



Healing Hoof Steps

Equine Assisted Mental Health Counseling & Therapeutic Riding Services

Fundraising Presentation



THE GLOBAL STANDARD FOR
SERVING THOSE WHO SERVE

3942 Jace Drive
Crestview, Florida 32539
www.HealingHoofSteps.org



THE MENTAL HEALTH OF OUR COMMUNITY MATTERS.

As of 2022, Florida ranks **49th** out of **50** States for access to mental health care

Citation: [Adult Data 2022 | Mental Health America \(mhanational.org\)](#)

(States ranked 39-51 indicate adults having higher prevalence of mental illness but lower rates of access.)

(2017) Florida average of **Adults who experience major depressive disorder: 17%**

In Okaloosa County it's 20%. That's nearly 40,000 residents based on most recent census (*statistic not updated in the 2022 County Health Assessment data*)

Over 4,000 instances of domestic violence occurred in Okaloosa from 2018-2020;
30% higher than the state of Florida average for domestic violence

Suicides in Okaloosa have been higher than the Florida average overall **since 2001.**

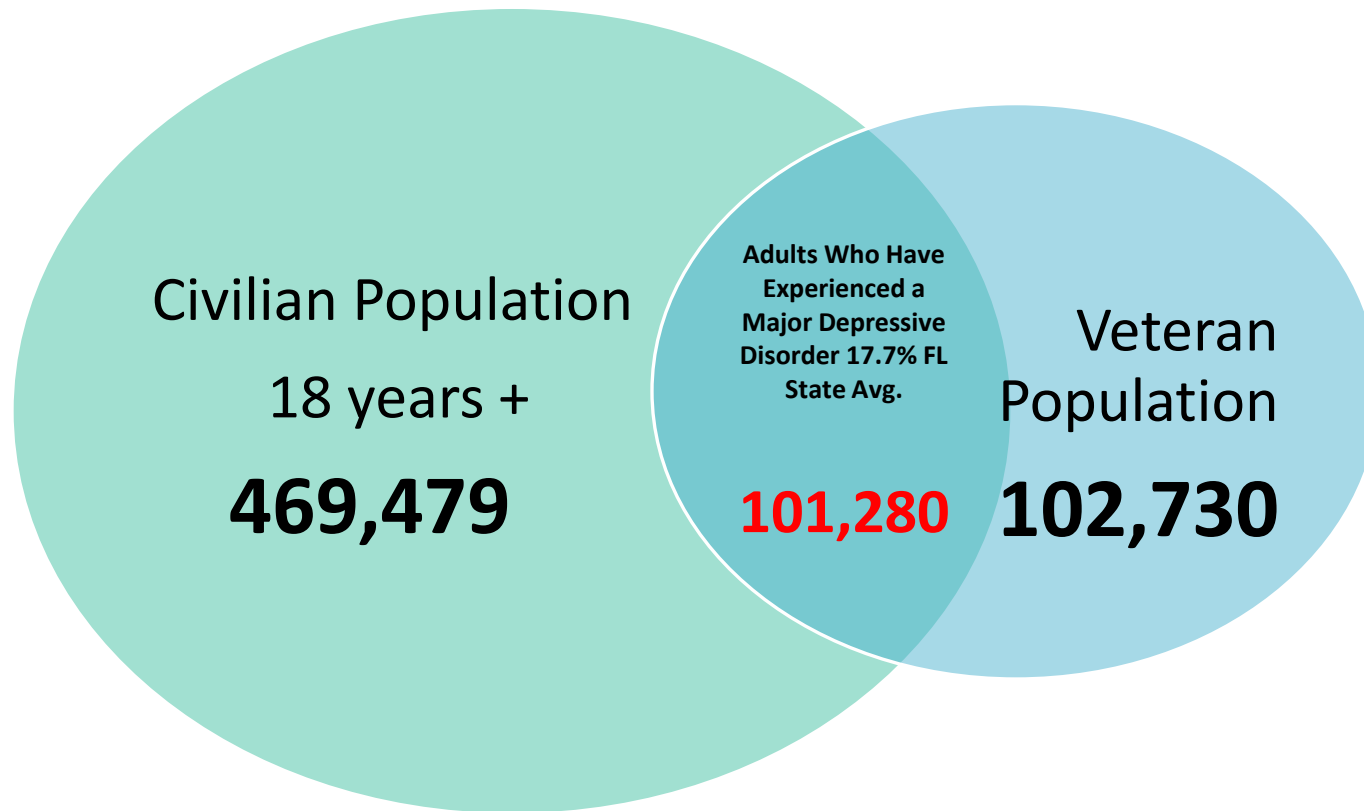
In past 10 years, **381 Okaloosa residents died by suicide.**

