



Healing Horse Touch Company

2015 190th Ave
Kenneth, MN 56147

HealingHorseTouch.com

Business Plan



CONTENTS

03	<u>GOALS & MILESTONES</u>	18	<u>BUYER PERSONAS</u>
06	<u>ORIGIN STORY</u>	24	<u>MARKET RESEARCH</u>
07	<u>MISSION & VISION</u>	32	<u>GROWTH STRATEGY</u>
08	<u>TEAM MEMBERS</u>	37	<u>FINANCIAL INFO</u>
11	<u>OUR SERVICES</u>	41	<u>EXECUTIVE SUMMARY</u>
12	<u>OUR PRODUCTS</u>	43	<u>CONTACTS</u>

1 Year Goal

Offer a variety of online courses bundled into an affordable membership program, making equine-assisted self-care and emotional wellness tools accessible to individuals everywhere, regardless of location or income.

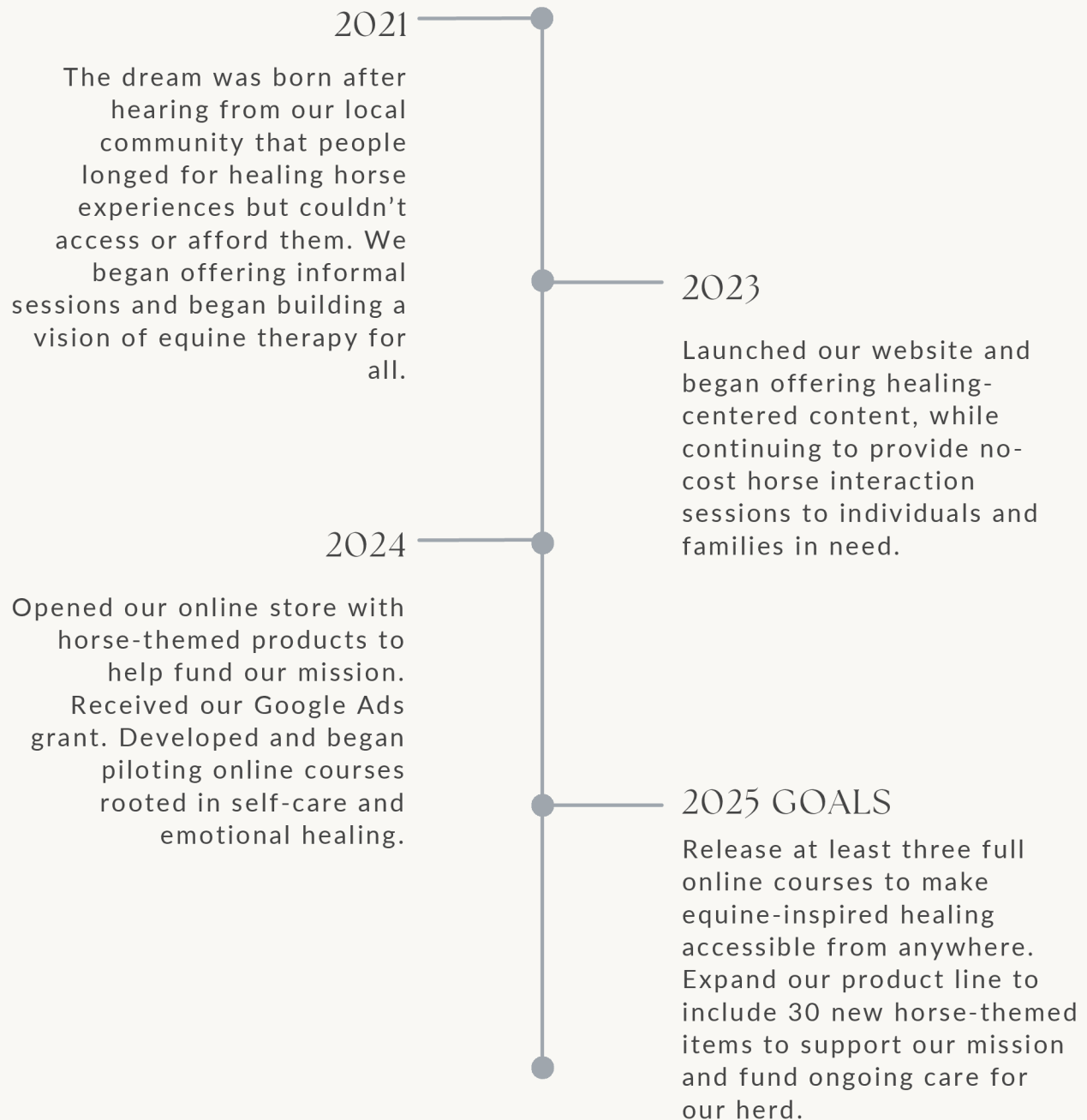
3 Year Goal

Improve accessibility for in-person guests by adding wheelchair ramps, providing an all-terrain walker for visitor use, and creating a small, movable shelter for horse interaction that offers protection from wind and rain—ensuring all feel welcome and comfortable.

