

*Southern Home Grown's
Good Vibes Village / Fresh Fire Holistic Medicine Lodge
Community Outreach Ministry*

Business Plan

Prepared By:

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II. EXECUTIVE SUMMARY

Southern Home Grown's Good Vibes Village, Fresh Fire Holistic Medicine Lodge (referred to from hereon in as the "Ministry") was originally established as a Sole Proprietorship then later as a Mississippi Non-Profit Organization, then transitioned into a private members association ministry located at 634 Mt. Carmel Church Road, Foxworth, Mississippi 39483. With the expectation of rapid expansion, the ministry solicits financial backing in order to be able to introduce these new services to the community.

Business Description

The Ministry was formed on 08/06/2018 as Sole Proprietorship then become a Mississippi non-profit under Mississippi state laws and headed by Carisa Breakfield. In 2020 the ministry transitioned to a PMA structure to better meet the individual needs in our community.

Carisa Breakfield, LPN, MCBBD, MCPD, MCCE, candidate for DNM has been trained and apprenticeship for skilled midwifery. She is a member of the Association of Texas Midwives (ATM), the LA Association of Midwives and endorses the evidence based Mother-Friendly Initiative (MFCI).

She is a Licensed Practical nurse, licensed in MS, LA, TX, & NM. She is certified in Neonatal Resuscitation, first aid, and CPR. She is also an AHA BLS instructor. She has been trained in emergency protocols. Carisa Breakfield is not a physician and therefore cannot prescribe medications for illness or pain relief, but instead follows the Midwifery Model of Care as set forth by MANA.

She is also a Certified Birth & Postpartum Doula, Childbirth Educator, and Lactation consultant through Madriella, Doula to Be, and Global Midwife.

As an apprentice with Kelly Miller, LM, CPM at Divine Design Birth Center in San Angelo, TX she was blessed to learn in such an educational and holistic environment. She has also had the great opportunity to apprentice under Liz Derry, LM CPM with Otero Birth out of Roswell NM. Carisa was able to witness first hand the beauty and strength in birth. She has also volunteered and been apart of families birth stories in other countries. She has had the honor of attending many births with families from all over the country and in other countries. Carisa has been blessed to be apart of these beautiful stories. All stories are different as birth is as individual and unique as each of us. From, breeches, twins, c-sections.... they are all different and each one special in their own ways with something to learn and take away from each.

Carisa has trained though Indie Birth Midwifery Training program as well as through the Association of Texas Midwives Midwifery program. She has also studied though M2B Midwifery Training program. She has been trained in clinical herbalism through Commonwealth School of Holistic Herbalism.

She is currently attending the Institute of BioEnergetic Medicine. Though her studies here she has gained certifications in auriculotherapy, multiple other natural healing modalities as well as been licensed as an ordained minister through First Nation Assembly. Upon graduation from IBEM seminary in 2024, she will have completed degrees as a Bioenergetic Doctor (BD), Doctor of Natural Medicine (DNM), and Doctor of Sacred Medicine (DSM).

The Ministry currently employs 1 full-time employee and 1 part-time employee.

Management Team

The Ministry has assembled an experienced management team:

Chairperson/Executive Director – Carisa Breakfield, LPN, MCBDB, MCBE, *As a Licensed Practical Nurse, Midwife, Clinical Herbalist, Certified Birth and Postpartum Doula, Certified Childbirth Educator, Lactation Specialist, AHA BLS Instructor, Preschool/Kindergarten Teacher she possess the knowledge, experience, and hands on skill set to provide needed services to the community as a whole.*

President – Eric Breakfield, *Possessing more than fifteen years experience in an oilfield management role. Eric is equipped to organize, prioritize, and lead in many areas of business. From staff management and scheduling to client satisfaction he has the skill set to be of great value to the organization.*

Vice President – Tammy Regan, *As a retired multi-business owner with over 30 years of entrepreneur experience she possesses the skills and insight to start a successful business adventure. She also has the knowledge to keep the business organized, structured and running to its full potential.*

Treasurer/CFO/Secretary – Ashley Regan, RRT, *She has over ten years of sales experience coupled with her degree in respiratory therapy. This allows her to approach finances of the organization with mastery as well as a sense of prioritization when it comes to client care and education. She has a dedicated fervency to supply community care needs with the most cost efficient means possible.*

Chief Outreach Officer – Patrick Regan, *As a retired pastor and multi-business owner he has the connections, compassion, and knowledge to provide outreach opportunities in a successful, financial, and beneficial manner. His years of pastoring has provided him contacts with numerous organizations that can be a great asset to the mission of providing the community with many needed resources. As a self-employed multi-business owner he possesses the skill set to take charge of the project and see that it thrives to its full potential. In this effort we are able to reach more of the community with individualized specific needs.*

Chief Community Education Officer – Cody Regan, RRT, *Over ten years as a respiratory therapist he has obtained the knowledge and experience to work with and inform the public on numerous topics. He has the dedication and vision to instruct and organize various information courses for the community to benefit from the knowledge.*

Business Mission

Southern Home Grown's Good Vibe Village / Fresh Fire Holistic Medicine Lodge has established its mission to celebrate, develop and guide the expression and manifestation of the individual truth of each of its communities members. Whether this extends to daily life, work, or leisure, GVV Fresh Fire Holistic Medicine Lodge is dedicated to supporting each member of the community in realizing his/her truth throughout his/her life's journey.