Of those who died by suicide, 78% were male and 90% were White

In 2020, nearly **2,000 Okaloosa residents hospitalized** due to mental disorders

Florida Congressional District 1

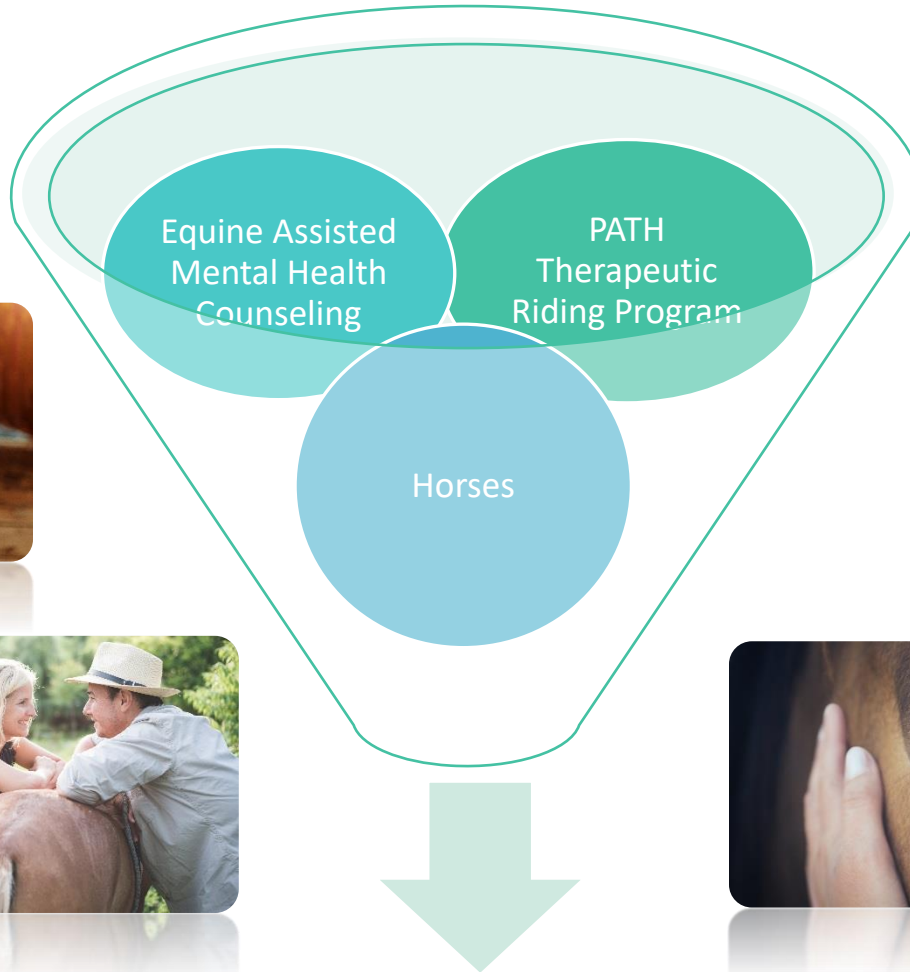
572,209 Adults 18+



Escambia, Santa Rosa, Okaloosa & Walton Counties

How does Healing Hoof Steps help to improve the mental health of our community?





Our Mission

To create lasting, positive change in the lives of individuals along the Emerald Coast through therapeutic engagement with horses.

Our Vision

Passionately impacting our community by engaging horses and innovative techniques at a premier facility to improve the mental, physical, and emotional well-being of the Emerald Coast.



Equine Assisted Mental Health Counseling & Therapeutic Riding Services



MANE POWER EVENTS
Corporate Team
Building Workshops



Veterans
Services



T.R.A.C.S. Program for
At-Risk youth



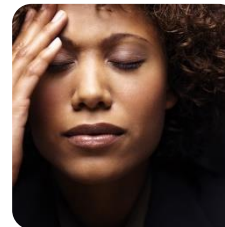
Therapeutic Riding Sessions
for Veterans & First
Responder



Couples
Workshops



Individuals Dealing with
Depression, Anxiety, PTSD



Women & Family
Services



PATH Certified Therapeutic
Riding Program



Healing Hoof Steps provides mental health services through:

Equine Assisted Mental Health Sessions require additional staff compared to traditional In-Office Therapies
Licensed Mental Health Professional + Equine Specialist + Horses

Less than 5% of our clientele directly pay for our services. We rely on fundraising to cover the additional components required to safely provide this unique model of therapy.





