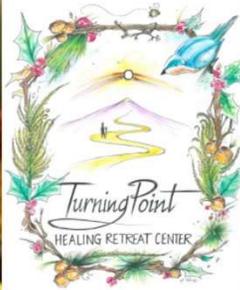


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www.TurningPointHealing.org
www.HealingVirginia.com
www.HubOfVirginia.com

Turning Point Healing Retreat Center Organizational Plan

Overview

Turning Point Healing Retreat Center (TPHRC) is an educational center focusing on health and wellness, veteran's issues, women's issues, quality of life, children's growth and development, and 12 step recovery and programs. TPHRC is a non-profit 501c3 entity and we are looking to the generosity of those who believe in and support our mission and our vision.

Some currently planned programs are for veterans, families, and individuals impacted by trauma or addictions, those experiencing pain and facing physical challenges, and those who seek a new path for personal growth. The bucolic environment of South Central Virginia provides a quiet, safe, and nurturing setting that offers a space for change, growth, and personal transformation. Our goal is to build and run a space that supports individuals, couples, and families seeking change, growth, and healing as well as educating and developing a partnership with the local community.

We are seeking individuals and organizations who will help us invest in our building fund. In 2018 we plan on constructing the road, preparing the site and installing the infrastructure, including electricity, well, septic, and other foundational work. Phase One is estimated at \$100,700. Our Phase Two goal is to break ground and complete the structure itself in 2019, at a total cost of \$461,500. We anticipate grants of \$350,500 in 2018 and \$255,000 in 2019. We are currently pursuing community reinvestment funds, veterans' services funds and community enrichment grants.

The proposed main facility is a 3,200 square foot structure and houses a large, open classroom space that will accommodate approximately 100 people, treatment rooms for holistic practitioners (massage, chiropractic, acupuncture, etc.,) and a smaller meeting space that will be used for recovery and support groups among other purposes. Our center will also be available for community events and celebrations when availability allows. Situated on 6+ acres in the rural setting in the woods of Southern Virginia offers a peaceful, restorative place allowing nature to facilitate healing while removing the distractions of daily life.

Phase Three of our construction includes grounds enhancement with quiet paths, benches, and meditation spots that will be scattered around the grounds, providing places that foster a synergy of mind, body, and spirit. A labyrinth walk will remind all those who visit of the importance of

remaining centered. Our hope is to have the paths, labyrinth, and other outdoor facilities available to community and visitors when they are not being used for a scheduled event.

Through enlisting the nearby residents in manifesting and growing our vision, the community and center become synergistic and symbiotic. TPHRC will function as the coordinator for network of resources such as holistic providers, teachers, professionals, natural vendors and recovery groups. People from diverse backgrounds will come together for educational classes, wellness activities, 12 step groups, and veteran's support services. By partnering with both new and existing businesses to provide lodging, catering and food services, transportation, and other ancillary services, the facility becomes a way to enrich the community as well as the participants themselves.

Business Model

Turning Point's workshop model attracts teachers and leaders who want to share their skills and passion. Our center provides the physical space for engaging participants as well as organizing, registering, and helping to market the events so that the teachers' focus can be on the presentation itself. To allow accessibility to all levels of income and ability, we offer varying options for costs and compensation. We will work with our presenters to provide a safe and nurturing environment for their workshops. Supplies, equipment, materials, copies, etc., are available at a nominal cost. Our principles of flexibility and diversity will allow us to evaluate each course on its own merits and value and then determine the appropriate cost to the participant, and cost or compensation to the presenter or group. Our goal is to balance the needs of the presenters, the participants, and TPHRC.

Revenue Model

Flexible cost of space will allow those wishing to use the facilities on a regular basis to grow their group or practice. Presenters will have a 50/50 split for workshops and classes. Non-profit support and recovery groups will be asked to donate to the center congruent with the space, time, and supplies that they use. We accept donations by individuals and businesses and offer dedications in honor of individuals or organizations whose spirits resonate with our mission. In addition, we are applying for grants that will help support the cost of our building and our programming, making our services available to those who may not otherwise have access to them.