Our intentions include a deep commitment to self-responsibility and the ongoing stewardship of our resources, gifts, and abilities through education and service to others. Ultimately, it is our mission to help each member become a valuable and positive force in the world by supporting their journey towards aligning their outer reality with their internal truth.

Connecting families with a powerful understanding of wellness and healthy solutions, and the opportunity to process, recharge, learn, grow and experience the fullest of life and wellness. We say, nurture yourself & your family with nature's Southern Home Grown's Good Vibes Village / Fresh Fire Holistic Medicine Lodge.

New Services

The Ministry is preparing to introduce the following service to the community market:

Community Outreach Services: Southern Home Grown GVV Fresh Fire Holistic Medicine Lodge, offers a natural retreat with education on natural organic, eco-friendly products & alternatives including herbal medicines, essential oils, doula, childbirth education and early child care education, life skills and preparation classes, talk and psychotherapy services, services in Holistic health and wellness.

We plan to offer a safe space with the opportunities for professionals and hobbyist in various fields from the surrounding area to present their specialty topics and information to the community. Our goal is to promote a sense of unity, team work, and personal educational growth for the members of our local community as well as abroad.

We believe in the future of the birth-worker. We will train them to continue a long tradition of natural safe care. By providing an opportunity that is not so readily available in the local areas for hands on skills training and education through a positive environment. SGHGVV will also provide mission trip opportunities to use these new skills in countries desperate for care as

well as here in our home community. This will not only be a key benefit to the birth-worker student, but the community and nations as a whole.

We will also provide support for those struggling with infertility by means of counseling, support services, information, active listening, an outlet to express their thoughts and feelings with others struggling with similar battles. We will provide wellness labs and free pregnancy test to ease the worries on this journey. We will also offer surrogacy, adoption, and foster care information for anyone considering these areas of expanding their families and supplying a loving home to children in need of a caring stable family.

We plan to offer a space for multiple forms of natural healing and wellness for our community. We intend to offer a safe space with a comprehensive group of like minded individuals to provide services that will benefit our community. It will also benefit those providing services as it will supply a location and client base for the services provided. Services such as doula, midwife, massage therapy, acupuncture, aromatherapy, chiropractic medicine, diet therapy, herbal medicine, holistic nursing, yoga, natural medicine, respiratory specialist, Sacred Medicine, Auriculotherapy and counseling are a few of the outlets we would like to offer the families in our surrounding area. We plan on offering these services on sliding scale and scholarships so all are able to benefit from SHGGVV Community Outreach Services.

We will offer a retreat for those looking to disconnect and reset from traumatic life. We will offer dwellings, rentals, dry camp sites, and RV hook up sites. It is our goal to offer a retreat for families looking to get back to natural and nature. We will offer the community short term or long term monthly rentals with income based sliding scale monthly rent options. We will also provide a safe space for anyone in need of lodging in our community, from domestic abuse victims, teen moms, families of house fires, special need individuals, individuals that have aged out of foster care, or anyone in need of safe space and shelter.

As we bring this all to our community we will also provide opportunities for not only the service providers but others interested in volunteering to various outreach projects to supply diverse needs in the community. Some of these projects may include but not limited to a back to school bash to provide school supplies and fresh hair cuts for children, meals for new mothers, meals for elderly living alone, encouragement for the elderly in nursing homes by offering gifts, talents, and support, gather donations for the animal shelter, gather donations for children in foster care in our county. We will be providing scholarships to children in foster care and foster parents for any and all services and classes provided by GVV Fresh Fire Holistic Medicine Lodge. We will also take on a yearly community service project based on the needs of the community.

Funding Request start up cost

The ministry would like to request a total of \$201,000.00 in donations, to be used for the following purposes.