Healing Hoof Steps provides therapeutic riding services through:

Lessons are typically 1 hour in duration per week.



Self-Pay and Insurance Reimbursement Options are methods of payment used by clients not covered under one of the above options.



Healing Hoof Steps receives referrals through:

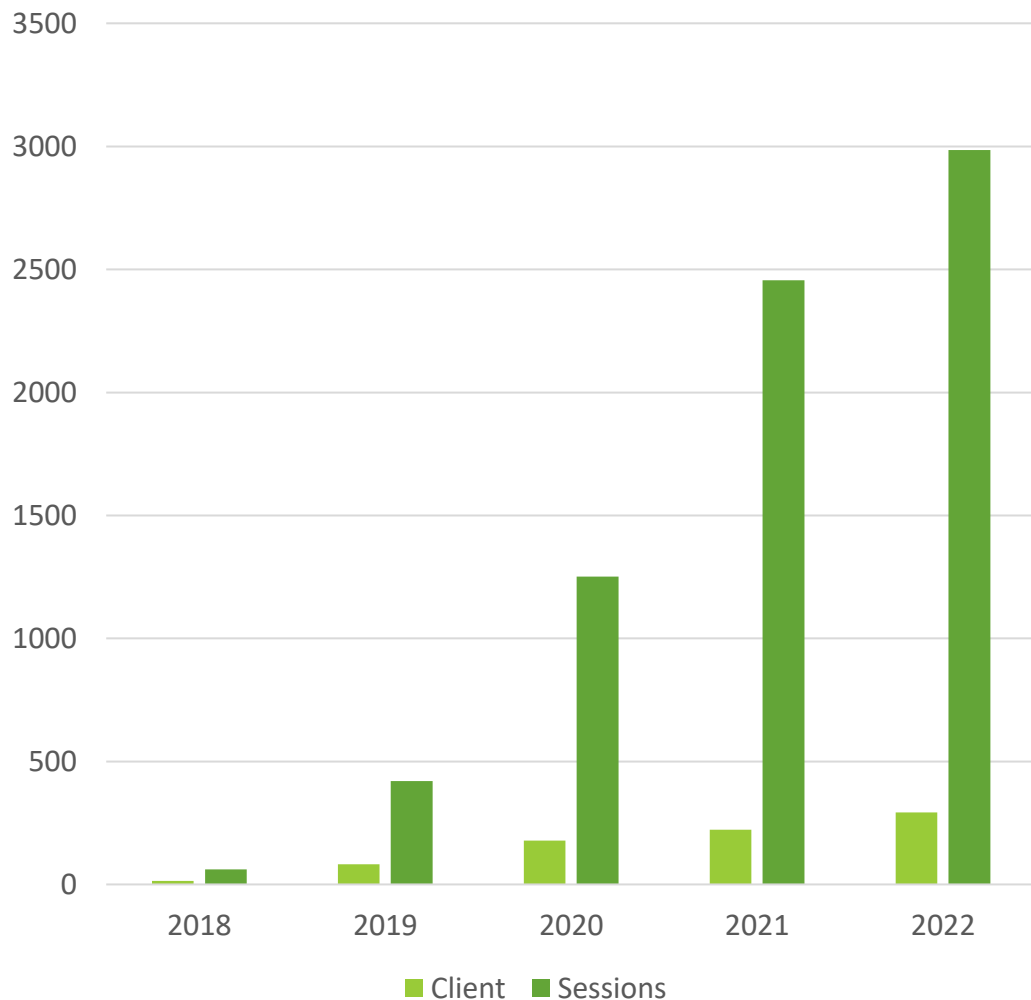
Exponential Growth YOY Driven By The Need In Our Community for ALTERNATIVE MENTAL HEALTH TREATMENTS

Since 2018:

