

Business Plan Veteran Dream Farm

By Russell Glick



The Veteran Dream Farm is in its infancy and needs a lot of work but the plan is complete and being that it is for God and his glory It cannot fail.

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TABLE OF CONTENTS Veteran Dream Farm Business Plan

A. EXECUTIVE SUMMARY	
B. MARKET CONTEXT & NEED	
C. STRATEGY & THEORY OF CHANGE	
D. SCALING PLAN	
E. EVALUATION PLAN & KNOWLEDGE DISSEMINATION PLAN	
F. ORGANIZATION	
.....	
G. FINANCIAL PLAN FOR THE SCALING INITIATIVE	
H. RISK ASSESSMENT, MITIGATION & CONTINGENCY PLAN	
.....	
APPENDICES	

Business Plan Veteran Dream Farm

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EXECUTIVE SUMMARY

The Veteran Dream Farm is a Biblically based, Christ centered and Holy Spirit empowered all encompassing Veteran therapy organization that brings a familiar tone and structure and combines it with a combination of therapy and future building that will provide a solid foundation and allow for a successful recovery and transition back into society.

First and foremost we have to find a location that suits the basic fundamentals that the plan will accomplish (Farm, School, solar field) A 70 acre plot should be a sufficient amount of space but in the end we have to do a cost analysis to figure out if more is better.

I believe that building the Farm will be a function that is accomplished by those that will be the staff (whether it be on a permanent basis or not) because those that build have pride and will help to ensure its initial success.

Veterans need structure and purpose and our Benefactors need to see that we make a difference, the structure and purpose will provide the viable stair step to a successful model. This is still in development, but will be based on what the Phoenix Dream Center uses mixed with some Military inspiration.

This model has been used in many different formats in many different states but none that I know of are this involved or this big. It will be the staple of how veterans will recover and grow.

There are many opportunities for Financial support, God will provide. Donations, Veteran grants and ideas like horse boarding, christian harvest concerts are just a few of the ideas that God has put in front of me to make this Farm as great as God intends.

Board members, Chairman Russell Glick, Co-Chairman Kathleen Glick, Director of Communication Andrew Glick, Facilities Director Kevin Tennant, Director of programs Skip Gilliam....

I make no qualms about being Christian or that this is infact a Christian organization, but we serve all and do not press our religion on anyone, on the other hand we do not hide or fail to promote the fact that God has grace for all and that the Farm is a blessing from God.

Business Plan Veteran Dream Farm

By Russell Glick

MARKET CONTEXT & NEED

Need

Veterans make up 15% of the homeless population and according to The National Coalition For Homeless Veterans 70% of them have substance abuse problems. Veterans are the highest ranked among suicide. The VA states that between 2006 And 2016 the average suicides among veterans was at about 6000 per year. These statistics are heart breaking. The need is obvious and farms have started in other states and some of which are stated in Appendix B. These Farms and therapy methods can be used to help with the Veteran Dream Farm's success. The only thing I do not see in these plans is the most prevalent in our Farm, GOD.

Context

I can count at least ten agricultural ventures that are implementing growing and producing as a means of therapy teaching agricultural education as a means of growing veterans to help improve their lives. The USDA actually provides training and resources to start and sustain farms, ranches, and other agricultural ventures for veterans. These would be an intricate part of the inprocessing and training Veterans would get at the Dream Farm. Further insight and study are needed to apply the therapeutic parts of these agricultural ventures. The basic outline of the Farm can be found in Appendix C.

Another benefit to the Veteran Dream Farm model is that it will also allow for partnerships with colleges and universities to add education to increase the success of Veterans and broaden the number of paths that they can follow. The Idea is to have a computer lab and education center as seen in the model in appendix C.

Housing at the farm will promote the continuity and allow for a military style structure as well as take the veterans away from the areas where they may find failing substances that would jeopardize their future.

Business Plan Veteran Dream Farm

By Russell Glick

STRATEGY & THEORY OF CHANGE SCALING PLAN

The theory that most military hierarchies use to plan and test the outcome of missions while in training and on the battlefield will be used to start, run and evaluate this plan. The process as supported by Andrea A. Anderson, Ph.D. in the THEORY OF CHANGE AS A TOOL FOR STRATEGIC PLANNING A Report on Early Experiences, is called backwards planning.