Long-Term Goal

Expand our facilities to host more guests at once and hire 2–3 full-time staff members, allowing us to serve our community more effectively and sustainably as we continue to help people Discover Healing, Connection, and Renewal through Horses.

KEY MILESTONES



THE PROBLEM

Many people—whether they're seeking a fresh start, giving their all to others, or pushing through life's challenges—feel emotionally stuck, overwhelmed by stress, or disconnected from their inner peace. Despite their desire for personal growth, gratitude, or emotional balance, they often don't know where to begin or feel unsupported in their journey.

THE SOLUTION

We offer a nurturing space—both online and in person—where horses gently guide individuals back to themselves. Through equine-assisted mindfulness, gratitude practices, and community support, we help people replace burnout, negativity, and overwhelm with clarity, connection, and joy.

OUR STORY

At Healing Horse Touch, we support individuals—regardless of age, ability, or income—who are actively seeking emotional wellness, personal growth, and meaningful connection. These are people with aspirations: to live more peacefully, to heal from life's hurts, and to build a stronger sense of self and purpose. But too often, those aspirations are out of reach because of financial hardship, trauma, disability, or a lack of access to holistic support.

Our program responds to this need by providing accessible, equine-assisted experiences that promote healing, mindfulness, and resilience in a peaceful, nature-rich environment. Through guided interactions with horses, reflective practices, and emotional support, we empower individuals to reconnect with their inner strength and rediscover their wholeness.

We use an asset-based approach that honors people for who they are and who they are becoming—not for the challenges they face. Our work is necessary because emotional wellness should not be a privilege, but a right. Healing Horse Touch exists to open doors for those who have long felt shut out—to offer not just services, but a sanctuary.

This is where healing, connection, and renewal begin—with horses, with heart, and with hope.



MISSION & VISION

Our mission is to make the transformative power of equine-assisted experiences accessible to all, regardless of income, age, or ability. We create a welcoming, peaceful environment where individuals can explore emotional wellness, mindfulness, and resilience through guided, horse-centered interactions. No riding is required—just openness, curiosity, and the desire to grow.

We envision a world where equine-inspired renewal is not a luxury, but a possibility for all. Our long-term dream is to grow into a holistic equestrian center that offers ongoing access to nature-based self-care, equine-guided reflection, and emotional enrichment.



Team Members



Diana Kelley

Oversees strategic direction, program development, and community outreach. Leads content creation, marketing, and grant acquisition efforts.

Robert Kelley

Ensures facility safety, manages property maintenance, and oversees security measures. Supports day-to-day operations and community relations.



Benjamin Hooper

Assists in operational decisions, program development, and participant engagement. Provides hands-on support in equine interactions.

Meet Our Equine Coaches



At Healing Horse Touch, our horses are not just animals—they are intuitive partners in healing, growth, and connection. Each of them has a unique story and energy, creating meaningful, transformative moments for every guest they meet.

Flicka, our spirited Quarter Horse with a memorable overbite, might not be considered ideal for breeding due to her conformation, but she has found her perfect purpose here. Full of curiosity and energy, Flicka enjoys staying on the move and thrives on interaction. Whether she's being groomed or playfully following the treat bucket, her lively personality inspires guests to embrace joy, spontaneity, and presence. She's a reminder that healing doesn't always happen in stillness—it can come from movement, laughter, and shared play.

Galaxy, our striking Paint, arrived at a moment of deep loss in our lives—after death claimed two beloved horses. Unsuitable for the home he was first placed in after auction, Galaxy found his true home with us. Strong, steady, and deeply curious, he offers a grounding presence to those who need reassurance and strength. His journey speaks to resilience and the beautiful timing of life's unexpected blessings.

Together, Flicka and Galaxy help us live our mission: *Discover Healing, Connection, and Renewal through Horses*. Through unmounted interactions, gentle guidance, and heartfelt connection, they remind each visitor that transformation is possible—one step, one breath, and one horse at a time.





Healing Horse Touch is a family-led, heart-centered business built on love, lived experience, and a shared belief in the healing power of horses. At the core is me, Diana Kelley—founder, life coach, equine therapy advocate, and someone who has walked the road of trauma and healing firsthand.

My personal journey from emotional burnout to renewal with the help of horses shaped every aspect of what we offer today. I bring certifications in life coaching, Reiki, and holistic wellness, alongside years of experience with essential oils, mindfulness practices, and trauma-informed care. But more than that, I bring empathy and understanding that can't be taught—only lived.

My husband Bob is my quiet rock and co-dreamer. With a calming presence that animals and people alike are drawn to, he supports sessions, maintains the sanctuary environment, and brings a steady, grounded energy to all we do.

My son Benjamin, who has grown up with horses and overcome his own challenges, also assists with horsemanship and brings a special connection to our younger visitors and neurodiverse participants.

Together, we're a team built not just on skills, but on compassion and purpose. We've seen firsthand how horses can transform lives, and we're committed to making those experiences accessible, nurturing, and life-giving for everyone who walks through our gates.

