

Executive Summary

Mission Statement:

The Puzzle Piece Ranch (PPR) is dedicated to creating a haven where special needs individuals can celebrate, play, and learn in a sensory-friendly environment, and where adults with special needs can find meaningful work and develop life skills. The Ranch aims to nurture confidence, foster independence, and provide a holistic support system for the special needs community.

Why is a place like the PPR is necessary:

Oklahoma currently has 12% to 14% (80,000-90,000 thousand) students in the educational system who are working under the guidance of an Individualized Educational Program (IEP). There are also approximately 100,000 special needs adults residing in Oklahoma. We do not have nearly enough facilities or resources to accommodate a population of this size. Our goal is to provide a resource for parents and caregivers to come and bring their special needs individuals where they can participate in activities, adventures, and new experiences, in a learning environment created and designed especially for them with their safety being our main priority.

Goals:

- To establish a comprehensive ranch facility tailored to the needs of the special needs community and their families within three years.
- To develop a series of educational programs and events that promote inclusivity and learning.
- To create a variety of employment opportunities that are adapted to the capabilities of special needs adults.

Vision for Growth:

The PPR envisions a multi-phase development:

- Phase One: Infrastructure development, including constructing a 10,000-square-foot event center, a 60 to 75 space parking lot, two greenhouses, an outdoor vegetable garden, and an orchard.

- Phase Two: Launching the Puzzle Piece Ranch's core programs, initiating community events, and starting educational field trips.
- Phase Three: Expansion of the facility to include a 10,000-square-foot inclusive playground designed for individuals with special needs, animal enclosures with a dedicated facility for animal interactions, a 5 acre fishing pond with multiple docks, a trail allowing hayrides circling the perimeter of the facility, and foundational landscaping.
- Phase Four: Large horse barn with riding arena to facilitate equine therapy.

Projected Growth:

- Within the first three years, PPR aims to become a recognized center for special needs recreation and education in the Oklahoma region.
- By year five, PPR plans to be fully operational with a complete schedule of events, a diverse range of educational programs, and a robust employment structure for special needs adults.
- Long-term, PPR aims to extend its model to serve as a blueprint for similar initiatives nationwide.

Financial Summary:

- Initial capital will be raised through grants, donations, and fundraising events.
- Revenue streams will be diversified to include event hosting, product sales from the farm & store, and potentially a fee-for-service model for specific therapeutic and educational services.
- PPR is committed to financial sustainability, with plans to reinvest profits back into the ranch to fund expansion and improve services.

Summary of Unique Features:

- A 10,000 sq. ft. inclusive playground designed with wheelchair accessibility.
- A working farm where products made by and with the special needs community will be sold.
- A full schedule of events tailored to the enjoyment and needs of special needs individuals.
- Specialized employment opportunities that consider the unique strengths of each individual.
- Resources and Forums for parents to connect with professionals within the special needs community, the ability to speak directly with other parents and

caregivers, and links to resources that our special needs community have discovered through technology, work of mouth, etc.

- A 10,000 sq. ft. event center where the community can come and engage in numerous activities, as well as, using the facility as a destination space for weddings, corporate retreats, family reunions, etc.
- An interactive animal facility where individuals with special needs and their families can come and engage with a multitude of farm animals and animals native to Oklahoma.
- Numerous programs designed to help our special needs community develop life skills such as growing and harvesting fruits and vegetables, understanding horticulture and animal husbandry, and gaining confidence in facing the challenges of independence.

Company Description

Business Name:

Puzzle Piece Ranch, Inc.

Location

Situated on 70 acres of idyllic land, 12 miles east of Guthrie, Oklahoma, Puzzle Piece Ranch offers a spacious and natural setting integral to our therapeutic and educational programs.

Legal Structure:

Puzzle Piece Ranch, Inc. is a registered non-profit organization, governed by a dedicated board of directors and operating under the 501(c)(3) tax-exempt status.