The Facility

TPHRC is ready for the initial phase of construction. The land for the center was donated by the Stugarts. The plot plans, designs, and initial specifications have all been completed. The road into the land and the utilities are planned to be completed in 2018 and the building itself is projected to be finished in August of 2019. Currently the organization is working on fund raising and grants for the road and building.

The location is ideal for a healing retreat center located away from the noise, air, and light pollution present in an urban setting. We are also bringing visitors in for workshops, classes, and seminars from other areas. One of our first outreach will be to veterans. According to the Veterans Administration report of 2017, Virginia is ranked 8th on states with the largest population of veterans and is projected to be ranked as 5th by 2027. North Carolina, an hour drive south of TPHRC, is ranked 7th and 4th respectively. Virginia also had the 2nd largest population of Women veterans in the US. Our location is easily assessable to a large number of former military service members and we look forward to hosting a wide variety of workshops tailored to them.

During construction and beyond, TPHRC will move outward to target participants and presenters from outside the community and state who are interested in attending or leading workshops, classes and retreats. Focusing on veterans' groups, women's support groups, health and wellness coaches, and recovery and treatment centers, TPHRC will attract a diverse group of participants from near and far. By partnering with our local community, we create an opportunity for small local businesses to reap the benefits in housing, catering, and other services.

Project Summary

Turning Point Healing Retreat Center (TPHRC) was incorporated in the Fall of 2016 and obtained it's 501c3 status from the IRS in 2017. The board currently consists of five members: Ruth Brown, Teresa Moore, MD, JoAnne Stugart, John Stugart, and Debbie Vigneri. We come with a background in health, wellness, healing, business, education, design, and service that offer a firm foundation for the center's construction, operation, and success. Teresa has studied holistic and alternative approaches to health and wellness in addition to her western medicine training. John and Ruth are both military veterans. JoAnne and Debbie are both former public and private school teachers. All have owned and operated private sector businesses and have extensive volunteer and service work experience.

In our startup phase, Ms. Brown is currently serving as President and lead fundraiser. Dr. Moore is VP of Networking and Education. The building plans, contracts and construction is being overseen by Mr. Stugart while Ms. Vigneri and Ms. Stugart are focusing on grant writing and procurement. There is no formal compensation for any of the board until November of 2020, at which time TPHRC will begin to function fully with an appropriate staff on payroll. This is projected to include a full-time operations manager and part time positions for our networking/marketing professional, office administrator and bookkeeper.

TPHRC is currently offering some workshops, seminars and classes in a temporary rented location in nearby Kenbridge. A first wave of programs is being offered while the construction phase is pending financing. Dr. Moore is planning seminars for health care professionals to help raise awareness of the Center and to attract professional referrals to upcoming events and service providers. We are also planning workshops for topics such as "B&B 101-Make Your House Make Money" and "Make a Passion a Business". Several classes for health and well-being are also being offered on a regular basis at temporary locations.

TurningPointHealing.org, our website, is already expanding to include resources and information to create a community network for local residents and health care providers. On our site: HubOfVirginia.com, a comprehensive list of therapists, support organizations, and 12-Step groups is being assembled as a service to those seeking health and wellness. Our commitment is to help to bridge the gap between those who have healthy, holistic skills, products, and services and those who need them.

Fundraising and Financing

Turning Point Healing Retreat Center is a nonprofit corporation dependent upon grants and donations for a large part of its building and operating expenses. Philanthropic donations from persons and companies who support the mental, emotional, physical, and spiritual components of healing and wellness are necessary for our success. Ruth Brown, the current President, is taking the lead on fundraising and donor campaigns. We are enlisting the help of local connections, in both the public and private sector, to ramp up our efforts. During our Capital Campaign we are providing some classes using a rented space in a nearby town of Kenbridge.

The organization is pursuing grants supporting the values and principles of the center. Federal grant funding for support of veterans, women, and recovery may be available. Local, community, regional, and state grants are being explored. Our location in an economically challenged county provides access to some community improvement grants. We received our 501c3 non-profit status in 2017 and are now eligible for a wide variety of available funds.