We offer a variety of heart-centered services designed to support emotional well-being, personal growth, and connection—both with horses and within oneself. Our experiences include relaxing, unmounted horse activities such as grooming and hands-on learning that foster mindfulness, confidence, and calm. For those seeking growth from a distance, our online learning courses provide guided self-care tools inspired by the healing nature of horses. We also welcome community involvement through meaningful volunteer opportunities, creating a safe, inclusive space for healing, connection, and renewal through horses.



RELAXATION

Meditation and mindfulness opportunities.



HORSE ACTIVITIES

Unmounted horsemanship lessons



HANDS ON LEARNING

Some people learn best by doing instead of reading.



HELPING HANDS

Physical exertion and community service can relieve stress.



GROOMING

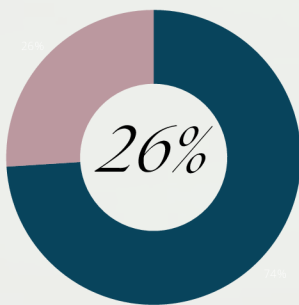
The rhythmic movement of grooming can settle nerves.



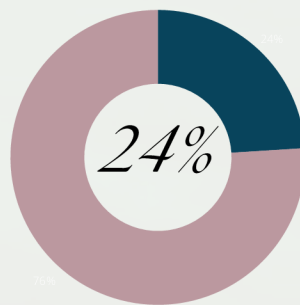
DIGITAL OPTIONS

Some people learn best by reading or watching videos.

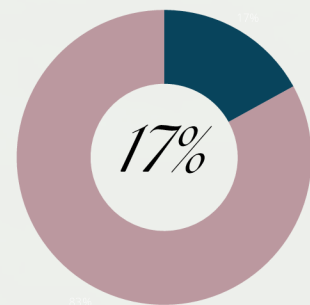
We're excited to introduce our heartfelt line of horse-themed print-on-demand products—created to inspire, uplift, and bring a little bit of barn magic into everyday life! Featuring original designs that celebrate the beauty, wisdom, and spirit of horses, our artwork has been thoughtfully added to a wide variety of items including shirts, aprons, mugs, tumblers, magnets, wall art, mouse pads, throw pillows, ornaments, clocks, cutting boards, and more. Every purchase supports our mission to make equine-assisted experiences accessible to all while spreading the joy and healing that horses naturally bring. It's more than just merchandise—it's a way to carry the calm, strength, and connection of the horse with you wherever you go.



POD Growth
The print on demand industry CAGR



Success Rate
The average business shows a 24% success rate using POD products



Online Sales
Online sales grew globally in 2024

We use print-on-demand for our product line because it supports our mission of sustainability, accessibility, and meaningful connection. This growing industry—projected to reach \$39 billion by 2031—allows us to offer unique, horse-inspired items without overproduction or waste. It meets the rising demand for personalized products while reducing our environmental impact, making it the perfect fit for a business rooted in compassion, wellness, and the healing power of horses.

<https://www.alliedmarketresearch.com/online-coaching-market-A06528>



Sample of Product Possibilities





**BREAK
FREE**

Easily Distracted by



Wild
HEARTS
Can't Be Broken



Horses soothe my soul



Horses Keep Me Stable



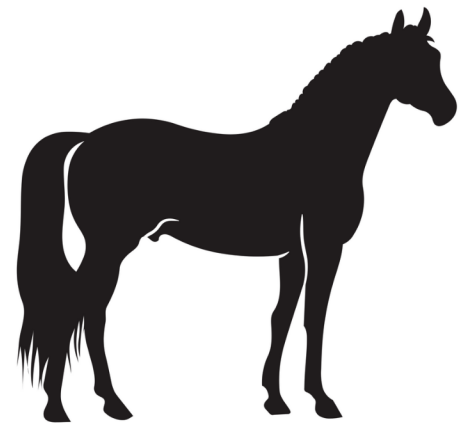
GET RESULTS

Diana-Kelley.com



unstoptimistic

Live With Purpose



ADDICT



Online Courses

We are creating online courses that promote emotional wellness through equine-inspired self-care practices.



Our first course, *Always Time for Gratitude*, guides participants through a series of accessible, healing activities—including journaling prompts, mindfulness exercises, essential oil suggestions, affirmations, and reflections with or near horses. This program helps individuals shift from stress, negativity, and burnout toward a mindset of gratitude, resilience, and inner peace.

Many people feel emotionally overwhelmed, isolated, or stuck in cycles of negativity, especially those who cannot access traditional in-person support due to financial, physical, or geographic limitations. Our online courses address this gap by making therapeutic, horse-centered experiences and tools available to anyone, anytime. Through gentle, guided content, *Always Time for Gratitude* empowers people to cultivate emotional strength and reconnection—one small, meaningful step at a time.

Testimonials



Christina

I used to spend a lot of time with horses as a child. So especially remembering what it feels like to groom a horse on a sunny day - my senses lit up! I smelled a horse "fragrance", felt the touch of their fur, heard them chew on a but if hay... This brought back beautiful memories!

