

# **BUSINESS PLAN**

## **COWBOY FOR A CURE INC.**

charitable NON-PROFIT organization

**501(c)(3) - EIN:32-0797704**

**Founded in 2011**

**Established in 2024**

C/O NORTHWEST REGISTERED AGENT LLC.

116 AGNES RD STE 200

KNOXVILLE, TN 37919

Cowboy for a Cure

PO BOX 40015

**NASHVILLE, TN 37204**

**[WWW.COWBOYFORACURE.COM](http://WWW.COWBOYFORACURE.COM)**

[ride@cowboyforacure.com](mailto:ride@cowboyforacure.com)

[jw@cowboyforacure.com](mailto:jw@cowboyforacure.com)

COWBOYFORACURE@FACEBOOK

Johnny Warnshuis @ facebook

John Warn /  
Johnny Warnshuis  
August2025

## **EXECUTIVE SUMMARY**

### **Cowboy for a Cure Inc**

EIN 32-0797704

(IRC) 501(c)(3) Public Charity

Formed & Established in 2011-2016 as a Non-Profit Charitable Corporation in Nevada

Re-Established in December 2024 as a Non-Profit Charitable Corporation under Tennessee state laws and is exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Principal address is Northwest Registered Agent LLC, 116 Agnes Rd, Knoxville, Tennessee 37919.

The Company's Primary ( physical location available by request ) PO Box 40015 Nashville, TN 37919

The Company is organized exclusively but not limited to charitable, religious, educational, and Scientific purposes, including, for such purposes, the making of distributions to other similar organizations that qualify as tax-exempt organizations under the federal tax code (IRC) Section 170. Donors can deduct any contributions, bequests, devises, transfers, or gifts made.

### **Mission Incentives**

\* In 2009, the Founder's mother, Sally Ann Warnshuis, a healthy, active 77-year-old, had been working as a home hospice aid, taking care of two elderly women while they were still younger than Sally. Both women had their own individual health complications. Not wanting to complicate things further, for health reasons, Sally decided to get her first-ever influenza vaccination. Within 24 hours, she had suffered near-total physical paralysis. In less than two weeks, Sally's condition became life-threatening. The paralysis began shutting down her organs, and a respirator was imminent. The blood work testing had inconclusive results, while valuable recovery time slipped by, last rites were given, and power of attorney was signed. Sally was transferred to a number of hospitals, undergoing numerous tests for months before an accurate diagnosis was determined.

- Guillain-Barré syndrome (GBS) - chronic inflammatory demyelinating polyneuropathy (CIDP). An immune deficiency disorder that attacks the peripheral nerves. GBS has no known cause or cure.

Let it be known-Our organization,” Cowboy for a Cure Inc, “ is not licensed in any medical field nor do we practice any medical procedures. Any statements herein related otherwise are strictly a matter of opinion.

## **Mission Accomplishments**

\* In 2011, the mission dubbed “Cowboy for a Cure”, was created in honor of the founder's mother, Sally, to raise awareness of Guillain-Barré syndrome. A 4,400-mile cross-country journey from Redding, California, riding one horse and leading another with pack and supplies, to New York City, New York.

\*Johnny told his tales from the trail, stories, and shared his knowledge of his mother's bout with GBS, as he learned about others' hardships along the way. Johnny appeared on local and national news stations, radio talk shows, newspaper headlines, and magazines, while guest speaking at churches, schools, and large groups across the country. He supported and fundraised for the Autism Partnership Foundation, the John Wayne Cancer Foundation, along with St. Jude, and Vanderbilt Children's Hospital. After Johnny and his horses rode into the Big Apple, they spent the next few years continuing the crusade and eventually settled in Oklahoma, where he built a facility to begin a program that provided therapy and recovery options for those in need, focused on the introduction and interactions of horses.

## **Mission Statement**

\*The mission of Cowboy for a Cure is to successfully supply the public with services that fit their needs. Making life better, improving lives through community engagement and sponsorship. While contributing to other charitable organizations, we encourage sponsors' involvement with campaigning and fundraising. We want to empower individuals to make a positive impact by fostering unity to build a brighter future.

- Offer a diverse profile of skill sets, providing qualified professional workmanship
- Provide excellent customer service through knowledgeable, qualified staff and competent, experienced tradesmen.
- Provide regularly updated expense and production reports for our sponsors.
- Maintain professional, personal, and public relations.

\*Cowboy for a Cure Inc. has high expectations for making a difference for the public. Recognizing the importance of public awareness, the organization is excited to become part of the solution. Striving for public health, wellness, and safety will always be in demand. Everyone needs and deserves more options and knowledge of treatments and ways to recover, to live healthy, happy lives physically, mentally, and spiritually.