Our Facility:

The Ranch will encompass a variety of structures and spaces designed for multiple uses:

- Event Center: A versatile space for events, classes, and administrative operations, complete with accessible facilities.
- Interactive Animal Facility: A hands-on area where children and adults can engage with and learn from a variety of animals.
- Greenhouse and Gardens: For horticultural therapy and educational programs, as well as, producing plants and flowers for the community.
- Therapeutic Equine Center: Offering equine therapy, this facility includes stables and a riding area for skill and confidence building.
- Inclusive Playground: Specially designed to be accessible for children of all abilities.
- Fishing Pond: A peaceful setting for therapeutic fishing activities, fully accessible to those with physical limitations.
- A fully operational hayride that will allow our guests the unique experience of seeing all the ranch has to offer while enjoying a ride fully immersed in nature.

Vision:

To be recognized as a leader in providing innovative and inclusive programs for the special needs community and their families, where learning and growth happen in harmony with nature.

Values:

- Inclusivity: Creating an environment where everyone feels welcome and valued.
- Empowerment: Offering opportunities that foster independence and self-esteem.
- Community: Building strong connections among individuals, families, and organizations.
- Sustainability: Ensuring the long-term viability of the Ranch through responsible management and growth strategies.

Key Leaders:

- Jeremy Haysmer: Co-founder and Ranch Manager, bringing years of leadership and operational expertise. [Linked In Profile](#).
- Amanda Haysmer: Co-founder, and Executive Director whose personal journey and professional nursing background inspire the Ranch's mission. [Linked In Profile](#).

- Pete Schneider: Board Member and Director of Operations. [Linked In Profile](#).
- Summer Mauldin: Board Member and Secretary handling budget construction and financial accountability. [Linked In Profile](#).
- Sandra Pace: Board Member and Human Resources Consultant. [Linked In Profile](#).
- Melanie Kemp-Okon: Board Member and Legal Consultant. [Linked In Profile](#).

Service Area:

While primarily serving the Oklahoma region, the Ranch aims to welcome individuals and groups from across the country who seek a supportive and dynamic environment for special needs children and adults.

Partnerships and Collaborations:

We actively seek partnerships with educational institutions, healthcare providers, and community organizations to broaden our impact and integrate into the broader network of services for the special needs community. The PPR aims to be a resource for parents and caregivers by forming partnerships with other nonprofits and foundations within the community to help in aiding caregivers in finding available resources. We strive to create lifelong partnerships with organizations within our community to give the under-served population an opportunity to experience and learn using nature and animals.

Market Analysis

Industry Overview:

The special needs industry is focused on providing tailored services and products to individuals with disabilities. This includes educational programs, therapeutic services, recreation, and employment opportunities. The industry is driven by the increasing recognition of the importance of inclusivity and the need for specialized resources.

Target Market:

Puzzle Piece Ranch caters to families, schools, and organizations within the special needs community in Oklahoma and the surrounding states. The primary audience consists of:

- Children with special needs who require sensory-friendly play and learning environments.
- Individuals with physical disabilities that require specialized equipment.
- Adults with special needs looking for employment and skill development opportunities.
- Schools and care facilities seeking safe and inclusive field trip destinations.
- Healthcare providers looking for alternative therapeutic settings for their clients.

Market Need:

There is a growing need for specialized recreational and educational spaces that cater specifically to the special needs community. The lack of such inclusive environments limits opportunities for development and social integration for these individuals.

Competition:

The competitive landscape includes other non-profit organizations, special needs schools, therapeutic service providers, and recreational facilities. However, PPR's comprehensive approach that combines recreation, education, employment, and therapy sets it apart from conventional providers.

Competitive Advantage:

Puzzle Piece Ranch's unique selling propositions include:

- An all-inclusive playground designed for accessibility and safety.
- A complete farm-to-table experience managed by special needs adults.
- Year-round events specifically tailored for the special needs community.
- A multi-disciplinary approach that combines education, therapy, and community building.

Market Trends:

- Increasing advocacy for special needs inclusivity and accessibility.

- A growing trend towards nature-based therapy and education.
- The rise in social enterprises that blend non-profit missions with sustainable business models.
- An increasing number of children are being born with various disabilities.

Market Strategy:

PPR's market strategy involves:

- Collaboration with local and regional special needs advocacy groups to align services with community needs.
- Outreach to special needs schools and institutions for partnerships and programming development.
- Leveraging social media and digital marketing to reach families and organizations.
- Hosting community events to raise awareness and demonstrate the Ranch's value proposition.

