



Paris Connolly
Loveland Farm Sanctuary
Orange County, CA 92625

August 11th, 2015

Valued Supporter,

It's with great pleasure that I enclose the business plan for "Loveland Farm Sanctuary." In this overview, you'll find a compelling plan for a sanctuary that will set out to educate the community on solutions for 21st century problems that have become a struggle for many Americans. It will also become the hub for training vegan-based entrepreneurs with a vision to create a cutting edge product or service offering. I am dedicated to making Loveland Sanctuary a reality in the foreseeable future and hope that this cause will set a leading example for future endeavors of the like within our community.

I welcome your support, along with the chance to answer any questions regarding the plan I've put forth. Please reach out to me directly at 781-820-8381 with your inquiries.

Thank you so much for your time and consideration.

Sincerely,

Paris Connolly
Loveland Farm Sanctuary
Lovelandfarmsanctuary.org

Business Overview

Legal Name of Business:

Loveland Farm Sanctuary

Trade Name of Business:

Loveland Farm Sanctuary

Business Address:

424 ½ Fernleaf Ave
Corona Del Mar, CA 92625

Email Address:

parisconnolly@gmail.com

Date Business Established:

3/2015

Nature of Business:

Animal Sanctuary and Learning Center

Bank and Branch Location Used for Business Matters:

Bank of America, Corona Del Mar, CA

Bank and Branch Location Used for Personal Matters:

Available Upon Request

Business Vision

We have a dream to build a sanctuary that will transform individuals, communities and businesses. In addition to the rescue of animals in need, it will offer a one-stop shop solution for **three major problems** concerning the world's population in the 21st century.

1. The state of the country's health is in crisis as the rise of major diseases continues to climb **due to the increased consumption of animal products.**
2. The environment is in utter chaos with climate change affecting various parts of the country at any given time. Water consumption rates are at an all-time high and pollution is contaminating our oceans, air and land. These problems are all a **direct result of animal agriculture.**
3. The rapid rate and manner in which farm animals are being bred and killed for the standard diet is exposing terrible cruelty and violence in the system, raising a moral dilemma for many Americans.

Loveland Farm Sanctuary (LFS) aims to sit as a solution provider at the intersection of these three areas by offering:

- Educational opportunities for the public on what this means for them, the planet and the sentient, non-human animals we share it with.
- Training and investment opportunities for vegan-based businesses looking to tap into a booming market that is only going to continue to grow.

Environmental, Cultural and Business Context

There are three main forces at play that make this the opportune time to launch Loveland Farm Sanctuary

Natural Movement toward Vegetarian/Vegan Diet

The Vegan Movement is the fastest growing social injustice movement happening today. With the Federal Dietary Guidelines Advisory Committee recently recommending a shift towards a plant-based diet as a solution to the health and environmental crises, we're seeing more and more Americans identifying themselves as vegetarian or vegan. **A 2013 Public Policy Polling survey found 13% of Americans identify as either vegetarian (6%) or vegan (7%) with 36% of them interested in a plant-based diet.** The Physician's Committee for Responsible Medicine, a non-profit comprised of over 10,000 doctors, has conducted **extensive research linking meat consumption with chronic Western diseases such as Diabetes and Alzheimer's.**

Unsustainable Production

Consumers are much more aware that the majority of their food is being sourced from less-than-optimal environmental conditions that exist within the factory farming industry. Animal agribusiness is trying to keep up, but even if all farms were to fully reform to grass-fed, organic methods, this would not be the solution for the environmental crisis. Higher methane levels (more harmful than CO2) would, in fact, be a greater detriment to the environment. This would also only subjectively solve the social concern, given the loose legislation around standards for "organic." With over 7

billion people on the planet, the demand for animal-based foods would still be too high to continue to keep up at the rate the population is growing. According to the UNEP, this is not sustainable.

