

# Strategic Plan

## VISION

- The Tiny House Project
- The alternative school
- Wellness Center/Consciousness course
- Corporate and medical retreats
- Camps, retreats
- Promote Hochoka's business model and consulting services offered to other farms/outdoor learning facilities
- Collegiate programs – Internships & curriculum credits
- School systems/Home School Associations
- EGALA; PATH; NARAH; EPONA = Horse educators; a place to facilitate their work

## GRANT OPPORTUNITIES

- Equus Foundation
- The Summer Camp Fund
- Speedway Children's Charity
- Kresgie Foundation
- The Dale Jarrett Foundation
- Lowe's Foundation
- Ronald McDonald Foundation
- Joey Lagono Foundation
- Apple, Inc.
- Duke Energy
- Carolinas Farm Credit
- Atrium Health Foundation
- Network For Good
- Horses & Humans
- NASCAR Foundation
- Ryan Newman Foundation

## FUNDRAISING OPPORTUNITIES

- Belk Charity Sale
- Christmas Sale fund-raiser at Belk
- Kohls
- Summer Camp Sponsorship Drive
- GoFundMe
- Willie Nelson music event
- Sponsor An Animal Program
- Sponsor A Child Program

- Recruit highly trained contract organizations and volunteers for project work to be done at the farm.
- Recruit collaborative organizations to utilize this facility and our business model.
- Offer Hochoka's curriculum/programs in universities as an elective course; either on farm site or in classroom. Internships.

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