

Where healing becomes heritage.



A planned retreat and reintegration community rooted in nature, practical skills, family connection, and equine-assisted experiences.



Concept illustration supplied by the founder. No property acquisition, constructed campus, or operating program is represented.

Development proposal | September 2026. Programs, providers, location, funding, and opening dates are not yet confirmed in the supplied materials.

A note from Benjamin

Family's Friend began with a personal need for healing and grew into a vision for a place where people could reconnect with themselves and the people they love. I want to build a sanctuary where shared meals, time outdoors, useful skills, and a supportive community become part of everyday life.

Horses belong in that vision. With qualified professionals, equine therapy and learning can become another way for participants to explore connection, boundaries, and choice. That work deserves thoughtful care for both the people and the animals involved.

The dream is long-term, but the next step should be practical. Before building a permanent campus, we can work with established providers, run a small pilot, listen closely, and learn what it takes to serve people well.

Your support can help turn a hopeful idea into a responsible program, one step at a time.

Benjamin Foskey
Founder, Family's Friend

Inside this booklet

Purpose and audience • The retreat model • Equine therapy and learning • Family integration • People and operations • Pilot roadmap • Funding and economics • Campus vision • Governance • Measurement • Partnership readiness

This revised founder letter develops the ideas expressed in the supplied drafts. The following pages distinguish proposed plans from confirmed operations.

A bridge into everyday life

The need we aim to address

Finishing an initial phase of treatment can be followed by demanding everyday work: restoring routines, finding direction, managing responsibilities, and rebuilding support. Veterans and families may also seek space to reconnect and practice new ways of relating.

Family's Friend is designed to complement existing treatment and community resources with a focused retreat experience and a clear plan for returning home. It will not claim that clinical care is inadequate or that connection alone resolves addiction or trauma.

Our vision

A future where individuals and families have the support, skills, and sense of belonging to build lives of purpose, and where healing becomes a lasting family legacy.

Our mission

Family's Friend brings people together through nature-based retreats, practical life skills, family connection, and equine-assisted experiences, including therapy delivered by qualified licensed professionals. We help adults in recovery and veterans practice the routines, relationships, and next steps that support life beyond treatment.

Five commitments

- Dignity and voluntary participation.
- Practical skills that carry into everyday life.
- Family connection with consent and healthy boundaries.
- Care for people, horses, and land.
- Transparent funding, honest learning, and sustainable growth.

People, readiness & belonging

Initial pilot audience

Six adults, with a focus on individuals in recovery who are ready for a retreat setting and veterans seeking connection, purpose, and reintegration support. A participant may invite a trusted adult support person for a planned family workshop; attendance must fit staffing and venue capacity.

Readiness before enrollment

A defined intake process reviews goals, accessibility, current support, transport, and program fit. Qualified professionals determine suitability for clinical and horse-related services. The team clarifies what the retreat can provide and how participants can maintain ongoing care.

Family and chosen community

Support can come from a partner, parent, sibling, friend, or chosen family. No one must reconnect with a particular person to take part. Relationship safety, consent, and participant choice guide shared sessions.

Future family programming

Intergenerational retreats remain part of the long-term vision. Programs involving children require a separate design, appropriate staffing, safeguarding, lodging arrangements, and operating review before they are offered.

The limits of this program

Family's Friend is planned as a retreat and reintegration program that complements ongoing care. It is not a detox service, emergency service, or replacement for medical or mental health treatment.

A welcoming retreat still needs clear roles and boundaries. When a participant needs a different level of support, the response is an appropriate referral or emergency action, not a promise the program cannot keep.

Land. People. Curriculum. Continuity.

Land as a setting for practice

A calm outdoor environment supports the retreat rhythm: walking, gardening, reflection, shared meals, and rest. The pilot can use a partner property; ownership is not a prerequisite for learning whether the model works.

People with clear responsibilities

The founder coordinates the vision, partnerships, and program development. Qualified facilitators teach practical skills. Licensed professionals deliver clinical services. An equine specialist oversees horses, handling, and welfare. Operational staff manage lodging, food, transport, and site readiness.

Curriculum with useful outputs

The weekend combines routine-building, budgeting, vocational direction, boundaries, listening, creative expression, and planned equine experiences. Participants leave with a written integration plan, not a claim that healing is complete.

Continuity after departure

Proposed follow-up at 7, 30, and 90 days helps participants review their chosen goals and reconnect with support. A future Firekeeper pathway could train suitable alumni for supervised peer roles; completion of a retreat is not a professional qualification.

