



Call for Pledges  
and  
Donations

# Be a catalyst for change

Bring connection, confidence, and  
character to youth in under-resourced  
communities.

December 5, 2021

# Hi, I'm Daryl

Founder & Director of SOOFA Ranch,  
The first and only minority-owned  
equine assisted therapy program  
serving at-risk youth in the south ATL area  
with culturally-relevant programming.








# About SOOFA Ranch

We're a nonprofit on a mission to act as a catalyst for human growth by empowering today's youth to Stretch Out on Faith Again (SOOFA).

***We believe horses unlock the power of transformation.***



# Glossary of Terms

## **EQUINE ASSISTED-ACTIVITIES**

Therapy, trail rides and lessons, guided by a trained professional and conducted in partnership with a horse.

## **EQUINE THERAPY**

A therapeutic modality that combines low-intensity equine activity with active coaching to help stimulate mental health outcomes.

## **EXPERIENTIAL EQUINE IMMERSION**

A therapeutic technique that allows people to overcome challenges by taking them out of their current context to learn transferrable life skills through horsemanship.

## **RESOURCES**

The physical, mental and social assets that people have access to, which help them achieve their goals.

## **FAITH**

We use the term faith to mean believing in the power of individuals to succeed. SOOFA is not associated with any religious organization.

A photograph of a person from behind, with their arms crossed, standing in front of a brick wall. The person is wearing a blue long-sleeved shirt. A dark green rectangular box is overlaid on the left side of the image, containing white text.


**We are in the midst of a  
mental health crisis**

Mental behavior  
disorders in  
youth have  
increased 17% in  
the past 10 years.



30% of children and adolescents are affected negatively by mental health issues, but 80% never get help





Untreated  
mental health  
issues have a  
profound  
impact

## **PERSONAL**

Children that don't learn healthy coping methods struggle with mental health issues, suffer with obesity, and are 10% more likely to experience incarceration, suicide and interruptions to their education (or drop out completely).

## **PROFESSIONAL**

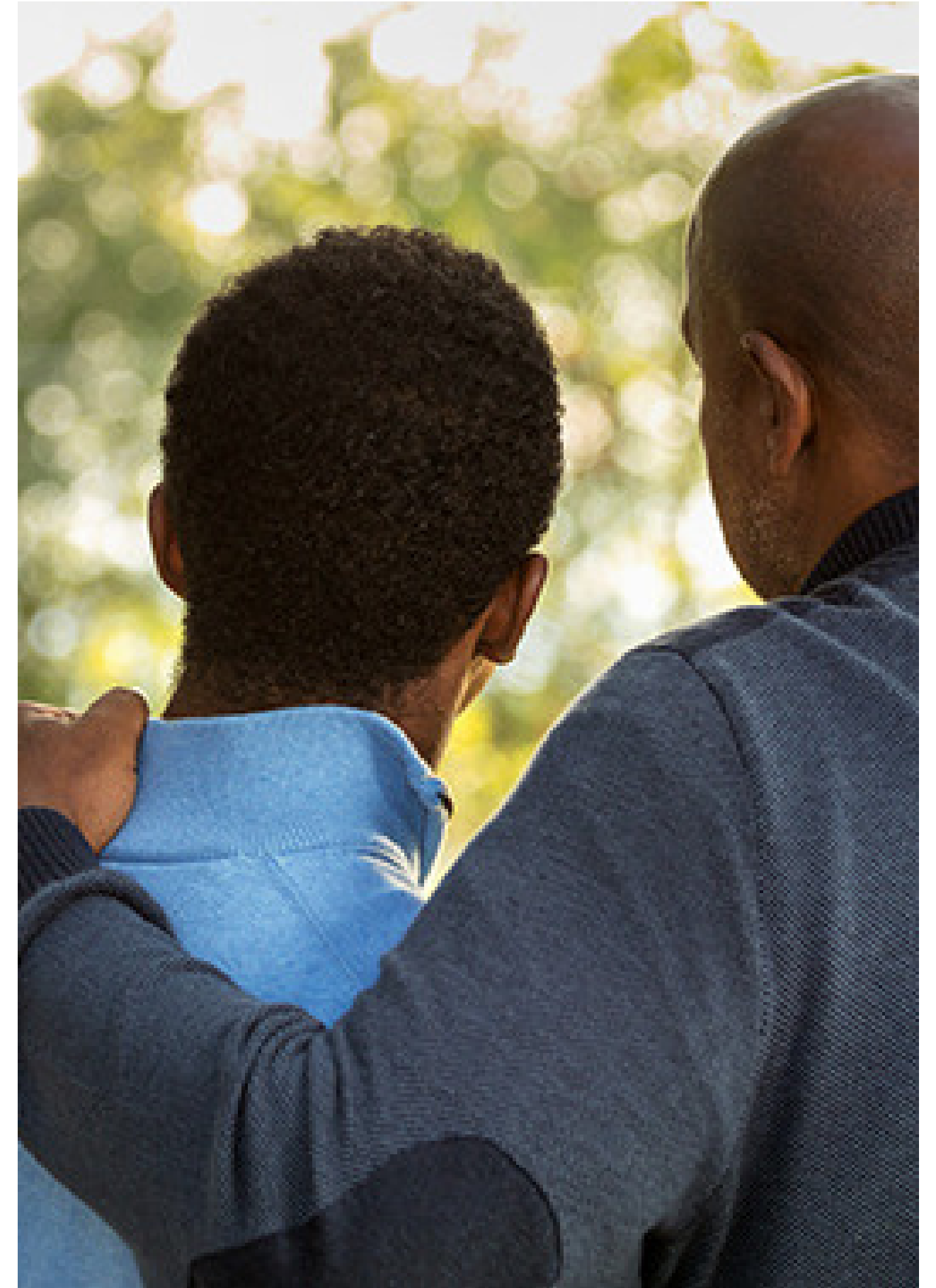
Mental health issues costs the private sector \$2.5 trillion worldwide and that's not even counting untapped potential, loss of productivity and missed opportunities. For every \$1 invested in mental health treatment there is a \$4 return in better health and productivity