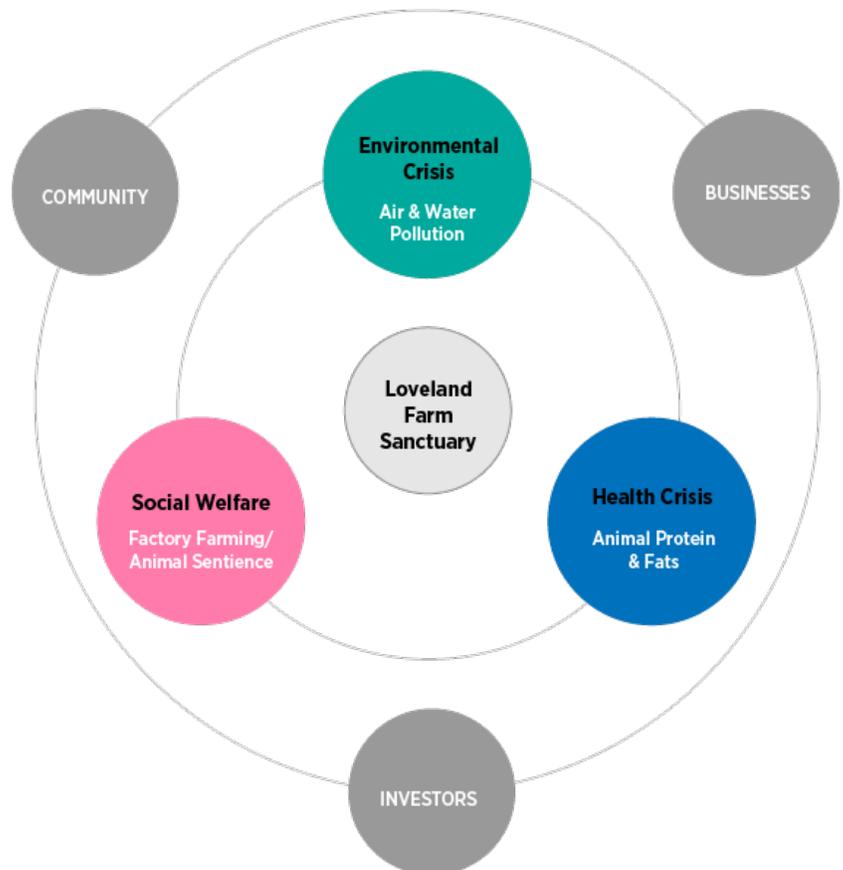
Farm Animal Awareness

The main source of food for humans in the western hemisphere revolves heavily around animal proteins and fats. What we've seen is the astronomic increases in animals bred and killed for food, going from **1.8 billion in 1950 to 9.1 in 2013**. Globally, we are bringing into the world 60 billion land animals every year, only to then confine them, treat them terribly cruel and end their short lives through violent slaughter.

In 2012, it was proven in [the Cambridge Declaration of Consciousness](#) that many animals, including all mammals and birds, possess the “neurological substrates that generate consciousness.” Animals are physically sentient and have the ability to feel pain, pleasure and to suffer similarly to humans. Researchers are finding that their intellectual and emotional capacities are very complex - [similar if not, more advanced than the domesticated animals we share our homes with](#). Yet, the lives of farm animals are customarily an afterthought and laws protecting them from cruelty and abuse are minimal. **As more is discovered** about farm animals, culturally, Americans are growing increasingly aware and uncomfortable.

The solution to these three concerns is to adopt a vegan diet as the [United Nations](#) has so strongly urged.

*We at Loveland Farm Sanctuary stand with the aforementioned global leaders and academics. It has become apparent through their data and research that the current approach to self-preservation, health and environmental reform needs a complete overhaul. We believe firmly in the solution that they have provided, and recognize that it complements the desire for social reform where the well being of farm animals are concerned. Our mission is to answer this call for action by introducing their findings to the public by being the **first farm sanctuary in Orange County** and offering a hands-on, interactive learning experience to the community, businesses and investors.*



Service Offerings

At LFS, we look to go further than the individual contribution of adopting a vegan diet; our goal is to empower members of the community to foster this approach for themselves, as well as to provide businesses with the tools they need to extend their learning beyond LFS out into their own communities. Our three-tiered solution is comprised of:

1. **Educational opportunities on vegan living for the public**
2. **Training opportunities on building a business for vegan-based start-ups**
3. **Investment opportunities in vegan-based start ups for funders**

1. Educational Opportunities on vegan living for the Public

Guided Tours

Guests will be able to tour our sanctuary and receive:

