increased outreach ensures more people learn about available equine-assisted experiences, especially individuals who may feel isolated or unsupported.

Stronger Community Presence

Printed materials, signage, and local advertising help establish Healing Horse Touch as a trusted community resource focused on emotional wellness and personal growth.

Improved Donor Engagement

Consistent communication and relationship-building help donors feel connected to the mission and understand the meaningful impact of their support.

Long-Term Organizational Stability

Access to fundraising tools, grant databases, and outreach support increases opportunities for future funding and sustainable program expansion.

Increased Program Participation

As awareness grows, Healing Horse Touch anticipates increased inquiries, referrals, memberships, event attendance, and participant engagement.

Projected Outcomes

By the completion of this project, Healing Horse Touch anticipates:

- Expanding local and online visibility through consistent outreach efforts
- Distributing brochures and informational materials throughout the community
- Increasing social media engagement and audience growth
- Developing stronger donor communication and fundraising systems
- Identifying additional grant and sponsorship opportunities
- Building new partnerships with local businesses and organizations
- Increasing participation inquiries and community interest
- Creating a more sustainable operational foundation for future growth

Success Metrics

Objective	Measurement
Increase public awareness	Growth in social media followers, website traffic, and outreach engagement
Expand community outreach	Number of brochures distributed and local partnerships established
Improve donor engagement	Increased donor communication and recurring supporter participation
Strengthen fundraising efforts	Number of grant opportunities identified and fundraising campaigns launched
Increase program interest	Growth in inquiries, referrals, memberships, and event participation
Build organizational sustainability	Increased funding diversification and long-term donor relationships
Improve communication consistency	Regular posting schedule and outreach content maintained

Long-Term Vision

Healing Horse Touch is building more than a program. It is building a supportive community where people feel safe, welcomed, and understood through the healing presence of horses.

For many individuals, discovering Healing Horse Touch may be the first step toward emotional healing, confidence, connection, or hope. Effective outreach ensures those individuals can find the support they need. Sustainable fundraising ensures those services remain accessible for years to come.

This investment in outreach, advertising, and fundraising will help Healing Horse Touch continue growing into a stable, trusted, and compassionate resource for individuals and families seeking healing, connection, and renewal.

Facility Stability & Horse Safety Budget Proposal

Healing Horse Touch

Funding Request: \$5,000

At Healing Horse Touch, the well-being of our horses directly impacts the emotional well-being of every participant we serve. Our horses are not simply animals in a program — they are trusted partners in healing, connection, confidence-building, and emotional support.

To continue providing safe, compassionate, and sustainable equine-assisted experiences, we are seeking funding to strengthen the physical foundation of our program through emergency preparedness, pasture improvement, and critical barn and fencing repairs.

This project focuses on protecting both horses and participants while ensuring Healing Horse Touch remains stable during unexpected financial or environmental challenges.

Proposed Budget Allocation

Category	Description	Amount
Emergency Supply & Veterinary Fund	Build a reserve fund to help cover approximately 3 months of basic horse care and emergency veterinary support during periods of reduced revenue	\$2,000
Pasture Improvement	Reseeding worn pasture areas and implementing weed control to improve grazing quality and horse health	\$2,000
Barn & Fence Repairs	Replace damaged windows, install kickboards for horse safety, add stall mats to reduce mud and support hoof health, and repair fencing damaged by heavy snow	\$1,000
Total Requested		\$5,000

Goals of the Project

1. Improve Horse Health and Safety

Create a safer and healthier environment for horses through infrastructure repairs, improved footing, and healthier grazing conditions.

Desired Impact:

Reduce the risk of preventable injuries, hoof issues, and environmental hazards while supporting the long-term wellness of the horses.

2. Strengthen Organizational Stability

Establish an emergency reserve fund recommended by the Equus Foundation to help sustain horse care during temporary revenue slowdowns or unexpected emergencies.

Desired Impact:

Ensure horses continue receiving uninterrupted care regardless of economic or seasonal fluctuations.

3. Enhance Participant Experience

A safer, cleaner, and more stable environment creates a calmer and more welcoming atmosphere for guests participating in equine-assisted experiences.

Desired Impact:

Participants feel more comfortable, secure, and emotionally supported during visits and sessions.

4. Protect Long-Term Sustainability

Addressing preventative maintenance now helps avoid larger repair costs and operational disruptions in the future.

Desired Impact:

Healing Horse Touch remains sustainable and capable of serving the community for years to come.

Benefits of Funding This Project

Increased Safety for Horses and Participants

Kickboards, repaired fencing, safer stalls, and improved barn conditions reduce the likelihood of accidents and injuries for both horses and guests.

Improved Horse Wellness

Healthier pasture conditions and reduced mud exposure support stronger hooves, safer footing, and improved overall equine health.

Emergency Preparedness

The emergency reserve fund provides peace of mind and stability during difficult seasons, ensuring horses continue receiving quality nutrition and veterinary attention without interruption.

Greater Program Reliability

By strengthening infrastructure and preparedness, Healing Horse Touch can continue offering dependable services to individuals and families who rely on these experiences for emotional support and personal growth.