- 850+ Clients Seen
- 6,655 Completed Session Hours



Unduplicated Clients and **Completed**
Session Totals



Our Board of Directors



Shannon Brannon

Board President, Founding Member
PTA & Associates Archeology Firm



Travis Peterson, MSgT USAF Ret

Veterans Services Chair, Founding Member
Moral Compass Foundation, Director



James Vechery, Lt Gen USAF Ret

Board Vice President
Immanuel Baptist Church Executive
Director



Candie Arrowsmith

Fundraising Chair
Volunteer Sector



Susan Hammond, SMSgt USAF Ret

Board Secretary
Volunteer Sector



Carol Missildine

Board Treasurer
Accounting Business Support, LLC
Corcoran Reverie Group

2022 New Members:

Jamie Wells, Defenders of Freedom FL

Lee Glaser, NW Florida Real Estate

Deede Wayne, Cape Cod Broadcasting

Julie Harper, PsyD Forensic Psychologist



Actively Seeking New Board Members

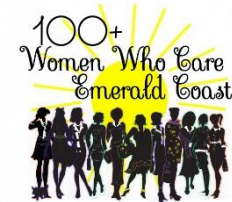
Due to our programs' rapid growth, we are looking to grow our board of directors!



Community Connections



U.S. Department
of Veterans Affairs



Invisible Wounds Center
at Eglin AFB



****The organizations above have met with Healing Hoof Steps and shown tremendous interest in our program. We are in the process of scheduling demonstration events OR they have already participated in a demonstration event at Healing Hoof Steps in since 2018****

Brick & Mortar Sponsorship Opportunities

Our Biggest Projects----->

Our consistently growing client base requires us to increase our facilities to continue to meet the needs of our community.

The completion of these projects will allow Healing Hoof Steps to continue to serve our mission of creating lasting, positive change for individuals along the Emerald Coast through therapeutic engagement with horses.



½ of the Arena Cover Space will be provided by grant funding from ARPA/Okaloosa County!

We need your help to cover the remaining 80' distance!
85'x 160' Cover \$195,262 - ARPA Grant Award of \$124,430=
\$70,832 Needed!

Mental Health Out Post Suites

(4) 12'x20' Finished Office Cabins

(1) Bathroom Cabin

(2) Landscaped Common Area

Currently, our 5 therapists alternate usage of our main office 6 days per week. This lack of professional space has created waiting lists for those seeking treatment.

Mental Health Outpost Suites

Private Counseling Offices with Adjoining Horse Pastures



Mental Health Cabin B: \$15,035

Weatherking 12' x 20' Cabin:	\$8,035
Drywall/Insulation:	\$2,500
Mini Split AC/Heat Unit:	\$1,000
Electrical Install:	\$1,500
192 sq ft. Flooring Installed:	\$1,000
Fixtures/Furnishings:	\$1,000

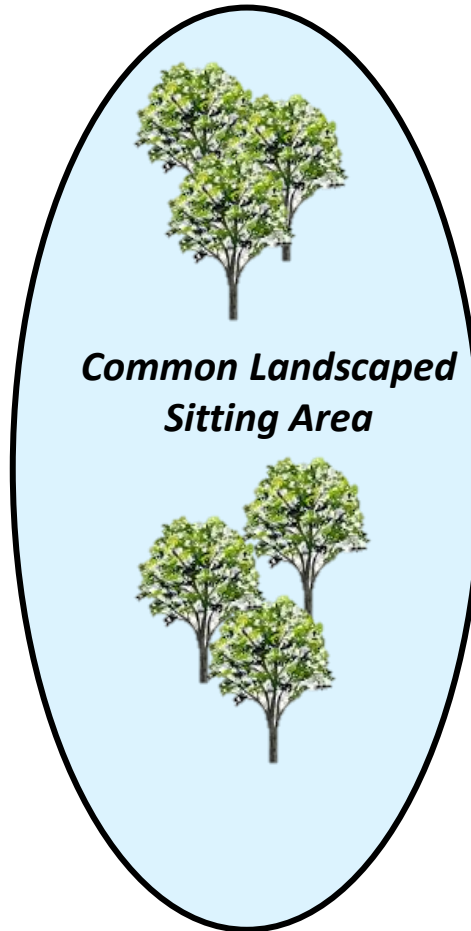
Sponsored By: _____



Mental Health Cabin C: \$15,035

Weatherking 12' x 20' Cabin:	\$8,035
Drywall/Insulation:	\$2,500
Mini Split AC/Heat Unit:	\$1,000
Electrical Install:	\$1,500
192 sq ft. Flooring Installed:	\$1,000
Fixtures/Furnishings:	\$1,000

Sponsored By: _____



***Common Landscaped
Sitting Area***



Mental Health Cabin A: \$15,035

Weatherking 12' x 20' Cabin:	\$8,035
Drywall/Insulation:	\$2,500
Mini Split AC/Heat Unit:	\$1,000
Electrical Install:	\$1,500
192 sq ft. Flooring Installed:	\$1,000
Fixtures/Furnishings:	\$1,000