- ***Farm Animal Exposure and Interaction*** - *LFS will become a safe haven for rescued farm animals that have endured a life of cruelty and abuse. By introducing these curious creatures to a world that consumes them on a daily basis, but knows little about them, we're providing additional context to members of the community who most likely have had limited exposure to the animals they may eat. Caretakers will lead each tour, practicing love and compassion when handling our residents. Our goal is that visitors will arrive at our sanctuary and leave transformed, simply through the exposure that they'll get from time spent with our animals.*

Self-Guided Walkthroughs

At any point during a visit to our sanctuary, guests may walk through and experience our:

- ***Three-Fold Facility Design with "Zones"*** - *Our facility will be laid out in a visually engaging way conducive for quick, easy self-learning. There will be designated areas of the facility dedicated to a specific topic of concern called a "zone." Through interactive and visual representations, we will provide a learning opportunity to our visitors passing through the zones, using up-to-date information, quantitative data and statistics and practical solutions for each trouble area. Learning stations are meant to highlight the benefits of "zone living" verse conventional standards. Additional zones may be added at a later date, but the goal is to start with the following three learning areas:*
 - **Environmental Zone** – go-green, animal agribusiness contributions, what an individual can do to make an impact
 - **Health-Conscious Zone** – data on western, life threatening diseases and how they relate to food, the benefits of consuming plant-based whole foods, slashing the misconception that healthy food is boring, how to eat healthy regularly without breaking the bank
 - **Compassion Zone** – facts and research about farm animals (ie. Pigs have an intelligence level higher than dogs and equivalent to a three-year-old human), anecdotes on the relationships and friendships they have forged, truths about the factory farming process and limited legal protection for farm animals.

Hands-On Learning

We will offer workshops and training courses to further the education provided from the zone walk-through and standard facility tour. Additionally, we will have a strong focus on offering specialty classes for families and children (schools/activity programs).

- **Examples of hands-on learning and classroom-based courses** include:
 - Vegan Cooking 101
 - Farm Animal Care and Treatment
 - Grow Your Own Produce at Home
 - Getting to Know Farm Animals (see *Barn Buddies program* at Sweet Meadow Farm)

2. Training Opportunities on building a business for vegan-based start-ups

The urgency to act now is a message we are receiving loud and clear from all corners of the world; yet, we realize we will have a much greater impact if we leverage the entrepreneurial spirit of others with a similar drive to be a solution provider as we're imminently facing a major global issue. Through the expertise of one of our board members, we're armed with the perspective of a business consultant who specializes in training and leadership development; this skillset will be instrumental in shaping our curriculum for the workshops we would like to provide. The goal is to have our facility looked to as the start-up incubator in the vegan sector, providing the tools necessary to go to market with a strong service offering.

Here are some **examples of the types of training and seminars** we would like to offer:

Fundamentals of Start-Up

- Legal
- Financial
- Product Development
- Sales and Marketing

Start-up Collaborative

- Peer-to-peer brainstorming
- Hack-a-thons
- Start-up weekends/retreats

Competitive Advantage

- Market comparisons of traditional methods vs Vegan/ how to leverage your specific value proposition
- Social Media marketing for vegan-based businesses

3. Investment opportunities in vegan-based start-ups for funders

By way of training entrepreneurs and improving their products/service offering for market, we'll provide a pool of investment opportunities for funders to have a first look. Over time, we'd like to connect our businesses with the growing pool of investors interested in sustainable solutions.

Invitation to Private Events

- In-Course Sessions
- Mixers
- Demo Days

Key Milestones

There are three key phases in the development of the plan:

Phase 1 -

Phase 2 - Open education center for community classes

Phase 3 - Have our first cohort of vegan businesses start in our immersion program

Phase 1: Open a working sanctuary to the public with 3 – 5 key animals

The key activities in this phase include;

1. Acquire and develop appropriate land
2. Hire the services of a qualified staff
3. Bring our first animals to the farm

1. Acquire the appropriate land

The Orange County area is metropolitan without a lot of unoccupied space for pasturing. To build the first sanctuary here will most likely require a renovation of an existing commercial space or undeveloped land. Costs for living in the Orange County area are high so careful consideration will need to go into selecting a location. Currently, suitable properties on the market cost anywhere from \$400K to \$1.1 million for between 3 and 10 acres. [Trabuco Canyon, Orange, Silverado Canyon](#) and Rancho Margarita appear to offer acreage on the lower end of the scale, with higher priced properties found in the San Clemente, San Juan Capistrano, and Yorba Linda areas closer to the ocean. The first goal will be to raise enough funding for a down payment on the appropriate space.