Projected Outcomes

By the completion of this project, Healing Horse Touch anticipates:

- Establishing a dedicated emergency care reserve fund
- Improving pasture growth and grazing conditions
- Reducing weed overgrowth and unsafe grazing areas
- Repairing fencing damaged by severe winter weather
- Creating safer stall spaces through kickboards and stall mats
- Improving hoof health through reduced mud exposure
- Increasing overall safety and functionality of the barn environment
- Strengthening participant confidence in the safety and care standards of the facility

Success Metrics

Objective

Measurement

Establish emergency preparedness

Emergency reserve fund successfully created and maintained

Improve pasture quality

Visible increase in healthy grass coverage and reduced weed growth

Enhance horse safety

Completion of kickboard, fencing, and window repairs

Support hoof health

Reduction in muddy stall conditions and improved footing

Reduce facility risks

Fewer environmental hazards identified during routine inspections

Strengthen sustainability

Improved readiness for financial or weather-related disruptions

Improve participant confidence

Positive participant and visitor feedback regarding facility safety and cleanliness

Long-Term Vision

This project is about more than repairs and maintenance. It is about protecting the heart of Healing Horse Touch — the horses, the people they serve, and the peaceful environment where healing happens.

When participants arrive at Healing Horse Touch, many are carrying stress, grief, trauma, anxiety, or emotional exhaustion. The calm presence of healthy horses in a safe and welcoming setting allows people to reconnect with themselves in meaningful ways.

By investing in preparedness, horse wellness, and facility safety, this funding helps ensure Healing Horse Touch can continue offering those moments of connection, hope, and renewal for years to come.

Part-Time Staffing Budget Proposal

Healing Horse Touch

Funding Request: \$10,000

At Healing Horse Touch, every interaction matters. Whether someone is reading a hopeful blog post late at night, discovering our mission through social media, purchasing a meaningful item from our store, or stepping onto the property for the first time, connection is at the heart of what we do.

As our programs grow, so does the need for compassionate, reliable support behind the scenes. This funding would allow us to hire part-time staff who can help expand our outreach, strengthen community engagement, support horse care, and create a more welcoming experience for participants and families.

This investment is not simply about staffing. It is about creating sustainability, accessibility, and consistency so more individuals can experience healing, connection, and renewal through horses.

Proposed Budget Allocation

Category	Description	Amount
Social Media & Content Support	Create and schedule social media posts, respond to messages/comments, grow online engagement	\$2,500
Blog & Website Content Assistance	Publish blog posts, update website content, assist with newsletters and storytelling	\$1,500
Online Store Management	Add merchandise listings, organize products, update inventory and descriptions	\$1,500
Membership Site Moderation	Support online community interactions, answer member questions, maintain positive engagement	\$1,500
Horse Care & Client Interaction Assistance	Assist with grooming, barn support, preparing spaces, and welcoming participants	\$2,500
Total Requested		\$10,000

Goals of the Project

1. Expand Community Awareness

Increase Healing Horse Touch's online visibility through consistent social media engagement, blog content, and storytelling that reflects the emotional impact of equine-assisted experiences.

Desired Impact:

More families, caregivers, trauma survivors, and individuals experiencing emotional challenges will discover available services and resources.

2. Strengthen Participant Support

Provide additional hands-on assistance during programs to help create calm, safe, and welcoming experiences for participants of all ages and abilities.

Desired Impact:

Participants feel emotionally supported, seen, and comfortable while interacting with horses and staff.

3. Improve Organizational Sustainability

Reduce administrative overload on leadership so more energy can be directed toward program development, partnerships, and direct client care.

Desired Impact:

A healthier, more sustainable organization capable of long-term growth and community impact.

4. Increase Accessibility to Resources

Maintain active communication channels through blogs, social media, and membership engagement so individuals who cannot attend in person can still benefit from encouragement, education, and community support.

Desired Impact:

Healing Horse Touch becomes a stronger source of ongoing emotional wellness support both online and in person.

Benefits of Funding This Project

Greater Community Reach

Consistent online engagement will help connect Healing Horse Touch with individuals who may otherwise never learn these services exist, especially those facing isolation, disability, trauma, or financial hardship.

Improved Participant Experience

Additional staffing support creates a calmer environment where participants receive more personal attention and horses receive consistent care and preparation.

Stronger Emotional Connection

Regular blog posts and social media storytelling help build trust, inspire hope, and foster meaningful relationships within the community.

Increased Revenue Sustainability

A more organized online store and active membership site can help generate additional support for programs, allowing Healing Horse Touch to continue serving families with financial barriers.

Projected Outcomes

By the end of the funding period, Healing Horse Touch anticipates:

- Publishing consistent weekly blog posts
- Increasing social media activity and engagement across platforms
- Expanding online store offerings and improving product visibility
- Growing participation and interaction within the membership community
- Providing more consistent client support during sessions and events
- Reducing staff burnout and administrative backlog
- Increasing awareness of equine-assisted wellness opportunities in the local and online community

Success Metrics

Objective

Measurement

Increase online visibility

50% increase in social media engagement and follower growth

Improve content consistency

Minimum of 2–4 blog posts published monthly

Expand online store activity

Increase in merchandise listings and online sales

Strengthen membership engagement

Increased member participation and interaction

Enhance participant support

Positive participant feedback and repeat visits

Improve operational efficiency

Reduced administrative backlog and improved response times

Support program growth

Increase in inquiries, referrals, and session participation

Long-Term Vision

This staffing support represents an important step toward building a stable foundation for future growth. By creating stronger systems now, Healing Horse Touch can continue expanding its reach while maintaining the compassionate, personalized environment that makes the organization unique.

Every blog post published, every participant welcomed, every horse cared for, and every online interaction nurtures a larger mission: helping people rediscover hope, connection, and emotional healing through the presence of horses.

With this funding, Healing Horse Touch will be better equipped to serve both its local community and the growing number of individuals seeking accessible, heart-centered wellness support.

