Rowdy Girl Sanctuary, Inc.

2018 – 2022 Organization Development Plan

Reneé, Tommy & Cinnamon
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To be completed later
Who We Are

Rowdy Girl Sanctuary, Inc. (RGS) is a 501(c)(3) charitable organization incorporated in February of 2015. The organization got its start after founder Reneé King-Sonnen became vegan and started *Vegan Journal of A Rancher’s Wife* as a way to express her newfound loving feelings about the cows she and her cattle rancher husband were raising at the time. Reneé launched her first fundraising effort in 2015 to start the sanctuary, which raised $36,000. This was enough to buy her husband’s herd from him and make those animals the first residents of Rowdy Girl Sanctuary, the first ‘beef cattle ranch to vegan sanctuary’ conversion in the history of Texas, the United States, and most likely the world. Her husband, Tommy, is now vegan, he works with Reneé at the sanctuary, and is one of the primary financial contributors and volunteers for RGS. Indeed, the majority of the money that he originally told Reneé he would need to give up his investment in the cattle ranch has been put back into the ranch, only this time as a sanctuary.

Rowdy Girl Sanctuary is the evolution of a very special story of two native Texans—one a multi-generational cattle rancher and former hunter; the other one, his wife, an ex-rodeo lover, and leather cowboy boot collector. Their story has turned into a mission to build an organization that rescues farm animals from cruelty and serves as good stewards of their care forever in a sanctuary that is determined to become a state-of-the-art animal care facility and a plant-based environmental resource education center.

Rowdy Girl Sanctuary is inspiring ranchers in Texas and beyond to experience a paradigm shift, helping them move from participating in the cruelty of factory farming to living out compassion towards the animals whose lives usually end in brutal death. This is Rowdy Girl Sanctuary’s greatest goal.

Rowdy Girl Sanctuary’s vision is to create an atmosphere of compassion and acceptance where farmed animals, visitors, and volunteers from across the United States and the world will be drawn to experience this transition from a Texas beef cattle ranch to a vegan farmed animal sanctuary. We seek to bring multitudes of visitors to our sanctuary in order to open all hearts, minds, and souls to the reality and horrors of factory farming, the devastating impact of animal agriculture on the environment, and the benefits of vegan and plant-based living.

Our hope is to inspire ranchers to stop engaging in raising animals for food and provide guidance for ranchers who would like to transition their operations to sanctuaries for their animals. Through its advocacy programs, Rowdy Girl Sanctuary, Inc. endeavors to help farm animals bound for slaughterhouses across the country.

*Please see Appendix A for more information about Reneé and Tommy.*
**Business Plan**

The Rowdy Girl Sanctuary Business Plan has been divided into two sections:

**Section I – Where We Are**

**Section II – Where We Are Going**

We also provide significant information in all sections by referring the reader to our appendices as applicable.
Section I – Where We Are

Frosty
RGS’s Unique Value Proposition

What makes RGS unique is the fact that, to our knowledge, we are the first documented ‘beef cattle ranch vegan conversion in history. Our passion is to raise the awareness of ranchers so that they too can make the much-needed conversion away from raising animals for food. Because Renée and Tommy used to be cattle ranchers and because RGS has received so much public attention in such a short time, ranchers and their families have reached out to RGS to talk about their feelings. As former ranchers, we can identify with the ranchers, thus we are proving to be the perfect advocates in this very unique scenario, not coming from an adversarial or judgmental perspective.

In addition, we are unique because we have a keen understanding of marketing, public outreach, and fundraising. We have made sure that along the way of making rescue and animal care a priority that we never waiver on the need to raise awareness through effective marketing and public outreach campaigns. We also do not waiver from the need to fundraise in a diverse manner to ensure the sustainability of the sanctuary model.
Mission, Vision and Values

Mission Statement

Rowdy Girl Sanctuary mission is to inspire other ranchers to experience a paradigm shift and help them move from participating in the cruelty of factory farming to living out compassion towards the animals whose lives usually end in brutal death. This is Rowdy Girl Sanctuary’s greatest goal.

Vision Statement

Our vision is to create an atmosphere of communion and acceptance where farmed animals, visitors, and volunteers will be drawn to experience our transition from a Texas beef cattle ranch to a vegan farmed animal sanctuary. Once here, our purpose will be to open all hearts, minds and souls to a vegan lifestyle, the horrors of factory farming, plant-based food options, and the devastating impact of animal agriculture on the environment. Our hope is to produce many more animal sanctuaries transitioning from Texas beef cattle ranches to vegan farmed animal sanctuaries. Rowdy Girl Sanctuary, Inc. opens its arms to help all farm animals bound for slaughter houses across the country.

Values

Leadership - Everything we do, we do with the idea that “the world” is watching. We lead by: 1) learning from our mistakes, 2) persevering through hard times, 3) collaborating humbly with leaders and pioneers in the AR movement and 4) by passionately empowering others to be change makers too.

Education - People from all walks of life look to RGS for guidance as they transition from an omnivore or vegetarian diet to a vegan one. In addition, activists want to learn more about being in the world of animals that are loved. We are there to help people wherever they are in their walk towards eating a compassionate diet and loving the animals that are exploited.

Advocacy - We are advocates for the animals, animal rights activists, and for the ranchers in need of finding a new way of living and using their ranch.

Innovation - Because we are the first documented beef cattle ranch conversion, it has become necessary for us to become extremely innovative as we go forward into the next century so that we can be there for other ranchers that want to change their course.
Board of Directors

As a non-profit corporation, Rowdy Girl Sanctuary is led by a 6-member Board of Directors, which consists of Reneé King-Sonnen and Tommy Sonnen and 4 independent board members. The Board meets on a quarterly basis and more often as needed. The Board has formed the following Board Committees to allow additional focus on critical work:

- Governance Committee
- Development Committee
- Finance and Audit Committee

Board members are elected for three-year terms and currently there are no term limits for Board membership. The 4 independent board members are all based in California, and RGS recognizes the need to diversify its Board of Directors to reach out to additional communities. RGS has formed a Governance Committee that will be focusing on Board development, including identification and cultivation of prospective Board members who bring geographic and ethnic diversity to the organization as well as valuable strategic and business experience. We hope to grow the Board to 9 to 10 board members over the course of the next few years.