The end game is that there will be two barracks style living quarters with a total of 96 rooms, one building with eight family suites for the faculty of the Farm and a main building containing the Church, the Dining Facility, Kitchen, a set of two day rooms (entertainment areas), and eight offices on the first floor, computer labs and classrooms on the second floor and a prayer sanctuary on the roof that has balconies on all four sides (The diagrams for these can be seen in appendix C). The farm will consist of four fields separated by a cross shaped wash that is inlaid with hydroponic greenhouses with a building in the center of the cross that will consist of a storehouse on one side and a pumphouse on the other, underneath this building will be the water storage area (tank) that will store water for the crops and green houses (a diagram can be found in Appendix c). We will have stables on the other side of the main building and Barracks as the crop fields. Those living at the farm will pick a job and be evaluated for the first several months to see if it fits and be required to spend at least four hours a day at their job. The Farmers will then have to spend another four to six hours for education or skill training, physical training and worship will also be encouraged for two hours each a day. There will be no work on Sunday. The idea is to keep them busy and involved in building, creating and growing in a setting that is both familiar and new, an actual transition. The farm will give us at least 75% of the food needed to keep the farm running and is intended to provide food for the needy as well, at least 10% will be donated to churches and food pantries.

Where do we start? First, land, the size of that land has been dictated by the buildings, programs and agro therapy projects. This would mean that we would need at least 40 acres and a maximum of 70 acres but in this situation I believe that more would be better. Second, the buildings, I believe that the size of each building will be dictated by the number of people we intend to have at the Farm at one time and that could be up to 200 people including the Farmers,

Business Plan Veteran Dream Farm

By Russell Glick

the staff and administration. So a 200 seat stadium style church, a 200 seat dining hall with a kitchen that supports it, a set of two, hundred seat day rooms, the Barracks and bathrooms/restroom for all those places. Third the equipment, we need to have the size equipment that fits our farm, for instance a John Deere utility tractor may not suffice for the needs of a 700 acre Farm but may be useful initially and for smaller tasks in the future but a 9 series may be too big for the farm at any point in time unless we get a more is better sized farm.

Once we have the facilities we will need to find good candidates and I know that there are plenty of veterans in need but we must have a limit to the number of Veterans we have at the Farm and have a program that fits their needs. There must be a hierarchy among the farmers themselves and it must be leader development based. The military, or at least the Army, has the rule of four. A good leader can really only lead four. Most of the military is structured this way (a Diagram can be found in Appendix D).

Knowing the end state lets us start the beginning, from bear bones funding to fully funded the beginning will be very different, we may need to start with what comes on the land or we may need to start with two or three manufactured homes on the land with well water and septic tanks. Some of the necessities will be those aforementioned items, power and internet because connection to other organizations and those we intend to help will be imperative in the initial phase. We will also need strong willed individuals that have a good foundation and with that a dedication to the project. We are a Christian organization and will be lead by Christians.

Bottom line, funding will determine the how we start and ultimately the perspective change that will be needed on a quarterly schedule if not monthly.

Business Plan Veteran Dream Farm

By Russell Glick

EVALUATION PLAN & KNOWLEDGE DISSEMINATION PLAN

Evaluation

When Evaluating a plan the process will always be continuous and depend on the growth but this will be developed at the board meetings held every quarter or as needed if the circumstances arise. The board members will present their area assessments in a “Round Table” setting with at least one suggestion for improvement and the Board will discuss the issues and make decisions on changes that need to be made. All votes will be by majority, with a two thirds majority of the entire board needed to pass a change to policy.

Dissemination

The dissemination of ideas and policy must process through the board and the board will determine authority of the chain of command on a case by case basis that will help to run the day to day operation of the farm in all Areas and aspects. There will be a chain of command in each department with the board member in that department being at the top followed by chaplain leaders, group leaders, and section leaders.

Business Plan Veteran Dream Farm

By Russell Glick

ORGANIZATION FINANCIAL PLAN FOR THE SCALING INITIATIVE

The financial plan for the Veteran Dream Farm will be mainly sustained by donations and grants from veteran and other organizations. As a non profit we will do any and all things possible to follow the 501 (c) (3) guidelines. As we grow we will initiate budget splits but initially we will have one budget and one fund. As we grow all funds will be drawn through the initial Veteran Dream Farm budget and account.

Business Plan Veteran Dream Farm

By Russell Glick

RISK ASSESSMENT, MITIGATION & CONTINGENCY PLAN

The current risk for the Farm is miniscule and can be limited to financial issues and papercuts, but this will have to be assessed frequently in fact more than most of the issues that are mentioned in this plan, Non- profits do not have safety account to pay off those that get caught up in safety issues that get people hurt or cause other issues. The risks of operating the Veteran Dream Farm are going to be many and that being said we will not be able to completely eliminate the risk we will have to have a medical staff, whether it be a medic or practicing nurse staff we will have to implement a first response medical program. The initial financial issues have been mitigated by the board chosen as they will have to agree on all purchases.