\*We want to expand on the awareness raising of other causes by adding similar organizations to our platform and working together locally and through social media. Raising awareness of the unknowns, sharing knowledge of treatments, providing our services to help a single individual in need, or supporting other charitable organizations, large and small. First-rate service is intended to be the focus of the Company and a cornerstone of the brand's success.

## **New Management Team**

\* Cowboy for a Cure Inc. is proud to announce a "New Management Team" to the Non-Profit Organization. The new management team's honesty and sincere will to make a difference in helping others bring absolute blessings to the Company. The new team has relocated to Tennessee, making Nashville the company's primary location. The team's diverse experience and skill sets broaden the services Cowboy for a Cure offers the public, greatly expanding the Company's awareness audience. Collectively, our new team has over 20 years of marketing and management experience as the owner of an International Entertainment Production Company.

\* One team member possesses over 10 years of experience in the Aerial Arts. She has performed at various charity fundraisers, large corporate events, and wedding venues while simultaneously coaching and teaching lessons for children with needs. The Company is excited to offer this unique talent, combined with therapy, to our services as Cirque for a Cure.

## **Fundraising and awareness**

\* Raising awareness of GBS has been our mission from the start, and through the years, we have added many different causes to the campaign, all of equal importance. We realize that bringing people together from different circumstances ultimately has common needs. Cowboy for a Cure Inc. is becoming a platform for many causes. Our organization helps with the fundraising efforts of other charitable organizations, churches, and schools, and provides continuous support of St.Jude Children's Research Hospital and Vanderbilt Children's Hospital. We invite other organizations to help us build this platform together, giving support where it's needed most.

We can promote other non-profits through the [www.cowboyforacure.com](http://www.cowboyforacure.com) by adding additional pages and blogs to help bring awareness of their missions and fundraisers. We can bring awareness of individual needs by gathering community support and guidance. We offer a helping hand for local events, handing out fliers, working soup lines, or hauling food and supplies to those in need.

\* Johnny is always available for guest speaking; his stories are inspirational as well as informative about the things he has learned on the fourteen-year-long trail of raising awareness.

\* Cirque for a Cure is an Aerialist service that provides a live introduction to the aerial arts. The service donates event time to charity fundraising and offers demonstrations for churches and schools. Cirque for a Cure is in the early stages of providing classes for children with needs, in addition to private and weekly group classes.

## **Construction & Handyman service**

\* Cowboy for a Cure Inc. has over 30 years of construction experience as a general building contractor in California, Nevada, and Hawaii. Offering the community of Nashville and the surrounding areas a handyman service.

- \* handicap, access, design, and installation options like wheelchair ramps
- \* stamped and stained concrete walkways
- \* simple home repairs and maintenance
- \* custom-trellis structures, for patios, deck coverings, and gazebos
- \* residential pressure washing service for driveways, walkways, siding, etc
- \* hauling service for donated goods, including estate close-outs and most residential home items

We are available for most moderate-sized new and remodel construction projects  
free estimates locally

\* profits go to the next fundraising campaign or charity.

\* Donations can also go to our lottery, which features giving away one of our custom trellis structures as a charitable donation to a school, or a church offering can be a fun and constructive way to give to a good cause.

## **Our Goal**

The long-term goal of the Cowboy for a Cure Inc organization is to successfully make a positive impact in the world we are living in today by laying the groundwork for those who come after to continue effortlessly with structure and confidence, the well-being of others.

The organization has its sights set on building a facility that has room for the hosting of large and small public charitable events, with the main focus centered around horses and therapy, offering many options for those in need and ones who give.

## **The Importance of Raising Awareness**

\* There is a lack of awareness of debilitating, life-threatening autoimmune diseases that are going undiagnosed and or misdiagnosed every day. Without the awareness of these diseases, the patients tend to ignore or misinterpret the warning signs and symptoms, thus losing valuable, irreversible recovery time. Some of these diseases have no known cause, and even when properly diagnosed, some still have no cure. The debilitating autoimmune disease Guillain-Barré is one of those diseases. Guillain-Barré syndrome (CIDP), Chronic Inflammatory Demyelinating Polynuropathy has two types of common treatments that are effective in most cases, reducing symptoms, although the treatment is not a cure. In some cases, the treatments can be lifelong. Alternative medicines and treatment options, such as herbal and holistic medicines, remain in the shadows. Being cognizant of lifestyle, intake, surroundings, and placement is called preventative medicine. Guillain-Barré and others like it can be daunting to the patient's mental health; with the constant pain and loss of physical mobility, it can be devastating. Patients often struggle with severe depression accompanied by suicidal thoughts. And of course, some with tendencies.

From experience, with perseverance, treat love and care like triage

For information, please go to: GBS/CIDP Foundation International -[www.gbs-cidp.org](http://www.gbs-cidp.org)