The Board is comprised of the following members:

**Reneé King-Sonnen** - Reneé is the founder of Rowdy Girl Sanctuary.

**Tommy Sonnen** - Tommy is Reneé’s husband, a fierce advocate for the farmed animals who calls the Sanctuary their home. Tommy has tremendous experience in caring for animals, he has been our most dedicated volunteer, and also a significant donor to RGS.

**Kip Andersen** - Kip helped Reneé from the beginning and inspired her to go the distance with her Indiegogo campaign to purchase the cows from her husband and start the non-profit. As a recognized leader in the animal rights and environmental movements, and a well-respected documentarian, Kip was chosen to be on the Board because of his passion for our cause, the respect his name brings to the organization, and his ability to assist RGS with its outreach and educational efforts.

**Jane Velez Mitchell** - Jane is a recognized leader in the animal rights movement and a well-respected media leader with the capacity to assist RGS with sharing our message to the hundreds of thousands of Jane’s followers and those who are reached by her media efforts.

**Drew Alexis** - Drew is the former General Counsel for Farm Sanctuary and specializes in employment and non-profit law. He came to the ranch before we were an actual non-profit. He assisted Reneé with the corporate formation of the Sanctuary, the development of the RGS Board of Directors, and the application for our 501(c)(3). He was chosen to join the Board because of his expertise in non-profit law, his invaluable experience as the General Counsel for Farm Sanctuary, as well as his connections to various experts.
**Mick Davoudian** - Mick has been a loyal fan, major donor, and follower since the beginning. He hosted a New Year’s Eve event fundraiser in January 2017 in his home and has always been there for us. He was chosen because of his sincere love and dedication to our mission and because he brings business savvy, fundraising expertise, and event planning skills to the organization.
Location and Climate

The current location of RGS has been our greatest challenge. We are located just 2 miles from the historic Brazos River in Angleton, Texas. We are on a floodplain that is proving to be devastating. In 2016 we evacuated 86 animals due to a 100 year flood event - we were evacuated for almost two weeks and our pastures, building and home were in shambles. We rebuilt thinking that statistically it wouldn't happen again for a long time, but in the back of our minds we were not convinced because of the growing awareness and research around climate change.

In 2017 Hurricane Harvey came through Rowdy Girl and again created a flood event that caused us to evacuate - this time 96 animals. It is was touted as a 500 year flood event and what I know for sure is that flooding where we are located is becoming the new normal. We are an animal sanctuary that has succumbed to the devastation of global warming and are climate change refugees. We must move. We filmed a documentary called Ranch Rescue in the midst of it all and it has been seen on youtube over 1200 times.  
[Link Here to the 30 Minute Documentary - RANCH RESCUE]
Unique Program Areas

Rowdy Girl Sanctuary focuses on four core program areas, Animal Care, Sanctuary Outreach and Education, the Rancher Advocacy Program, and Families Choosing Compassion. Each of these are described below:

Rescue and Animal Care

Rowdy Girl Sanctuary is currently home to 106 animals, 26 of whom were the original herd of cattle and 5 of whom were the original horses and chickens transferred from the ranching operation to the Sanctuary in 2015. Since its founding three years ago, RGS has rescued over 60 animals from other ranching operations and families participating in programs like Future Farmers of America, and also from neglectful, abuse, and surrendering situations.

Sanctuary Outreach and Education

RGS has hosted approximately 1,000 visitors from all over the world. Our visitors experience a wide range of emotions and usually leave encouraged to go vegan. Our tours consist of public, semi-private, and private tours, as well as tours for schools.

Tommy and Reneé always tell their story of transformation at the beginning of each tour and then everyone is taken out to meet the sanctuary residents. We spend at least 3 hours with our guests and they always have questions and linger as long as they want at the end. We offer vegan snacks and educate those that are interested about what is in our refrigerator and our cupboards. The connections that they make with the animals coupled with our stories and vegan education are a winning combination for life changes.

We have also welcomed famous visitors including documentarians, film makers, authors, educators, students, and vegan celebrities including the following individuals with the capacity to reach millions:

- Steve Hartman on the Road – CBS News
- Mark Devries – Speciesism
- Kip Andersen – Cowspiracy
- Emily Moran Barwick – Bite Size Vegan
- Laura Robinson Oatman – Author
- Jane Velez-Mitchell – former CNN news commentator
- Dr. Aysha Akhtar – she is writing a book and including us in her book as part of her research
- Dr. Blue & Dr. Lavigne of Vet Life - Animal Planet
- Earthling Ed
- World Meat Free Week - Chosen United States Sanctuary for the Global initiative.

RGS has also conducted Sanctuary outreach in other locations such as:
We are also a Sanctuary for the various activist groups in the Houston area. They come to seek refuge and to replenish their energy to continue to fight for animal rights. Some of these groups include:

- Houston Animal Save
- DxE Houston
- Anonymous for the Voiceless
- PETA Houston
- Houston Galveston Dolphin Defenders
- Vegan Outreach

RGS has also hosted two Vegan Awareness Festivals which brought over 100 visitors in 2015 and over 300 in 2016 and raised approximately $15,000 for the Sanctuary’s work. The festivals featured vendors from all over the country and speakers like documentarians Kip Andersen, Mark Devries, and Emily Moran Barwick.