Chris

It sounds like a wonderful enterprise! I just wish you were located near me, and I would be over to hang out with the horses!



Sandy



"Always Time for Gratitude" contains far more than simple gratitude lists. There are many different techniques to try. Whether you're a visual, auditory, or kinesthetic person, you'll find exercises that resonate with you. There are even some wonderful affirmations in the bonus section. I'm very grateful that I ran across this little gem.



Buyer Persona

#1 - The Optimistic Explorer

- **Description:** A curious individual exploring new avenues for self-discovery and positivity. They're open-minded and looking for a fresh start, often feeling stuck in old patterns of negativity and longing for a change.
- **Lifestyle:** Balances work or family obligations with time spent with their horse, where they feel peace and purpose. Horses provide a sense of escape and connection, making them eager to transform other areas of life with the same sense of calm and fulfillment.
- **Motivations:** Searching for personal growth tools and ready to make gratitude a practice. Drawn to positive energy sources and appreciates the companionship and wisdom horses offer.

Interests:

- Personal growth and self-discovery.
- Exploring mindfulness and gratitude practices.
- Spending peaceful time with horses, whether riding, grooming, or observing.
- Journaling, yoga, or meditation.
- Reading about mindset transformation or self-care tips.

Pain Points:

- Feeling stuck in negative patterns and unsure how to break free.
- Struggling to balance personal needs with work or family responsibilities.
- Longing for a sense of purpose or renewed passion in life.
- Overwhelmed by modern life stressors, leading to a lack of clarity.

Values:

- Open-mindedness and curiosity.
- A deep appreciation for nature and animals, especially horses.
- Desire for meaningful connections with others and oneself.
- Optimism and hope for a better future.

Goals:

- Create a consistent gratitude practice.
- Replace negativity with positivity and purpose.
- Build confidence in navigating life's challenges.
- Use time with horses as a way to reconnect with inner peace and clarity.

How HealingHorseTouch.com Can Help:

- **Courses & Workshops:** Offer guided practices blending equine-assisted mindfulness, gratitude exercises, and journaling prompts to encourage self-discovery.
- **Online Resources:** Provide inspiring stories of others transforming their lives through gratitude and connection with horses.
- **Community Support:** Foster a welcoming space for Seekers to share their progress, challenges, and wins with like-minded individuals.
- **Horses as Partners:** Highlight the healing and grounding power of horses to guide them on their transformative journey.



Buyer Persona

#2- The Empathic Caretaker

- **Description:** Someone who feels deeply and has a natural inclination to support others but often feels drained by negativity, both within and around them.
- **Lifestyle:** Engaged in caretaking roles, perhaps working in healthcare, teaching, or a similar nurturing field, with horse-riding or caring for horses as a vital part of their self-care routine.
- **Motivations:** Seeking ways to set boundaries, manage emotional energy, and incorporate gratitude into daily life. Finds solace with horses, admiring their calm and intuitive nature, and hopes to emulate that centeredness.

Interests:

- Caring for others, whether professionally or personally.
- Learning about emotional well-being and boundary-setting.
- Finding balance between nurturing others and self-care.
- Spending restorative time with horses to recharge.

Pain Points:

- Feeling emotionally drained or burnt out from constantly giving to others.
- Difficulty setting boundaries with loved ones or colleagues.
- Struggling to manage feelings of guilt when prioritizing self-care.
- Overwhelmed by others' negativity and needing a safe emotional retreat.

Values:

- Compassion and empathy for others.
- Honesty and authenticity in relationships.
- The importance of emotional balance and mental health.
- Admiration for the calming, intuitive nature of horses.

Goals:

- Establish healthy emotional boundaries without guilt.
- Replenish their energy through gratitude and mindfulness.
- Learn to prioritize their own well-being without feeling selfish.
- Use time with horses to gain clarity and emotional balance.

How HealingHorseTouch.com Can Help:

- **Self-Care Strategies:** Teach caretakers how to use gratitude practices alongside equine-assisted activities for emotional renewal.
- **Guided Tools:** Provide workshops on mindfulness, boundary-setting, and managing emotional energy.
- **Safe Spaces:** Offer a judgment-free community for sharing their struggles and victories.
- **Equine Connection:** Show how horses' calm, grounded presence can inspire inner peace and emotional resilience.





Buyer Persona

#3 - The Resilient Achiever

- **Description:** A pragmatic, hardworking individual who has overcome significant challenges but is ready to focus on bringing more gratitude and balance into their busy life.
- **Lifestyle:** Balances a busy schedule, often career-driven or managing multiple responsibilities. Finds that time with horses allows them to reconnect with the present moment and gives them a break from daily stresses.
- **Motivations:** Interested in shifting focus from what's not working to what's worth appreciating. Seeks structured guidance for breaking out of negative thought patterns and sees horses as inspiration for resilience and grounding.

Interests:

- Practical, actionable tools for self-improvement.
- Building resilience and focusing on the positive.
- Finding efficient ways to relieve stress or stay grounded.
- Appreciating the companionship of horses as a reminder to live in the moment.

