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SAPOR

The Sacred Art of Rising

Jessica McGhee, Founder



Jessica is a Fine Artist, Art Educator and student in Syracuse University's Creative Arts Therapy Master of Science Program through the College of Visual and Performing Arts (VPA) graduating in May of 2024. Jessica earned her Bachelor of Fine Arts in Studio Arts from Syracuse University as well.

Jessica is a *Wounded Healer*, a survivor with CTSD and invisible disabilities. Jessica has conducted extensive research into trauma and the sequelae of Post-Traumatic Stress Disorder (PTSD) and Complex Traumatic Stress Disorder (CTSD) and is well-versed in the tough road in recovering from complex trauma exposure. Jessica uses Creative Arts

Therapy to provide psychoeducation on how acute, chronic and complex trauma impact the explicit and implicit mind, the somatic self, and how creative investigation and investments into the self can be implemented while journeying through path of recovering the *whole self* from the Living Legacy of Trauma.



Company Overview

The Sacred Art of Rising (SAOR) is an aspiring 501c3 looking to serve the needs of Central New York's Survivors of Individual & Complex Trauma with PTSD and CTSD. The SAOR Resource Center (Phase 1), with a desired location in Syracuse's Southside, will offer a wide array of nonverbal therapies, traditional talk therapy, a safe social rest space to invest in the self and the community, fresh healthy food, a day spa, a large community garden, a trauma-informed library, career counseling, entrepreneurial incubator space, and community engaged arts which seek to invest in Syracuse's Southside landscape and hearts.

The SAOR Mobile App (Phase 1) will offer an easy way to engage, asynchronously or synchronously, in wellness and psychoeducational content, join live Open Studio and Trauma-Informed Yoga sessions, register for workshops, watch/ listen/ read stories of post traumatic growth from fellow survivors, seek entrepreneurial assistance, request customized conferences and seminars for corporate trainings, request customized Open Access Art Therapy workshops for your museum, and seek HIPAA secure teletherapy services.

The SAOR Retreat Center (Phases 2-3), located near Tinkers Falls in Tully, NY, will offer a wide array of therapeutic services for every learning style and ability in a retreat-styled, nature-based setting with a fully functional homestead, without barriers of access due to financial inequities and socioeconomic status.

The target population for both settings are survivors of individual and collective trauma impacted by symptoms of acute stress disorder, post-traumatic stress disorder, complex traumatic stress disorder, and trauma-related health disparities.



Mission Statement

SAOR's Mission is to aid healing from chronic and complex trauma exposure via nonverbal and verbal therapeutic platforms, to provide a safe space for explorations in existential self-discovery and self-actualization, and aid in individual, family, and community healing. SAOR's retreat-styled and trauma-sensitive services will invest in historically disinvested and neglected communities and engage survivors with fellow survivors in the journey of healing as *we are stronger together.*

Through community investment, community building, creative exploration, somatic awareness, clean foods, nature exposure, and mindfulness practices, catharsis can be engaged, and we can help one another find and reach our own highest good. *Together.*

Community ∞ Creation ∞ Catharsis

Executive Summary



Company Profile

Industry:

Nonprofit, Social Justice

Incorporation Status:

Seeking Seed Funding for 501c3

2 Locations, 3 Phases of Development:

-Community Engaged Resource Center in Syracuse's Southside partnering w/ local nonprofits serving marginalized communities

-Retreat Center in Tully, NY

Employees

30-40 employees in Phase 1

Additional 30-40 through Phases 2 & 3

Revenue Generators

Café & CSA, Café Events, Special Initiatives, SAOR Mobile App, Insurance Billing, 12-15 Government & Foundation Grants annually.

Founder:

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Company Website

www.SacredArtOfRising.org
Domain secured. Developer:
Aditee Suryakant Malviya

Advisors

Traci Geisler
Linda Dickerson Hartsock
Indaria Jones

Business Model

- Free and sliding scale services, insurance-billed services, donation-based services, and grant funding.
- Health & Wellness, Social Justice, Community Engaged, Open Access Art Therapy, Education & Psychoeducation, Equitable Access to Fresh & Healthy Food and Green Space, Social Entrepreneurship Incubator Space & Safe Socializing Space.
- Target Population: Survivors of Individual & Collective Complex Trauma Exposure in the City of Syracuse and Central New York.
- Focuses on Marginalized Populations in Syracuse's Southside Neighborhood.
- Phase 2 and 3 introduce a free and sliding scale Retreat Center for survivors of Complex Trauma Exposure.

Summary

The Sacred Art of Rising (SAOR) is an aspiring 501c3 looking to serve the needs of Central New York's Survivors of Individual & Complex Trauma with PTSD and CTSD. The SAOR Resource Center (Phase 1) will offer a wide variety of nonverbal therapies, traditional talk therapy, a safe social rest space to invest in the self and the community, fresh healthy food, a large community garden, a trauma-informed library, career counseling, entrepreneurial incubator space, and community engaged arts which seek to invest in Syracuse's Southside landscape and hearts. The SAOR Retreat Center (Phases 2-3) offers a wide array of therapeutic services for every learning style and ability in a retreat-styled, nature-based setting, without barriers of access due to financial inequities and socioeconomic status.

Problem

- Central New York has a significant need for a mindful, retreat-style, catharsis-driven services which are openly accessible, across all financial accessibility fields, for historically marginalized survivors of collective, individual, and intergenerational complex trauma.
- Our country has a very public prevalence of traumas in society today, ranging from the #MeToo movement, systemic trauma and abuse, systemic neglect and disinvestment, targeted violence against peoples of color, collective grief of race-based and gender-based violence, combat trauma, and domestic violence- which all precede the collective trauma of the COVID-19 pandemic.
- Inequitable social forces, which are a significant contributor to allostatic load and heightened incidents of domestic violence, have created the necessity of a platform like SAOR to elevate marginalized peoples CNY out of the traumatic experience of poverty and economic exploitation.
- This problem is expected to last as long as systemic violence, systemic neglect and disinvestment, Intimate Partner Violence, Domestic Violence, sexual violence, community violence, victims of over policing and harsh sentencing (including their families), Combat Violence, Substance Use Disorders and trauma-related psychopathologies and health disparities remain in present and unhealed in our current-day societies.

