

# SOAR

Community ∞ Creation ∞ Catharsis

## Company Profile

### Industry

Nonprofit

### Founded

In process

### Location

Satellite sites:

Syracuse, Ithaca & Corning  
via Cultural Centers &  
Museums

Retreat Center:

TBD Rural/ Wooded

### Employees

30-40 employees

10 Interns

4 Artists in Residence

2 Homesteaders in Residence

### Fundraising

SOAR Café & CSA

Reverse Solar Energy Income

VA Funding

Semi-Annual Open House/  
Soaring Festival

### Grants

### Patents/IP

Compilation of Services and  
Platform services are offered  
upon are the Intellectual  
Property of Jessica McGhee.

### Founding Team

Founder: Jessica McGhee

Co-Founder:

Azra Gradincic

Co-Founder:

Steve Reinheimer, MD

### Advisors

Terry Brown, Falcone Center  
Jason Borching, Homesteader  
and Purple Heart Veteran  
Dr. James Haywood Rolling Jr.,  
Chair of Art Education, VPA &  
School of Education

### Key Company Contacts

Jessica McGhee

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### Company Website

[www.divinewanderings.com/SOAR](http://www.divinewanderings.com/SOAR)

## Summary

SOAR is an aspiring 501(c)(3), looking to serve the needs of New York State's Survivors of Trauma with PTSD and C-PTSD. SOAR plans to offer Alternative Therapy services in a Retreat-Styled setting, without a barring of access due to an inability to pay.

## Problem

- I've witnessed a need for mindful, retreat-style, catharsis-driven services which are openly accessible, across all financial accessibility fields for survivors of trauma.
- Our country has a very public prevalence of trauma in society today, ranging from the #MeToo movement to calculated violence against people of color to the high suicide rates of Combat Veterans and the domestic violence epidemic- which all precede the collective trauma of the COVID-19 pandemic.
- Media coverage (and Social Media) continue to shed much light in these areas, some more notable than others at the moment.
- Thesis research is based within the impacts of SOAR's below referenced Alternative Therapies spectrum aimed at treating symptomatic PTSD, ego-depleted mental health, reassigning of muscle memory, and physiological status.
- Social forces and our current struggling economy, which also contribute to heightened incidents of domestic violence, are leading to the necessity of a platform like SOAR.
- The problem is expected to last as long as Domestic Violence, Sexual Violence, Community Violence, Combat Violence and Substance Abuse are in present in our society.

## Solution & Mission Statement:

SOAR's goal is to aid catharsis via alternative healing platforms for the many PTSD and C-PTSD Survivors in and around the Greater Syracuse area. SOAR's Retreat-Minded and Trauma-Informed services will help engage survivors with fellow survivors, in a Safe Space, who understand the phenomenon of living with PTSD and C-PTSD. Through community building, creative exploration, nature exposure, and mindfulness practices, catharsis can be engaged, and we can help one another find and reach our own highest good. Together.

- SOAR offers a diverse array of therapies to complement each person and their comforted preference:
  - Expressive Arts Therapies
  - Kundalini, Kripalu, Hatha and Beginner's Yoga
  - Mindfulness & Meditation: Transcendental Meditation®, Integrated Body Mind Body Therapy (IBMT), Vipassana-based mindfulness, Kundalini and Mindfulness Meditation Practices.
  - Nature-based Therapies: Wilderness and Agricultural Therapy, Nature-based CBT & DBT
  - Community Building within a Diverse Network of Survivors
  - Veteran taught Self Defense courses
  - Resource Center, Retreat & Homestead
- SOAR offers an Intrinsic Value of Catharsis, Self-Actualization through Exposure and Exploration through our proven healing platforms, and inclusion within a *community* of people with similar his/herstories.
- SOAR aims to remove survivors from isolation and build community while trekking out of symptomatic PTSD.
- I have talked to people in the community, mostly inquiring of interest in being a part of SOAR's Venture Team. Each person contacted was very interested and could recall a close friend or relative, if not their own self, who would greatly benefit from a program such as SOAR.
- Too many people are suffering, we have to do more. With SOAR, we can reach people who may not be interested in or for whom traditional methods just do not fit. Taking a weekend retreat is also financially out of reach for many as well, in today's economy.
- The skills accessed at SOAR carry the potential to positively shift a person toward entrepreneurship.

## Target Market

SOAR's market extends to Survivors of Domestic Violence, Sexual Violence and Trauma, Community Violence, Combat Violence and Refugees. Because Substance Abuse in the form of Self Medicating so often goes along with PTSD, and the trauma of the current widespread Opioid Use Epidemic, Post-Detox Survivors are wholly welcomed as well. Meditation has proven a formidable opponent to craving. SOAR's market transcends all notions of age, race, color, religious background, national origin, sexual preference and identification, and socio-economic class.

## Competitive Advantage

There are many platforms which offer one or more groupings of these services in this area, there is no one central location for all of the therapies offered in the Greater Syracuse Area. Some of the therapies, such as Wilderness Therapy, are completely non-existent in this immediate area. Many services for Survivors are government run, impersonal, and do not fully meet the need of the survivor. SOAR seeks to build community within a diverse set of alternative offerings for a diverse set of needs, for free or on a sliding scale. SOAR can talk to any Survivor and find Common Ground to work *together* within.

## Business Model

- Free, Sliding Scale Services, Insurance- Covered Services, Donation-based Services and grant funding.
- Social Entrepreneurship & Community Based, reliant on fundraising and multiple separate funding streams for staff salaries and program offerings.
- Community Outreach to reach target market/ guests and donors/ grantors.
- Launch Budget TBD. Operational Budget in process. Breakeven is achieved when the program is actualized, fully enrolled and waitlisted, and when the Café, CSA, and solar power revenue streams are providing SOAR with supplemental operational income.