2. Hire the services of qualified medical staff and volunteers

Once we have funding to secure the appropriate land, the next step is to find the proper assistance to make sure our animals are well cared for. I will personally be on site tending to the farm on a daily basis, and will require the expertise of farm animal handlers. Many of our rescued animals will be coming in from horrendous, unsanitary conditions and all will need initial evaluations before being introduced to the other animals. Veterinarian needs for severe/invasive medical treatment will be required at times, so it's imperative to have assistance in place beforehand. Volunteered assistance will be heavily relied on for day-to-day operations as the sanctuary grows. We will look to the online community we've been building as well as members of the local community to help in this area. Examples of this would be high school students who need community service credit for graduation as well as vegan and animal rights friends we've made in the area.

3. Bring the first wave of animals to the farm

When the sanctuary is in good working order and of a safe standard, we will start accepting animals onto the property. This will be an easy effort as there is no shortage of animals needing a new place to seek refuge. The idea will be to partner with animal control investigators and last chance organizations that will be reaching out for re-homing and adoption opportunities. We will bring animals in that we believe are rehabilitate-able and potentially adoptable. Part of our goal eventually, will be to work with private residences and community organizations that are looking to adopt farmed animals for companions. They will be required to comply with a strict set of conditions in line with the organization's mission to provide rescue and care for farmed animals with the intention of fostering a guardian/companion relationship.

Phase 2: Open education center for community classes

The key activities in this phase include:

1. Create awareness/offer tours of the sanctuary
2. Build Zone designs and facility for learning
3. Design educational programs
4. Host first series of classes
5. Continue rescuing more animals (as funding allows for it)

1. Create awareness/offer tours of the sanctuary

Through grass roots efforts and social media, our goal is to position our sanctuary as the alternative visitor's site for farm animal interaction and education. (See the competitive analysis section for more). The plan for this specific portion of the development will rely heavily on the expertise of our board members in both marketing and business. We believe that by tapping into the school system and health-conscious community, we can attract curious visitors to our site for tours at an affordable cost. By sharing our vision with our guests, we're certain they will then become ambassadors of our sanctuary, spreading the experience we offer far and wide.

2. Build "Zone" designs, organic garden and facility for learning

The zone areas, as described above under "Service Offerings," will be laid out in a way that makes them fully integrated into the property for maximum visibility during the tour. The facility of learning will be a barn-style structure built somewhere on the property that offers easy accessibility for foot traffic coming directly from the tour or the entry point of the property. Inside will be designed as a state-of-the-art learning center with a large demo station for instructional courses such as Plant-Based Meals: 101, etc. Computer stations for participants would be desirable for any self-learning style programs that may be offered. Lastly, a veganic garden (see [Rowdy Girl from Ranch to Farm video here](#)) with a selling station close to the entrance of the sanctuary is planned for year-round produce sales.

3. Design educational programs

Through interactive classes such as cooking courses, and seminars like vegan nutrition basics, participants should be able to receive all the information they need to feel confident about their decision to move into a plant-based diet. It will be critical to craft out a curriculum, or series of classes that can be completed consecutively to achieve just that. The secondary set of classes would be surrounding the early education market in teaching them proper interaction, the needs and optimal care that farm animals, not bred for food, need. These interactive sessions would give the students full exposure to the farm animals in their natural environment as well as quality time to spend loving and nurturing their relationship with the animals. Transportation of animals to and front the sanctuary is also a factor to consider, and has been accounted for in the cost estimates.

4. Host first series of classes

Guests and the community (schools, families and individuals) will be invited to come experience our courses. Through advanced promotion leading up to the launch, we'll create some excitement and curiosity through our former visitors of the sanctuary, and additionally by leveraging new opportunities that present themselves in our community. Social media, mailing lists and local affiliate partnerships will be used as promotional channels, also. The initial goal would be to run each series of classes concurrently within the first month of opening the center for learning.