Solution & Mission Statement:

SAOR's Mission is to aid healing from chronic and complex trauma exposure via nonverbal and verbal therapeutic platforms, to provide a safe space for explorations in existential self-discovery and self-actualization, and aid in individual, family, and community healing. SAOR's retreat-styled and trauma-sensitive services will invest in historically disinvested and neglected communities and engage survivors with fellow survivors in the journey of healing as *we are stranger together*.

Through community investment, community building, creative exploration, somatic awareness, clean foods, nature exposure, and mindfulness practices, catharsis can be engaged, and we can help one another find and reach our own highest good. *Together*.
Community ∞ Creation ∞ Catharsis

- SAOR offers a diverse array of therapies to complement each person and their comforted preference:
 - Creative Arts, Expressive Arts, Music, Dance, and Somatic Therapies
 - Emotions Focused Family Therapy & Play Therapy
 - Trauma-Informed Yoga & Self Defense
 - Mindfulness & Meditation
 - Trauma-Informed Library
 - Day Spa w/ Massage Therapy
 - Neurofeedback
 - Art-based Psychoeducation for Healthy Lifestyles
 - Emotions Focused Family Therapy
 - Nature-based Therapies: Wilderness, Agricultural, & Horticultural Therapy, Nature-based CBT & DBT
 - Career Counseling and Entrepreneurial Incubator spaces
 - Community building w/ community healing, reinvestment, and actionable purpose-exploration.
 - Restorative Justice Programming
 - Trauma-Informed Etiquette Trainings for Law Firms Representing survivors of complex trauma exposure.
 - Psychological First Aid for Public Servants
 - SAOR offers an intrinsic value of catharsis, cathexis, top-down and bottom-up processing and healing therapies, creative investigation into the self for healing and self-actualization, and inclusion within a *community* of people with similar his/herstories aiding a sense of person-centered value, meaning, community, and inclusion within something greater than oneself.
 - SAOR aims to remove survivors from isolation and aid healthy community building while simultaneously trekking out of symptomatic PTSD & CTSD as a full partner on the arduous journey out of *surviving* life and into *living* life with beauty and purpose.
 - I have spoken with many people in the community, each person contacted could recall a close friend or relative, if not their own self, who would greatly benefit from a program such as SAOR.
 - Too many people are suffering, we have to do more. Traditional talk therapy does not work for everyone, for many, because trauma is stored in the implicit/subconscious memory and managed by the reptilian brain. We can try to heal this using out executive function/ verbal part of the brain, but we need to go deeper to really address the full situation. Nonverbal therapy, such as Creative Arts Therapy allows the participant to engage with the nonverbal part of the self in a safe and contained space. The body also needs systemic rest because this is hard work. Engaging in the 7 kinds of rest while healing are key to a full recovery. SAOR aims to provide those who could not typically afford that 7-day retreat to have equitable access to such restorative experiences.
- ## Target Market
- SAOR's market extends to Survivors of Domestic Violence, Sexual Violence and Trauma, Community Violence, Substance Use Disorders, Combat Violence, and Refugees. SAOR's target market transcends all notions of age, race, color, religious background, national origin, sexual preference and identification, disability/ability, and socio-economic class.

Problem:

Individual & Collective Complex Trauma Exposure as Public Health Issue

Individual and collective trauma pose a significant public health issue to marginalized communities and keep survivors from living their fullest lives, causing significant impacts to their overall health and well-being. Complex traumatic stress and chronic stress impact the minds and bodies of countless individuals, families, and throughout our community. If a person is living in survival mode on a constant basis (poverty is a traumatic experience), then they have little to no room for systemic rest, existential self-exploration, or self-actualization. When lost in suffering, one can lose sight of the self. The brain operates in either learning mode or survival mode. When one is subjected to real or perceived danger for extended periods of time (chronic trauma exposure), they are subject to DNA Methylation, posing greater potential for offspring to develop PTSD. Throughout evolution this process was helpful, because our Hunter and Gatherer days (among other periods), we learned to fear spiders and insects that were in bushes because they could kill us. We also needed to run from the predator before taking a moment to consider what would happen if the lion caught us. The problem with chronic stress, chronic traumatic stress, and complex trauma exposure is that the mind stays in survival more and more often, causing a dysregulation in the fight or flight/ trauma response system. After a certain period, these hormones become toxic in the body, leading to many health disparities.

It is hard to see or believe in oneself when the mind remains in a state of fear or chronic stress or both. Chronic stress adds to the allostatic load, which for a survivor with PTSD, can have very harmful social impacts and consequences, including an increase in domestic violence and re-victimization rates.

The Substance Abuse and Mental Health Services Administration (SAMHSA) describes *individual* trauma as an event or circumstance resulting in:

- physical harm
- emotional harm
- and/or life-threatening harm

The event or circumstance has lasting adverse effects on the individual's:

- mental health
- physical health
- emotional health
- social well-being
- and/or spiritual well-being

Traumatic events can include:

- > Natural disasters
- > Car accidents
- > Sexual Assault
- > Physical Assault
- > Intimate Partner Violence (IPV) including verbal, emotional, and psychological abuse, physical abuse, sexual coercion and sexual abuse, financial abuse, coercive isolation
- > Domestic Violence (DV) including verbal, emotional, and psychological abuse, physical abuse, sexual abuse, neglect, preverbal trauma,
- > Adverse Childhood Experiences (ACE's), and Intergenerational Abuse
- > Illness
- > Hospitalization
- > Military Combat
- > Community violence
- > Witnessing a violent act
- > Witnessing a death or a murder
- > Working as a medical provider
- > The sudden death of someone close to you

Source: <https://www.samhsa.gov/trauma-violence>

Trauma Exposure Diagnoses

Acute Stress Disorder DSM-5-TR

Acute Stress Disorder is the development of characteristics including intrusion symptoms, negative mood, dissociative symptoms, avoidance symptoms, and hyperarousal symptoms lasting from 3 days to one month following exposure to one or more traumatic events including exposure to actual or threatened death, serious injury, or sexual violation in one or more of the following ways:

1. Directly experiencing the traumatic event (s)
2. Witnessing, in person, the event(s) as it occurred to others.
3. Learning the event(s) occurred to a close family member or close friend.
4. Experiencing repeated or extreme exposure to aversive details of the traumatic event(s).