Pain Points:

- Struggling to let go of skepticism toward “feel-good” practices.
- Feeling burdened by life’s challenges and responsibilities.
- Stuck in a loop of overthinking and focusing on problems.
- Lacking time or space to reflect and reset emotionally.

Values:

- Practicality and straightforward solutions.
- Resilience and perseverance in the face of hardship.
- Honesty and trust in relationships and self-development resources.
- Respect for the strength and grounded nature of horses.

Goals:

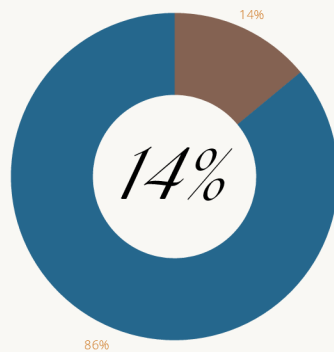
- Shift focus from problems to possibilities.
- Integrate gratitude in a realistic, meaningful way.
- Learn how to break out of negative thought patterns effectively.
- Use interactions with horses to feel grounded and inspired.

How HealingHorseTouch.com Can Help:

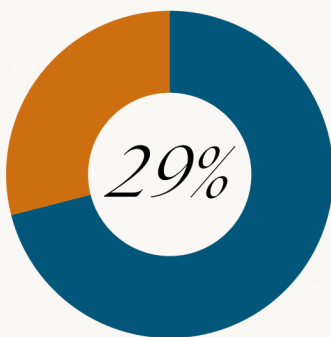
- **Realistic Gratitude Practices:** Provide structured guidance and exercises that are simple and practical, avoiding fluff.
- **Time-Saving Solutions:** Share quick, impactful tools for incorporating gratitude into busy schedules.
- **Inspiration Through Horses:** Use horses’ natural resilience and present-moment focus as a model for staying grounded.
- **Structured Programs:** Offer courses that balance practical advice with equine-assisted mindfulness to fit their straightforward mindset.

Market Research

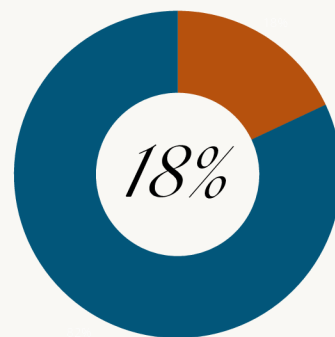
Key findings for Equine Activities and Online Coaching



Online Course Growth
The expected CAGR for online courses



Love of Horses
Horse enthusiasts who don't
own a horse.



Lack of Funds for
Horses
Population of our county
who likely can not afford
horse ownership

Keyword Research

Top 10 Search Ideas for the Horse Gifts

KEYWORD	MONTHLY
EQUESTRIAN CLOTHING	5000
EQUESTRIAN GIFTS	5000
EQUESTRIAN PRESENTS	5000
EQUESTRIAN WALL ART	5000
EQUINE APPAREL	5000
EQUINE T SHIRTS	5000
GIFTS FOR HORSE LOVERS	5000
HORSE APPAREL	5000
HORSE DECOR	5000
HORSE SHIRT	5000

Keyword Research

Top 10 Search Ideas for the Online Courses

KEYWORD	MONTHLY
ATTITUDE OF GRATITUDE	5000
CHANGING YOUR MINDSET	5000
COURSES FOR SELF DEVELOPMENT	5000
FIXED AND GROWTH MINDSET	5000
LIFE COACH ONLINE	5000
MINDFULNESS ACTIVITY	5000
MINDFULNESS EXERCISES	5000
MINDFULNESS JOURNAL	5000
PERSONAL GROWTH COURSE	5000
PRACTICING GRATITUDE	5000

Keyword Research

Top 10 Searches for the Equine Therapy

KEYWORD	MONTHLY
EQUINE THERAPY	50,000
EQUINE ASSISTED THERAPY	5000
HORSE THERAPY	5000
WHAT IS HORSE THERAPY	5000
BENEFITS OF EQUINE ASSISTED THERAPY	500
BENEFITS OF EQUINE THERAPY	500
BENEFITS OF HORSE THERAPY	500
EQUINE ASSISTED ACTIVITIES	500
EQUINE ASSISTED LEARNING	500
EMOTIONAL HEALING WITH HORSES	10

Emerging Awareness, Expanding Impact: Why Equine Therapy Is Poised for Growth

The relatively low search volume for terms like “equine assisted activities,” “benefits of horse therapy,” or “emotional healing with horses” may seem discouraging at first glance—but in truth, it reflects an emerging field still gaining public awareness. Equine-assisted services only began to be widely recommended in the 1990s for veterans, individuals with autism, PTSD, and anxiety, making it a young but rapidly growing area within the wellness and mental health industries. As more people seek holistic, experiential approaches to emotional well-being—especially those who are disillusioned with traditional therapy—interest in these services is expanding through word of mouth, social media, and professional referrals. Healing Horse Touch is uniquely positioned at this exciting threshold of growth. With our inclusive, accessible programs and heartfelt mission to offer healing to all, regardless of income or ability, we’re not just following a trend—we’re helping lead the way. Awareness may be catching up, but the need and impact are already here.