Business Plan Veteran Dream Farm

By Russell Glick

Appendix A

DEMOGRAPHICS OF HOMELESS VETERANS

- 11% of the homeless adult population are veterans
- 20% of the male homeless population are veterans
- 68% reside in principal cities
- 32% reside in suburban/rural areas
- 51% of individual homeless veterans have disabilities
- 50% have serious mental illness
- 70% have substance abuse problems
- 57% are white males, compared to 38% of non-veterans
- 50% are age 51 or older, compared to 19% non-veterans

National coalition for Homeless veterans

http://nchv.org/index.php/news/media/background_and_statistics/#facts

Are we ending veteran homelessness

In 2009, then VA Secretary Eric Shinseki, in tandem with President Barack Obama, set forth the audacious goal of ending veteran homelessness by 2015. Current VA Secretary Robert McDonald also supports this goal. To help secure commitments to this goal, in June 2014 First Lady Michelle Obama announced the Mayors Challenge to End Veteran Homelessness. The First Lady has received pledges from 702 mayors, 9 governors, and 172 county and city officials to end veteran homelessness in their communities.

In January 2015, New Orleans became the first major city to announce that it had ended veteran homelessness. Since then, a total of 2 states and 29 communities have effectively ended veteran homelessness, and many others are on track to join them. The success of SSVF, HUD-VASH, and other programs targeted to veterans, combined with the dedication and commitment of America's communities prove that ending veteran homelessness is possible

https://www.mentalhealth.va.gov/suicide_prevention/data.asp

Business Plan Veteran Dream Farm

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Appendix B

[Farm Therapy for Military Veterans - Operation We Are Here](https://www.operationwearehere.com/FarmTherapy.html)

<https://www.operationwearehere.com/FarmTherapy.html>

www.operationwearehere.com/FarmTherapy.html

F.A.R.M. is a nonprofit organization established to assist **veterans** transition from **military** service to civilian life. We believe in a multi-faceted **therapeutic** approach: agricultural **therapy**, recreational **therapy**, and professional medical treatment.

<http://www.operationwearehere.com/EquineTherapy.html>

www.operationwearehere.com/EquineTherapy.html

Foxfield **F.A.R.M.** (For A Recovery Mission) is a not for profit charity that has been established to provide an Equine Groundwork Training **Therapy** Program for ...

<http://www.agrability.org/resources/veterans/>

[www.agrability.org > Resources](http://www.agrability.org/resources/veterans/)

The **F.A.R.M.**, a **veterans'** organization located in Desoto, Texas, conducts **farm therapy** and TBI/PTSD **therapy** reintegration through agricultural internships and ...

<http://veteranshealingfarm.org/equine-therapy/>

veteranshealingfarm.org/equine-therapy/

Business Plan Veteran Dream Farm

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Veterans Healing Farm has partnered with the Heart of Horse Sense since 2015 to offer multiple equine **therapy** workshops for **veterans** free of charge.