Source: DSM-5-TR

Post Traumatic Stress Disorder

DSM-5-TR

Post Traumatic Stress Disorder is the development of characteristic symptoms following exposure to one or more traumatic events including actual or threatened death, serious injury, sexual violence. The presentation of PTSD symptoms varies and can present with fear-based re-experiencing, emotional and behavioral symptoms, anhedonic or dysphoric mood states, negative cognitions, hyperarousal and reactive-externalizing (expressing anger, harming others), and dissociative symptoms, or any combination of these symptom patterns. Emotional and behavioral symptoms include intrusion symptoms (flashbacks, nightmares), dissociative reactions in which the individual feels or acts as if the traumatic event(s) were recurring, with the most extreme being a loss of awareness, intense or prolonged distress at exposure to internal stimuli or external cues which symbolize or resemble the traumatic event(s), persistent avoidance of stimuli associated with the event, negative alterations in cognitions and mood associated with the traumatic event(s) which causes clinically significant distress or impairment on social, occupational or other important areas of functioning which lasts more than one month and is not attributable to the psychological effects of a substance.

Source: DSM-5-TR

Complex Traumatic Stress Disorder

ICD-11

The ICD-11 formulation and characterisation of the two disorders follow from a long history of clinical observation that individuals who experienced chronic, repeated and prolonged traumas, such as childhood sexual abuse or domestic violence, tended to experience more complex reactions extending beyond those typically observed in PTSD and which included effects in three key domains: emotion regulation, self-identity and relational capacities. Thus, in ICD-11, CPTSD is a disorder that includes not only the symptoms of PTSD but additionally disturbances in re-experiencing of the trauma (for example nightmares, flashbacks), avoidance of reminders of trauma-related stimuli (for example places that reminded the person of the event, talking about the experience) and hypervigilance (for example easy startle, excessive attention to potential threat).

Source: <https://www.cambridge.org/core/journals/the-british-journal-of-psychiatry/article/11-complex-posttraumatic-stress-disorder-simplifying-diagnosis-in-trauma-populations/E53B8CD7CF9B725FE651720EE58E93A4>

On a societal level, experiences such as police brutality, over policing, or hate crimes are experienced more collectively within marginalized populations and add to the currents of individual trauma already in progress, creating (or further complicating) *complex* trauma exposure.

The American Psychological Association describes Collective Trauma as:

“An event or series of events that impact not only one person but also a group of identified or targeted people. Collective trauma usually refers to traumas rooted in oppression or discrimination toward a minority group by a dominant group, in contrast to interpersonal trauma.”

PTSD & CTSD Symptomology

Re-experiencing symptoms

- Flashbacks—reliving the traumatic event, including physical symptoms, such as a racing heart or sweating
- Recurring memories or dreams related to the event
- Distressing thoughts
- Physical signs of stress
- Thoughts and feelings can [activate] these symptoms, as can words, objects, or situations that are reminders of the event

Avoidance symptoms

- Staying away from places, events, or objects that are reminders of the experience
- Avoiding thoughts or feelings related to the traumatic event
- Avoidance symptoms may cause people to change their routines. For example, some people may avoid driving or riding in a car after a serious car accident.

Arousal and reactivity symptoms

- Being easily startled
- Feeling tense, on guard, or on edge
- Having difficulty concentrating
- Having difficulty falling asleep or staying asleep
- Feeling irritable and having angry or aggressive outbursts
- Engaging in risky, reckless, or destructive behavior
- Arousal symptoms are often constant. They can lead to feelings of stress and anger and may interfere with parts of daily life, such as sleeping, eating, or concentrating.

Cognition and mood symptoms

- Trouble remembering key features of the traumatic event
- Negative thoughts about oneself or the world
- Exaggerated feelings of blame directed toward oneself or others
- Ongoing negative emotions, such as *fear, anger, guilt, or shame*
- Loss of interest in previous activities
- Feelings of social isolation
- Difficulty feeling positive emotions, such as happiness or satisfaction
- Cognition and mood symptoms can begin or worsen after the traumatic event. They can lead people to feel detached from friends or family members.

Source: <https://www.nimh.nih.gov/health/publications/post-traumatic-stress-disorder-ptsd>

A survivor of trauma or complex trauma can be experiencing any number of these symptoms at any given time, because an internal or external factor activated their trauma response system (such as a flashback or a scent associated with the trauma) or because their system is dysregulated from chronic exposure to trauma (living in the home with an abuser). In youth and adolescents, symptoms of chronic trauma exposure, depression, and anxiety can *look like* ADHD, Oppositional Defiant Disorder, and Conduct Disorder, and can also be the cause of gastrointestinal issues, blocked trust, attachment disorders, eating disorders, self-harm, and suicidal ideation.

The Living Legacy of Trauma

“After the overwhelming experience is over and they have survived, traumatized individuals are left with only a fragmented, confusing sense of what happened. Traumatic reminders continue to keep the trauma ‘alive’ by repetitively re-activating the stress response system and survival defenses. Unaware that these reactions are traumatic memories held in the body, clients assume that they are still in danger or somehow at fault. Without a way to understand sensory and body memories, survivors of trauma come to either distrust themselves or distrust others. Telling the story of what they remember sometimes brings relief but does not resolve the ‘living legacy’ of traumatic reactions that continue to torment the client day after day.”

~Janina Fisher

The mind and body each have their own memory catalog of traumatic experiences. The conscious mind being explicit memory, and the body (muscle memory) being implicit or subconscious memory. When experiencing real or perceived danger, the reptilian brain (implicit, subconscious brain) overrides the executive function (explicit, conscious mind) in an attempt to escape danger. For example, if you burn your hand while cooking, chances are your hand has already jumped back before you consciously realized “Oh! My hand is burning”, it’s more like “I burned my hand”. Our body reacts instantaneously and does not require our mind to come to a decision on what to do before it reacts. If your hand is burning, taking time to come to a conscious decision on what to do next would just take too much time and risk more serious injury.