Healing Horse Touch is uniquely positioned to serve our community of Rock County, Minnesota, where interest in horse-related activities is strong and growing. With over 10% of Minnesota households engaging in trail riding and 8.4% in riding lessons, there's a clear demand for accessible, inclusive, and emotionally enriching equine experiences. Our services go beyond competition and ownership, reaching the 29.3% of horse enthusiasts who don't own horses but still seek meaningful interactions. In a county of 9,550 residents, where 18% of households earn under \$50k/year, our mission to provide donation-based access to horses meets a real need. By offering equine-assisted self-care and wellness programs in a welcoming, peaceful setting, Healing Horse Touch helps bridge the gap between passion and access—supporting mental health, resilience, and personal growth through the healing presence of horses.

In recent years, the demand for online coaching has surged, especially among young adults aged 18 to 30. This growth is fueled by a strong desire to achieve educational and career goals, pursue entrepreneurial dreams, gain financial independence, and navigate the increasing awareness of mental health and emotional well-being. Online coaching provides this generation with access to a global network of wisdom, tools, and support—empowering them to grow personally and professionally during one of the most pivotal stages of life. As both private and public education systems continue to embrace digital learning, the online coaching industry is expected to expand significantly in the years ahead.

Sources:

<https://www.alliedmarketresearch.com/online-coaching-market-A06528>

<https://extension.umn.edu/horse-ownership/economic-impact-horse-industry#economic-impact-by-sector-1649711>

https://mn.gov/deed/assets/012725_rock_tcm1045-407671.pdf

IN THE USA

2023

Total Value
Added to the
Economy:

\$177 billion



Total
Employment Impact:

2.2 million jobs

Salaries, Wages &
Benefits:

\$122 billion

62%



of horse owners own
or lease property

12.5 million

acres of land owned or
leased for horse-related
purposes in the U.S.



6.65 million

horses in the United States



2 million
Industry Volunteers

Top 3 States:

#1

TX

#2

CA

#3

FL



ECONOMIC IMPACT
**THE RACING
SECTOR**

Supports
491,232 total jobs

Adds **\$16 billion**
in direct value to
the state economy.

Racing Sector
Total Economic
Impact of:
**\$36.4
billion**



ECONOMIC IMPACT
**THE RECREATION
SECTOR**

Supports
466,969 total jobs

Adds **\$14.5 billion**
in direct value to the
state economy.

Recreation Sector
Total Economic
Impact of:
**\$36.7
billion**

ECONOMIC IMPACT
**THE COMPETITION
SECTOR**



Supports
486,820 total jobs

Adds **\$15.6 billion**
in direct value to the
state economy.

Competition Sector
Total Economic
Impact of:
**\$37.3
billion**

ECONOMIC IMPACT
**TRADITIONAL WORK
HORSES**



Supports
86,223 total jobs

Adds **\$2.6 billion**
in direct value to
the state economy.

Tradition Work
Horses
Total Economic
Impact of:
**\$6.4
billion**

ECONOMIC IMPACT
**EQUINE ASSISTED
SERVICES**



Supports
14,971 total jobs

Adds **\$810 million**
in direct value to the
state economy.

Equine Assisted
Services
Total Economic
Impact of:
**\$921
million**



ECONOMIC IMPACT
**EQUINE RESCUES
& SANCTUARIES**

Supports
4,681 total jobs

Adds **\$139 million**
in direct value to
the state economy.

Equine Rescue
& Sanctuary
Total Economic
Impact of:
**\$325
million**

Strategic Growth Strategy

Website Content Marketing: Focus on Equine Learning Activities

Goal: Drive organic traffic, establish authority in equine-assisted therapy, and encourage engagement.

Action Steps:

- Develop a Content Calendar:

Create a monthly schedule that includes blog posts, videos, and infographics.

Suggested topics:

- Benefits of equine-assisted therapy for mental health.
- Step-by-step guides for interacting with horses safely.
- Behind-the-scenes stories of your horses and their impact.
- Self-care practices inspired by equine mindfulness.

Optimize for SEO:

- Research keywords such as “equine therapy,” “mindfulness with horses,” and “self-care with animals.” Use tools like Google Keyword Planner.

Internal Linking:

- Connect blog posts to related content, product pages, and courses. For example, link an article about “The Power of Gratitude with Horses” to your Always Time for Gratitude course.

Lead Magnets:

- Offer free downloadable resources like “5 Ways to Practice Mindfulness with Horses” in exchange for email sign-ups.

Showcase Testimonials:

Create a dedicated page featuring stories from participants who’ve experienced healing, connection, and renewal through your programs.

Strategic Growth Strategy

Social Media Growth: Facebook and YouTube

Goal: Build a strong, engaged community and increase visibility.

