



**EXPANDING GOD'S KINGDOM.
INVESTING IN OTHERS.
RESTORING THE EARTH.**



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EXECUTIVE SUMMARY

Soaring Chicken Farm Ministry connects people with nature, food, & faith through programs like beekeeping, farming, wilderness survival, & our Equip210 K-12 Hybrid Homeschool Program.

We aim to expand our reach with a larger property, enhanced offerings, & sustainable practices supported by donors and partners.



MISSION STATEMENT

We connect people to God and nature through faith-based education, fostering independence, community, & gratitude for God's resources.



VISION STATEMENT

We aspire to create a sanctuary for growth and healing through nature, expanding programs, food production, & community support while honoring God's creation.

OUR CORE VALUES



Faith



Community



Sustainability



Empowerment



Service



Integrity



Growth



HOW WE WORK

OUR CORPORATE SOCIAL RESPONSIBILITY

At Soaring Chicken Farm Ministry, we connect people with God, the land, and food through sustainable farming, teaching life skills, and fostering community. We partner with schools to improve food security and donate a portion of our egg and honey production to those in need, inspiring a purposeful, connected life.



OUR SEVEN PILLARS

Our K-12 program is guided by seven core values:

- **Love**
Practicing patience, kindness, and faith.
- **Obedience**
Following God's teachings.
- **Grace**
Embracing God's strength in weakness.
- **Excellence**
Pursuing what is noble and admirable.
- **Kindness**
Showing compassion and humility.
- **Courage**
Being strong and fearless.
- **Honor**
Respecting others and living faithfully.



PRODUCTS & SERVICES

Soaring Chicken Farm Ministry offers programs rooted in faith & focused on nature, sustainability, & building community:

EDUCATIONAL CLASSES:

Hands-on classes on beekeeping, farming, and sustainable agriculture rooted in the Christian faith.



SUMMER CAMPS:

Activities like animal care, gardening, & nature hikes for personal growth & community.



FARM-TO-TABLE EXPERIENCES:

Meals made with fresh, farm-grown produce.



EQUIP 210 K-12 HYBRID HOMESCHOOL PROGRAM:

A flexible, nature-based program blending faith with core academics.



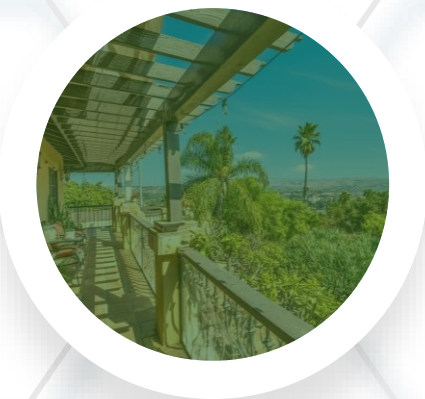
WORKSHOPS & RETREATS:

Seminars on homesteading, foraging, & creative arts, plus spiritual retreats.



COMMUNITY ENGAGEMENT:

Outreach programs promote sustainable living and reconnect people to their food sources.





MARKET OVERVIEW & OPPORTUNITIES

MARKET GROWTH:

The global learning market is expected to reach **USD 54.41 billion** by 2032, driven by demand for skill development, environmental awareness, and alternative education like homeschooling.



OPPORTUNITIES & TRENDS:

- › Expand reach through online platforms and improve operations.
- › Align with the growing demand for eco-friendly practices.
- › Collaborate with schools, churches, and environmental groups to broaden impact.



TARGET MARKET:

- › Homeschool Families & Schools
- › Faith-Based Communities
- › Nature Enthusiasts & Environmentalists
- › Families (Ages 25-65)

HYBRID HOMESCHOOL PROGRAM:

Equip**210** blends academics, nature, and faith, tapping into the growing U.S. **K-12** hybrid homeschool market projected to reach **\$31 billion** by **2032**.



BUSINESS MODEL

COST STRUCTURE



- › Marketing and outreach (Mid-level budget)
- › Infrastructure and equipment (High level budget)
- › Operational costs (High Level budget)

REVENUE STREAM



- › Tuition and program fees
- › Classes and camps
- › Event hosting
- › Donation and grants
- › Retreats, yurts Glamping & unique overnight stays
- › Horse boarding
- › Partnership programs
- › Farm product sales

PRICING STRATEGY:

Registration Fee: **\$210**

Tuition: **\$3,700-\$8,000**
(flexible payment options)

Curriculum: **\$550-\$600**

Hands-on Classes: **\$40 per session or \$660 for 6 weeks.**

GROWTH PLAN

Year	Focus
Year 1	Foundation
Year 2	Infrastructure
Year 3	Expand Offerings
Year 4	Impact & Outreach
Year 5	Sustainability & Growth