On March 27, 2017 Reneé King-Sonnen and Jane Velez-Mitchell set out on the first ever Texas Vegan Tour, which included televised stops at the following Texas events and locales including Rowdy Girl Sanctuary:

- Lubbock’s first VegFest – Texas Tech University Veg Week
- Marshall’s huge veg conference – HealthFest
- Austin’s large Texas VegFest
- April 2 – Tour of Dallas’ animal welfare/plant-based scene

In addition to on-sanctuary educational efforts, our educational messages were broadcast during the 2017 Annual Worldfest Houston Independent Film Festival held in April 2017. In that regard, the sanctuary was host to a group of documentarians and filmmakers from Australia who came to RGS at their own expense and produced a series of short videos screened at the above-noted film festival. Three videos produced about Rowdy Girl Sanctuary were nominated and won REMI awards during the festival.

Additional information about our media outreach is provided below.

**Families Choosing Compassion**

In 2017 Rowdy Girl Sanctuary began the Families Choosing Compassion program, which is a compassionate alternative for children who have raised farmed animals from the time they
were born through programs like Future Farmers of America and 4-H. The goal of the program is to bring families of children together that are saddened by the slaughter of their friends (“school projects”) in the FFA and 4H models. The RGS approach is not antagonist but presents a compassionate alternative and a safe haven for the animals in the program and for children and families that can’t remain desensitized to the “food” animal structure prevalent in our education systems. We aim to instill a deeper awareness and appreciation of farmed animals as unique individuals worthy of our love and respect.

Rancher Advocacy Program

Rowdy Girl Sanctuary has become a beacon of hope in Texas for rancher families who are experiencing a compassionate shift. The Rancher Advocacy Program is designed to be a platform for complex issues that arise when family members begin having emotional conflicts regarding the “food animals” who are being raised for slaughter. This program is for ranchers and their immediate families and offer solutions that will assist them in transitioning away from the ranching industry.

This program will validate participant family members’ feelings and help them overcome the silent grief and the “it’s always been done this way” stigma that is inherent and entrenched in the ranching industry. Our purpose is to help them transition from the ranching mentality to a mindset that will open them to compassion and concern for the farmed animals they once raised for slaughter.

Like Families Choosing Compassion, the Rancher Advocacy program will also have a school speaking component, as well as one for cattlemen's associations to raise awareness of the program and the RGS mission. As former ranchers, our purpose is to share with them a model whereby they can begin to fathom a choice where before there had been none. We are here to work with, not against the system, realizing that this alliance is a difficult one. We are the compassionate solution to ranchers who begin to have a change of heart.

We are in the beginning stages of assembling a Ranchers Advisory Committee that will help review alternative solutions to the economic dilemma that will occur when a ranching family transitions to a compassionate, no-kill model. The committee will help create rancher advocacy leaflets that will encourage and inspire those in ranching communities to begin considering an alternative solution to raising farm animals for slaughter and show how to transition to a plant-based diet and lifestyle. The committee will also coordinate workshops and seminars that will further develop our model and the participation of ranching communities.

The current models of transition from cattle ranch to cruelty free are as follows:

a) Plant Based Distribution Contracts with well known companies like Beyond Meat, etc.

b) **Cellular Lab Grown Meat Technology** - In discussion with GFI regarding potential contracts and how we could set up labs at former ranches that choose this model.

c) [Rewilding for pasture land](#)

d) [Ex-Rancher Owned Business Model for Feed Store](#)
e) **Ranch to Sanctuary** - some ranches will want to go this route and we need to be able to offer them guidance as they transition.
Friends, Supporters and Visitors

Rowdy Girl Sanctuary is thrilled to have hosted people online and in person. While we only just begun to track our analytics, we look forward to watching our numbers soar in the years to come!

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<tr>
<th></th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
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<tbody>
<tr>
<td>Visitors</td>
<td>195</td>
<td>415</td>
<td>250*</td>
</tr>
<tr>
<td>Volunteers</td>
<td>45</td>
<td>55</td>
<td>60</td>
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<tr>
<td>Email List</td>
<td></td>
<td></td>
<td>3400</td>
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<tr>
<td>Database Prospects</td>
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<td>5520</td>
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<tr>
<td>Website Visitors</td>
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<td>100 per day</td>
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<tr>
<td>Twitter</td>
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<td>1170</td>
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<tr>
<td>Facebook – RGS</td>
<td></td>
<td>22,000</td>
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<tr>
<td>Facebook – R’s Wife</td>
<td></td>
<td>12,400</td>
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<td>Instagram</td>
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<td>6,000</td>
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<tr>
<td>YouTube</td>
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<td>250</td>
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The above numbers are approximate. Note that the asterix denotes that certain challenges were faced as a result of Hurricane Harvey.
Fundraising

Fundraising is an important component of our work. Since our founding, RGS has increased our fundraising efforts year-over-year in order to ensure that we have the resources needed to support our operations and advance our mission. RGS’ total fundraising revenue (not including a large grant received from a foundation supporter) is represented in the following chart:

2015 Fundraising Results

- Total Online Fundraising (includes PayPal and the WePay Winterize Campaign): $18,416.02
- General Donations from Visitors and Tours: $18,063.97
- Total Donations from Events/Festivals (includes Corneaters, Kurtis Campaign, 4th of July Picnic, Rowdy Girl Roundup, 1st Annual Vegan Awareness Festival & Vegan Thanksgiving): $14,193.00

2016 Fundraising Results

- Total Online Fundraising (includes PayPal, WePay Winterize Campaign, Rowdy Girl Membership Fund, Amazon Smile, Youcaring Flood Fundraiser, Vegan Cowgirl Campout, Stripe): $55,992.72
- General Donations from Visitors and Tours: $39,001.68
- Total Donations from Events/Festivals/Campaigns (includes Oatmeal, 2nd Annual Vegan Awareness Festival, Vegan Cowgirl Campout): $17,582.14