Build a place people can return to, and practical habits they can carry wherever they go.

A meaningful place for horses

Equine therapy is a planned component, delivered by an appropriately licensed mental health professional working with a qualified equine specialist. Separate equine-assisted learning sessions focus on communication, boundaries, and practical reflection; they are educational, not clinical treatment.

Pilot delivery model

Contract with an established equine provider before considering an on-site herd. Agree in writing on clinical responsibilities, facility access, horse care, staff ratios, transport, insurance, emergency response, accessibility, and fees. No specific provider or partnership is confirmed.

The participant experience

A planned 90-minute Saturday block allows for orientation, a provider-selected ground-based activity, and reflection. The clinician and equine specialist set the actual format and capacity. Observation and non-equine alternatives remain available; no riding is planned for the pilot.

What the sessions aim to explore

- Presence: noticing reactions and choosing a response.
- Boundaries: recognizing space, consent, and the option to pause.
- Communication: trying clear, consistent actions and reflecting on the experience.
- Transfer: identifying one practice to use in daily relationships.

Care standards before delivery

Written provider requirements cover horse suitability, workload, rest, veterinary and farrier care, safe fencing and surfaces, weather limits, incident procedures, and participant accommodations. Horse behavior is not used to diagnose participants.

Clinical benefit is not guaranteed. Provider qualifications and participant suitability determine which services can be offered. See references on the final page.

A rhythm of learning and rest

When	Planned experience
Friday evening	Arrival, orientation, shared dinner, intentions and quiet reflection.
Saturday morning	Routine-building and budgeting; optional professionally led equine block with a parallel nature-based activity.
Saturday afternoon	Rest, communication and boundaries, walking or gardening, personal reflection.
Saturday evening	Shared meal, voluntary reflection circle, quiet time.
Sunday morning	Purpose and vocational direction, creative integration.
Sunday afternoon	Optional family/support workshop, written 30-day plan, closing and departure.

Practical design choices

Use one Friday-to-Sunday format across the initial materials. Longer seven-day immersions from the original booklet remain a future option after pilot review and separate costing. Keep rest and travel time visible in the schedule.

A supportive atmosphere

Personal disclosure, spiritual reflection, horse contact, and photography are voluntary. Use clear language, predictable sessions, accessible alternatives, and opportunities to step away. Activities involving physical exertion or emotional processing require appropriate facilitation and individual choice.

Take-home work

One realistic priority. Two practices. One practical task. A map of support. A boundary to try. A date to check in. The separate curriculum provides the detailed timetable and participant planning prompts.

The team behind the experience

Role	Accountability
Founder / program lead	Partnerships, curriculum coordination, readiness review, budget and participant communication.
Licensed clinical lead	Clinical scope, suitability decisions, clinical sessions, care coordination and clinical response protocols.
Equine specialist / partner	Horse welfare, facilities, horse handling, activity design with the clinician, and equine safety.
Facilitator / peer support	Skills education and nonclinical support within defined boundaries and supervision.
Operations lead	Lodging, food, transport, accessibility, supplies, weather and emergency logistics.

Roles are proposed requirements, not a claim that staff are already hired. One person may hold compatible roles only when qualified and when coverage remains adequate; minimum staffing and ratios must be set before enrollment.

Operating readiness

- Signed venue and provider arrangements, verified qualifications, and appropriate insurance.
- Participant intake, informed consent, privacy practices, and secure record handling.
- Written incident response, local emergency access, food safety, and weather alternatives.
- A horse welfare plan, staffed equine sessions, and an equivalent non-equine option.
- A named person responsible for post-retreat contact and participant concerns.

A staged first year

Stage	Proposed work	Decision to advance
Months 1-3	Choose operating structure; confirm partner venue, clinical and equine leads; gather quotes; finish screening and curriculum.	Documented responsibilities and a funded, credible pilot plan.
Months 4-6	Run one weekend pilot when ready; review feedback, costs, safety and follow-up.	No unresolved material safety issue; delivery and cost findings reviewed.
Months 7-9	Refine the format and consider a second cohort; test referrals and follow-up capacity.	Staffing, demand and funding support a repeat.
Months 10-12	Review the year; decide whether to continue partner delivery, expand carefully, or develop a campus feasibility study.	Evidence and financing support the chosen next step.

These are planning windows, not announced opening dates. Progress depends on provider availability, funding, participant suitability, and venue readiness.