MARKETING OBJECTIVES & STRATEGIES

CATEGORY	DETAILS
Marketing Objectives	Increase brand awareness by 25% locally
	Grow enrolments by 30% through digital marketing
	Partner with 5 local organizations
	Boost social media engagement by 50%
	Launch a referral program for 15% more enrolments
	Generate 100 summer camp inquiries
	Increase website traffic by 20% using testimonials
Offline Strategies	Build local partnerships
	Use event marketing
	Leverage word-of-mouth
Referral Program Online Strategies	Enhance website and social media presence
	Update content for SEO
	Build and engage email list
	Run Google and social media ads quarterly
	Use print materials for offline visibility
Referral Program	Expand reach through word-of-mouth referrals

SECTION	DETAILS
Operational Analysis	Develop hands-on programs, recruit skilled staff, maintain safe facilities, use sustainable practices, engage with the community, use a mix of marketing channels, adapt based on feedback, and secure donations and grants.
Sales Strategy	Offer discounted package deals, incentivize referrals, customize marketing for specific groups, host community events, collaborate for cross-promotions, offer seasonal discounts, and follow up with potential enrollees.





COMPETITIVE LANDSCAPE

COMPETITOR	FOCUS	STRENGTHS	CHALLENGES
Head Heart and Hands School	Outdoor-focused, holistic, nature-based education	Strong community recognition, immersive education	High tuition fees limit accessibility for some families
The Ecology Center	Sustainability and ecological education	Popular workshops, eco-conscious appeal	High costs and narrow educational focus may limit appeal
Zoomars Farm School	Agriculture and animal care education	Popular for field trips, engaging for families	Lacks depth in academic content, high fees, seasonal attendance fluctuations

 OUR COMPETITIVE ADVANTAGE

- Diverse faith-centered classes for all ages
- Focus on personal healing and empowerment
- Eco-friendly practices like composting and organic farming
- Unique blend of agriculture, wilderness survival, & spiritual growth
- Strong community partnerships
- Skilled instructors in various fields
- Hands-on learning with land & animals
- Tax deductions for donors



ORGANIZATIONAL STRUCTURE



**OWNER/FOUNDER:
CHRISTINA STROH**

Oversees operations and program development, ensuring alignment with the ministry's mission.



**ADMIN & CAMP INSTRUCTOR:
YVONNE VERLICH**

Oversees operations and program development, leads summer camp programs, teaches farm enrichment classes.

TEACHERS & CAMP INSTRUCTORS:



NICOLE CLARK:

Teaches 1st/2nd grade in Equip210, leads summer camp activities and enrichment classes.



CAITLIN EWING

Teaches Tk/K Equip210 fosters connections to God, nature, and sustainability.



KATIE LOOMIS:

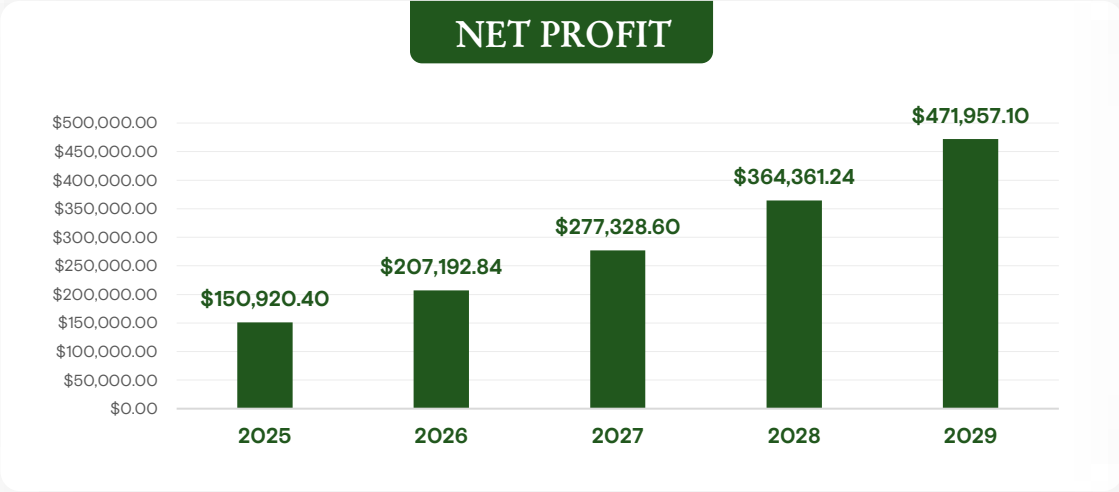
Teaches Mini Farmer and enrichment classes work with special needs children.