2017 Fundraising Results

- Total Online Fundraising (includes Paypal, Amazon Smile, and Membership): $28,829.49 (we did not include the campaigns in this category)

- General Donations from Visitors and Tours: $3,687.10 (the reason this number was down because of Hurricane Harvey)

- Total Donations from Events, Campaigns, Grants, Other: $148,404.01

The following examples are just a few of the fundraising programs that sustain our Sanctuary needs:

- Annual Vegan Awareness Festival & Fundraiser
- Texas Vegan Tour with Jane Velez Mitchell
- Rowdy Girl Membership Program
- Adopt an Animal Program
- Cowgirl Campout
- Vegan 4th of July Picnic
- Kirtan with the Cows
- Halloween Potluck Hayride
- Thanksgiving Vegan Potluck
- Children of the Corneaters Halloween Campaign
- Winterize Rowdy Girl Sanctuary
- You Caring Flood Recovery Campaign
- Save Oatmeal Campaign
- Home for the Holidays
- Warm for the Holidays

Just as important as raising funds to support our work, these campaigns also serve to raise awareness and have educated the thousands of individuals that participate in the campaigns and events related thereto.
Media Reach

RGS is honored that the media has gravitated to our story. The evolution of a beef cattle ranch in Texas that had a vegan change of heart provides a lot to write about. There are so many nuances regarding not only the animals in our care and how they got here, but also the relationship between Reneé and Tommy.

The media attention that RGB has received includes, but is not limited to the following:

- News Fix Channel 39
- Vegan Nation with Marlene Narrow Parts 1, 2 and 3
- ABC 13 KTRK TV Houston
- VegNews Magazine
- T. Colin Campbell Center for Nutrition Studies
- Curiously Veg
- Bite Size Vegan - The Cow Who Changed Texas
- The Dodo
- CBS Evening News – Steve Hartman’s On the Road story went viral and has been shared almost 100,000 times and seen around 5 million times
- Animals Today Radio
- Elephant Journal
- Houston Chronicle – The biggest Houston newspaper – it was from here where our story was picked up on the wire for the CBS Evening News
- Channel 2 Houston
- VegWorld Magazine – Sanctuary Animal of the Month
- Barefoot Vegan
- PETA
- Compassionate Women
- Your Daily Vegan
- PETA2 Free For All
- My Dream for Animals
- Our Hen House
- True Cowboy Magazine
- Italia che Cambia (Rome Italy)
- Wisconsin Gazette
- The Facts (Brazoria County)
- KTEP 88.5 FM EL Paso
- ABC News This Morning
- Main Street Vegan
- Mercy for Animals
- ABC 13 KTRK TV Houston
● Blogtalkradio
● GO VEGAN Radio with Bob Linden
● CARE 2
● One Green Planet
● Vegucated
● Free from HARM
● Southwest Magazine - Feature Story – October 2017
● Animal Planet – Vet Life program aired February 3, 2018 and aired subsequent times since.
● World Meat Free Week - April 2018 - 200MM expected audience

Here are links with additional information:


https://rowdygirls-sanctuary.org/news/radio-interviews/
Section II – Where We Are Going
Our Future

In envisioning the future of Rowdy Girl Sanctuary, we have undergone a SWOT Analysis, the results of which are below. This analysis has empowered us to clarify our priorities and ensure that we stay focused on matters that we know will have the greatest impact for animals.

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<thead>
<tr>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
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<tbody>
<tr>
<td>● Unique Program Areas</td>
<td></td>
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<tr>
<td>● Board of Directors</td>
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<tr>
<td>● Staff, Volunteers &amp; Interns</td>
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<tr>
<td>● Media Awareness</td>
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<td>● Community Awareness</td>
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<tr>
<td>● Our Residents</td>
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<tr>
<td>● Financials</td>
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<tr>
<td>● Insufficient staff to grow our programs</td>
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<table>
<thead>
<tr>
<th>OPPORTUNITIES</th>
<th>THREATS</th>
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<tbody>
<tr>
<td>● New Location</td>
<td></td>
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<tr>
<td>● Grow our Skills</td>
<td></td>
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<tr>
<td>● Develop Additional Partnerships</td>
<td></td>
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<tr>
<td>● Grow our base of support</td>
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<tr>
<td>● Location</td>
<td></td>
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<tr>
<td>● Being located in a flood/hurricane center</td>
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<tr>
<td>● Climate</td>
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<tr>
<td>● Poisonous Snakes</td>
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<tr>
<td>● Fire Ants</td>
<td></td>
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<tr>
<td>● Safety</td>
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</tbody>
</table>
Strengths

Unique Program Areas

Our Four Unique Program Areas will remain unchanged. We have learned so much in the last several years, and perhaps the most heartening learning has been how desperately our work was needed in Texas, and around the world. As such, we have become strengthened, and more confident than ever in the efficacy of work in Animal Care, Sanctuary Outreach and Education, the Rancher Advocacy Program, and Families Choosing Compassion.

We do, however, look forward to expanding in all areas, but most particularly in our Rancher Advocacy Program, and Families Choosing Compassion.

Rancher Advocacy Program

RGS has helped one Ranch go vegan already, and are in talks with two others!!!!! While we cannot say their names in order to protect their own safety, this is literally just the start of what we know will become our most successful program.

RGS plans to speak at school functions and events to raise awareness of this program and the RGS mission. We are developing a model whereby we can work with, not against, the system. Children and families are having empathy for their animal friends that they raise in school. We are presenting the possibility of a real compassionate substitute to a violent end of the animals’ lives when they do. We hope to train these children to also make their own presentations in their local schools so that the message is being delivered by a member of the school community.

We are in the beginning stages of assembling a Compassionate Advisory Committee that will help review training modules, certifications, scholarships and presentations to be used by adult and child speakers at schools. We will also offer activities and events for the families that will inspire and educate them as they move in the direction of a plant-based diet and further their passion for animal activism.

