

## Executive Summary:

Nestled in Campbellville, Ontario, “Cedar Brook Farm” is a storied 50-acre property in the foothills of the Niagara Escarpment (A UNESCO Biosphere Reserve). Once the beloved home of Esther the Wonder Pig and Happily Ever Esther Farm Sanctuary, the property now embarks on a new journey as an agritourism destination with all profits donated to support animal rescue organizations and sanctuaries. Situated within the Greater Toronto Area with close proximity to many large cities, including Toronto (65km) Hamilton (35km) and Niagara Falls (96km), and just 41km from Toronto Pearson International Airport, the farm offers easy access to a vast and diverse population, making it an ideal destination for guests and supporters alike.

**Mission Statement:** Our mission is to create unforgettable and unique experiences on the farm by offering guests opportunities to reconnect with nature, enjoy farm stays, and engage in special events. We aim to provide enriching educational experiences while making a meaningful impact on our guests and the global animal rescue community. By donating proceeds to animal protection organizations worldwide, we will promote kindness and compassion for all living beings and work towards a world where animals are cherished, protected, and respected.

**Overview:** This non-profit agritourism venture will provide a diverse array of activities tailored to people seeking a rural escape and to compassionate souls eager to support animal-focused initiatives. From immersive farm-stays to enlightening walking tours, educational programs and various special events, our offerings will invite guests to engage with the farm's rich history and the mission of its inhabitants past and present.

**Unique Offerings:** Highlighting our calendar will be seasonal special events, culminating in the creation of an annual weekend-long festival celebrating vegan food and culture. Featuring renowned speakers, tantalizing food vendors, and captivating performances, this festival promises to be a vibrant celebration of kindness, compassion, and sustainability.

**Target Market:** Our target demographic comprises individuals seeking respite from urban life, who crave authentic experiences in the peace and quiet of the countryside. Moreover, we appeal to those with a passion for animal welfare, providing them with a unique way to support meaningful initiatives.

**Future Outlook:** As stewards of this historic farm, we aspire to not only foster connections between people and nature but also to serve as a catalyst for positive change in the realm of animal protection. With a commitment to sustainability and community engagement, we aim to carve a legacy that transcends generations.

In summary, our not-for-profit agritourism model stands as a beacon of hope, inviting guests to embark on a journey of kindness, compassion, and renewal amidst the serene beauty of the countryside. Join us as we begin this next chapter in our journey to change the world, one visitor, and one heart, at a time.