



Prospectus for Puzzle Piece Ranch, Inc.

1. Executive Summary

- **Business Name:** Puzzle Piece Ranch, Inc.
- **Location:** 70 acres, 12 miles east of Guthrie, Oklahoma
- **Mission Statement:** Puzzle Piece Ranch (PPR) is dedicated to creating a safe, nurturing environment where special needs individuals can celebrate, play, and learn. The Ranch provides opportunities for meaningful work, life skills, and personal growth for adults with diverse abilities, building confidence, fostering independence, and supporting the community.
- **Vision:** To be a nationally recognized leader in inclusive nature-based programs that serve the special needs community, with sustainable operations focused on recreation, therapy, and skill development.
- **Core Values:** Inclusivity, empowerment, community, and sustainability.
- **Brand Promise:** PPR guarantees a safe, sensory-friendly environment for individuals with special needs to connect with nature, animals, and each other, fostering joy, independence, and belonging.
- **Three-Year Target:** Complete Phase One infrastructure projects, secure necessary funding, and establish PPR as Oklahoma's premier special needs recreational and educational facility.

2. Company Description

- **Legal Structure:** Registered 501(c)(3) non-profit organization. EIN# 87-4715050
- **Facility Overview:**
 - **Event Center:** A 10,000-square-foot space for community events, educational classes, and administrative activities.
 - **Animal Education Center:** Engages participants with hands-on animal care and therapy.
 - **Greenhouses & Gardens:** Provide horticultural therapy, life skills development, and on-site food production.
 - **Inclusive Playground:** Adaptive play space designed for children of all abilities.
 - **Hayride & Pond:** Accessible, scenic attractions for inclusive exploration and recreation. A fully stocked 5-acre fishing pond with different piers to allow tiers of accessibility.

3. Market Need & Target Audience

- **Market Demand:** Oklahoma's significant population of individuals with special needs (approximately 100,000 adults and 90,000 children with IEPs) underscores the need for dedicated, sensory-friendly facilities like PPR.
- **Target Audience:**

- Families, caregivers, and individuals seeking inclusive recreational and therapeutic experiences.
- Schools and community groups requiring safe, sensory-friendly destinations for activities and field trips.
- Adults with special needs seeking meaningful work and skill-building opportunities.
- **Competitive Advantage:** PPR's multi-disciplinary approach—integrating nature, animal therapy, and community engagement—sets it apart as a comprehensive, inclusive retreat.

4. Strategic Growth & Infrastructure Plan

- **Three-Year Phased Growth Plan:**
 - **Phase One** (Year 1): Infrastructure development, including building the Event Center, garden, orchard, two greenhouses, parking lot, and foundational landscaping.
 - **Phase Two** (Year 2): Initiate PPR's core programs, host field trips and community events, and engage local partnerships.
 - **Phase Three** (Year 3): Expand with an inclusive playground, hayride depot with a general store, and fully accessible sensory pond for therapeutic activities.
 - **Phase Four:** Construct a large horse barn and outdoor riding arena for equine therapy, further enhancing program offerings.
- **Funding and Financial Targets (2025):**
 - **Foundation/Corporate Grants:** \$350,000
 - **Contributions and Donations:** \$400,000
 - **Start-up Building Donations:** \$1,300,000
 - **Event Rentals/Fundraising:** \$15,000
 - **Monthly Donors:** Increase to 25 active contributors

5. Community & Social Impact

- **Inclusive Environment:** Tailored to individuals with special needs, PPR creates accessible, safe, and supportive spaces that emphasize sensory-friendly and therapeutic experiences.
- **Skill Development & Employment:** Offers adults with diverse abilities opportunities for meaningful work, life skills, and self-confidence.
- **Family Support:** Provides resources for parents and caregivers, including online forums and an array of support workshops.
- **Community Engagement:** PPR partners with local schools, healthcare facilities, and community organizations to amplify its impact and foster a supportive network.

6. Marketing & Outreach Strategy

- **Brand Positioning:** Puzzle Piece Ranch positions itself as an inclusive destination designed for the special needs community, dedicated to enhancing lives through meaningful, hands-on learning and therapeutic experiences.
- **Outreach Channels:**
 - **Digital Marketing:** User-friendly website, social media engagement, and email newsletters.

- **Community Events:** Open houses, informational sessions, and participation in local fairs.
- **Strategic Collaborations:** Partnerships with special needs organizations, schools, and healthcare providers to establish programming and referral networks.
- **Fundraising & Merchandise:** Host events and sell products made on-site to support PPR's financial needs.
- **Performance Metrics:** Track digital engagement, event attendance, community involvement, and revenue targets, adjusting strategies based on quarterly progress evaluations.

7. Financial Summary

- **Initial Funding Sources:** Grants, donations, and community fundraising support the launch and initial infrastructure development.
- **Revenue Streams:**
 - **Program Fees:** Modest charges for select special events and educational programs.
 - **Product Sales:** Sales of on-site crafted goods, such as plants and arts, created by participants.
 - **Event Rentals:** Income from facility rentals for private events.
 - **Sponsorships & Donations:** Ongoing partnerships and sponsorships from foundations and monthly donors.
- **Expense Management:**
 - **Capital Expenses:** Allocated for construction, program equipment, and livestock.
 - **Operating Expenses:** Cover staffing, utilities, maintenance, insurance, and marketing.
- **Growth & Profitability Projections:**
 - By Year 3, achieve financial self-sufficiency through diversified revenue streams.
 - By Year 5, reinvest profits for facility expansions, and broaden community outreach to impact a larger population.

8. Leadership & Governance

- **Board of Directors:** Oversees strategic direction with expertise in healthcare, finance, and special needs advocacy.
- **Key Leadership:**
 - **Jeremy Haysmer:** Co-founder and Ranch Manager, manages operations and infrastructure development.
 - **Amanda Haysmer:** Executive Director, driving health and educational initiatives based on personal and professional expertise.
 - **Board Members:** Professionals with strengths in accounting, HR, and strategic planning ensure operational accountability.
- **Management Team:** Skilled in program development, community outreach, and day-to-day operations, supporting the Ranch's mission and values.

9. Call to Action

- **For Investors & Donors:** Puzzle Piece Ranch offers a transformative service to the special needs community, providing inclusive, therapeutic, and life-enriching experiences. Join us in creating a model of sustainability and impact that brings joy, empowerment, and opportunities for growth to those who need it most.

10. Contact Information

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