We are hopeful to engage a major corporate sponsor for our Rancher Advocacy Program to assist us with outreach to ranchers and to further provide support for ranchers looking to make the transition from animal-based agriculture to plan-based agriculture.

Families Choosing Compassion

We are absolutely thrilled to have had 16-year-old Alena Hidalgo join this program, and save her friend Gizmo. Alana was part of the Future Farmers’ of America, but knew that the life of her friend Gizmo was more important than anything else. Alana came to us, and now Gizmo is alive and well. Please watch Alena and Gizmo’s story here: https://www.youtube.com/watch?v=fxfMQHzEdLk&feature=share

Like Families Choosing Compassion, the Rancher Advocacy program will also have a school
speaking component, as well as one for cattlemen's associations to raise awareness of the program and the RGS mission. As former ranchers, our purpose is to share with them a model whereby they can begin to fathom a choice where before there had been none. We are here to work with, not against the system, realizing that this alliance is a difficult one. We are the compassionate solution to ranchers who begin to have a change of heart.

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Board of Directors

RGS is deeply grateful for the strength of our Board of Director while also recognizing the need to expand our Board of Directors.

RGS has formed a Governance Committee that will be focusing on Board development, including identification and cultivation of prospective Board Members who bring geographic and ethnic diversity to the organization as well as valuable strategic and business experience. We expect to grow the Board to 10 to 12 board members by the end of 2022.

Renee will be meeting with Sailesh Rao in Costa Rica to discuss the possibility of him joining the Rowdy Girl Board of Directors. For more about Salish, please visit his website here: https://responsibleeatingandliving.com/favorites/sailesh-krishna-rao-climate-healers/

Renee is also in talks with Denise Bitz regarding Board Membership. More about Denise can be found here: https://www.bwar.org/about/meet-our-staff/

What is the board and committee structure/terms?

The Board meets typically on a quarterly basis. The Board has formed the following Board Committees to allow additional focus on critical work:

- Governance Committee
- Development Committee
- Finance and Audit Committee

Board members are elected for three-year terms and currently there are no term limits for Board membership.
Media Awareness

Rowdy Girl has been deeply fortunate to have the media come to us! That said, we certainly do not want to rely on that, and as such we have formulated a robust media program with multiple facets. Some of our media goals include:

1. Renee is in the process of writing a book entitled “Vegan Journal of a Rancher’s Wife”. Renee has completed the first chapter, and it chronicles her journey as a product of rape, growing up in a violent home, marrying a rancher, and becoming a vegan activist. This incredibly compelling story will take Renee out of the farm to speak all over the world about overcoming adversity, and living a life of compassion to all beings, both human and other-than-human.

2. Board Member, Kip Andersen, is already in talks with Renee about the possibility of this becoming a full-length feature film.

3. Shaun Monson will also be attending at Rowdy Girl Sanctuary to include us in a film he is working on. The goal of this would be to advance the Rancher Advocacy Program.

4. In addition, Renee is in talks with several film makers about the creation of a documentary about her life and about Rowdy Girl Sanctuary.
Staff, Volunteers, and Interns

In order to empower us to continue to do the important life-saving work that we do, we will be expanding our staff.

In 2016 our total staffing costs were: $13,596.62
In 2017 our total staffing costs were: $81,854.15
In 2018, we anticipate our costs to be: $106,373.08

2018 Annual Staffing Particulars are:

Founder and Executive Director $35,360.00
Sanctuary Manager $33,280.00
Administrative Assistant $33,280.00
Animal Caretaker $26,000.00
P/T Animal Caretaker $2,800.00

2019 through 2022

One of our goals for 2019 is for Rowdy Girl to hire these new positions:

1. A Program Director,
2. A Philanthropy Office, and
3. An Executive Director. This position will take on many of the roles that are currently held by Renee. It is our hope to have Renee dedicate her time to national and international advocacy, speaking, and writing.

It is also our intention to hire another animal caretaker, an office manager, and a media/social media expert.
Community Awareness

Our intention, particularly if we are able to relocate, is to become even more deeply involved with the local community. This will involve not only doing more tours and engaging with more volunteers, but we also have plans to offer vegan cooking classes with world class chefs. The menu would be vegan versions of “Texas themed food” such as BBQ, Ribs, and Wings.

We will continue to work with 4H and Future Farmers of America.

And, in time, we are also exploring the possibility of franchising Rowdy Girl. Our vision includes being able to work with other ranchers in Texas as they transition to vegan sanctuaries. We envision Rowdy Girl El Paso, Rowdy Girl San Antonio, etc.
Our Residents

Our residents will always be our most valuable and important resource. Though we would love to rescue every farm animal in need we must judiciously decide who we choose to become part of the rowdy family. Our protocol is to accept every call and to exhaust every measure to talk them through to a solution. We can't take every animal but that doesn't mean we can't help people solve their problems. So, we always point people in the direction of other animal sanctuaries or good adoption alternatives.

Ideally, the ones we bring to Rowdy Girl must be either a cruelty case, abandoned, on their way to slaughter as in the case of many FFA/4H animals; or a combination of factors that bring media attention to the plight of farm animals that have been given an individual persona because of tragic circumstances that lead to public awareness.

Such is the case of Magnus, a 3 Year Old, 1800 pound Black Angus bull that is living in the Cayman Islands. Renee was brought to the attention of Magnus when Juliette, his savior contacted her a couple months ago about her desperate need to find him another home. Seems Magnus was going to be slaughtered for his meat Christmas of 2017 until Juliette stepped in to save his life. She created a media campaign to raise awareness about the calm nature of this gentle giant that loves back scratches, neck rubs and eating apples and watermelon out of your hand. Before you know it Magnus was known all over the Cayman Islands when the Cayman Reporter stepped in on numerous occasions to tell his story. Juliette raised $5000 to save him but it seems that he continues to bounce from place to place because his living conditions are never conducive to his long term care.