Community Outreach Building.	\$60,000.00
Septic tank set up.	\$25,000.00
Pavilion with stage.	\$15,000.00
Furniture for respite cabin.	\$10,000.00
Power set up to 10 sites.	\$10,000.00
Water supply to 10 sites from water well.	\$10,000.00
Handicap accessible showers and restrooms.	\$ 6,000.00
Rv hook up for 10 sites.	\$ 6,000.00
Dirt work for site.	\$ 8,000.00
Building maintenance supplies.	\$ 5,000.00
Various furniture and computer	\$ 3,900.00
Chairs 60 x 20.	\$ 1,200.00
Tables 10 x 50.	\$ 500.00
Yoga mats 10 x 20	\$ 200.00
Exercise balls 10 x 20.	\$ 200.00
Start up total Amount	\$ 201,000.00

Donations of services, skills, and time along with Long-term debt payment is a key feature of the Ministry's financial plan. We expect to break even within a 5.5 year time period following the introduction of our service.

II. BUSINESS SUMMARY

Industry Overview

Currently, the economic market condition in the United States is moderate. The meltdown of COVID, the sub prime mortgage. Market coupled with increasing gas, building material, and food prices has led many people to believe that the US is on the cusp of a double dip economic recession. This slowdown in the economy has also greatly impacted many businesses. However, medical based businesses like natural care and educational services tend to operate with substantial economic stability as many people consider these treatments to be essential to their families needs and there has been a spike in the number of health insurance providers that will cover all or part of the fees associate growth. Additionally, recently with a number of these services. As they begin to see the cost effectiveness of these services in the long term care of a persons health.

We will focus on the value our services have for our members or donors, We will also not be utilizing the "one-size-fits-all" pricing structure, instead we will offer a more comprehensive pricing and realize there is no inherent relationship between cost and value. A product, even if it costs our organization very little, may have a very high value for our potential members. We will make a great effort to determine the value that members or donors place on what services and products we offer, through surveys and by comparing prices of similar products offered by other businesses.

We will also not be utilizing the "one-size-fits-all" pricing structure, instead we will offer a more comprehensive pricing scheme. We will maximizing the appeal of our products and services to a variety of potential members who may have different valuations of our offerings, different product preferences, and different amounts of money available to spend with our organization. We will develop a pricing structure with a broader reach and appeal by doing things such as offering different versions of products and different package plans for supporters of this organization. SGHGVV will reach out to lower-income supporters with differential pricing or free services.

We will go further than using pricing strategies such as variable package pricing plans by offering completely separate pricing structures for special segments of the population. We do not want to make the mistake of pegging all of the prices for our organization's products or services at a level that's prohibitive for lower-income individuals or families who may wish to patronize our organization but have very limited financial resources. We will implement differential pricing strategies designed to elicit extra income for our organization while simultaneously making our products and services available to more patrons by using strategies such as lower sliding scale pricing, discounts specifically for low-income individuals, or discounts based on connections with other organizations. We will offer discount pricing for any customer who is receiving services from a designated social welfare program that offers services to women and children. SGHGVV wishes to have our marketing or public relations department design campaigns to reach out to certain segments of the population who may not even be aware they can access our organization's products or services at special rates or free. We have found through research that the best pricing of products and services for an organization is obtained by putting together a comprehensive pricing strategy that offers a wealth of options designed to broaden our base of supporters and elicit maximum value appreciation of our offerings.

Research shows that consumers in this industry primarily focus on the following factors when making purchasing decisions:

The current clientele of SHG are individuals and families who are interested in stepping outside the limitations of conventional medicine in search of whole body wellness. They come from all walks of life to help their families to grow in the physical social, emotional, mental, cultural and spiritual dimensions of integrated whole body wellness. This leads to a broader concept of care in which a person's physical, mental, social, spiritual as well as holistic needs must be met to maximize health and well-being.

Business Goals and Objective

Short Term:

Southern Home Grown Good Vibes Village, offers a natural retreat with education on natural, organic, eco-friendly products, alternatives and services including herbal medicines, essential oils, doula, childbirth education, early child care education, life preparation, skills training, respite lodging, food pantry, talk and psychotherapy services. As well as training and services in holistic health alternatives.

We also plan to offer opportunities for professionals and hobbyist in various fields from the surrounding area to present their specialty topics, skills and information to the community. Our goal is to promote a sense of unity, team work, and personal educational growth for the members of our local community and abroad. Connecting mothers with their ancestral strengths, families with a powerful understanding of wellness and healthy solutions and the community as a whole with the opportunity for refreshing and to experience the call they have been given.

Long Term:

Carisa Breakfield is currently attending the Institute of BioEnergetic Medicine. Upon graduation from IBEM seminary in 2024, she will have completed degrees as a Bioenergetic Doctor (BD), Doctor of Natural Medicine (DNM), and Doctor of Sacred Medicine (DSM). These services will be added to the community at that time.