## **SOCIETAL**

In 2019, expenditures for mental health care in the U.S. cost corporations \$83.6 billion. And, in the state of Georgia alone, incarceration costs \$19,977 per inmate - many of whom have addressable mental health challenges that prevent their rehabilitation.

# Youth today lack access to resources to overcome mental health challenges

Young people of color face a  
disproportionate share of the burden







# SOOFA Ranch is a catalyst for the cure

Our work with youth helps build  
Confidence Character and  
Connection

We help inspire hope  
through horses



WE'VE SEEN THE POWER THAT  
WORKING WITH HORSES HAS TO  
CHANGE PEOPLE'S LIVES



Equine therapy is a proven method to successfully instill a strong sense of emotional stability, physical fortitude and mental well being, but...

**...equine therapy isn't reaching the population who could most benefit from its impact – yet.**



**85%**

**The vast majority of our clients have never experienced the benefits of working with horses**

Our programs include helping children and adults overcome anxieties to build confidence, and helping individuals become better communicators.

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**2,000**

**In 2021, more than two thousand individuals experienced equine-assisted activities at SOOFA Ranch**

Our program has demonstrated need and impact among the population it serves.



# We offer experiential equine immersion to make measurable impact on mental wellness

Our programs seek not only to repair, but also to maintain mental wellness benefits longitudinally



## Trail Rides

Therapeutic trail riding is for the purpose of contributing positively to the cognitive, physical, emotional and social well-being of individuals. Therapeutic riding provides benefits in the areas of health, education, sport and recreation & leisure.



## Equestrian Lessons

Proper horsemanship can help an individual build confidence, self-efficiency, communication, trust, perspective, social skills, impulse control, and learn boundaries



## Equine Therapy

Equine-assisted therapy encompasses a range of treatments that involve activities with horses and other equines to promote human physical and mental health.



# Our two-tiered structure supports our mission



**STRETCH OUT ON FAITH AGAIN RANCH**

## Riding & Lessons

A service business with no profits or assets, supported by fees from riding and lessons, designed to:

- Cover all operating costs (90% of fees)
- Support therapy scholarships (10% of fees)

*NOTE: This business earns no money and horses are leased from the non-profit for an hourly fee*

## Equine Therapy

A 501c3 non-profit entity with assets tailored to the population we serve:

- Land
- Stables
- Horses
- Equipment

Operating costs are covered by fees from riding & lessons.