He has had to be roped for extended periods of time with no free range of roaming, he has no cow friends, and he is always escaping his tiny enclosures. Juliette has run out of options with nowhere to turn. Magnus needs a real sanctuary that will tend to his every need and after much deliberation we agreed to take him in. Juliette has promised to help raise donations to pay for his transportation across the sea, his sterilization, shelter and food allowances every month.

It's stories like Magnus that show the world that animals normally raised for food are someone. Magnus is a huge personality and such a sweet gentleman. He's big, black and looks frightening but looks are deceiving - he's such a kindy beast and just the right combination of everything wonderful for Rowdy Girl Sanctuary.
Renee - we need some information here about your vision of animal acquisition. (philosophy)

- target rescues
- to bring media attention
- bring public attention
- include the example of Magnus
Weaknesses

Revenue and Expenses


Our revenue and expenses for 2015, 2016, and 2017 are as follows:

2015
Expense $66,650.41
Revenue $98,320.29

2016
Expense $148,153.34
Revenue $138,467.97

2017
Expense $418,104.32
Revenue $548,960.34

In 2016 and 2017 we experienced major flooding so both the revenue and expenses are considerably higher than anticipated. We also incurred legal expenses following a lawsuit in 2017 that impacted our expenses.

Our expected revenue and expenses for 2018 are:

2018 (check qb and stripe YTD)
Expense $287,207.72
Revenue $213,983.95
Opportunities

New Location

Moving will enable us to flourish in a stable environment without the pressure of impending floods and hurricanes. We are in the process of considering a move to a property in Brenham, Texas. It is strategically located between the 3 of the 4 major population centers in Texas, and a relocation to the historic and quaint town of Brenham will also get us closer to the 4th major population center - the Dallas Fort Worth area - where we have many loyal supporters who will visit us and volunteer more often, bringing more experiences and stories back to their Dallas Fort Worth communities.

The properties that Rowdy Girl Sanctuary wishes to obtain are the following:

- 800 Bilski Lane, Brenham, Texas 77833; and
- 801 Bilski Lane, Brenham, Texas 77833.

These properties include the following details:

- 800 Bilski Lane property – this is a 42-acre property which currently has the following features:
  - Two manufactured homes constructed in 2015. The homes would be used for staff housing and offices, and the other home would be occupied by Renée King-Sonnen and Tommy Sonnen.
  - A horse barn with an office, restroom, and hay storage facility.
  - An arena for hosting animals and small events.
  - 4 cow pastures.

- 801 Bilski Lane property – this is a 108-acre property which currently has the following features:
  - A large single-family home of approximately 3,200 square feet with three bedrooms and 2.5 bathrooms, built in 2002, which would be used to operate a vegan bed and breakfast.
  - A smaller home of approximately 800 square feet with one bedroom, one bathroom that would be renovated and converted into administration offices for the bed and breakfast and operations staff.
  - A barn for tools, large equipment, tractors and a work shed.
  - A small barn for hay storage.
  - 10 cow pastures.
If we are able to acquire the property, our plan is to develop the property in phases over a period of time to include features to attract visitors from the key four geographic areas: Austin, Houston, San Antonio, and Dallas Fort Worth, Texas and beyond. Our hope is to provide various amenities that encourage visitors to stay at the Sanctuary to experience joy, learn about farmed animals, and compassionate vegan living. They will feel inspired and refreshed and leave the Sanctuary ready to share their experiences and knowledge with their communities. Some of the features that we think are important to include are:

- Animal areas and barns for pigs, chickens, sheep, cows, goats, ducks, and other farmed animals, with appropriate separation and viewing and human interaction and education opportunities;
- A visitor center/people barn with various educational programs (including age-appropriate education for children) and multimedia displays, a small welcome store, meeting and conference rooms, picnic tables, and murals;
- Office space for shelter and administrative staff along with a volunteer room;
- Maintenance, equipment and storage facilities
- A small vegan wellness center with a meditation area, yoga area, small massage studio area and tea house with vegan treats;
- A bed and breakfast for visitors who desire to remain overnight and engage in volunteer and more extensive farm animal visit experiences;
- A covered event space for festivals, concerts and rental for private events; and
- A tomb of the unknown reflection area around one of the many ponds on the property, designed to encourage reflection upon the travesty of farm animal farming and the great loss of life associated therewith.

We plan to develop the property over time in phases with appropriate capital campaign goals for each phase. The phases we are exploring are as follows:

<table>
<thead>
<tr>
<th>PHASE</th>
<th>FACILITY CONSTRUCTION</th>
<th>TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>ONE</td>
<td>Development of the animal facilities and tour components; development of the administrative employee/volunteer offices; development of maintenance and equipment barns; and rebuild and set perimeter and internal fencing.</td>
<td>2019</td>
</tr>
<tr>
<td>TWO</td>
<td>Build visitor center/people barn; develop event space and other visitor amenities, including Texas wildflower gardens, small veganic demonstration garden, and pecan orchard (some pecan trees on site already); develop tomb of the unknowns; develop parking; commence operation of bed and breakfast.</td>
<td>2021</td>
</tr>
<tr>
<td>THREE</td>
<td>Development of vegan wellness center, and additional guest container/micro-homes for visitors and staff.</td>
<td>2023</td>
</tr>
</tbody>
</table>

Location and Climate of New Location
The New Location is in an ideal location for visitors, volunteers, staffing, and access to veterinary care.