III. MARKETING SUMMARY

Target Markets

The Founder and board of directors expects that the ministry will aggressively expand during the first three years of operation. The board intends to implement marketing campaigns that will effectively target individuals of all ages that have families within the target market. The SHGGVV's service's average clients will be lower middle to upper middle class families living in the organization's target market that are individuals or are actively seeking to have a child, expecting a child or has children living in the home. Common traits among clients will include an annual household income comparable to those of people in our community whom lives or works no more than 2 ½ hours from the organization's location and has a need and desire to reconnect, reset, refresh, learn and grow.

Pricing Strategy

The goal of SGHGVV will only be successful if it is constantly able to exceed its operating budget and have a substantial amount of cash flow to use on additional causes or to distribute to projects for in need individuals.

We will also not be utilizing the "one-size-fits-all" pricing structure, instead we will offer a more comprehensive pricing scheme. We will maximizing the appeal of our products and services to a variety of potential members who may have different valuations of our offerings, different product preferences, and different amounts of money available to spend with our organization. We will develop a pricing structure with a broader reach and appeal by doing things such as offering different versions of products and different package plans for supporters of this organization. SGHGVV will reach out to lower-income supporters with differential pricing.

We do not want to make the mistake of pegging the prices for our organization's products or services at a level that's prohibitive for lower-income individuals or families who may wish to patronize our organization but have very limited financial resources. We will implement differential pricing strategies designed to elicit extra income for our organization while simultaneously making our products and services available to more patrons by using strategies such as lower sliding scale pricing, discounts specifically for low-income individuals, discounts based on connections with other organizations. We will offer discount pricing for any customer who is receiving services from a designated social welfare program that offers services to women and children. SGHGVV wishes to have our marketing or public relations department design campaigns to reach out to certain segments of the population who may not even be aware they can access our organization's products or services at special rates. We have found through research that the best pricing of products and services for an organization is obtained by putting together a comprehensive pricing strategy that offers a wealth of options designed to broaden our base of supporters and elicit maximum value appreciation of our offerings. We hope to add another layer of support to the community with sliding scale or free services to those in financial need.

Promotional Strategy

The Ministry will promote sales and generate income to support the ministry by using the following methods:

SHGGVV intends to maintain an extensive marketing campaign that will ensure maximum visibility for the ministry in its targeted market. Below is an overview of the marketing strategies and objectives of the organization.

- Establish relationships with businesses & churches in the area.
- Implement a local campaign with the organizations targeted market via the use of flyers, local newspaper advertisements, And word of mouth.
- Develop an online presence by maintaining a website and placing the organization's name and contact information with online directories.

SHGGVV intends on using a number of marketing strategies that will allow our service to easily target men, women, and families within the target market. These strategies include traditional print advertisements and ads placed on search engines on the Internet. Below is a description of how the business intends to market its services to the general public. The business will also use an internet based strategy. This is very important as many people seeking local services, such as doulas, midwives, naturopathic, educational services, respite retreats or natural products may use the Internet to conduct

their preliminary searches. We will register the organization with online portals so that potential members can easily reach the business. The ministry has also developed its own online website showcasing the expertise, services rendered, information relating to location/contact information, and preliminary pricing information. Finally, the ministry will work closely with referring ministers, physicians & allied health professionals that will provide the organization with more of a member base.

Competition

In this industry, potential members will make choices similar to the current members of SHG. They are individuals and families who are interested in stepping outside the limitations of conventional medicine in search of whole body wellness. They come from all walks of life to help their families to grow in the physical, social, emotional, mental, cultural and spiritual dimensions of integrated whole body wellness. This leads to a broader concept of care in which a person's physical, mental, social, spiritual as well as holistic needs must be met to maximize health and well-being.

The level of competition as the number of businesses that compete with the services offered by SHG are limited. The nearest freestanding birth center is located in Baton Rouge, LA which is over two and a half hours from our intended location. The closest Certified Doula over an hour away. The nearest homeopathic practitioner is right at two and a half hours away from the intended facility location. As far as home birth midwives in Mississippi these are very limited & spaced out in more northern parts of the state. We will provide families in our community with service and products that are of high quality and value with a ease of access. The closest RV park is within 10 miles but they do not offer the host of other opportunities and outreach services that we offer the community. There is no other business as a whole that compares to all of the offerings SHGGGV will offer to the community.

Services

Great service is intended to be the focus of the Ministry and a cornerstone of the brand's success. All clients will receive conscientious, one-on-one, timely service in all capacities, be they transactions, conflicts or complaints. This is expected to create a loyal brand following and return business.

IV. FINANCIAL PLAN

12-Month Profit and Loss Projection

Monthly expense for salaries and overhead (Projected): \$ 7,966.67

Revenue and sales for upcoming year of business (Projected): \$ 142,860.00

Gross profit of upcoming year of business (Projected): \$ 37,260.00