If funding is below target

Scale the scope before enrollment or postpone the pilot. Do not substitute unqualified staff or remove essential care, equine welfare, or safety coverage to meet an arbitrary launch date.

A future campus is a separate decision

Property selection follows operating learning and site-specific diligence. No land purchase is assumed in the initial \$15,000 pilot plan.

A clear first use of funds

The original \$15,000 ask is retained as a proposed readiness and partner-hosted pilot target. The allocation below is a new planning scenario, not a supplier quote or an approved spending commitment.

Planning category	Illustrative allocation
Clinical lead and retreat facilitators	\$3,500
Equine provider, facility and horse care fee	\$2,500
Partner venue and lodging	\$2,500
Meals and supplies	\$1,200
Transport and accessibility support	\$600
Insurance, legal and readiness review	\$1,800
Curriculum and participant materials	\$900
Post-retreat follow-up	\$500
Contingency	\$1,500
TOTAL	\$15,000

What this target covers

Preparation and delivery of one six-adult weekend pilot through existing venue and equine partners, plus initial follow-up. The equine allowance is a proposed provider fee; it does not purchase horses or build equine facilities.

What remains outside the target

Land acquisition, permanent lodging, barns, fencing, a resident herd, and a year-round team. Support-person attendance, taxes, travel distances, accessibility needs, and final coverage requirements may change costs.

Before fundraising commitments: obtain quotes, reconcile exclusions and any in-kind support, confirm who receives and controls funds, and update this budget.

Measure the pilot before promising scale

The original fee illustration

Six participants paying \$200 each produce \$1,200 in gross revenue. Against the proposed \$15,000 pilot allocation, that leaves \$13,800 to be funded. Scholarships reduce participant-paid revenue unless a sponsor covers the difference.

What repeat-retreat economics must show

For each cohort, track collected participant fees, committed sponsorship, direct delivery costs, and an appropriate share of overhead. Separate one-time development costs from costs that recur at every retreat.

Cohort contribution = participant revenue + cohort sponsorship - direct delivery costs.

Operating break-even also requires covering fixed overhead. The old statement that the project breaks even after three months is removed because the supplied documents do not support it.

Revenue channels to evaluate

- Participant fees, with a clearly funded scholarship policy.
- Sponsored places and mission-aligned program support.
- Later workshops and curriculum offerings, after demand and delivery capacity are demonstrated.

No return promise

No fixed return, ownership stake, land appreciation, repayment date, or lifetime access is offered through this booklet. Any future investment must be separately structured, reviewed, and documented. Donations, sponsorship, loans, and equity are different arrangements and should not be presented interchangeably.

A long-term sanctuary, built in stages



The concept image expresses the founder's aspiration for lodging, gardens, gathering places, water, trails, and horses. It is not a surveyed parcel, construction design, or representation of assets already owned.

Site-selection principles

- Permitted retreat use, legal access, suitable utilities and sanitation, and practical emergency access.
- Accessible gathering spaces, lodging, and routes for the intended participants.
- Horse-appropriate space, shelter, turnout, fencing, manure management, water, and care capacity.
- A responsible relationship with neighbors, local services, and the land.

Acreage follows feasibility

The drafts range from a 10+ acre starting concept to a 20-100-acre campus in the Carolinas or Southern Appalachia. Treat these as alternatives to evaluate, not a selected site. Parcel conditions, program capacity, horse welfare, access, and total cost matter more than a headline acreage.

Tax-sale property is only one possible acquisition route. Title, access, liens, land use, and insurability require parcel-specific professional review; a quiet-title action is not a guaranteed shortcut.

What the earlier campus estimate tells us

The table preserves the original booklet's main budget categories for reference, with the addition corrected. These are unverified historical planning assumptions, not current market quotes or a fully funded development plan.

Legacy category	Unverified source estimate
Land, diligence, title and permitting	\$265,000-\$615,000
Infrastructure and initial build	\$286,000
Year-one operating capital	\$256,500
Original seven-day pilot allowance	\$12,450
Corrected arithmetic subtotal	\$819,950-\$1,169,950

Corrections and exclusions

The earlier published total was \$818,950-\$1,168,950. Adding the listed categories yields \$819,950-\$1,169,950, a \$1,000 difference at both ends. The \$12,450 line belonged to a seven-day pilot and must be re-costed for the final operating plan.

