



January 2025

## EXECUTIVE SUMMARY

The Unstoppable Ranch is a community-based sanctuary in Huntington Beach, California where humans and disabled dogs inspire each other through love, support, and connection. This organization will be serving the greater Orange County area, offering programs tailored to individuals with disabilities - both children and adults - while also being open to the general public. The ranch will become a haven for disabled dogs, offering them a loving environment where they can thrive and become integral members of the community. With a strong focus on empathy, collaboration, and education, The Unstoppable Ranch will provide opportunities for human interaction, creating transformative experiences for both people and dogs.

## MISSION STATEMENT

Our mission is to provide a sanctuary where both humans and disabled dogs support, heal, and inspire one another. Through our inclusive programs, we aim to nurture the unstoppable force of love, compassion, and resilience in the community.

### 1. COMPANY OVERVIEW

- Business Name; The Unstoppable Ranch
- Business Type: Nonprofit Organization
- Location: Huntington Beach, California
- Warehouse Size: 2500 square feet
- Capacity: TBD
- Target Market: Disabled children and adults, general public, animal lovers and those seeking volunteer opportunities.

### 2. OBJECTIVES

- Provide a sanctuary for disabled dogs in a safe, supportive environment.
- Create inclusive programs for disabled individuals of all ages, providing therapeutic, educational, and interactive experiences with dogs.

- Foster community connection through volunteer opportunities, educational workshops, and public engagement
- Generate revenue through donations, public programs, and corporate sponsorships.
- Operate a mobile program, taking dogs on cross - country trips to spread awareness, visit children's hospitals, and raise funds.

### **3. MARKET RESEARCH**

- Target audience
  - Disabled individuals (children and adults seeking emotional support, therapy, or engagement with animals).
  - Families, schools, organizations that work with disabled populations.
  - Dog lovers and animal welfare supporters.
- Community Impact: The Unstoppable Ranch will contribute to the well-being of both disabled dogs and individuals in the community. By providing a unique and healing space, we will foster stronger bonds between humans and animals while offering emotional and physical benefits to all involved.
- Competitive Advantage: There are limited programs in Orange County that focus on both disabled individuals and disabled dogs, making this a niche market and a game changer for Orange County with significant growth potential. The emotional benefits of interacting with dogs and animals as therapy are widely recognized, and the sanctuary will stand out by offering specialized programs for both groups.

### **4. SERVICES & PROGRAMS**

- Programs for Disabled Humans
  - Therapeutic dog interactions; Structured programs where children and adults can engage with disabled dogs for emotional and physical healing.
  - Educational workshops: Teaching dog care, responsibility, and empathy for people with disabilities.
  - Volunteering: Opportunities for individuals to help care for the dogs, giving them a sense of purpose and connection
- Community Engagement Programs:

- Public tours and Events: Providing opportunities for the general public to visit and interact with the dogs. Dog adoption and Fostering: Partnering with local shelter to find homes for adoptable dogs.
  - Workshops on Pet Care; Educating the public on how to care for disabled dogs and pets.
- Cross Country Mobile Program:
  - The Unstoppable Ranch will operate a motor home to take its disabled dogs on cross country trips (three per year) spreading awareness about the sanctuary, visiting children's hospitals, and raising funds to sustain its operations.

## **5. FACILITY DESIGN:**

- Warehouse Layout: (2500sf)
- Reception Area: Welcome desk, brochure rack, and office space.
- Main Dog Area: Spacious area for the dogs to roam, with soft bedding, temperature control, and plenty of natural light.
- Therapy Rooms; Designed for one - on - one interactions between disabled humans and dogs, including comfortable seating and calming decor
- Educational Room: A space for workshops, meetings, and classes, designed with accessibility in mind.
- Storage Room: For supplies, food, and medical equipment.
- Kitchen Area: Refrigerator, washer/dryer for dog care, and food storage.
- High Gloss Cement Flooring: A durable, easy to clean surface that's ideal for both the dog and human activity.

## **6. START UP COSTS:**

- Warehouse Lease
  - Estimated Monthly Rent (Huntington Beach, CA) \$7500-\$10,000
  - Security Deposit: \$15,000
  - Initial Lease Term: 1 Year

- Facility Design and Renovations:
  - High gloss cement flooring: \$10,000
  - Equipment and furnishings: \$20,000
  - Refrigerator, washer/ dryer set up: \$5,000
- Dog Care Start Up
  - Initial vet care: \$10,000
  - Food and supplies: \$5,000
- Initial Program Development:
  - Program Director's Salaries: (2x \$100,000) \$200,000/year
  - Marketing/advertising: \$5,000
- Motor Home & Cross-Country Trips:
  - Motor Home Purchase: Already have
  - Trip Expenses: 3/year: \$15,000 per trip
  - Total trip cost/year \$45,000
- Misc Costs:
  - Insurance: \$5000/year
  - Licenses & Permits: \$2000

- Total Start Up Costs: Estimated \$325,000 (Including initial lease, renovations, salaries, supplies, and program development.

## **7. REVENUE MODEL:**

- -Donations and Fund Raising:
  - Donations from individuals, corporate sponsors, and grants.
  - Annual fundraising events, auctions, and benefit dinners.
- Program Fees:
  - Fees for attending workshops and therapy programs.
  - Volunteering fees for training and animal care.
- Public Programs:
  - Public tours and visits. \$10-\$20 per person
  - Educational workshops: \$50 per session.
- Merchandising:
  - Sales of branded products (t-shirts, hats, dog-related items) during public events and online.

## **8. OPERATING COSTS (ANNUAL)**

- Rent and Utilities:
  - Monthly Rent: \$7500
  - Utilities (Electric, water, internet \$2000/Mo
  - Annual Total: \$114,000

- Employee Salaries (3 Minimum wage full time employees/3 Part time employees)  
\$15/hour 40 hours, /20 hours
- Veterinary Care and dog Supplies:
  - Vet Care: \$2000/Mo
  - Food, Medical and Miscellaneous Supplies: \$3000/Month
- Program Directors: \$100,000/Year each

## **9. TEAM AND PERSONNEL**

- Program Directors:
  - Responsible for overseeing the programs for both the disabled humans and the dogs, managing staff and developing new initiatives.
- Animal Care Technicians (3 full time/ 3 part time)
  - Responsible for daily care of the dogs, feeding and maintaining a clean and safe environment.

## **10. CONCLUSION:**

The Unstoppable Ranch is positioned to become a unique, impactful sanctuary where both people and dogs can experience healing, love and mutual support. With a strong foundation in community- driven programs and a focus on sustainability and growth, the ranch will inspire change in the lives of those who interact with it. Through its programs, events, and cross-country trips, the ranch will generate awareness, donations, and opportunities for continued expansion.

This business plan will be the foundation for securing funding, engaging stakeholders, and setting the ranch on a path toward making a significant impact in the community and beyond.