Facebook Strategy:

Daily Engagement:

- Post daily or at least 4-5 times per week. Mix content types:
 - Inspirational quotes with horse-themed imagery.
 - Videos showing horses interacting with visitors or demonstrating mindfulness exercises.
 - Testimonials from participants.
- **Interactive Content:**
 - Host live Q&A sessions about equine therapy.
 - Post polls or quizzes (e.g., “What does your favorite horse breed say about you?”).
 - Create shareable memes featuring your tagline: “Discover Healing, Connection, and Renewal through Horses.”

Collaborations:

- Partner with local mental health organizations or holistic practitioners to cross-promote events or workshops.

YouTube Strategy:

- **Video Ideas:**
 - Tutorials: “How Horses Teach Us Mindfulness.”
 - Vlogs: “A Day in the Life at Healing Horse Touch.”
 - Educational Series: Break down complex equine-assisted therapy concepts into bite-sized episodes.
 - Testimonials: Share participant stories to build trust and inspire viewers.

Consistency:

- Post weekly videos (5-10 minutes) with clear calls to action, such as subscribing, visiting your site, or enrolling in a course.

Engage with Viewers:

Respond to comments and ask questions to encourage interaction.

Strategic Growth Strategy

Email List: Motivation, Affirmations, and Self-Care Ideas

Goal: Build a loyal audience that consistently engages with your content and supports your mission.

Action Steps:

- **Lead Magnet Creation:**
- Offer freebies like:
 - A PDF: “Daily Affirmations Inspired by Horses.”
 - An email series: “7 Days to Renewal Through Equine-Inspired Mindfulness.”
 - Discounts for your Etsy store or courses for subscribers.
- **Newsletter Structure:**
 - **Subject Line:** Start with a curiosity-piquing phrase or affirmation (e.g., “This Week’s Dose of Equine Inspiration”).
 - **Content:**
 - Motivational stories featuring your horses or visitors.
 - Self-care tips with tie-ins to your courses or products.
 - Exclusive previews of new Etsy products.
- **CTA Examples:**
 - “Discover Healing, Connection, and Renewal—shop our new products!”
 - “Reserve your spot in *Always Time for Gratitude* today!”

Frequency:

Send bi-weekly newsletters to keep your audience engaged without overwhelming them.



Strategic Growth Strategy

Online Store Growth

Goal: Increase visibility and sales for your equine-themed products. Position courses as a transformative tool for personal growth.

Action Steps:

- **Cross-Promotion:**

- Feature products on your website, social media, and emails. Example: “Shop our chakra-inspired coasters for a mindful start to your day.”

- **Customer Engagement:**

- Offer discounts for leaving reviews or posting pictures of your products on social media.
- Create bundles, like “Gratitude Starter Packs” with wall art, a journal, and an online course.

SEO:

- Use targeted keywords and visually appealing product photos. Update product descriptions with stories connecting the items to your mission.



Tracking and Optimization

Goal: Measure progress and adjust strategies for maximum impact.

Metrics to Monitor:

- **Website:** Organic traffic, time on site, and lead magnet sign-ups.
- **Facebook/YouTube:** Engagement rates, followers/subscribers, and video views.
- **Email:** Open rates, click-through rates, and course enrollments.
- **Sales trends, product reviews, and conversion rates.**



Funding Sources



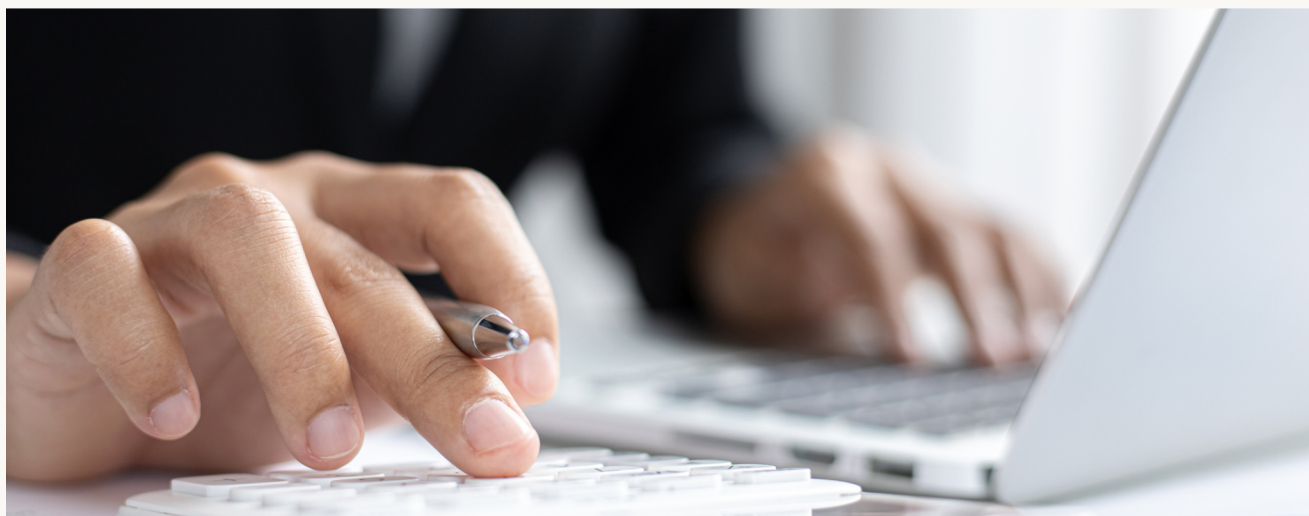
FOUNDED SEPTEMBER 11, 2024

FUNDING	2024	2025
FOUNDER DONATIONS	\$2451	\$3684
ONLINE DONATIONS	0	\$100
CASH DONATIONS	\$85	\$100
SALES	0	0
MEMBERSHIPS	0	0
GRANTS	0	0

FUNDING SOURCES EXPLAINED

2025 only shows the funding provided from January-April.