The campus budget does not adequately specify horse facilities, a herd or partner arrangement, feed, veterinary care, farrier services, specialist staffing, equine insurance, transport, or dedicated operating reserves. It may also overlap staff, food, and pilot costs across categories.

Before setting a campus fundraising target

- Obtain site-specific land, permitting, utility and construction estimates.
- Create a complete equine capital and annual operating budget.
- Reconcile duplicate costs and define contingency and reserve assumptions.
- Model staffing, retreat capacity, occupancy, scholarships, fees and cash needs.

The previous \$800,000, \$1.2 million, and \$1.5-\$2 million tiers are retained only as historical concepts. None is presented as sufficient funding until a full, current plan is approved.

Protect the mission through clear decisions

Structure and accountability

The original materials considered an LLC, a nonprofit arm, and land stewardship arrangements. The final entity structure and any tax-exempt status are unconfirmed. Professional advisers should help select an arrangement that matches program delivery, ownership, fundraising, and accountability.

Funding discipline

Maintain separate records for restricted support, operating revenue, and any future investment. Use written approvals for major spending, track budget against actuals, disclose conflicts, and report material changes to supporters.

Partner development

Prioritize qualified equine centers and licensed clinicians, recovery and veteran-service organizations, accessible retreat venues, and local support networks. Request specific commitments rather than implying endorsement from an organization merely because it is a prospect.

Grant strategy

Research opportunities only after the entity, geography, target population, delivery model, and eligible costs are clear. Record deadlines, matching requirements, restrictions, and reporting capacity. The earlier list of agencies and foundations is a prospect list, not evidence of eligibility or committed funding.

A sustainable pace

Repeatable operations and participant trust come before additional locations, certification products, or licensing. No grant-independence date or second-site opening is promised.

Report what happened, not what was hoped

Area	Proposed measures
Access and participation	Applications, attendance, funded places, activity choices, accommodations and withdrawals.
Skills and connection	Completed integration plans; voluntary confidence and connection ratings; participant-defined progress.
Continuity	7-, 30- and 90-day contact attempts, response rates, and support connections reported with consent.
People and horse welfare	Incidents, near misses, provider reviews, workload and rest records, and corrective actions.
Financial stewardship	Budget versus actual, cost per participant, fee collection, sponsorship and cash position.

Interpretation

Small pilot numbers and self-selected participation limit conclusions. Report the actual cohort size, response count, timing, and missing information. Positive feedback and before/after ratings do not establish that the retreat caused clinical improvement.

Storytelling with consent

Use separate, specific permission for photographs, testimonials, or interviews. Declining publicity must not affect participation or support. Do not publish clinical details or identifiable family stories without appropriate consent.

Proposed reporting rhythm

Complete an internal review after each retreat, update the budget with actual costs, and provide a concise quarterly progress report to supporters. Include setbacks and corrective actions alongside milestones.

Turn interest into a concrete conversation

What is confirmed in this packet?

The founder's stated vision, the supplied logo and concept image, the source documents, and this refined development proposal. Operating staff, acquired land, signed partnerships, clinical outcomes, enrollment, and funding are not established by the supplied materials.

What can a partner help with now?

A venue proposal; a licensed clinical or equine-provider introduction; an itemized service quote; advice on program fit; a potential referral relationship; or a discussion about sponsoring a properly scoped pilot.

A useful expression of interest

Record the interested party, proposed contribution, conditions, availability, and next conversation. Treat it as nonbinding unless a separate agreement states otherwise. This booklet is not an investment subscription or an application for treatment.

Readiness packet to assemble

Entity records; provider qualifications; venue and equine agreements; coverage confirmation; screening and consent documents; incident procedures; a quote-supported budget; a care-continuity plan; and a simple reporting framework. Property profiles and endorsements belong in the packet only when verified.

Reference notes

Source materials: Family's Friend.pdf; Family's Friend Investor Pitch Deck.pdf; Familys_Friend_Curriculum_Outline.pdf; Familys_Friend_Vision_Mission_Statement.pdf; and _Family's Friend Investor Booklet (1).pdf. The two original short decks substantially overlap.

Equine terminology: PATH International, Therapies Incorporating Equines (pathintl.org/programs/therapies-incorporating-equines/) and Equine-Assisted Services Programs (pathintl.org/programs/). Accessed September 24, 2026. These references clarify service terminology; they do not certify or endorse Family's Friend.

Benjamin Foskey | Founder, Family's Friend
bpfoskey@operationaligned.net | 678-640-4936
benjaminfoskey.com/workshop/the-dream/