Flexible Horse Spaces & Accessibility Enhancement Budget Proposal

Healing Horse Touch

Funding Request: \$5,000

At Healing Horse Touch, emotional healing begins with feeling safe. For many participants — especially trauma survivors, neurodivergent individuals, children, caregivers, and those experiencing anxiety — the physical environment can greatly impact emotional regulation, trust, and willingness to engage.

To better support the diverse needs of our participants and horses, Healing Horse Touch proposes creating flexible horse spaces using portable panel fencing, improved footing, and optional weather protection. These adaptable spaces will provide quieter, safer, and more structured environments for equine-assisted experiences while also improving accessibility, reducing mud hazards, and protecting horse health.

This project will allow us to offer more inclusive programming throughout the year while creating calmer and more emotionally supportive experiences for both people and horses.

Proposed Budget Allocation

Category	Description	Amount
Portable Panel Fencing System	Purchase of portable corral panels and gated entry panels for flexible equine-assisted spaces	\$2,610
Soil Protection & Footing Improvements	Gravel, mats, drainage materials, or surface stabilization to reduce mud and improve footing safety	\$1,200
Optional Weather Protection & Accessibility Enhancements	Shade/weather protection materials and adaptable setup improvements for participant comfort	\$700
Project Materials & Sales Tax	Hardware, connectors, setup materials, and unlisted sales tax	\$490
Total Requested		\$5,000

Note: All labor for installation and setup will be provided in-house, significantly reducing project costs while maximizing the impact of grant funding.

Flexible Space Design Options

Option 1: Essential Session Space (30 ft Diameter)

Designed for smaller, quieter, and more personal equine-assisted experiences.

Portable Fencing System:

- 8 portable 10-foot panels
- 1 gated walk-through panel

Estimated Cost:

\$1,310 plus sales tax

Best For:

- Sensory-sensitive participants
 - Individual sessions
 - Small group activities
 - Participants needing clearly defined boundaries and reduced stimulation
-

Option 2: Full-Size Flexible Session Space (60 ft Diameter)

A larger and highly versatile setup that can be resized and adapted based on participant needs.

Portable Fencing System:

- 18 portable 10-foot panels
- 1 gated walk-through panel

Estimated Cost:

\$2,610 plus sales tax

Best For:

- Group activities
- Expanded equine-assisted programming
- Movement-based exercises
- Multi-purpose educational and wellness activities

Goals of the Project

Short-Term Goals

Create Safe and Adaptable Equine Spaces

Develop secure, clearly defined session areas using portable fencing systems.

Improve Footing and Reduce Mud Hazards

Stabilize heavily used areas to reduce slippery conditions, erosion, and unsafe footing.

Support Emotional and Sensory Safety

Provide quieter, sensory-friendly environments that help participants feel calm, secure, and emotionally regulated.

Long-Term Goals

Expand Year-Round Accessibility

Increase the number of days equine-assisted sessions can safely operate despite changing weather conditions.

Improve Horse Wellness and Comfort

Reduce physical strain, hoof issues, and stress caused by muddy or unstable ground conditions.

Strengthen Program Sustainability

Reduce maintenance demands, repair costs, and weather-related session cancellations.

Increase Inclusive Programming Opportunities

Offer more adaptable experiences for individuals with anxiety, trauma histories, neurodivergence, mobility concerns, or sensory sensitivities.

Benefits of Funding This Project

Increased Physical Safety

Stable footing and portable fencing reduce the risk of slips, trips, falls, and horse-related accidents for both participants and animals.

Enhanced Emotional Comfort

Defined and quieter spaces help participants feel emotionally secure, especially those healing from trauma or experiencing sensory overwhelm.

Better Horse Health

Drier, safer footing supports hoof health, reduces joint strain, and minimizes stress for horses participating in programs.

Greater Accessibility and Inclusion

Flexible spaces allow Healing Horse Touch to better accommodate varying comfort levels, mobility needs, and communication styles.

Reduced Maintenance and Property Damage

Improved soil protection decreases erosion, mud management, and ongoing repair needs, helping preserve the property long-term.

More Consistent Programming

Safer ground conditions and weather adaptability allow programs to continue more reliably throughout changing seasons.

Projected Outcomes

By the completion of this project, Healing Horse Touch anticipates:

- Creating flexible equine-assisted spaces adaptable to participant needs
- Reducing muddy and hazardous conditions in high-use areas
- Increasing participant feelings of emotional and physical safety
- Expanding accessibility for sensory-sensitive and neurodivergent individuals
- Increasing the number of usable program days throughout the year
- Improving horse comfort and reducing hoof-related concerns
- Reducing maintenance time spent addressing erosion and mud issues
- Expanding opportunities for individual, small group, and wellness-focused programming

Success Metrics

Objective	Measurement
Improve participant safety and comfort	Post-session participant feedback surveys
Reduce slips and weather-related disruptions	Incident and cancellation tracking
Increase accessibility and usability	Session attendance and usage logs
Improve soil stability and footing	Photo documentation and surface condition monitoring
Support horse health	Hoof health and lameness tracking records
Reduce maintenance burden	Maintenance time and repair tracking logs
Improve volunteer and staff experience	Volunteer satisfaction and safety feedback

Why Soil Protection Matters

Protecting the soil in equine-assisted spaces is about far more than appearance. It directly impacts safety, emotional regulation, horse wellness, and accessibility.

Mud and unstable footing can create dangerous conditions for children, older adults, individuals with mobility challenges, and participants navigating trauma or anxiety. Even the fear of slipping can increase stress and reduce emotional comfort during sessions.