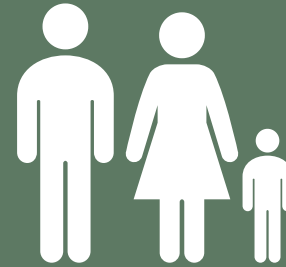
**We rely on generous donor support to contribute capital items and supplement scholarship funding.**

# Outreach Efforts

We employ strategic partnerships and digital tools to identify and reach populations where we can make the most impact



**Schools & Institutions**



**Parents & Guardians**



**Word-of-Mouth**



**Social Media**



**SOOFA Ranch Website**



**SOOFA Ranch Mobile App**

# Client Testimonials

"This has been about so much more than learning to balance on a horse. It's been **about learning to trust myself...** It's been about **unlearning control and learning connection.**"

- Angela Williams, Equine Therapy Client

"One thing I have learned from working with the horses at SOOFA Ranch is how to **control my emotions.... This helps me when I am at school.** I have learned to control my emotions better when I get into situations when I am not around the horses."

- Princess Jones, Youth Program Participant

"Wow! What an amazing experience!! Everything I wanted and needed. I would **highly recommend the Equine Coaching experience, it was transformational!** You walk away from the experience feeling relaxed, refreshed, and renewed!"

- Fran Abanyie, Equine Therapy Client

"**I have seen my daughter's confidence increase** since she's been in the program at SOOFA Ranch. Before the program she was shy, however the program has helped her come out her shell. **I have noticed her being more caring for others, while she was learning to care for the horses.**"

- Princess Robinson, Parent of Youth Program Participant





# Be a part of the transformation process

**Our goal is to raise \$2.85 million dollars in the next fiscal year to quadruple our impact by December 2024**

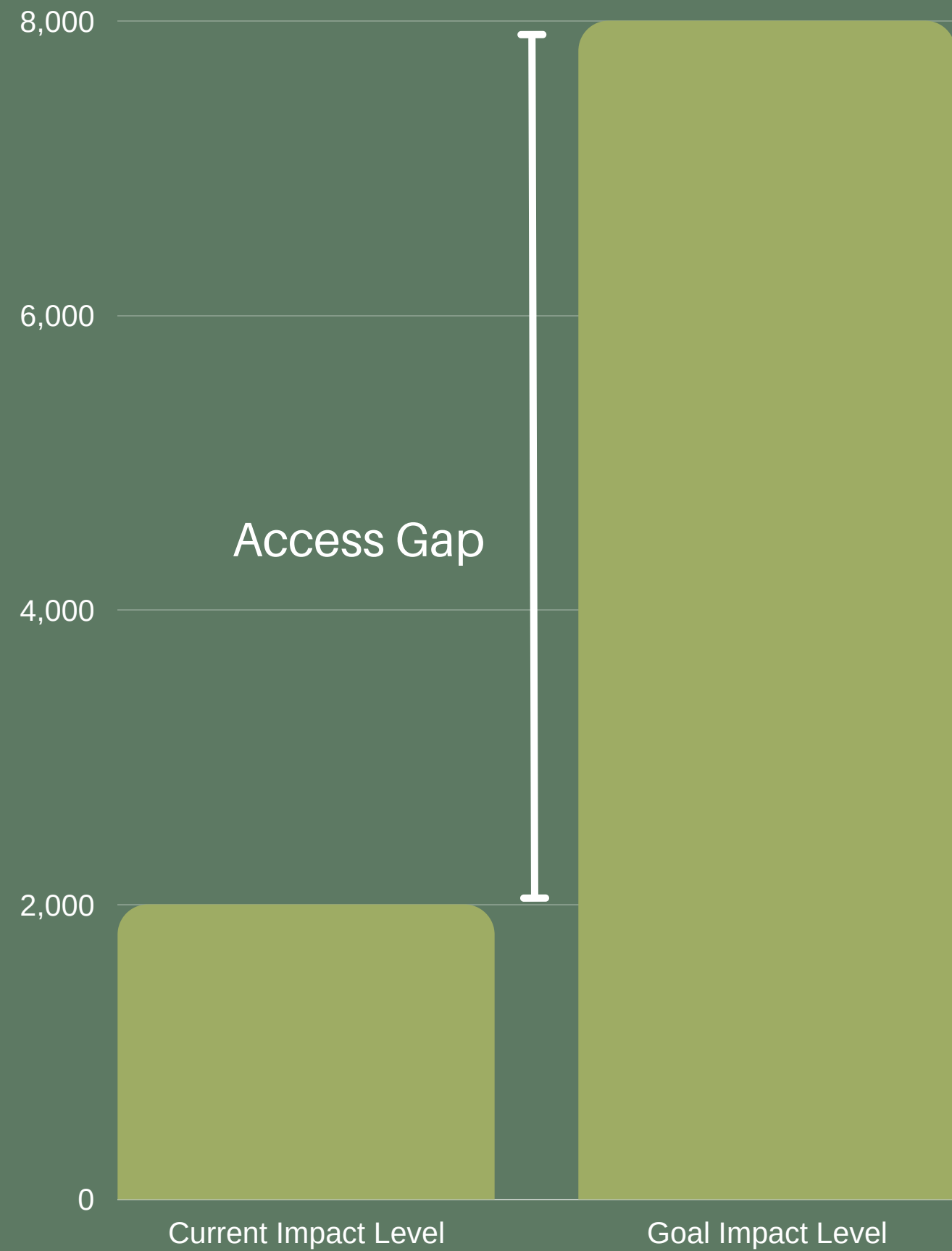
We are looking to expand and develop a state-of-the-art equestrian facility along with programs that will give us the opportunity to increase the number of lives we can impact on a weekly basis.