<https://www.warriorfarms.farm/>

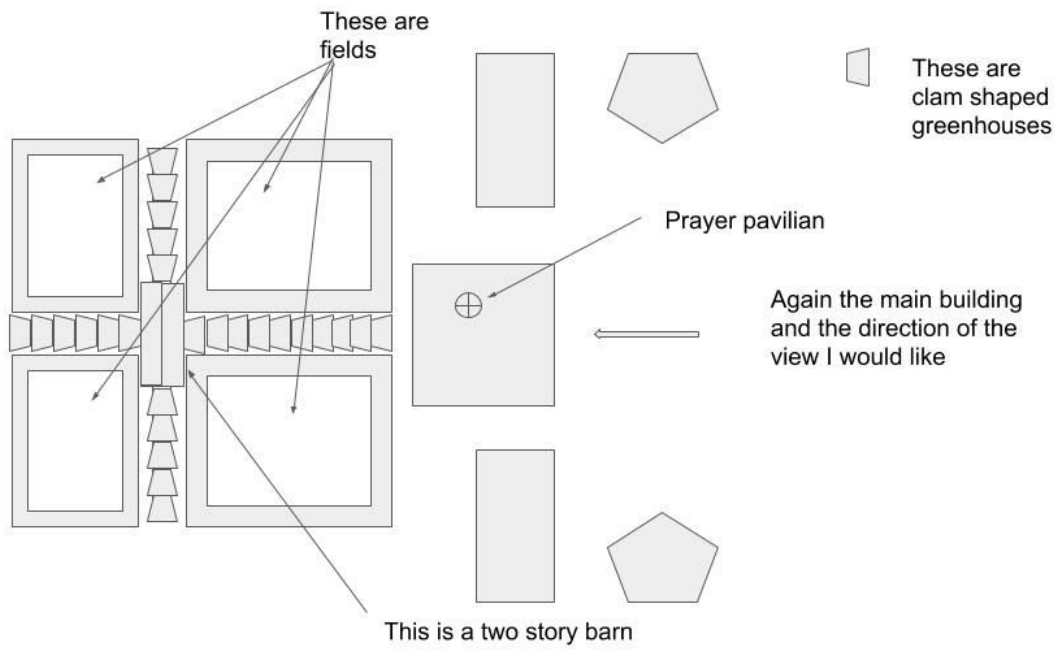
<https://www.warriorfarms.farm/>

We help **veterans** learn that "growing is healing." Our mission: Better the quality of life for wounded warriors and their families.

Business Plan Veteran Dream Farm

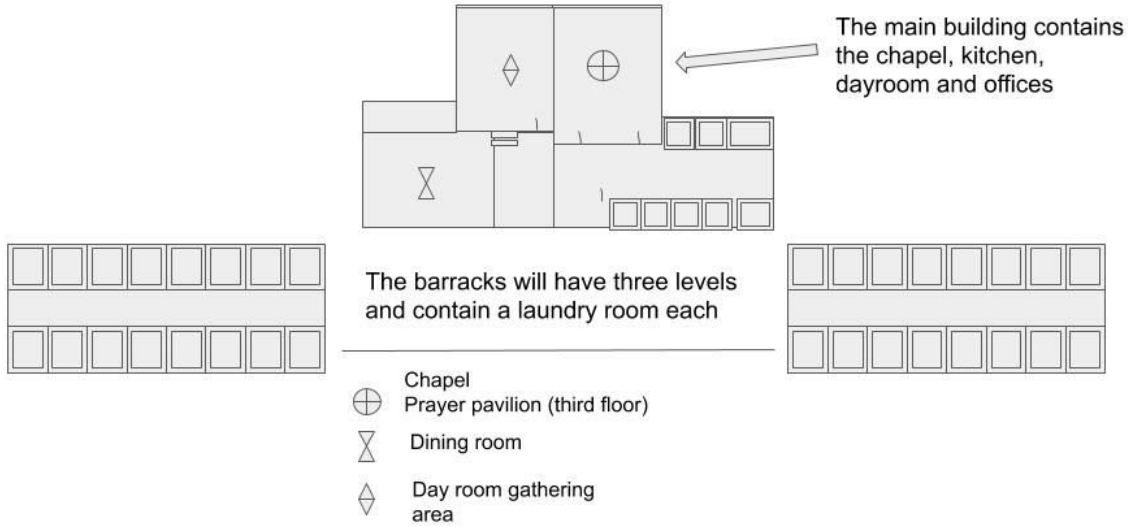
By Russell Glick

Appendix C

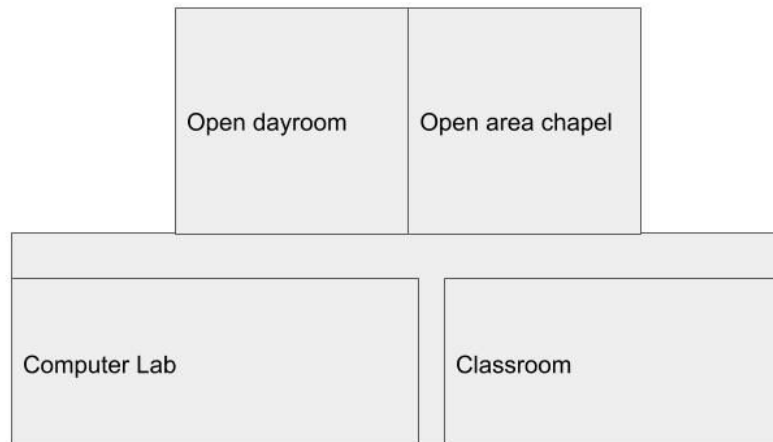


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Second floor



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Appendix D

Battalion Organization