5. Continue rescuing more animals (as funding allows for it)

A strong core component to our mission is to save as many animals as the funding and land will allow for. One thing we know to be entirely necessary - and understand will be painful to do at times - is to "Say no." In the interest of the sanctuary and it's current residents, we will never compromise the safety or quality of life for those already rescued, even if it means turning away potential rescues when necessary.

Phase 3: Have our first cohort of vegan businesses start in our immersion program

The key activities in this phase include;

1. Identify viable candidates for the pilot program
2. Design immersion program curriculum
3. Notify investors of vegan entrepreneurs enrolled
4. Roll out immersion program
5. Hold entrepreneur presentation night for investors

1. Identify viable candidates for the pilot program

Using the launch of the center for learning to promote the immersion program, we'll start the open enrollment for our first wave of candidates. There will be an in-depth application process to attract the highest caliber of entrepreneurial spirits and innovative ideas.

2. Design immersion program curriculum

Concurrently, while raising awareness and reviewing applications for the program, the curriculum will start taking shape. Courses will revolve primarily around the methodology of top business consultancies; additionally, we'll look to local non-profit learning programs to offer slots within the curriculum that are relevant to start-up preparatory coursework. Lastly, existing vegan start-ups in the community will have the opportunity to teach mentoring best practices and how-to sessions from the perspective of a business one step ahead.

3. Notify investors of vegan entrepreneurs enrolled

From the conception of the sanctuary, we'll be offering LFS investors as well as outside investors a chance to be part of this out-of-the-gate opportunity. For those with a desire to participate, we will provide a first-look inside the pilot program through ongoing communication updates and progress reports. Attendee profiles will be available for review with an outline of their product/service offering while they're working through the incubation phase. We'll also offer face-to-face networking opportunities, mentoring and demo days.

4. Roll out immersion program

Once we have 6 - 12 strong candidates and a solid program in place, we'll officially launch the training phase. We expect that with the depth of the curriculum through the various contributors and content, the program in its entirety will take place over several weeks to a month with weekend intensive learning. Project-based learning will be done with a finished product/service offering and business plan upon completion.

5. Hold entrepreneur presentation night for investors

At this point in time, it will be imperative for both investor and potential business to attend a network night. The entrepreneur will have the chance to present his/her business plan, potentially "Shark Tank" style (TBD), while the investor can scout for new potential investments.