For horses, prolonged exposure to muddy conditions can contribute to hoof problems, strain, and discomfort that affect their long-term health and ability to participate safely.

By improving footing and stabilizing high-use areas, Healing Horse Touch creates an environment where both people and horses feel grounded, secure, and supported from the moment they enter the space.

Long-Term Vision

Healing Horse Touch believes healing happens best in environments where people feel physically safe, emotionally supported, and free to engage at their own pace.

These flexible horse spaces will create opportunities for deeper connection, greater inclusion, and more personalized equine-assisted experiences for individuals who may struggle in traditional environments.

This investment is not simply about fencing or footing. It is about creating spaces where trust can grow, confidence can return, and healing can happen safely — one interaction at a time.

Hoofbeats of Hope Program Budget Proposal

Healing Horse Touch

Funding Request: \$5,000

Hoofbeats of Hope is a heart-centered program created to provide accessible equine-assisted experiences that support emotional well-being, resilience, confidence, mindfulness, and personal growth. Through meaningful interactions with horses, participants are offered a calm and supportive space to reconnect with themselves, process stress, and experience moments of healing and hope.

Many individuals and families seeking support through Hoofbeats of Hope face barriers such as trauma, disability, caregiving stress, financial hardship, social isolation, anxiety, or emotional overwhelm. Maintaining consistent, safe, and accessible programming requires reliable operational support behind the scenes.

This funding will help strengthen the operational foundation of Hoofbeats of Hope by supporting the essential day-to-day expenses required to keep the program running safely, sustainably, and consistently for the community.

Proposed Budget Allocation

Category	Description	Amount
Horse Care & Feed Support	Hay, grain, supplements and daily care supplies necessary for maintaining healthy coaching horses	\$2,400
Program Supplies & Participant Materials	Journals, mindfulness materials, educational resources, safety supplies, and session support items	\$1000
Participant Coordination & Program Communication	Website hosting, scheduling tools, printing, office supplies, outreach communication, and program coordination	\$800
Volunteer & Program Support	Volunteer coordination, training materials, refreshments, and participant hospitality items	\$800
Total Requested		\$5,000

Goals of the Project

1. Sustain Consistent Equine-Assisted Programming

Provide stable operational support that allows Hoofbeats of Hope to continue offering regular, dependable services to participants and families.

Desired Impact:

Participants can rely on continued access to supportive and emotionally safe equine-assisted experiences.

2. Maintain High Standards of Horse Care and Participant Safety

Ensure horses remain healthy, cared for, and prepared to safely participate in sessions while maintaining a clean and welcoming environment.

Desired Impact:

Both horses and participants benefit from a calm, safe, and professionally maintained setting.

3. Improve Accessibility and Inclusion

Reduce barriers to participation by supporting affordable and welcoming programming for individuals facing emotional, physical, or financial challenges.

Desired Impact:

More individuals and families can access meaningful healing experiences regardless of circumstance.

4. Strengthen Organizational Sustainability

Provide operational stability that reduces strain on limited resources and supports long-term program growth.

Desired Impact:

Healing Horse Touch can continue expanding services while maintaining quality and consistency.

Benefits of Funding This Project

Continued Emotional Wellness Support

Operational funding allows Hoofbeats of Hope to consistently serve individuals seeking emotional support, stress relief, confidence-building, and personal growth.

Reliable Horse Care

Healthy, well-cared-for horses are essential to creating calm and emotionally supportive experiences for participants.

Increased Program Stability

Reliable operational support helps reduce interruptions, cancellations, and uncertainty in programming.

Enhanced Participant Experience

Funding helps maintain clean, organized, welcoming spaces and provides meaningful session materials that enrich the overall experience.

Greater Community Impact

Sustainable operations allow Healing Horse Touch to continue reaching underserved individuals and families in need of compassionate support.

Projected Outcomes

By the completion of the funding period, Hoofbeats of Hope anticipates:

- Maintaining consistent equine-assisted programming throughout the year
- Supporting the ongoing health and well-being of participating horses
- Providing accessible experiences for individuals facing emotional or financial barriers
- Increasing participant engagement and repeat attendance
- Expanding outreach to caregivers, trauma survivors, neurodivergent individuals, and underserved populations
- Strengthening volunteer involvement and community support
- Reducing operational strain on leadership and core staff

Success Metrics

Objective	Measurement
Maintain program consistency	Number of sessions and participant visits successfully completed
Support horse wellness	Ongoing horse health monitoring and care records
Increase participant engagement	Attendance tracking and repeat participation rates
Improve emotional well-being outcomes	Participant feedback surveys and testimonials
Strengthen accessibility	Number of reduced-cost or scholarship-supported participants served
Enhance operational stability	Reduction in canceled sessions or operational interruptions
Build volunteer engagement	Volunteer participation and retention tracking

Long-Term Vision

Hoofbeats of Hope exists to remind people that healing can happen gently, quietly, and without judgment. Sometimes healing begins with the simple act of standing beside a horse, breathing deeply, and feeling safe enough to let go of stress for a moment.

Operational funding may not always be the most visible part of a program, but it is what makes every meaningful interaction possible. It keeps the horses healthy, the gates open, the lights on, and the environment welcoming for those who need it most.

By investing in the operational stability of Hoofbeats of Hope, this funding helps ensure Healing Horse Touch can continue providing compassionate, accessible, and life-enriching equine-assisted experiences for individuals and families seeking connection, healing, and hope.