Population Centers

- 75 miles to Houston, Texas
- 93 miles to Austin, Texas
- 155 miles to San Antonio, Texas
- 220 miles to Dallas, Texas
- 7 miles to Brenham, Texas
- 46 miles to College Station

Airports

- 92 miles to Hobby Airport (Houston)
- 81 miles to IAH Airport (Houston)
- 97 miles to ABIA (Austin)
- 232 miles to DFW Airport (Dallas/Fort Worth)
- 159 miles to SAT Airport (San Antonio)

Universities

- 46 miles to Texas A&M (College Station)
- 93 miles to UT (Austin)
- 229 miles to UT (Dallas)
- 76 miles to Rice University (Houston)
- 160 miles to UTSA (San Antonio)

Veterinary Resources

46 miles to A&M (College Station)

While we are close to a number of other sanctuaries including Rejoice Ranch, Houston Pig Rescue, Chicken Rescue, Dreamtime Animal Sanctuary and Black Beauty, our unique model truly sets us apart not only in the state of Texas, but in the world wide ranching community.

Climate

Brenham, Texas, gets 43 inches of rain per year. The US average is 39. Snowfall is 0 inches. The average US city gets 26 inches of snow per year. The number of days with any measurable precipitation is 63.

On average, there are 205 sunny days per year in Brenham, Texas. The July high is around 94
degrees. The January low is 40. Sperling's comfort index for Brenham is a 67 out of 100, where a higher score indicates a more comfortable year-around climate. The US average for the comfort index is 54. Our index is based on the total number of days annually within the comfort range of 70-80 degrees, and we also applied a penalty for days of excessive humidity.

Please see Appendix C for location details and additional photographs of these properties.
Fundraising

The Goals

Capital Campaign to support our move
- 42 acres $850,000 (Renee & Tommy may purchase this)
- 108 acres $1,400,000
- move $50,000

Fundraising Activities

1. Targeted Campaigns
   - Hold two targeted campaigns per year
   - An example of a targeted campaign is to seek funding for a particular matter such as veterinary care for an animal or funds for something like fencing

2. Major Donor Groups – May include board giving, a finance or development committee, etc.
   - Reneé to manage a major gifts portfolio of 10 major donors
   - Each Board Member to manage between 3 and 5 major donor relationships

3. Monthly Membership
   - Hold Membership Drives each year in June, September, and December
   - Members receive:
     ➢ A Members-only Facebook group
     ➢ A Members-only Rowdy Report Newsletter
     ➢ Free entry to Public Tours/RGS Events
     ➢ After 6 months of being a Member you will receive Rowdy Girl Swag
     ➢ After 1 year of being a Member you will receive a Rowdy Girl T-Shirt
     ➢ After 1 year of being a Member at $50.00/month you will receive a Private Tour and Photo Op with your favorite RGS Animal Resident
     ➢ After 1 year of being a Member at $100.00/month you will receive a Private Tour, Photo Op, and one of our pricey RGS Swag (i.e. throw pillow, blanket, etc.) with your favorite Photo Op photo on it!
   - Membership Goals
     ➢ 2018 - 200
     ➢ 2019 - 250
     ➢ 2020 - 300
     ➢ 2021 - 350
     ➢ 2022 - 400

4. Events
   - Hold 5 events per year
5. **Adopt an Animal Program**
   - You will receive our Members-Only Rowdy Report Newsletter
   - You will be added to our Members-Only Facebook Group
   - Free entry to Public Tours/RGS Events
   - Upon adopting an animal resident, Rowdy Girl Sanctuary will email you the PDF version of your Animal Adoption Certificate
   - After 3 months you’ll receive a hard copy 11’x14’ Adoption Certificate with your animal’s story and an 8’x10’ glossy photo of your animal
   - After 6 months of adoption you will receive a Private Visit with your adoption animal and a Photo Op
   - After 1 year of adoption you will receive RGS swag with your favorite Photo Op photo on it!

6. **Direct Mail**
   - Implement a direct mail campaign in 2019
   - Assess campaign efficacy

7. **Crowdfunding**
   - Will hold one crowdfunding campaign for the “move” to the new location.

8. **Online Giving**
   - Post pictures of animals with links to a campaign or a request to become a Monthly Member once every two weeks

9. **Grants - Foundations, Corporate, Government**
   - Will apply for various grants

10. **Corporate Giving Programs**
    - Seek to partner with various plant based organizations such as Beyond Meat, Follow Your Heart and Just

11. **Annual Giving Campaign**
    - Year End campaign

12. **Planned Giving**
    - We intend to build our planned giving program organically
    - It is unlikely that we will receive any gifts through this program for at least 10 years

13. **Merchandise**
    - We will continue to sell merchandise in person and online
Threats

Location, Floods, Climate, Snakes, Ants & Alligators

By far the most significant challenges that RGS has faced since its founding have been the two back-to-back floods caused by hurricanes in 2016 and 2017. These have required a massive effort to relocate the Rowdy family to a safe location and return them to the Sanctuary grounds following the floods. These hurricanes have also caused infrastructure damage at the Sanctuary and the loss of valuable time that could have been spent on our four program areas. Nevertheless, we are proud that we have been able to recover each time without any loss of life to our beloved animal residents. Moreover, we have turned a negative situation into an educational opportunity by focusing more attention on climate change as result, in large part, of factory farming.

Because of these devastating floods, and resulting impaired ability to focus on our mission, it is imperative that Rowdy Girl Sanctuary move to a location on higher ground away from the flood plains. The wet and rainy seasons have begun to consume our environment. Not only is it likely that we will face another hurricane if we stay where we are, we are now facing three additional devastating repressions. The first is that the floods have brought an onslaught of poisonous snakes to the Sanctuary. The second result was that we are now facing fire ants that are truly out of control. The third is that the floods have brought alligators to our pond. They lie in wait and we are deeply concerned for the cows, especially the younger/more vulnerable ones. These conditions cause a threat to humans and animals alike.