Time Line for Plan

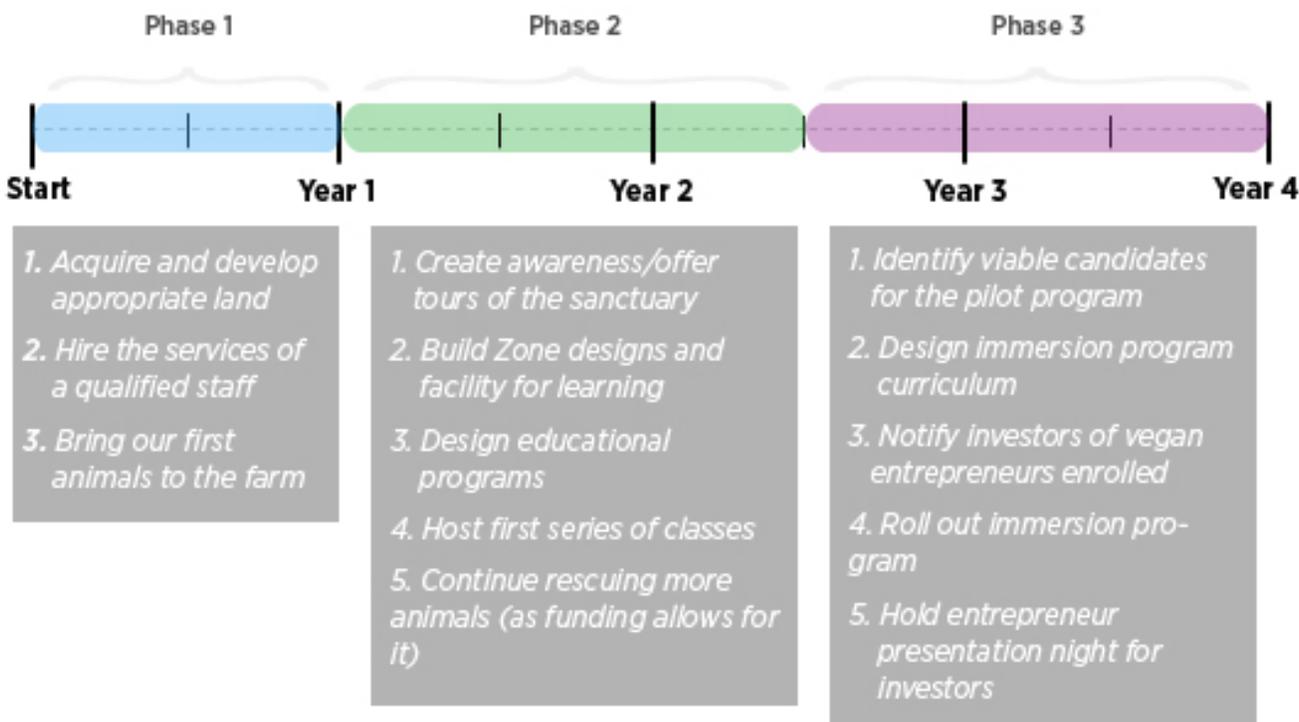
As soon as funding is in place, all of Phase 1 will happen rapidly. Upon purchasing and preparing land for residence, we'd expect to start rescuing animals immediately. A realistic timeline from meeting startup costs to acquiring and closing land would be three months. An additional month at minimum to prepare the land so it's suitable for 3-5 pigs, cows and chickens, while securing care can be expected. In total, Phase 1 should take ***no longer than six months*** to complete.

We would like to start attracting visitors to the sanctuary shortly after rescuing our first wave of animals. The first wave of tours would ideally begin within three to six months of Phase One as we complete the initial look and feel of our facility, making it visitor-appropriate. Then zone/learning center/veganic garden construction begins and will be ongoing simultaneously to tours until completed, within the next six months to a year, while we are also designing classes for the community. The goal is to host our first series of community-based classes in our new learning center, and complete Phase 2 ***within one and a half years*** of opening the sanctuary to the public.

To have a chance of finding out initial footing through the courses offered to the community, we would allow six months before begin taking applicants for the immersion program. Designing the program, reviewing applications and finding investors will happen within another six months, upon which we'll then begin the pilot coursework. The program will last no longer than three months before we hold our first presentation night, and complete Phase 3 ***no later than one and a half years*** of opening the center for learning.

From conception to Phase 3 completion, this is roughly a four-year plan:

Timeline of Plan



Competitors

Below we outline competitors in the traditional farm capacity, zoo businesses and other sanctuaries. Following the examples is our competitive advantage and how we differentiate ourselves from those currently in operation.

Farm:

[Centennial Farm](#)

“Centennial Farm is a three-acre working farm created to educate youth about agriculture and it’s importance to daily life.”

Zoo:

[Orange County Zoo](#)

“Tours are 1 1/2 hours in length and include a zoo tour guide. Topics covered include habitats, adaptations, feeding habits, and general information about animals native to the southwestern United States.”

Sanctuaries:

[Farm Sanctuary](#)

“In addition to providing shelter for approximately 100 animals, our Southern California Shelter offers one-hour guided tours on Sundays and group tours are available by appointment.”

[Gentle Barn](#)

“The property is complete with large horse and cow pastures, a red and white barnyard for the smaller animals, an organic vegetable garden, lots of shade trees, and a panoramic view of gorgeous mountains. Our over one hundred and seventy rescued animals are safe and happy at The Gentle Barn, and there is plenty of room to welcome our visitors and the children we host.”

Competitive Advantage

Keeping in mind the three major problems concerning people in the 21st century, both the zoo and local farm businesses appear to be out of touch with their educational efforts. Nothing more than the standard watch-and-observe with occasional interaction in restrictive, exploitive environments is offered to our youth and communities. Our sanctuary’s facility design will attempt to educate and train residents and visitors on combating the ever-present health and environmental crisis, while our guided tours will teach compassion and respect toward all fellow earthlings.