Keyword Research

Top 10 Searches Ideas for Equine Therapy

KEYWORD	MONTHLY
EQUINE THERAPY	50,000
EQUINE ASSISTED THERAPY	5000
HORSE THERAPY	5000
WHAT IS HORSE THERAPY	5000
BENEFITS OF EQUINE ASSISTED THERAPY	500
BENEFITS OF EQUINE THERAPY	500
BENEFITS OF HORSE THERAPY	500
EQUINE ASSISTED ACTIVITIES	500
EQUINE ASSISTED LEARNING	500
EMOTIONAL HEALING WITH HORSES	10

Keyword Research

Top 10 Search Ideas for the Online Courses

KEYWORD	MONTHLY
ATTITUDE OF GRATITUDE	5000
CHANGING YOUR MINDSET	5000
COURSES FOR SELF DEVELOPMENT	5000
FIXED AND GROWTH MINDSET	5000
LIFE COACH ONLINE	5000
MINDFULNESS ACTIVITY	5000
MINDFULNESS EXERCISES	5000
MINDFULNESS JOURNAL	5000
PERSONAL GROWTH COURSE	5000
PRACTICING GRATITUDE	5000

POD Designs by Diana Kelley Creations

for Healing Horse Touch

Clothing, drinkware, home décor,
art, office décor and more





Courses & Resources

Healing Horse Touch offers a variety of courses and resources designed to support emotional well-being, personal growth, and deeper human-horse connections. Each course is created with accessibility and compassion in mind, blending equine-assisted experiences with holistic tools such as journaling, mindfulness, and essential oils.

Confident Connections: The Foundation

This introductory course provides a gentle and accessible framework for engaging with horses safely and respectfully. Participants learn how to approach, observe, and connect with horses in ways that build trust, confidence, and self-awareness.

Objectives:

- Understand the basics of equine behavior and communication
- Develop safe practices for initial horse interactions
- Build confidence through guided activities that foster mutual trust

Anchored in Aroma: Everyday Oils for Inner Balance

This course explores the emotional benefits of essential oils and how they can support grounding, clarity, and balance in everyday life. Participants are guided through the oils in Young Living's Premium Starter Bundle and learn how to pair them with mindful practices and equine-inspired reflections.

Objectives:

- Learn the emotional properties of foundational essential oils
- Practice simple techniques for incorporating oils into daily self-care
- Explore equine-assisted mindfulness activities to deepen inner balance

Harnessing the Power of Affirmations

This course helps participants shift self-talk and mindset through the intentional use of affirmations. By combining positive statements with reflective journaling and equine-assisted metaphors, participants create new patterns of resilience and hope.

Objectives:

- Understand the role affirmations play in shaping thoughts and emotions
- Develop personalized affirmations aligned with personal goals
- Use equine imagery and experiences to embody positive change

Weekly Gratitude Journal Prompts

This ongoing resource offers a year's worth of guided journaling prompts to cultivate gratitude and mindfulness. Each prompt is designed to spark reflection, encourage positivity, and create a consistent practice of noticing the good in everyday life.

Objectives:

- Develop a regular habit of gratitude journaling
- Strengthen resilience through reflection and mindfulness
- Reinforce a positive outlook supported by equine-inspired guidance

Always Time for Gratitude (eBook)

This resource provides an uplifting guide to cultivating gratitude even in difficult seasons of life. It blends personal stories, journaling practices, and holistic wellness tools with equine-inspired lessons that encourage readers to find peace and joy in small, everyday moments.

Objectives:

- Explore the power of gratitude as a tool for emotional healing
- Access simple practices for weaving gratitude into daily life
- Draw inspiration from stories of resilience and connection

The following pages include a sample equine-assisted activity to illustrate the type of experiential learning we provide.



EXAMPLE

Rhythms of Reassurance

The Comfort of Routine—for You and Your Horse

Routines give both humans and horses a sense of stability. They reduce anxiety, promote physical wellness, and help us feel safe in our environment. For horses, knowing when meals, turnout, training, and rest happen helps regulate their digestive systems and emotions. For people—especially children and neurodivergent individuals—routine can offer the same comfort and security.

This activity invites you to observe how horses respond to routine, and then gently reflect on your own daily rhythms. Are they working for you—or could they use a little love and structure?

Remember:

When we build routines with love and intention, we're not boxing ourselves in—we're creating a world we can trust. Horses teach us that rhythm is not restriction—it's reassurance. You are worthy of that peace, too.

Affirmation:

*"I create steady rhythms that help me feel safe, supported,
and seen—just like I do for my horse."*

Say this aloud, write it down, or carry it in your heart.

My Goals for This Session

Understand Why Horses Love Routine

I'm learning that horses feel safest when they know what to expect—like when they'll be fed, turned out, or rewarded. A steady rhythm helps them relax and trust the people around them.

Notice How Routine Affects Me, Too

I'm reflecting on my own daily routine and how it makes me feel. Do I feel calm and prepared—or scattered and rushed? Like horses, I also need predictable moments of care and consistency.

Create Gentle, Supportive Rhythms in My Day

I'm exploring ways to add simple routines that help me feel grounded—like regular mealtimes, quiet breaks, or rewarding myself for trying. These rhythms support my body, heart, and mind.

Be Kind to Myself When Things Feel Unpredictable

I'm realizing it's okay if things don't always go according to plan. Just like with horses, what matters is showing up with care and doing my best to rebuild a rhythm that supports me.

Use Routine to Build Trust—with Myself and Others

I'm discovering that routine builds trust. When I follow through on small daily promises, I show myself (and others) that I can be counted on—and that creates safety and confidence.