For survivors with chronic and complex trauma exposure, with dysregulated stress hormone release. The implicit mind is holding a lot and has been enduring pain and suffering while trying to keep up with the demands of what the mind needs it to do, and often keeps going on insufficient rest. Creating constant exhaustion, reduced immune function, and increased physical pain. Sometimes this suffering becomes unbearable, leading to shortened patience, substance use disorder in efforts to self-medicate the pain down to a more tolerable level, causes social anxiety and social isolation, among many other symptoms.

When people socialize and spend time with loved ones, they get bursts of reward hormones. These hormones include dopamine (happy), oxytocin (bonding and love), and naturally occurring opioids (pain relieving). When people are isolated, they are impacted by the reduction in reward hormones, which can amplify the already present suffering. Leading to more and more health issues.

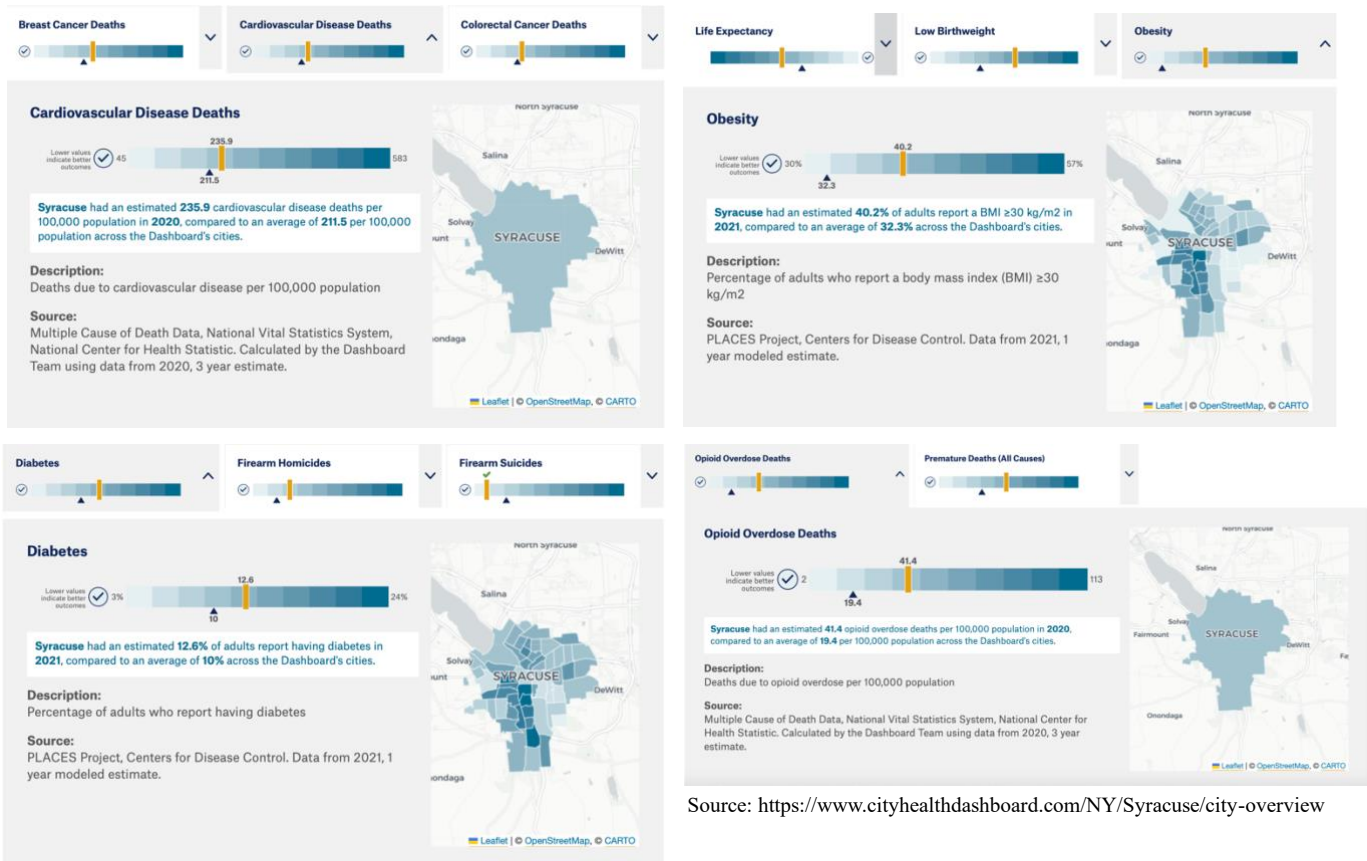
Complex Trauma Exposure as a Public Health Issue