Growth Potential:

Given the rising awareness and support for special needs initiatives, PPR has significant potential for growth. Expansion possibilities include scaling up program offerings, increasing the Ranch's capacity, and replicating the model in other regions.

Organization and Management

Organizational Structure:

Puzzle Piece Ranch, Inc., operates with a clear hierarchical structure, ensuring efficient decision-making and program implementation. The Board of Directors oversees the strategic direction, while the management team handles day-to-day operations.

- **Board of Directors:** Composed of a diverse group of individuals, including business professionals, healthcare experts, and community leaders, who provide governance and strategic oversight.

- Management Team: Led by the Executive Director, this team includes program directors, a marketing manager, and an operations manager, and a ranch manager ensuring the Ranch's mission is carried out effectively.
- Advisory Committees: Specialized committees provide guidance on specific areas such as education, therapy, agriculture, and event planning.

Management Biographies:

- Jeremy Haysmer: As Ranch Manager, Jeremy brings two decades of operational experience from the oil and gas industry, coupled with a personal connection to the special needs community.
- Amanda Haysmer: A registered nurse and co-founder, Amanda leverages her medical expertise and firsthand insights as a special needs parent to drive the Ranch's health and educational programs.
- Pete Schneider: With decades in management and executive positions his knowledge of business expansion and statistical analysis will guide the ranch based on the needs of the community.
- Summer Mauldin: C.P.A. Having a certified account to guide and advise the leadership team to continually make financially sound decisions will ensure the success of the ranch long-term.
- Sandra Pace: Assisted Living/Retirement Community Administrator with 15 years experience in various administrative and HR positions.
- Melanie Kemp-Onon:

Roles and Responsibilities:

- Executive Director: Reports directly to the board, oversees all aspects of operations at the ranch.
- Ranch Manager: Oversees all Ranch operations, coordinates with contractors, and leads the execution of the strategic plan.
- Program Directors: Develop and manage specific programs, aligning them with educational and therapeutic best practices.
- Marketing Manager: Crafts and implements marketing strategies to promote the Ranch and its programs, driving engagement and support.
- Operations Manager: Manages daily logistics, facilities maintenance, and staff coordination.
- Human Resources Manager: Coordinates employees, volunteers, and outside professionals.

Staffing Plan:

The staffing model is designed to provide employment opportunities for adults with special needs, tailoring positions to individual abilities. Professional staff support these efforts, ensuring a safe, productive, and supportive work environment.

Legal and Accounting Services:

External legal and accounting firms provide specialized services, ensuring compliance with non-profit regulations and financial accountability.

Bylaws and Operating Principles:

The bylaws govern the operation of Puzzle Piece Ranch, outlining the framework for meetings, decision-making, and the roles of directors and officers. They ensure transparency and accountability in all Ranch activities.

Employee and Volunteer Development:

PPR is committed to the continuous development of its employees and volunteers through training programs, workshops, and a supportive work environment that emphasizes skill-building and personal growth.

Marketing Plan

Brand Positioning:

Puzzle Piece Ranch will be positioned as a premier, inclusive destination dedicated to enriching the lives of the special needs community through unique, hands-on, and therapeutic experiences.

Marketing Objectives:

- To establish brand recognition within the first year of operation.

- To engage with local and regional communities and form strategic partnerships.
- To develop a loyal supporter base, including donors, volunteers, and advocates.
- To promote special events and programs as signature offerings of PPR.

Target Audience:

The primary audience includes families of special needs individuals, special education schools, therapy centers, and community organizations. Secondary audiences are philanthropic entities, potential volunteers, and the general public to foster a broader community support network.

Strategic Partnerships:

Key partnerships with educational institutions, healthcare organizations, and disability advocacy groups will be pursued to create referral networks, collaborative programs, and sponsorship opportunities.