Activity Steps

Step 1: Observe a Horse's Routine (Real or Imagined)

Spend a few quiet moments watching or thinking about the rhythm of a horse's day. If you're at a barn, simply notice:

- ♦ What time are they fed?
- ♦ How do they behave just before feeding—restless? Hopeful? Calm?
- ♦ Do they anticipate a treat or reward after an activity?
- ♦ What is their body language like at the end of the day when everything winds down?

Reflect:

- How does knowing what's coming next help the horse feel secure?
- How do you think that affects their mood and willingness to participate?

Step 2: Explore Your Own Routine

Find a quiet space to sit, journal, or simply think.

Ask yourself:

- ♦ What does my typical day look like from wake-up to bedtime?
- ♦ Do I have moments built in for rest, reward, connection, and nourishment?
- ♦ Do I tend to feel rushed, scattered, or overwhelmed?
- ♦ What times of the day feel most calm and grounded?

Then consider:

- Do I have a predictable rhythm for meals?
- Do I reward myself when I try—even if the outcome isn't perfect?
- Do I have a reliable time to wind down and rest?

Just like a horse feels comforted by knowing when the day ends or when food is coming, we feel better when we build those anchors into our own day.

Step 3: Create or Reimagine Your Routine

On a sheet of paper (or in your journal), draw a simple timeline of your current day. Label key moments—waking, meals, work or school, relaxation, bedtime.

Then, consider how you might shift it to better serve your well-being:

- ◆ Where could you add predictability or gentle structure?
- ◆ Where could you add a small “treat” or reward for trying?
- ◆ Can you create a consistent bedtime to signal to your body and mind that the day is complete?

Even small shifts can make a big difference.

You don’t need to create a rigid schedule—just a steady rhythm that your body and heart can depend on.



Healing Horse Touch Company

CLIENT WELCOME PACKET

updated May 2025



What We'll Need From You



Please carefully read and sign all forms provided in this welcome packet before your session.



Arriving on time ensures you receive the full benefit of your experience and allows us to stay on schedule.



Approach each session with an open mind, ready to learn and connect with the horses.



Trust in your coach's expertise to guide you safely and effectively throughout the session.



In all of our interactions as client and coach, we agree to:

Engage in conscious communication with each other.

Offer mutual support and respect for each other's individual paths.

Be mindful and responsible for our own thoughts, words and actions.

Cultivate an environment oriented to personal growth.

Maintain honesty and integrity to ourselves and others.

Coaching Code of Ethics

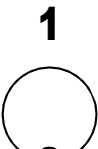
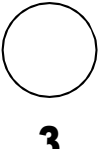
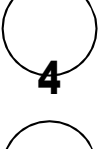
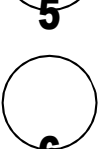
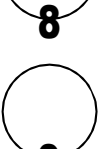
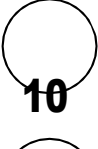
As your coach, I agree to:

- **Confidentiality:** I will maintain strict confidentiality regarding all information shared during our sessions, respecting the privacy and trust of my clients..
- **Integrity:** I commit to providing honest and transparent guidance, refraining from any form of deception or manipulation. My aim is to support your journey with integrity.
- **Respect:** I will treat every client with respect, valuing individual differences and cultural diversity. I promote an environment of inclusivity and open-mindedness.
- **Professionalism:** I will conduct myself in a professional manner at all times, adhering to the highest standards of ethical conduct in the coaching and healing practices.
- **Informed Consent:** Prior to any session, I will ensure that clients are well-informed about the nature of the services offered, potential benefits, and any associated risks.
- **Client Autonomy:** I acknowledge and respect the autonomy of each client, promoting their right to make decisions regarding their own well-being.



Client Bill of Rights

At Healing Horse Touch, we are committed to providing a respectful and supportive environment. As a valued client, you have the following rights:

- **1 Right to Respect and Dignity**
You have the right to be treated with respect and dignity in all interactions.
- **2 Right to Confidentiality**
Your personal information and any details shared during sessions will be kept confidential, except when disclosure is necessary to prevent harm.
- **3 Right to Informed Consent**
You have the right to be fully informed about the nature and purpose of the coaching sessions, including any potential risks.
- **4 Right to Safe and Professional Services**
You are entitled to receive coaching services that are conducted professionally and with your safety as a priority.
- **5 Right to be Heard**
You have the right to express your concerns, provide feedback, and have your voice heard throughout the coaching process.
- **6 Right to Decide**
You have the right to make your own decisions and to discontinue the coaching services at any time.
- **7 Right to Clarity**
You have the right to understand and agree upon the terms of coaching, including the goals, tasks, and scheduling.
- **8 Right to Fair Treatment**
You have the right to be treated fairly and without discrimination, regardless of background or personal circumstances.
- **9 Right to Effective Communication**
You are entitled to clear and effective communication from your coach, including timely responses to your inquiries.
- **10 Right to Personal Growth**
You have the right to pursue personal growth and development in a supportive and non-judgmental environment.

Confidentiality Agreement



In all of our interactions as client and coach, we agree to:

- ♦ Engage in conscious and respectful communication with one another.
- ♦ Offer mutual support and honor each other's individual journeys.
- ♦ Be mindful and take responsibility for our thoughts, words, and actions.
- ♦ Foster an environment focused on personal growth.
- ♦ Maintain honesty and integrity in all interactions with ourselves and others.

As your coach, I am committed to upholding your privacy. I agree to keep all information shared during our sessions confidential, as allowable by law.