Trauma-related Health Disparities

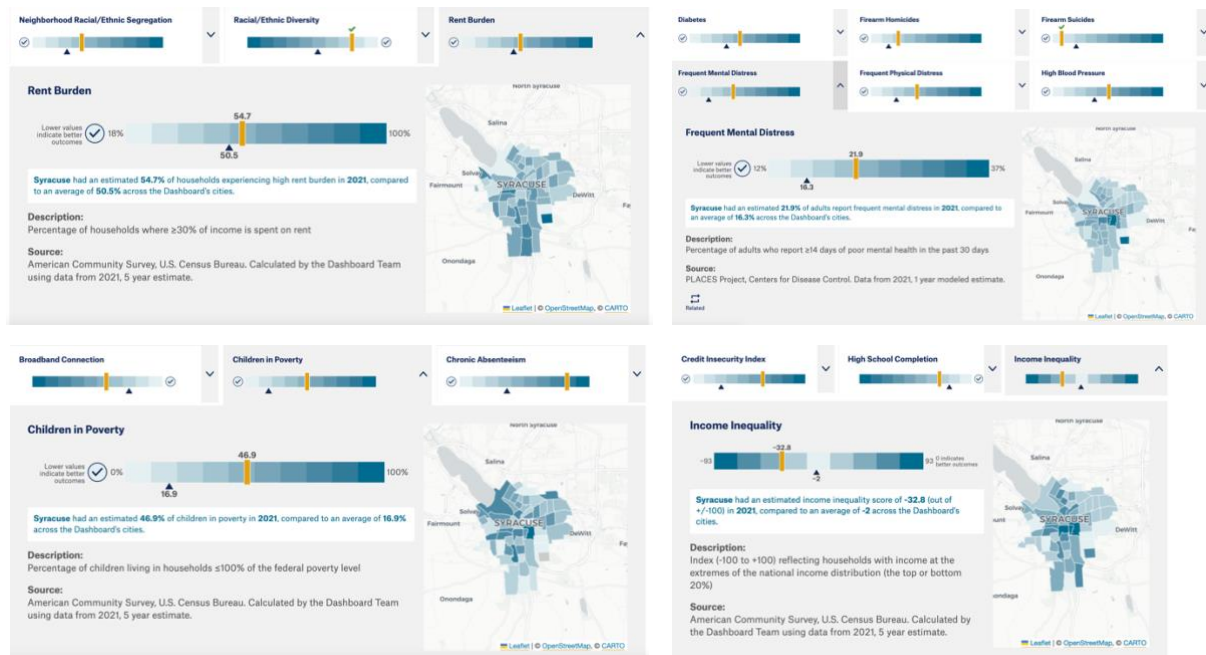
- Irritable Bowel Syndrome
- Eating Disorders
- Obsessive Compulsive Disorder
- Heart Disease
- Obesity
- Diabetes
- Autoimmune & Inflammatory Diseases
- Epigenetic changes & DNA methylation
- ADHD-like symptomology (especially in children)
- Oppositional Defiant Disorder
- Conduct Disorder
- Major Depressive Disorder
- Anxiety
- Attachment Disorder
- Adjustment Disorder
- PTSD & CTSD
- Substance Use Disorders (SUD)
- Stress-induced Epilepsy
- Borderline Personality Disorder (chronic developmental trauma exposure)
- Dissociative Identity Disorder (chronic developmental trauma exposure)
- Suicidal Ideation & Completed Suicide

City Health Data

Syracuse, NY



Source: <https://www.cityhealthdashboard.com/NY/Syracuse/city-overview>



In looking at these diagrams provided by City Health Dashboard, we can get an idea of the amount of suffering currently present within our communities. We can start to understand the range of impacts, a high rent burden and frequent mental distress can cause. This is before we introduce notions of individual and collective trauma, systemic disinvestment and neglect, and intergenerational trauma. We have beauty-filled hearts and minds buried in the demands of survival. SAOR aims to provide a safe space to manage all of that stored harm, a safe space for existential self-exploration, a place for social rest gathered around traditional cultural dishes, brain food and gut health food with ample antioxidants to help combat oxidative stress. A place to restore the self and engage in creative curiosity, trauma-informed yoga and self-defense classes, Open Access Creative Arts Therapy to engage the nonverbal, implicit, the inner child, and to get in touch with the beauty hiding inside, waiting to come out.

Multifaceted Solution

SAOR Resource Center- Syracuse's Southside (Phase 1)



SAOR
THE SACRED ART OF RISING
Resource Center

Take your mental health day and come out to SAOR!

Invest in the well-being of yourself & your family.

The Resource Center will be located on the CENTRO line, situated in Syracuse's Southside Neighborhood on S. Salina St. between West Kennedy Street and East Colvin Street, as this space could expand available safe space between the Mercy Works Vision Center and the Southside Communication Center. Other potential options would neighbor Libba Cotton Grove, Kirk Park, Onondaga Park, Spirit of Jubilee Park, or Upper Onondaga Park. Each of these areas also support SAOR's initial programming goal of Expanding Safe Spaces in Syracuse's Southside.

The Resource Center opens to a café with commercial kitchen and CSA market which will aid funding to SAOR's mission and daily operations. The café will serve healthy, clean food with a focus on traditional cultural dishes, anti-inflammatory foods, brain foods, gut health foods, superfood desserts, yummy coffees, teas, juices, soda water, and free, fresh daily, infused water. All food packaging and utensils are compostable and will be forwarded to SAOR's community garden and homestead. The CSA will source local organic produce and grocery items, cold packaged meals, and goods from SAOR's homestead and local vendors. Commercial kitchen available to rent for start-ups.

The Resource Center will provide a safe social rest and green space for adolescents, adults and families on the Social Rest & Meditation Green Roof.

The Resource Center will embark on routine community investment projects which include going out into the community, seeking community members who would like to participate in new projects and activate abandoned spaces with various forms of art and green space. This cyclical community investment reparation programming will be funded with local grants, donations, and via SAOR fundraising events.



SAOR
THE SACRED ART OF RISING
Resource Center

Open Access Resources

- Trauma-informed library w/ Chromebook check-out program
- Museum-based Creative Arts Therapy
- Open Studio w/ Art-based Psychoeducation Workshops
- Somatic Therapy
- Day Spa with Therapeutic Massage
- Play Therapy & Art Therapy for children
- Emotions-focused Family Therapy
- Traditional Talk Therapy
- Trauma-Informed Yoga & Self-Defense Classes
- Career Counseling & Small Business Incubator space
- Community garden with mentorship programming
- Anonymous meetings platform
- Restorative Justice Program (closed cohorts)
- TIF Etiquette for Legal Professionals Representing Survivors
- Free transportation to SAOR Retreat Center twice daily

Café & CSA

- Café and healthy meal options
- Commercial kitchen- can be rented out to restaurant start-ups on sliding scale w/ SAOR Social Media push
- Healthy socializing space
- Community Investment & Arts-based Activism Programming w/ Art Gallery and Artist-in-Residence Program
- Nightly events (Spoken Word & Slam Poetry, Blues Nights, weekly LGBTQIA+ Sunday Brunch, Community Activism & Investment meet-ups, etc.)
- CSA to welcome local vendors and sell SAOR Homestead & local vendor products
- Green Roof Social Rest space
- EBT & WIC eligible CSA products, 10% discount for City of Syracuse residents

SAOR Mobile App (Phase 1)



The Sacred Art of Rising Mobile App

Seek Equanimity, Inspiration, & Loving Kindness Anywhere, Anytime

SAOR Subscription-based App

\$9.99/ mo (SNAP Recipients \$1.99/mo)

This HIPAA Secure app will operate similar to a combination of PepTalk, InsightTimer, SimplePractice & My Health Story.