The neighboring sanctuaries are looked at by LFS, not as competitors, but instead as potential partners. Our core values run parallel with distance being the only divider. We look to both Farm Sanctuary and Gentle Barn as mentors and hope to offer a similar value proposition further south and more accessible to our local community.

Target Market

With over 3.1 million residents in *Orange County, CA*, the region is the sixth most populous county in the US, and perfectly suited for a farm sanctuary. Almost a quarter of the population is under 18 years old, offering deep educational opportunities. Median income is roughly \$75K, meaning there's an ability to allocate discretionary funds to non-profit organizations, and an average of three people per household indicating family environments are strong.

The target demographic ideally suited for the sanctuary experience generally consists of teachers looking to expand their curriculum, mothers with young children and vegan-based entrepreneurs. All of these are prevalent in Orange County.

Fundraising Plan

Our fundraising approach is four-fold.

- **Capital Funding** – We'd look for one or two capital funders to start us off. A private donation that can make a dent in the operating expenses will give credibility to the cause and help build momentum to gather the remaining funds needed.
- **Grants** - We'll attempt to supplement some of the finances to get the sanctuary off the ground through eligible grant opportunities. There is a small, select group of grant makers with interest in animal welfare to pull from; however, with the learning aspect of the non-profit being a dominant focus, it will widen the pool to those with educational interest.
- **Crowd funding campaigns/private donations** - We've already begun the process of leveraging social media to build a community of individuals with an interest in sustainability and animal rights. With a pre-established group of potential funders to draw from, we'll point them towards a GoFundMe campaign to start gathering initial donations.
- **Etsy Shop Products** – Paris has created a line of handmade home décor signs related to compassionate vegan living. An Etsy store will house these unique, sought after signs in a community of people who have limited manufacturers to purchase vegan-specific products from. Nothing like this is currently dominating the market, so we believe we can fill that hole and create a demand. All proceeds will go directly to LFS after operating costs for production of the signs.

Potential Private Investors – With many interested parties looking to a vegan lifestyle as a solution to the three major problems outlined in this proposal, we see an opportunity to partner with entities currently in operation. Below are some examples:

- **Doctors/Nutritionists** – The Physician's Committee for Responsible Medicine has a large stake in promoting plant-based living. With the first-ever Vegan hospital opening in November by a PCRM founding member, there may be an opportunity to attract their support given the nature of our learning center.
- **Environmentalists** – With more and more information becoming available to the public on the devastating effects of animal agriculture, we're seeing environmental organizations shifting their messaging to become more transparent about these statistics. Those invested

in making an impact through a plant-based diet may find a unique opportunity to create exposure of their cause through our learning center.

Operating Expenses (approx.):

Line Items	Year One	Year Two	Year Three
Land	\$50,000 + \$18,000*	\$18,000	\$18,000
Admin	\$5,000	\$10,000	\$15,000
Equipment	\$15,000	-	-
Labor/Payroll	-	\$80,000	\$110,000
Marketing	\$6,000	\$16,000	\$16,000
Medical Supplies	\$5,000	\$10,000	\$15,000
Feed/Supplies Cost	\$10,000	\$30,000	\$45,000
Vet/Other Contracts	\$12,000	\$24,000	\$50,000
Renovations	\$20,000	\$25,000	\$25,000
Center for Learning	-	\$250,000	-
Insurance	\$3000	\$3000	\$3000
	\$144,000	\$466,000	\$297,000

*Down payment and ongoing mortgage payments

Contributor Plan

If you would like to make a contribution, there are many ways to do so. Either through our crowdsourcing campaign which will be available on our website in the coming months, by purchasing a sign through our Etsy store, or as a private donor. There are, of course, different levels of capital contribution you might desire to sponsor us at. All sponsors, if they choose to, will be recognized through various marketing efforts during our fundraising phase through to the launch of the sanctuary.

Thank You

It is with great appreciation that we thank you for taking the time to consider partnering with our mission. We believe that with the assistance of supporters like you, Loveland Farm Sanctuary will become a beautiful refuge for farm animals, a premiere learning facility for community members, and the central hub for the next best business idea related to compassionate, eco-conscious living.