A photograph of a person wearing a red jacket and a black helmet riding a brown and white horse. The horse is walking on a dirt path in a field with trees in the background. A dark green rectangular box is overlaid on the right side of the image, containing white text.

**\$2.85 M**

**will help us touch the lives of 8,000 people, and create a meaningful, lasting difference in the mental health of youth today.**

# We need your help to fill the access gap

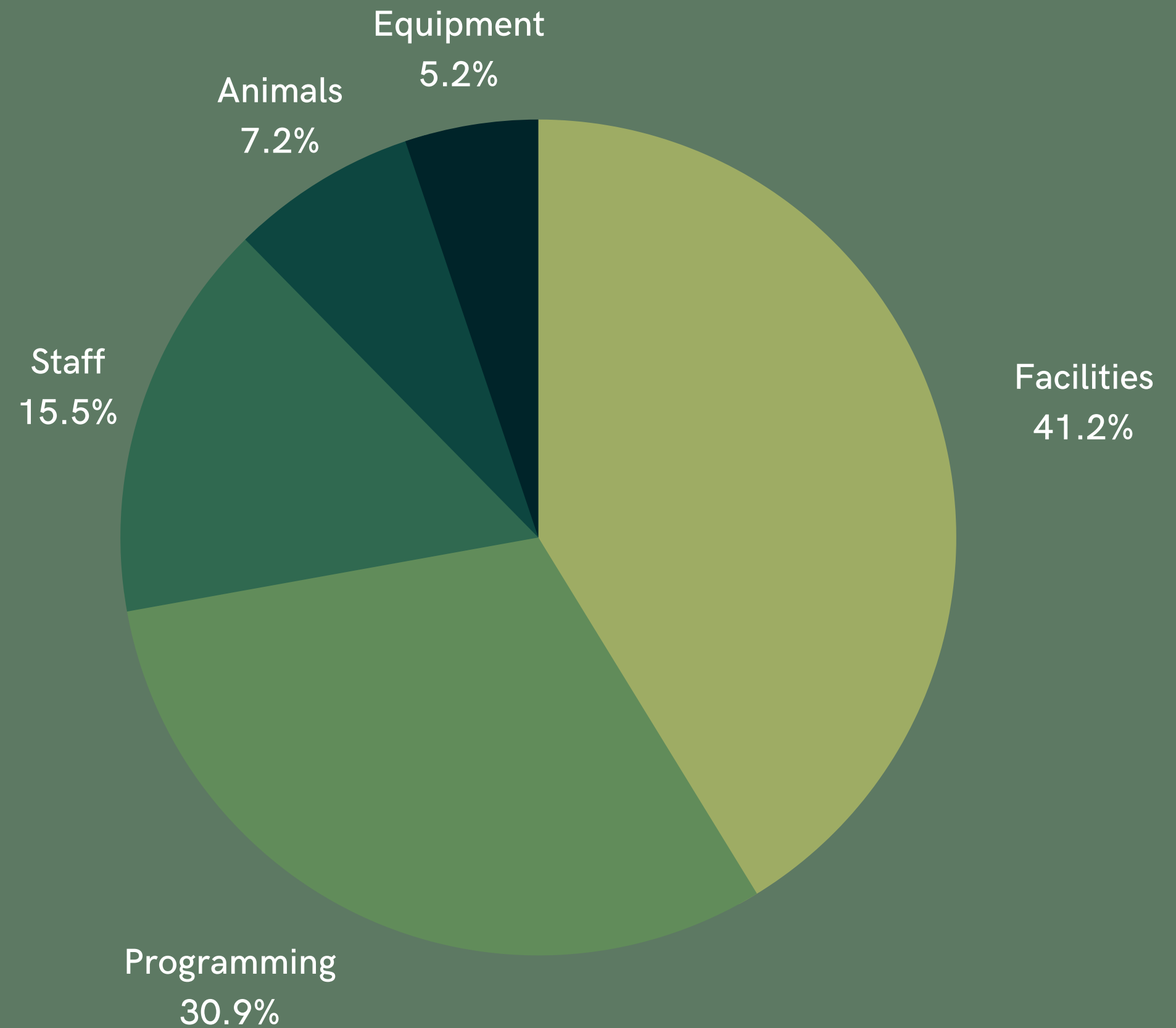


**We are looking to raise our  
total impact to serve 8,000  
people by December 2024.**

# How donations impact the cause

FUNDRAISING GOAL 2021

**\$2,850,000**



#### Current Revenue Streams

- \$154,200 - Past year revenue for sliding-scale equine experiences: trail rides, equine assisted therapy overnight immersion experiences. (goal is \$350K by year 3)
- \$150,000 - Donor-supported year one launch funding (goal is \$2.85M by year 3)
- \$108,000 - Future revenue from horse boarding (goal is \$156K by year 3)

# How you can help



## **Make a generous donation**

Choose one of our gratitude packages according to your budget



## **Help organize our events.**

We want to organize more events to share our story and you can help



## **Share our Story**

Tell everyone you meet and know about the work we are doing



**STRETCH OUT ON FAITH AGAIN RANCH**



# Become a founding partner

Choose one of our gratitude packages to support the opening of our new south ATL facility

	Diamond	Gold	Silver	Bronze
	\$50,000+	\$25,000+	\$10,000+	\$5,000+
Facility named in honor of donor	✓			
A hallway named in honor of donor		✓		
Horse stall named in honor of donor			✓	
Brick named in honor of donor				✓

# The SOOFA Mission At-A-Glance



## Need

30% of children and adolescents are affected negatively by mental health issues, but 80% never get help. Untreated mental health issues have a profound impact on people, society and the economy, particularly for people of color.