- Daily BIPOC-focused Motivational Affirmations (free)
- Daily Self-Empowerment Affirmations (free)
- Entrepreneurial Motivation Videos (free)
- Our Stories: Stories of Post-Traumatic Growth from Survivors
- Interviews with leading experts in trauma, emotional literacy, and BIPOC post-traumatic growth.
- Educational Entrepreneurship Videos & Live Workshops
- Creative Technique Videos & Live Streams
- Sound Bathing, Positive Psychology, & Motivational Walking Meditations (free)
- Body & Mind Diary- keep track of moods, physical sensations, & trauma response activations (free)
- HIPAA Secure Remote Therapy
- Career Counseling
- Trauma-Informed Yoga Livestreams
- Group Workshop Livestreams
- Registration for Visiting Workshops, Corporate Trainings, & Conferences
- Bi-Weekly Open Studio Livestream

The SAOR Mobile App offers synchronous and asynchronous content, which can be key beneficial first steps for participants who experience social anxiety. This HIPAA secure app will also engage a greater audience base via livestreams from in-person Visiting Workshops and Corporate Trainings in cities and marginalized communities throughout the country. SAOR will provide open access content and content which requires a sliding scale monthly subscription for access.

SAOR Retreat Center- Tully, NY (Phase 2 and 3)



SAOR
The Sacred Art of Rising
Retreat Center

As a Guest of the Sacred Art of Rising Retreat Center, we offer you warm and healthy comfort food, open access to a wide array of nonverbal and talk therapies to accommodate diverse interests, learning styles, and abilities, time and space for existential rest and exploration, nature exposure, creative exploration outlets, psychoeducation, self-defense training, and an evening bond-fire to decompress your day with.

The Blackbird House by Will Bruder.

Therapies

Retreat-style care and services for survivors of complex trauma exposure

- Creative Arts Therapy & Open Studio
- Expressive Arts Therapy
- Music Therapy & Dance Therapy
- Sound Bathing
- Somatic Therapy & Therapeutic Massage
- Play Therapy
- Emotions-focused Family Therapy
- Trauma-sensitive CBT & DBT
- Nature-based CBT & DBT
- Horticulture Therapy
- Agriculture Therapy
- Wilderness Therapy
- Trauma-Informed Yoga
- Martial Arts & Self-Defense Classes
- Intentional Community Building



SAOR
Retreat Center

The Sacred Art of Rising Retreat Center will be located near Tinkers Falls in Tully, NY. Ideally, SAOR's property will back up to public land for ease of access for SAOR's Wilderness Therapy program. Blue and green space availability are key components of this location. SAOR's grounds will be fully secured and will prioritize guests' safety with HIPAA protections in place. The Tiny Home Haven area will have added security to ensure the safety of SAOR's most vulnerable guests.

Offerings

- Intentional Eating Culinary Program with commercial kitchen and apprenticeships.
- Retreat-style accommodation with single and shared rooms.
- 6-week Tiny Home Haven retreat accommodations for families fleeing domestic violence and survivors of sex trafficking.
- Art studio, ceramic studio, woodshop, and metal shop w/ academic internships and an Artist-in-Residence program.
- Day Spa w/ Therapeutic Massage
- Fully equipped Homestead with barn, greenhouses, Homesteader-in-Residence program with apprenticeships.
- Wilderness Therapy programming with short hikes to week-long excursions.
- Career counseling with local entrepreneurship incubator programs and partnerships.
- Play Therapy
- Educational opportunities for youth residing in SAOR's Tiny Home Haven facilities include Outdoor Education, Independent Study, and Montessori-style educational exploration.

Competitive Analysis

Community & Arts-based Wellness & Educational Resources Syracuse's Southside & Westside

The Community Folk Art Center (CFAC), La Casita Cultural Center, and MercyWorks Vision Center offer after school arts, STEM, and college preparatory programming at no cost. The Southside Communications Center offers open access literacy and creative writing programming, Open Studio Makerspace on Saturdays and Creative Arts Therapy. The Brady Market, the Brady Farm, and the Stone Soup Community Education Garden is a grocery store with retail, deli/catering, wholesale grocery operations, job training, and wrap-around healing support services with holistic health programming which enables Brady to support the physical and mental health of community members. The Brady Market also offers classes in health and nutrition to help reduce health disparities caused by chronic stress, trauma, and lack of equitable food access. The Creator's Lounge is an open access arts-based entrepreneurial incubator. Vera House offers safe refuge and therapy for survivors of Domestic Violence and Sex Trafficking. Helio Health offers inpatient and outpatient treatment for survivors of Substance Use Disorders and outpatient Mental Health Treatment. *These institutions provide rich benefits to children, adolescents, and adults in Syracuse's marginalized communities. SAOR does not seek to compete with these institutions, but rather compliment their missions via strategic partnerships.*

Not-for-Profit Mental Health Retreat Centers

Many nonprofit retreat centers in NYS operate using spirituality, religion, and eastern philosophy platforms which focus on healing and enlightenment pursuits. Some centers offer sliding scale access and scholarships. But many non-profit retreat centers have higher prices for their retreats and do not offer sliding scale access. These retreats tend to focus on one or a few therapeutic modalities, such as faith-based programming set in nature with mindfulness practices. Many nonprofit retreats are faith-based, SAOR aims to take a broader approach while respecting & supporting the beliefs of all patrons.

For-Profit Mental Health Retreat Centers

The for-profit mental health retreat market in NYS, nationally, and globally is saturated with high-cost boutique retreats whose focuses most popularly include eastern philosophies, religious retreats, couples' retreats, individual retreats, spa retreats, nature retreats, and art retreats. Many of these retreats have a paywall, barring economic accessibility. Retreats tend to focus on one or a few therapeutic modalities such as yoga, mindfulness and talk therapy.