Please see Appendix B for additional information.
Appendices

Dixie Chick
Appendix A – Additional Information about Reneé and Tommy

Reneé King-Sonnen

Reneé was born and raised in Houston, Texas and is the founder and Executive Director of Rowdy Girl Sanctuary. Reneé was a city girl before moving in with her husband, Tommy, to the ranch in Angleton Texas which was once a beef cattle operation in the heart of cattle country. She fell in love with all the farmed animals, having no idea that her life was about to be forever changed because of her husband's ranching business.

After witnessing time and again the baby calves going to the sale barn, she became depressed about the inherent cruelty of the ranching business. By October 2014, she had decided she no longer wanted any part of ranching. She went vegan and began pursuing her vision to open a vegan farmed animal sanctuary. She forged relationships with many key leaders in the animal protection community who offered insight and counsel, and with tremendous determination created Rowdy Girl Sanctuary, Inc., a registered charity in the United States.

Reneé has always been an entrepreneur and an entertainer at heart. Her background includes a career as a professional performer, producer, Texas realtor, and her interest in yoga and wellness culminated in several businesses including the buildout of a multifaceted medical spa and yoga studio.

Reneé’s passion is her greatest asset. She believes her true calling has finally found her in her work at Rowdy Girl Sanctuary. Now she is a catalyst for change in a sometimes dark and cruel world, to educate others about the importance of adopting a vegan lifestyle. Her greatest aspiration is to be an advocate for ranchers. “It’s time to start rescuing ranches”.

Tommy Sonnen

Born in 1957, Tommy spent his childhood fishing and hunting. Until he was approximately 57 years old, he ate a Standard American Diet - and it showed. He was overweight, tired, and his doctor was always trying to get him to take statins for cholesterol control. When Reneé went vegan in the fall of 2014, Tommy thought she was crazy, but after learning about veganism, and thinking about his father who had died of a heart attack at the age of 62, Tommy knew that his unhealthy lifestyle would not be sustainable. Then Tommy watched the movie “Forks over Knives”, and it was one of the many pieces of the puzzle that lead him to a fully compassionate lifestyle. He became a full-fledged vegan on May 2, 2015, with the discovery of “So Delicious” ice cream and “Follow your Heart” cheese!

Tommy is vegan for his health, the environment, and the animals. It is amazing to Tommy that people like their animal products, but don’t want to know the dirty details of what factory farming has become. It is just not sustainable, even if you do not care about the horrors of factory farming!
Appendix B – Poisonous Snakes, Fire Ants and Alligators

Since the two flooding events RGS is overrun with various species of poisonous snakes and also with fire ants. All of these indigenous species are creating great danger to our animal residents, our staff, and are a risk as well as a deterrent to visitors. The particular species are:

**Coral Snakes** – These snakes are not to be confused with the similar colored and non-venomous Milk Snake, whose red and black bands connect. They tend to be very shy and secretive and will spend most of their time underground, in deep leave litter, dens and burrows. There is no anti-venom being manufactured in the United States that is available for people bitten by this snake. They possess the most potent venom out of any North American snake, but thankfully account for less than one percent of the number of annual snake bites. Respiratory paralysis can occur suddenly or within hours after a coral snake bite, therefore intubation and ventilation should be employed in a victim in anticipation for this.

![Coral Snake Image]

**Rattle Snakes** - Of the six species of Rattlesnake to occupy Texas, there are two species most likely to be found near Angleton. The **Diamondback rattlesnake** is the largest of them all with the capacity to grow to over eight feet in the right conditions. This snake is found in areas of thick brush or vegetation. The second, the **Timber rattlesnake** also known as Canebrake rattlesnake is a large, heavy-bodied snake averaging 4-1/2 feet. Brown or tan with wide, dark crossbands. Tail is entirely black. Both are potently venomous and bites require immediate medical care.
Cottonmouths or Water Moccasins - Cottonmouths can be dark brown, olive-brown, olive green or almost solid black with wide, dark bands, which are more distinct in some individuals than in others. Juvenile snakes are more brilliantly marked. This is a heavy-bodied snake, which averages about 3-1/2 feet in length, but can reach 6 feet. This snake will float on the surface of the water rather than below it and will flatten itself to appear bigger and stand its ground if encountered. Very toxic hemorrhagic venom, requires immediate medical intervention.
Copperheads – The copperhead is a brown/rusk/tan color with rough and irregular shaped patches of darker and lighter tones, easily camouflaging the snake. This snake, will, at will and without warning strike when threatened. The venom can cause secondary infections but isn’t usually overly dangerous to human health.
**Fire Ants** - Known to be attracted to electricity and aggressively inclined to all they meet. Coordinated stinging attacks can cause painful swelling, pus filled blisters and scarring.
Alligators - Alligators in Texas are mostly inactive from mid-October until early March, when breeding season begins. Females typically lay over 35 eggs. Each egg is about 3 inches long. The eggs incubate for about 2 months, and the female will watch and defend the nest during this time.

American alligators normally avoid humans, but they can become perceived as a nuisance when they establish territories around people. As human populations in Texas continue to expand, there have been an increased number of encounters between people and alligators. Alligators have been known to prey on pets and must be treated with caution. Alligators can be surprisingly quick on land and are capable of running quickly over short distances.
Appendix C – Information and photographs of the property in Brenham, Texas

Brenham Texas is a city in east-central Texas, United States, with a population of 15,716 according to the 2010 U.S. census. Brenham is about halfway between Houston and Austin approximately 70 miles (110 km) northwest of Houston, and about 90 miles (140 km) east of Austin. Brenham is renowned as the heart of the Bluebonnet region in Central Texas, the home of the Blue Bonnet dairy company, makers of various butter sticks and spreads. We intend to capitalize on the cruelty inherent in the region and bring a whole new way of thinking about cows, and other farmed animals.
This would be the new homestead for Rowdy Girl Farm Sanctuary:
And this one is of our outbuildings:
With Love and Gratitude,
Reneé & Surprise