Our client-coach relationship is based on trust, and everything discussed during our sessions will remain private. I will not disclose any details of our conversations unless required to do so by law or if the information shared involves illegal or criminal activities.

I will not share your personal information with anyone without your explicit consent.

Exceptions to Confidentiality:

The only exceptions to this agreement arise if there is a reasonable belief that you or someone else is at imminent risk of serious harm. In such cases, appropriate action may be taken to ensure safety.

Coaching Intake Form

Personal Information

Name	Date of birth
Address	
Email	Phone number

Emergency Contact

Name	
Relationship	Phone number

Do you have any medical conditions or allergies we should be aware of?

Are you currently taking any medications?

(Please list medications and note if any may interfere with your participation in sessions)

Do you have any physical, emotional or mental limitations or concerns about your session?

(Please describe)

Is there any other information you'd like to share with me?

Have you ever worked with horses before? Yes No

If yes, please describe your experience:

What are your primary goals for coming to Healing Horse Touch??

(Please describe)

What specific outcomes or changes are you hoping to achieve?

Do you have any preferences or concerns regarding your sessions?

(Please provide details)

How did you hear about Healing Horse Touch?

Emergency Contact Form

Personal Contact Information

Please provide your personal contact information.

Full Name:

Date of Birth:

Address:

Phone Number:

Email Address:

Primary Care Physician

Please provide information about your primary care physician.

Physician's Name:

Practice Name: Phone

Number: Address:

Insurance Information

Please provide your insurance information.

Insurance Company Name: Policy

Number:

Group Number (if applicable):

Name of Insured:

Emergency Contact Information

Please provide information for at least two emergency contacts. These individuals will be contacted in case of an emergency.

Emergency Contact 1:

Full Name:

Relationship to You:

Phone Number:

Address:

Emergency Contact 2:

Full Name:

Relationship to You:

Phone Number:

Address:

Summary

This document provides a template for an emergency contact form, gathering crucial personal, medical, and contact information. Completing this form ensures that necessary details are readily available in case of an emergency.

Allergy List

Please list any allergies you have, including reactions. If you have no known allergies, please write "None".

Allergy 1:

Reaction:

Allergy 2:

Reaction:

Medication List

Please list all current medications, including dosage and frequency. If you are not currently taking any medications, please write "None".

Medication 1:

Dosage:

Frequency:

Medication 2:

Dosage:

Frequency:

Medication 3:

Dosage:

Frequency:

Conditions

Please list any medical conditions that paramedics should be aware of in case you lose consciousness:

Emergency Contact List



Local Emergency Services (Fire/EMS/Police): 911

♦

Primary Veterinarian: Edgerton Veterinary Clinic (507) 442-8387

♦

♦ **Backup/Emergency Vet Clinic:** Rural Legacy Veterinary Clinic (507) 836-8594

♦ **Equine Transport Provider:** Benjamin Hooper (605) 480-1748

♦

♦ **Facility Owner/Manager:** Robert Kelley (423) 367-1818; Benjamin Hooper (605) 480-1748; Diana Kelley (507) 220-8204

Emergency Vehicle Directions for emergency responders or visitors needing assistance quickly:

♦ Address: **190th Ave, Kenneth, MN**

♦

♦ Cross street: **Northwest corner of Hwy 7 and 190th Ave**

♦

♦ Directions: **From Hwy 75, turn onto Hwy 7 and drive 6 miles (you will pass through the town of Hardwick). Turn left onto 190th Ave. The property is the first on the left.**

Barn Rules

These rules are designed to keep everyone, including the horses, safe and healthy. By following them, we create a foundation of peace and trust, which will enhance your experience with the horses.

- **Appointments Only:** Time with the horses is by appointment, and a signed liability waiver is required.
- **Show Respect:** Please do not criticize others for their methods (e.g., riding without a helmet, different training styles, barefoot vs. shod horses, western vs. English riding).
- **Supervision:** Children must be supervised by a responsible adult at all times.
- **No Smoking, Alcohol, or Drugs.**
- **No Running or Yelling:** These actions can startle horses.
- **Limit Profanity:** Please try to keep language respectful.
- **No Hitting:** Unless specifically instructed (which is extremely rare), no hitting people or animals.
- **Immediate Compliance:** If you're asked to move away from a horse, do so immediately. You can ask for the reason later.
- **No Food or Treats in Pockets:** Please do not carry food around the horses.
- **Do Not Feed Animals by Hand:** For safety reasons, use designated feeding methods only.
- **No Dogs:** Please leave dogs at home. Legitimate service dogs (as lined out in the ADA guidelines) are the exception. Disruptive dogs will be asked to be removed.
- **Respect Property Dogs:** Dogs live on the property; leave them alone.
- **Proper Footwear:** Closed-toe shoes are required (no flip-flops, sandals, or canvas shoes). If you don't have suitable shoes, you will need to stay outside the fence. If you cannot afford shoes, let us know and we'll work to find a solution.
- **Helmets Required:** Helmets are mandatory while riding. No exceptions. If you cannot afford a helmet, one will be provided.

(Signature) (Date)

WARNING

**UNDER MINNESOTA LAW, AN EQUINE
ACTIVITY SPONSOR OR PROFESSIONAL
SHALL NOT BE LIABLE FOR ANY INJURY TO,
OR THE DEATH OF A PARTICIPANT IN
EQUINE ACTIVITIES RESULTING FROM THE
INHERENT RISK OF EQUINE ACTIVITIES.**

Code of Minnesota Ch. 623, Art. 3§2

Equine Activity Agreement to Assume Risk & Waive Liability

This form must be completed for each participant.

