



Puzzle Piece Ranch, Inc. - Strategic Plan

Purpose

To create a haven where special needs individuals can celebrate, play, and learn in a sensory-friendly environment, and where adults with differently abled abilities can find meaningful work and develop life skills.

Core Values

Learn, Play, Work, and Grow in an inclusive and safe environment

Market

All individuals and their families in the special needs community.

Brand Promise

The Puzzle Piece Ranch (PPR) will provide a safe and inclusive environment for the special needs community to work and play.

Elevator Pitch

At the Puzzle Piece Ranch (PPR), we create a safe, sensory-friendly environment where individuals with special needs can thrive. Our unique ranch offers hands-on educational programs, recreational activities, and meaningful work opportunities tailored to their abilities. We focus on fostering independence, confidence, and inclusion through nature-based therapy, animal interactions, and a welcoming community. Located just outside Guthrie, Oklahoma, the PPR is dedicated to enriching lives and providing essential resources for special needs individuals and their families.

3-Year Strategic Plan

Year 1: Infrastructure Development and Initial Programs

Objective: Lay the foundation for PPR's core facilities and launch initial educational programs.

1. Infrastructure Development

- **Parking Lot Construction:** Build an accessible parking lot with designated spaces for those with disabilities near the event center.
- **Event Center Construction:** Complete construction of a 10,000 sq. ft. event center, fully accessible and sensory-friendly.
- **Garden and Orchard Setup:** Prepare the outdoor vegetable garden and orchard, and plant initial crops and trees using adaptive tools.
- **Greenhouses:** Build 2 greenhouses for year-round gardening programs, focusing on sensory-friendly plant varieties.

2. Program Development and Launch:

- **Gardening Workshops:** Offer basic gardening workshops, introducing sensory-friendly and therapeutic planting activities.
- **Arts and Crafts Classes:** Begin weekly arts and crafts sessions, focusing on hands-on, sensory friendly activities.
- **Seasonal Events:** Host holiday-themed craft workshops and harvest festivals using the garden's produce.

3. Community Outreach and Partnership Development:

- Establish partnerships with local schools, special needs organizations, and therapy centers.
- Engage volunteers and educators to support the new programs.

Year 2: Program Expansion and Facility Growth

Objective: Expand educational programs and ensure the full functionality of the ranch's key facilities.

1. Facility Expansion:

- **Orchard Expansion:** Expand the orchard by planting additional fruit trees. Incorporate orchard work into the educational programs.
- **Greenhouse and Garden Integration:** Expand greenhouse operations to include year-round plant cultivation, incorporating sensory plants for therapeutic gardening.
- **Parking Lot Expansion (if needed):** Consider expanding the parking lot based on visitor demand.

2. Program Expansion in the Event Center:

- **Advanced Gardening Programs:** Introduce more advanced gardening lessons, including sustainable farming and composting.
- **Cooking Classes:** Launch cooking classes using produce from the garden, teaching life skills through simple recipes.
- **Nature-based Arts and Crafts:** Use natural materials from the garden for arts and crafts, such as leaf printing and nature-inspired crafts.
- **Community Events:** Host events like farm-to-table dinners and seasonal festivals, engaging participants in harvesting and cooking.

3. Volunteer and Staff Training:

- Train staff and volunteers to handle expanded programs with sensory-friendly approaches.
- All staff and volunteers will undergo a background check before being allowed access to our special needs patrons.

Year 3: Full Program Integration and Animal Interaction Facility

Objective: Achieve full integration of educational programs and introduce the animal interaction facility to enhance hands-on learning and therapy.

1. Facility Maturation and Animal Interaction Facility Development:

- **Animal Interaction Facility Construction:** Build a facility for safe, sensory-friendly animal interactions, including small animals (e.g. rabbits, chickens, turkeys, native animals, miniature cows, horses, pigs, donkeys) and larger therapy animals (e.g. horses, mules, and sheep).
- **Garden and Orchard Maturity:** The garden and orchard should be producing consistent harvests, which can be used in cooking classes, revenue sales, and community events.
- **Greenhouse Operations:** Expand horticulture therapy classes using the greenhouses for seed-to-harvest education.

2. Program Expansion in the Event Center and Animal Interaction Facility:

- **Life Skills Development:** Expand life skills training programs to include basic budgeting, communication, and vocational workshops.
- **Animal Care Educational Programs:** Launch workshops teaching participants how to care for the animals, covering feeding, grooming, and general care.
- **Animal Therapy Programs:** Offer animal-assisted therapy sessions, helping participants build confidence and emotional well-being through animal interactions.
- **Field Trips and Educational Camps:** Establish PPR as a destination for field trips and camps focused on gardening, animal care, and arts and crafts.

3. Community and Outreach Growth:

- Host quarterly community events, including animal interaction days, craft fairs, and harvest festivals.
- Develop partnerships with schools, therapy centers, and disability organizations to expand program reach.
- Collaborate with local experts to offer specialized workshops on sustainable farming, sensory arts, and animal care.

4. Sustainability and Financial Growth:

- Develop a fee-for-service model for advanced programs while maintaining scholarships for families in need.
- Focus on fundraising and revenue streams through product sales (plants, produce, and crafts), event hosting, and grants.

Measuring Success:

- **Program Enrollement:** Track participants in gardening, arts and crafts, animal care, and life skills programs.
- **Facility Utilization:** Measure the use of the event center, garden, and animal interaction for programming.
- **Community Impact:** Evaluate feedback from participants, families, and partners to access the ranch’s influence.
- **Financial Growth:** Ensure financial sustainability through diverse revenue streams, including product sales, program fees, and fundraising efforts.

This strategic plan will position the Puzzle Piece Ranch as a leading resource for the special needs community, offering comprehensive educational, recreational, and therapeutic programs in a sensory-friendly environment.

Annual and Quarter Goal

Year (2025)	Start Value	Current Value	Target Value
Foundation/Corporate Grants	\$60,000.00	\$51,000.00	\$315,000.00
Contributions and Donations	\$0.00	\$0.00	\$360,000.00
Start up Building Donations	\$0.00	\$0.00	\$1,170,000.00
Event Rentals/Fundraising	\$1,100.00	\$1,100.00	\$13,500.00
Program Fees and Product Sales	\$0.00	\$0.00	\$2,700.00
Monthly Donors	2	2	25
Quarter 1 (2025)	Start Value	Current Value	Target Value
Foundation/Corporate Grants	\$0.00	\$51,000.00	\$78,750.00
Contributions and Donations	\$0.00	\$0.00	\$90,000.00
Start up Building Donations	\$0.00	\$0.00	\$292,500.00
Event Rentals/Fundraising	\$1,100.00	\$1,100.00	\$3,375.00
Program Fees and Product Sales	\$0.00	\$0.00	\$0.00
Monthly Donors	0	2	15

Quarterly Priority Projects

1. Land Clearing/Pad Preperation
2. Parking Lot
3. Outdoor Garden and Orchard
4. 2 Greenhouses