In-kind Contributions



FOUNDED SEPTEMBER 2024

FUNDING	2024	2025
GOOGLE WORKSPACE	\$56	\$168
GOOGLE ADS	0	\$10,000
MICROSOFT 365 ONLINE	\$20	\$120
CANVA	\$40	\$240
CANDID FOUNDATION DIRECTORY	0	\$800
EXCAVATION SERVICE	0	\$800
VOLUNTEER HOURS	100	40

IN-KIND CONTRIBUTIONS EXPLAINED

2025 shows the funding provided from January-April.

Operating Costs



FEEDING HORSES IS EXPENSIVE

EXPENSES	2024	2025
ANIMAL FEED	\$1964	\$3200
PROFESSIONAL FEES	\$534	\$3000
MARKETING	\$38	\$500
SUPPLIES	0	\$150
REPAIRS & MAINTENANCE	0	\$3150

OPERATION COSTS EXPLAINED

2025 is the projected expense. Professional fees include veterinary care, farrier services, insurance, etc.



FINANCIAL SUMMARY

Our cost structure is simple, purposeful, and focused on sustainability and service. Our largest ongoing expense is caring for our horses, who are the heart of our programs. This includes feed, farrier visits, veterinary care, supplements, and shelter maintenance—essentials that ensure our equine partners remain healthy and able to support our community.

Because we operate out of our home, we don't carry overhead costs like rent or utilities. We also benefit from some in-kind support: our website hosting is fully covered, and our design software was provided through in-kind contributions.

Additionally, we've received a Google Ads grant to support our online visibility. Our main promotional expenses include local newspaper advertising and targeted Meta (Facebook/Instagram) ads, which help us reach those who need us most. Program supplies—such as grooming tools, mindfulness materials, journals, and self-care kits—are also part of our operating costs.

We work hard to keep our services affordable and offer donation-based sessions. Grants are crucial to helping us bridge the gap and make equine-assisted healing accessible to all. Every dollar we receive supports our mission to help others **Discover Healing, Connection, and Renewal through Horses.**

EXECUTIVE SUMMARY

At Healing Horse Touch, we believe that every person deserves the chance to reconnect—with themselves, with nature, and with a sense of purpose. But for many individuals and families, especially those facing financial hardship, safe spaces for reflection, emotional growth, and inner renewal feel out of reach. Traditional paths to well-being are often costly, clinical, or inaccessible. We offer a different kind of journey—one rooted in compassion, community, and the quiet presence of horses.

Participants come to us with aspirations: to feel more grounded, to reconnect with joy, to process change, and to strengthen their sense of self. In the calming presence of horses—intuitive beings who respond to authenticity—people often experience emotional shifts that words alone cannot provide. These are moments of transformation: the stillness that fosters self-awareness, the gentle nudge toward vulnerability, the spark of connection that says, “You belong.”

Every experience is designed with inclusivity and dignity in mind. We don’t ask people to come to us broken—we honor them for who they already are: seekers, feelers, survivors, dreamers. Our horses simply create space for their truth to emerge.

A Meaningful Fit for Your Support

Your funding priorities reflect a deep commitment to equity, empowerment, and access to wellness for those often left out of the conversation. By supporting Healing Horse Touch, you're not just investing in a program—you're fueling a movement that honors the emotional and spiritual needs of low-income individuals.

You're helping us remove financial barriers to growth. You're helping someone say yes to themselves for the first time. And you're co-creating a community where healing, connection, and renewal are possible through the intuitive presence of horses and the safety of a nonjudgmental, nurturing environment.

This work is deeply human, profoundly hopeful, and urgently needed.

Let's walk this path of transformation together.

Discover Healing, Connection, and Renewal through Horses.

*Bob, Ben and
Diana*

Healing Horse Touch Company

2015 190th Ave, Kenneth, MN 56147
HealingHorseTouch.com

BOARD MEMBER INFORMATION

Name	Title	Contact Information
Diana Kelley	Executive Director, President, Treasurer, Secretary	507-220-8204 healinghorsetouch@gmail.com
Benjamin Hooper	Vice President	605-480-1748
Robert Kelley	Committee Chairperson; Head of Security and Maintenance	

SOCIAL MEDIA INFORMATION



<https://www.facebook.com/HealingHorseTouch>



<https://www.instagram.com/healinghorsetouch>



<https://www.youtube.com/@healinghorsetouch>