SAOR Phase 1 Expenses

SAOR Resource Center Capital Budget	2025	2026	2027
Legal (501c3 Incorporation; B Corp fee TBD)	2,000	0	0
Legal (IP)	1,000	0	0
Insurance	10,000	10,000	10,000
Property Acquisition	500,000	0	0
Renovations	1,000,000	0	0
Commercial Kitchen Equipment & POS System	0	100,000	0
Sustainably Sourced Dining Furnishings	0	20,000	0
Food & Bev Licensing and Fees	0	280	0
Stage Equipment	0	3,000	0
Yoga, Self-Defense, & Martial Arts Studio Furnishings	0	5,000	0
Art & Ceramic Studio Equipment and Supplies	0	30,000	10,000
Gallery Lighting & Art Hanging System	0	5,000	0
Library Books & Shelving	0	60,000	5,000
ASUS Library Chromebooks (50 in Year 2, 50 in Year 3)	0	20,000	20,000
Biblionx Library Check-Out System	0	2,000	2,000
Community Garden Equipment, Tools, Soil, & Seeds	0	10,000	4,000
NOFA-NY Organic Certification (annual fee)	0	400	600
IT Services Set Up	0	10,000	0
Utilities	10,000	10,000	10,000
Office Equipment and Furnishings	0	50,000	5,000
Website Development & Maintenance (1099)	6,000	6,000	0
EPIC/ Athena/ Azalea/ ADSC Software (Health Record System Subscriptions)	0	6,000	6,000
SAOR App Development & Maintenance	80,000	0	0
Travel for App Expert Content	20,000	0	0
Interview payment to Experts	30,000	0	0
Marketing, Ads, & Social Media Presence	20,000	40,000	40,000
Special Events	20,000	30,000	10,000
Community Engaged Projects	20,000	30,000	60,000
Grand Opening Celebration	10,000	0	0
Year 1 Salaries	250,000	0	0
Year 2 Salaries	0	1,696,000	0
Total	1,979,000	2,143,680	182,600

SAOR Resource Center Salaries	2025	2026	2027
Founder/ CEO	50,000	65,000	80,000
Co-Founder / COO	50,000	65,000	80,000
Finance/ CFO	50,000	65,000	80,000
Compliance	50,000	60,000	60,000
Website Maintenance	0	50,000	50,000
IT & Data Security (Add 1 at Year 3 and Year 4)	60,000	60,000	120,000
Grant Writer (Year 1-1, Year 2-2)	60,000	120,000	120,000
Marketing (Add 1 at Year 3)	50,000	60,000	120,000
LCAT-S	60,000	70,000	70,000
LCSW	0	70,000	70,000
Community Outreach Specialist	40,000	50,000	50,000
Human Resources Specialist (Add 1 @ Year 4)	0	50,000	50,000
Specialized Consultants (1099)	50,000	20,000	20,000
Creative Arts Therapists (2) (Year 1 Event Stipend Budget; 1099)	6,000	120,000	120,000
Dance & Movement Therapist (Year 1 Event Stipend Budget; 1099)	6,000	60,000	60,000
Music Therapist	0	60,000	60,000
Somatic Therapist	0	60,000	60,000
CASAC	0	50,000	50,000
Couple & Family Therapist	0	60,000	60,000
Continuing Education Coordinator (Staff CEU's)	0	60,000	60,000
Massage Therapist (2) (Year 1 Event Stipend Budget; 1099)	6,000	100,000	100,000
Librarian (2)	0	100,000	100,000
Career Counselor	0	50,000	50,000
Self-Defense Instructor (Veteran) (Year 1 Event Stipend Budget; 1099)	6,000	50,000	50,000
Martial Arts Instructor	0	50,000	50,000
Culinary Nutritionist	0	60,000	60,000
Cooks (4)	0	160,000	160,000
Maintenance	0	50,000	50,000
Janitorial	0	40,000	40,000
Artist-in-Residence Stipend Budget (1099)	0	60,000	60,000
Guest Speaker Budget (1099)	0	6,000	12,000
Workshop Travel & Supply Budget		12,000	24,000
Total	544,000	2,013,000	2,196,000

*SAOR aims to provide all staff with employment within middle to upper middle income pay rates. This helps bring equitable income back into the communities we serve and build a more robust income tax base for Onondaga County and the City of Syracuse.

SAOR Resource Center Replenishable Supplies	2025	2026	2027
Sustainable Food Service & Packaging	0	40,000	40,000
CSA food purchases for Café	0	500,000	500,000
Local Organic Food Distributor	0	300,000	300,000
COSTCO Membership	60	60	60
COSTCO Bulk Purchases (janitorial, kitchen supplies, office supplies, food)	0	120,000	120,000
Maintenance	0	12,000	12,000
Art Supplies	0	60,000	60,000
Clay, Glazes, Ceramic Hand Tools	0	60,000	60,000
Music Instrument Accessories & Repair Supplies	0	1,200	1,200
Massage tools, table covers, oils, lotions, creams, stones	0	12,000	12,000
Culinary Nutritionist Superfood Budget	0	60,000	60,000
Educator Supplies	0	12,000	12,000
Garden Replenishable	0	12,000	12,000
Terrace Maintenance		6,000	6,000
Total	60	1,195,260	1,195,260
Phase One Total Expense Budget	2025	2026	2027
Capital Budget	1,979,000	2,143,680	182,600
Salaries	544,000	2,001,000	2,172,000
Replenishable	60	1,195,260	1,195,260
Total	2,523,060	5,339,940	3,549,860