Marketing Strategies:

- Digital Marketing:
 - Develop a user-friendly website with virtual tours, program information, and online donation capabilities.
 - Currently partnering with [SOAR Media](#) on the creation of a Brand Identity and Website.
 - Use social media platforms to share stories, event updates, and interactive content.
 - [Facebook](#)
 - X (formally known as Twitter)
 - Linked In
 - Email newsletters to keep the community informed and engaged with ongoing activities and progress updates.
- Community Engagement:
 - Host open houses and informational sessions to introduce the local community to the Ranch's offerings.
 - Participate in community events and fairs to raise awareness and foster local support.
 - Establish volunteer programs to encourage community involvement and build a network of advocates.
- Public Relations:

- Press releases to local media for major milestones, events, and human-interest stories.
- Feature articles and interviews in special needs publications and platforms.
- Collaboration with influencers and spokespersons within the special needs community.
- Advertising:
 - Targeted ads in special education magazines, local newspapers, and online platforms serving the special needs community.
 - Promotional materials distributed at healthcare facilities, schools, and community centers.
- Promotions and Fundraising:
 - Launch fundraising campaigns with clear goals and compelling messaging.
 - Merchandise sales, such as branded apparel and products from the farm, to promote the Ranch and generate revenue.
 - Special events, like galas and charity runs, to raise funds and engage with donors.

Performance Measurement:

- Track website traffic, social media engagement, and email newsletter open rates.
- Measure event attendance, volunteer sign-ups, and community participation.
- Evaluate fundraising campaign outcomes against targets.

Marketing Budget:

A detailed budget will allocate funds across digital marketing, community engagement activities, public relations, advertising, and promotional events, ensuring maximum impact and cost-efficiency.

Financial Projections

Initial Funding:

- Start-up capital raised through grants, foundational support, and initial fundraising campaigns.
- Contributions from board members and the local community.
- Pre-launch events designed to garner donations and pledges.

Revenue Streams:

- Program Fees: Modest fees for certain special events and educational programs.
- Fundraising Events: Annual galas, benefit concerts, and community fundraising activities.
- Grants and Donations: Ongoing pursuit of grant opportunities and monthly donor contributions.
- Merchandise Sales: Revenue from products created at the Ranch, including arts, crafts, and farm produce.
- Event Space Rentals: Renting out facilities for private events, with special rates for community organizations.

Year 1-3 Projections:

- Year 1: Focused on capital improvements and infrastructure development. Anticipated lower revenue streams, supported by strong fundraising efforts and donations. We anticipate 150-400 guests within the first year.
- Year 2: Launch of core programs and increased public engagement leading to higher revenue from program fees and merchandise sales. During the second year we anticipate 500-1200 guests.
- Year 3: Full operational capacity reached, with consistent revenue from diverse streams and continued fundraising success. After the facility is fully operational we are anticipating over 1500 guests yearly.

Expenses:

- Capital Expenses: Construction costs, purchase of equipment, and initial livestock.
- Operating Expenses: Staff salaries, utilities, insurance, feed, and maintenance costs.
- Program Expenses: Materials for educational programs, event hosting costs, and marketing expenditures.
- Administrative Expenses: Office supplies, legal and professional services, and technology systems.

5-Year Growth Projection:

- Revenue Growth: Expected to grow by 20-30% annually as programs expand and brand recognition increases.

- Expense Management: Aim to stabilize operating expenses through efficient resource management and volunteer involvement.
- Investment in Growth: Reinvesting a portion of revenue into expanding facilities, developing new programs, and increasing the Ranch's reach and impact.

Risk Analysis and Contingency Plans:

- Risk Management: Insurance coverage for property, liability, and board members (D&O insurance).
- Contingency Funds: Setting aside funds for unexpected expenses or fluctuations in revenue.
- Diversification: Broadening fundraising efforts and revenue streams to mitigate reliance on a single source of income.

Break-Even Analysis:

- Detailed calculations to determine the point at which revenue from operations covers expenses, anticipated within the first three years.

Cash Flow Projections:

- Monthly cash flow projections for the first two years, transitioning to quarterly as the operation stabilizes.
- Monitoring cash reserves to ensure adequate liquidity for ongoing operations and capital projects.

Long-Term Financial Strategy:

- Establishing a rainy day fund to secure long-term financial stability.
- Creating a sustainable financial model that aligns with the Ranch's mission and ensures continuous support for the special needs community.

Financial Statements:

- Inclusion of projected income statements, balance sheets, and cash flow statements for the first five years of operation.