## Barriers

- Lack of access & low affordability of current therapeutic services
- Social stigma around receiving traditional care
- Low awareness of equine therapy as an option

## Solution

We use horses as the catalyst for the cure to help break down barriers to mental health and help today's youth to achieve their fullest potential.

## Key Metrics

- Total number of clients served
- EQ assessments
- Increase in high school graduation rates among population served
- Reduction in youth incarceration rates among population served

## The Unique Value We Deliver

SOOFA Ranch is the first and only minority-owned equine assisted therapy program serving at-risk youth in the south Atlanta metro area with culturally-relevant programming.

## High Level Concept

SOOFA ranch is uniquely positioned to reach a currently under-served community through:

- Youth Programming
- Equine-Assisted Therapy
- Trail Ride Experiences

## Point of Difference

Our program uses the principles of the Parelli Natural Horsemanship Program to teach calmness, cooperation and partnership through connection with horses.

## Population Served

- Youth with mental or behavioral issues
- School counselors looking for outlets to improve academic receptiveness
- Social workers looking for alternative intervention methods

## Outreach Methods

- Social media and SEO targeted to parents of affected youth to build awareness for services
- Initial trail ride experiences to drive trial and repeat
- Relationships with school counselors and case workers drive referral and program adoption

## How to Help

- Become a founding partner
- Share our story
- Help organize events

# Thank you!

We'd love to meet with you individually to continue the conversation.