Sponsored By: _____



Mental Health Cabin D: \$15,035

Weatherking 12' x 20' Cabin:	\$8,035
Drywall/Insulation:	\$2,500
Mini Split AC/Heat Unit:	\$1,000
Electrical Install:	\$1,500
192 sq ft. Flooring Installed:	\$1,000
Fixtures/Furnishings:	\$1,000

Sponsored By: _____

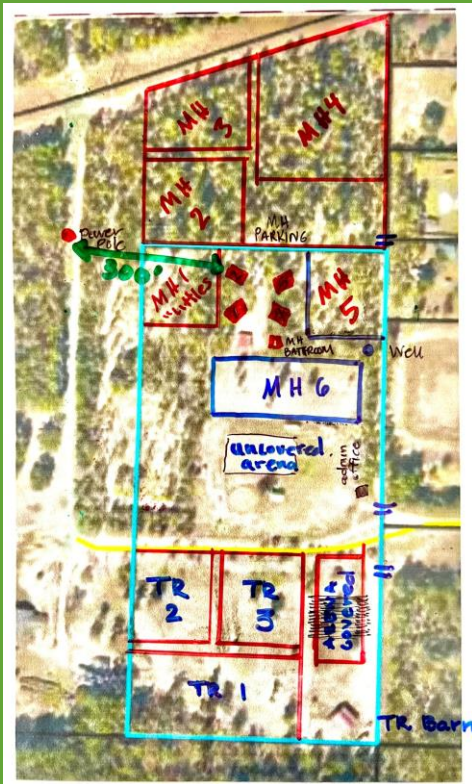


Mental Health Outhouse: \$14,980

Weatherking 8' x 12' Cabin:	\$4,260
Drywall/Insulation:	\$1,500
Wall AC/Heat Unit:	\$500
Electrical Install:	\$1,000
Plumbing Install:	\$1,000
Septic Tank & Permit:	\$5,600
64 sq ft. Flooring Installed:	\$320
Fixtures/Furnishings:	\$800

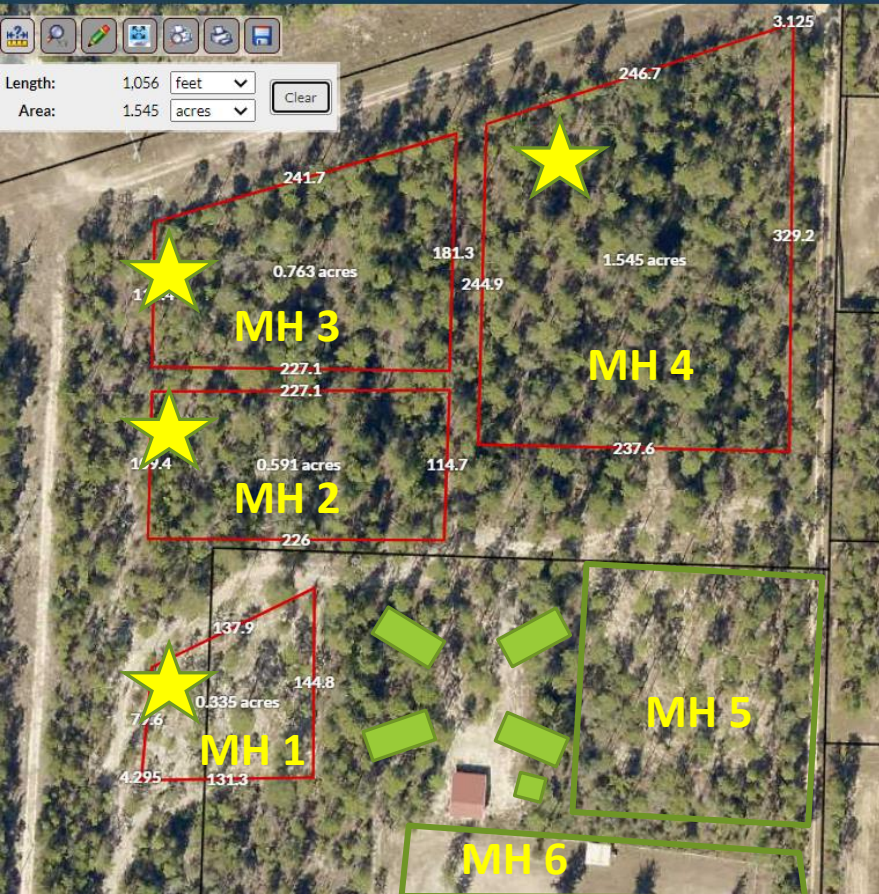
Sponsored By: _____

Brick & Mortar Sponsorship Opportunities Continued...