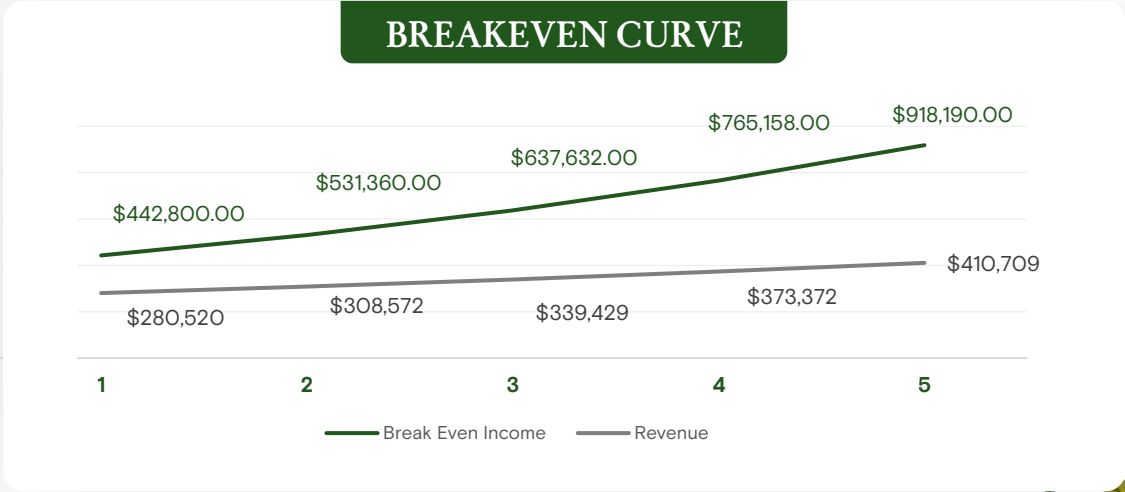
FINANCIAL OVERVIEW

	2025	2026	2027	2028	2029
Total Revenue	\$442,800	\$531,360	\$637,632	\$765,158	\$918,190
Total Expenses	\$280,520	\$308,572	\$339,429	\$373,372	\$410,709
Net Profit	\$150,920	\$207,193	\$277,329	\$364,361	\$471,957

NET PROFIT



BREAKEVEN CURVE





INVESTMENT ASK



FUNDING REQUEST

Soaring Chicken Farm Ministry seeks up to **\$4 million** to acquire land surrounding the San Juan Capistrano area for our operations and the Equip**210** educational program.



USE OF FUNDS:

The funds will primarily be used for a down payment on a property that will support our growth and create a sustainable environment for learning and community engagement.

SOARING CHICKEN FARM MINISTRY

Capital

Capital Fund	Cost
Furniture	\$ 10,000.00
Construction of an additional outdoor structure	\$ 50,000.00
Animals	\$ 2,000.00
Fencing of animals	\$ 5000.00
Legals	\$ 72,000.00
Total startup Expenses	\$ -
Investor Funds	\$ 2,000,000.00
Total Investment	\$ 2,000,000.00



CLIENT TESTIMONIALS

“

"Thank you for today. What a wonderful gift to give children. My daughter had an absolute fantastic time. We hope that we can return with more people to share your ministry with, in the near future." - **Jennifer L.**

“

"Christina!! That was beyond special. My son can't stop talking about it (and how he wants his backyard to look like yours). Thank you for sharing your heart and passion with us." - **Kristin M.**

“

"Your ministry is amazing! Our kids have talked about what they did at your camp all day. I took them to an amusement park last week and they haven't said one thing about it since we left. It just goes to show how much they love to work with their hands and be around animals, and learn about God's wonderful creations. Thank you for creating amazing memories for them that they will never forget." - **Breanne P.**

“

"Thank you so much for hosting such a great field trip. Charley keeps talking about how much fun she had and she loves her painted pot! You are so talented with everything. It was so fun seeing you in your element. God shines so brightly through you. Thank you so much for sharing your passion and joy with all of us. I definitely want to bring my other kiddos this summer for a visit!" - **Courtney D.**

“

"What a field trip! Our day to Soaring Chicken Farm Ministry was an incredible day of learning and loving on animals. We got to see how several breeds of animals can all live in harmony right in a backyard farm, learn what it takes to care for them and got to see an amazing beekeeping demonstration topped off with homemade honey lollipops. This farm is such a beautiful example of "if you can dream it, you can do it." - **Jen B.**

THANK YOU

Please Visit Soaring Chicken Farm
To See God's Work & Witness How
We Are Impacting Lives
For More Information, Feel Free To
Contact Us:



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