Please read carefully before signing.

WARNING: Horse-related activities carry inherent risks. Serious injury or death may result from your participation. We do not guarantee your safety or the safety of any horse.

A. Rider Registration and Purpose of Agreement

I, the undersigned ("RIDER"), voluntarily agree to participate in horse riding or horse handling activities at 2015 190th Ave, Kenneth, MN 56147. This registration is valid for the current year.

RIDER: _____

B. Agreement Scope and Definitions

This agreement applies to me, the RIDER, my heirs, estate, and representatives. It is governed by Minnesota law. "HORSE" refers to all equine species, and "RIDING" refers to riding or being near horses. "RIDER" refers to any person interacting with a horse.

C. Risks of Activity

I understand that horseback riding and handling horses involve risks, including severe injury or death. These risks are not reduced by having an instructor or using a trained horse. Horse accidents are common and can happen to anyone, even experienced riders.

D. Nature of Horses

I understand that no horse is completely safe. Horses may react unpredictably, and even well-trained horses can behave according to their natural instincts, such as stopping suddenly, kicking, or running. Horses are inherently unpredictable and can be dangerous.

E. Rider Responsibility

I understand that as soon as I begin interacting with a horse, I am primarily responsible for my own safety. Following instructions and staying balanced is crucial, whether on the ground or riding.

F. Nature's Influence

The Kelley and/or Hooper families are not responsible for natural elements or other events that may cause a horse to react dangerously. This includes weather, animals, insects, uneven ground, or human activities like loud noises.

G. Insurance

If I need medical treatment, I agree that I and/or my insurance will cover all expenses. If my actions or the horse's actions cause injury or damage, I and/or my liability insurance will cover those costs.

H. Protective Headgear

I understand that I have been advised to wear an ASTM/SEI-approved helmet while near the horses, and that it is required while riding. Wearing the helmet may reduce the severity of head injuries or even prevent death.

I. Liability Release

In consideration of being allowed to participate, I, the RIDER, release and hold harmless the Kelley and/or Hooper families, their associates, and any property owners from any claims, liabilities, or legal actions resulting from injury, death, or property damage, even if caused by their ordinary negligence.

J. Attorney's Fees

If I take legal action against the Kelley and/or Hooper families or their associates, I agree to pay for their legal fees and related costs if they successfully defend themselves.

Final Statement

We appreciate your participation, but if you feel that any horse-related injury or death could result in a legal claim, we respectfully ask you not to participate in our activities.

Signatures

I/We, the undersigned, have read and understand the above agreement, warnings, release, and assumption of risk. All information provided is accurate.

RIDER (if over 5 years old): _____ Date: _____

PARENT/GUARDIAN (if under 18): _____ Date: _____

Terms and Conditions

These terms and conditions form part of your agreement with Healing Horse Touch Company

UNLICENSED COMPLEMENTARY AND ALTERNATIVE HEALTH CARE PRACTICE

All services provided fall under the Unlicensed Complementary and Alternative Health Care Practice section. For more information, please refer to:

<https://www.health.state.mn.us/facilities/providers/compalt/index.html>

FEES

There are no fees for our services. In lieu of payment, we appreciate your support through sharing our social media posts, volunteering for tasks, or making purchases in our online shop.

APPOINTMENTS

Scheduling requests must be submitted at least 48 hours in advance.

CANCELLATIONS

Cancellations must be made at least 24 hours prior to the scheduled appointment. Clients who fail to cancel and do not show up may be refused additional services.

SCOPE OF PRACTICE

Healing Horse Touch provides equine-assisted activities for emotional support and personal growth but does not diagnose, treat, or offer medical or psychological care. Clients are encouraged to seek licensed healthcare providers for medical or mental health needs.

MEDICAL DISCLAIMER

Please consult with your doctor before participating in any sessions if you have medical concerns.

LIMITED LIABILITY

Healing Horse Touch is not responsible for any injuries sustained during sessions.

RESULTS DISCLAIMER

Results from equine-assisted activities may vary for each individual. Healing Horse Touch does not guarantee specific outcomes or benefits from participation in our services.

COMPLAINTS

If you have a complaint and would like to discuss it, or wish to report it, please contact:

Minnesota Department of Health
Health Occupations Program
Office of Alternative and Complementary Health Care Practice
P.O. Box 64882
St. Paul, Minnesota 55164-0882

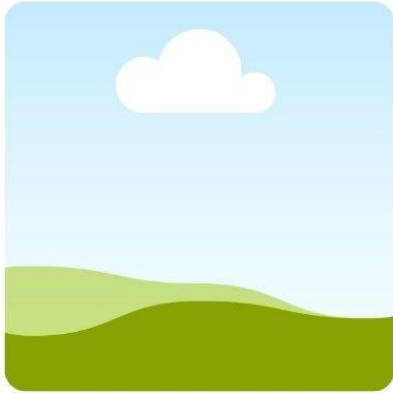
To learn more and print out a complaint form, visit
<https://www.health.state.mn.us/facilities/providers/compalt/complaints.html>

If you choose to file a complaint, your identity and other sensitive information will remain confidential.

By signing below, you agree with the information laid out in this document.

Name _____ Signature _____ Date _____

About Me



Name: _____

Nickname: _____

Age: _____

I am from: _____

My Dream Job:

My Interests

My Goals

ALL ABOUT ME



My full name is

This is me



I like to be called

I am

years old

I am from

My birthday is

For fun, I like to

My favorite things



When I grow up, I want to be

ALL ABOUT ME



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