Project Description	Estimated Cost
HHS Painting on tack room-outside wall, horse and HHS logo	\$200
Build wall on the back shelter in 3rd	\$250
Renovate/Build New Rabbit Pen	\$500
Garden boxes built in front of tack building	\$500
Livestock Well Pump House/Cover	\$500
Multi Horse Feeder in Pasture 3	\$500
Covered Cross Tie Area 12'x48' Lean to	\$1,500
Mounting Ramp-Therapeutic Riding	\$2,000
Kids Playground Area Near Family Waiting	\$2,000
Concrete Pad Under Riding Cross-Tie Area	\$3,000
Completion of additional pasture areas (4 available) MH1, MH2, MH3, MH4	\$2,800- \$5,300

Thank You Cross Point Church!



MH 1	Quantity	Cost Per	Total Cost
Linear Ft	480 ft		
Rolls of Fence	2	\$468.72	\$937.44
4/5 x 8 Round Posts	60	\$10.75	\$645
Tightening Brackets	6	\$42.98	\$275.88
End Plates	6	\$12.62	\$75.72
Post Brackets	144	\$3.58	\$515.52
10' ft Tube Gates	2	\$149.00	\$298.00
80lb QuickCrete	8	\$5.38	\$43.04
Total			\$2,790.60

**Mental Health
Pastures to
Accompany
Mental Health
Outpost Suites**

MH 2	Quantity	Cost Per	Total Cost
Linear Ft	680 ft		
Rolls of Fence	3	\$468.72	\$1,406.16
4/5 x 8 Round Posts	76	\$10.75/\$11.75	\$833
Tightening Brackets	6	\$42.98	\$275.88
End Plates	6	\$12.62	\$75.72
Post Brackets	204	\$3.58	\$730.32
10' ft Tube Gates	2	\$149.00	\$298.00
80lb QuickCrete	8	\$5.38	\$43.04
Total			\$3,662.12

MH 3	Quantity	Cost Per	Total Cost
Linear Ft	763 ft		
Rolls of Fence	4	\$468.72	\$1,874.88
4/5 x 8 Round Posts	84	\$10.75/\$11.75	\$927
Tightening Brackets	6	\$42.98	\$275.88
End Plates	6	\$12.62	\$75.72
Post Brackets	228	\$3.58	\$816.24
10' ft Tube Gates	2	\$149.00	\$298.00
80lb QuickCrete	8	\$5.38	\$43.04
Total			\$4,310.76

MH 4	Quantity	Cost Per	Total Cost
Linear Ft	972 ft		
Rolls of Fence	5	\$468.72	\$2,343.60
4/5 x 8 Round Posts	105	\$10.75/\$11.75	\$1,290
Tightening Brackets	6	\$42.98	\$275.88
End Plates	6	\$12.62	\$75.72
Post Brackets	276	\$3.58	\$988.08
10' ft Tube Gates	2	\$149.00	\$298.00
80lb QuickCrete	8	\$5.38	\$43.04
Total			\$5,314.32

Program Sponsorships Available

Description	Cost
12 Month Individual Horse Sponsorship-11 available!	\$3,000
HOOFS4HEROES- <u>Counseling Scholarship</u> for 3 veterans to have 12 sessions each!	\$3,600
HOOFS4HEROES- <u>Therapeutic Riding</u> Scholarship for 5 veterans to have 8 lessons each!	\$2,100
Youth Therapeutic Riding Scholarship age 5-17yrs. Old 5 children in need will receive 8 lessons each	\$2,100



Become a
monthly donor
and join the
Healing Hoof
Steps Cavalry of
Giving!



WE WANT YOU to Join our Cavalry of Giving! Members of our **Cavalry of Giving** donate **\$10, \$20, \$50 or \$100** every month and receive exclusive gifts, invitations, and communication from Healing Hoof Steps.

Your monthly gift will help to provide the necessary elements to maintain the highest levels of care to our clients, riders and working herd of incredible horses! Click the monthly giving option below and **JOIN OUR CAVALRY of GIVING today!**

Visit the Cavalry of Giving page on our website to sign up today!



Thank you for allowing us to
share our programs with you!