SAOR Resource Center Phase 1 Modest Earned Income Projections

Café & CSA Revenue Projections	2025	2026	2027
SAOR Café (\$10pp @ 100/day with 25% increase post Retreat Center opening)	336,000	336,000	336,000
SAOR Kitchen Rental Income ((\$300 for 6h, one day per week, then two days per week)	15,600	31,200	31,200
SAOR CSA (\$1k/month, then \$2k/month)	12,000	24,000	24,000
SAOR Social Evening Events (\$5 @ door, free w/ SNAP, 3 night per week, then 4)	15,600	41,600	41,600
Annual Café & CSA Projected Revenue	\$379,200	\$432,800	\$432,800
SAOR Mobile App Projections w/ modest market growth of 25% per year	2025	2026	2027
SAOR Mobile App (\$9.99/ subscriber)	9,990	12,488	15,609
Annual App Projected Revenue	9,990	12,488	15,609
Special Initiatives (can begin in 2024)	2025	2026	2027
Corporate Trainings (\$2000/ training event, 2 per month)	24,000	24,000	24,000
Visiting Museum-Based Open Access Art Therapy ((\$1500 per 2-day weekend workshop)	36,000	36,000	36,000
Visiting Museum-Based Open Access Art Therapy ((\$1500 per 5-day weekday workshop)	36,000	36,000	36,000
Community-based Workshops (sliding scale, \$5-\$20 suggested donation, 3 nights per week)	4,680	4,680	4,680
Circle Social Rest Art Groups (sliding scale, \$5-\$20 suggested donation, 3 nights per week)	4,680	4,680	4,680
Total	105,360	105,360	105,360
SAOR Earned Income Revenue Projections	2025	2026	2027
Café, CSA and App Revenue Projections	379,200	432,800	432,800
Annual App Projected Revenue	9,990	12,488	15,609
Special Initiatives (can begin in 2024)	105,360	105,360	105,360
Total Earned Income Revenue Projections	494,550	550,648	553,769

*Full 3-phase financial spreadsheet available [here](#).

Revenue Summary

SAOR Café: Revenue at the café is projected at \$7,000/ week, or \$364,000 annually. Café Commercial Kitchen projected rental sales are based on kitchen rental once per week at \$300 for 6 hours. Café special events start at 3 days per week and move up to 4 nights per week in 2026, events will cost \$5 at the door, with select events free for SNAP recipients.

SAOR CSA: Revenue for the CSA is projected at 1,000/mo for the first 12 months, then \$2000/mo as the customer base grows. Revenue is projected low to pass savings on to customers, ensure vendors equitable access, and CSA longevity.

SAOR App: Subscription Model with free affirmational content. \$9.99/ mo (SNAP Recipients \$1.99/mo) projected with 1,000 subscribers in 2025, and an annual growth rate of 25%. App content to include interviews with Trauma Experts, Emotions Researchers, and Social Justice Advocates (i.e., proposed interviews w/ Nadine Harris, Nedra Taawab, Resmaa Menakem, Savneet K. Talwar, Brené Brown, Bruce D. Perry, & Bessel van der Kolk), psychoeducation content, HIPAA secure teletherapy, trauma-informed yoga, open studio and workshops. Free content to include BIPOC-focused motivational & self-empowerment affirmations and video mixes.

Government Grant Sources: SAMHSA, USDA, Community Services Block Grant, NYSOMH, OASAS, OTDA, NYSDOH, NYSDAM, NYSED, NYS Health, City of Syracuse, & Dept of Environmental Conservation.

Foundation Grant Sources: Cabrini Foundation, Robert Wood Johnson Foundation, the Kellogg Foundation, Bill & Melinda Gates Foundation, Community Foundation, & Allyn Foundation.

VA Funding

SAOR will provide services to Veterans and hire Veterans for SAOR's Self Defense Training program.

Insurance Billing

Some of SAOR's services are billable under insurance. SAOR will accept and bill the following insurances and bill for any applicable traditional and alternative therapy services:

- ◆ Capital District Physicians Health Plan
- ◆ Empire (Empire Blue Cross and Empire Blue Cross Blue Shield)
- ◆ Excellus (Excellus Blue Cross Blue Shield in *Central NY and Univera in Western NY*)*
- ◆ Empire Blue Cross Blue Shield *HealthPlus*
- ◆ Fidelis Care
- ◆ Healthfirst
- ◆ Health Insurance Plan of Greater New York (EmblemHealth)*
- ◆ Highmark (Highmark of Northeastern NY and Highmark of Western NY)
- ◆ Independent Health
- ◆ MetroPlus Health Plan
- ◆ Molina Healthcare*
- ◆ MVP Health Care*
- ◆ Oscar Insurance Corporation
- ◆ United Healthcare (Oxford)
- ◆ United Healthcare of New York, Inc.
- ◆ Veterans Administration Healthcare

Corporate Trainings

According to Training Magazine's annual industry report, US companies spent more than \$100 billion on learning & development in 2022. SAOR will provide training for legal professionals representing survivors with trauma-related mental health disorders and health disparities. SAOR will also provide training in Psychological First Aid for public servants.

Visiting Workshops

SAOR Creative Arts Therapists and Expressive Arts Therapists will travel to marginalized communities around the country for in-person sliding scale workshops with survivors.

Visiting Museum-based Open Access Art Therapy

SAOR Creative Arts Therapists and Expressive Arts Therapists will travel to marginalized communities around the country to provide week-long and weekend workshops in museums and cultural centers to aid equitable access to nonverbal therapies. Contracts with and payment by museums and cultural centers; open access for workshop participants.

Semi-Annual Festivals

SAORing Arts Festival and art-based fundraising events in mid-May and mid-November.

Annual SAOR Gala

Formal annual event recognizing and celebrating community investment and success stories. \$100/ per plate w/ sliding scale access every February.

Donations

Give What You Can & Pay it Forward Donations humbly accepted

Remitted Tuition/ Internship Relationships

With Syracuse University, Le Moyne College, SUNY ESF, Cornell, SUNY Morrisville and SUNY Upstate University.

Dynamic Marketing Plan



Strategic Partnerships

SAOR will seek strategic partnerships with local institutions such as: Syracuse Community Health, Helio Health, Southside Innovation Center, WISE Women's Business Center, Syracuse University, CFAC, La Casita Cultural Center, Onondaga Community College, Southside Community Center, Southside Communications Center, Mercy Works Vision Center, SCSD, CNY Pride, OG's Against Violence, and Take Back the Streets.

Thank you!

SAOR's goal is to reach our vulnerable marginalized communities and provide folx with a pathway out of chronic suffering, help them see their worth, create a safe space for social rest and connection, nurture creative and existential investigation into the self, and provide equitable access for our community members to flourish into their self-directed life purpose. I would like to thank you for taking the time to review this proposal and for your consideration in grant funding.

Metta,

Jessica



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