Fees collected from class and workshop participants will grow and provide more sustenance as word of our mission spreads. Once the physical center is complete, contractors' rental of space will also contribute to our financial stability. The workshop attendance will vary seasonally, but a core of classes and events for the nearby community will run year-round. We anticipate a dedicated group of volunteers to assist with the building and maintenance of the paths, labyrinth walk, and grounds.

Summary

Our initial meetings with the local community, town and state officials, and established businesses have been well received and have encouraged us to work along an even tighter timeline for completing the center and fully implementing our mission and goals. The attached budget shows our current projected timeline and fundraising. Turning Point Healing Retreat Center desires and intends to be fully functional by the end of 2020.

Sincerely,
Ruth H. Brown, President
Board of Directors
Turning Point Healing Retreat Center

Use of Funds: Phase 1 & 2 – Facility

Our initial construction is projected to start in the summer of 2018 with the construction of the road and the installation of the utilities: water, electric and septic systems. A portion of the cost will be offset by the timbering of the area, although TPHRC is committed to retaining as much forest growth and natural vegetation as possible. Our plan is to have the facility completed by September of 2019.

The building costs include the construction of the shell, the interior finishing and the appliances and HVAC. The equipment costs include audio visual equipment and networking infrastructure, as well as tables, chairs and other common space items.

Use of Funds: Phase 1 & 2: 2017-2019	
Road & Site Prep	\$61,200
Utilities: water, electric, septic	\$39,500
Building	\$412,000
Equipment	\$49,500
Professional Costs	\$19,320
Marketing & Fundraising Costs	\$17,545
Contingency 10%	\$59,906
Total Use of Funds	\$658,971

Source of Funds: Phase 1 & 2 – Facility

Our initial income projections are based on available grants, especially those targeted for community reinvestment and veterans support services. Our private donations are anticipated from various fund-raising activities as well as local benefactors from the surrounding community. The “class” income stems from the classes given by TPHRC in our temporary rented space in the nearby village of Kenbridge. TPHRC shares a 50/50 split with the teachers and presenters. The “space rental” will be available when construction is finished.

Source of Funds: Phase 1 & 2: 2017-2019	
Grants	\$575,500
Donations	\$73,752
Sales	\$1,875
Space Rental	\$800
Classes & Workshops	\$8,050
Total Sources of Funds	\$659,977

Projections for operational expenses

TPHRC is committed to maintain a low-cost operation. The staff includes a full-time operations manager and part time positions for our networking/marketing professional, office administrator and bookkeeper. Utilities include electric, gas, internet and phone, as well as any insurance and fees. Maintenance would include contracting for outside grounds – lawn/snow, and inside repairs and cleaning. Marketing & Office costs includes fundraising events, advertising, website maintenance, and printing and mailing costs. This also includes the cost of Phase 3, which includes working on the grounds, paths and other features.

Operations Expenses: 2020 – 1st Full Year	
Staff	\$108,500
Office Costs	\$18,225
Phase 2 Building	\$27,000
Marketing & Office Costs	\$13,800
Total	\$167,525

Income Projections for operations

These income projections reflect a full year of operations. (Our fiscal year is Nov 1 to Oct 31) The income from grants reflect money available for community health projects, veterans’ workshops, and recovery events. The donations reflect the private donations from fundraisers at the local and state level. With the opening of the facility, the space becomes available for weekend workshops, full day events and office space for contractors such as therapists, chiropractors, acupuncturists, coaches, counselors and other holistic practitioners.

Classes include hourly classes for the local community, which will run throughout the year, one-day workshops or seminars for diverse topics targeted to the regional population, and weekend workshops that will draw participants from many regions, particularly the Eastern Seaboard and the Mid-Atlantic military facilities. Most of the weekend workshops will be scheduled during the fair-weather months – from March to October in Virginia. This reduces the need for participants to travel in the winter months.

Operations Income: 2020 – 1st Full Year	
Grants	\$100,000
Donations	\$78,000
Classes	\$31,000
Sales	\$2,400
Space Rental	\$11,600
Total	\$223,000