

Rickey Farm



- INDIVIDUALS NEED RECOVERY
 - COMMUNITIES NEEDS RECOVERY
 - OUR CULTURE NEEDS RECOVERY ,
- AND OUR PLANET NEEDS RECOVERY

Cultivating People To Regenerate Communities



Property #4
435 Rt. 94
Block 91, Lot 6.04
Aprox 5 acres

Property #2
442 Rt. 94
Block 94, Lot 2
Aprox 67 acres

Property #3
440 Rt. 94
Block 94, Lot 2.01
Aprox 1.4 acres

Property #1
421 Rt. 94
Block 91, Lot 6.01
Aprox 2.4 acres

PROPERTY #s ON THIS MAP
CORRESPOND TO DETAIL SHEET
ON THE FOLLOWING PAGE

RickeyFarm Properties Physical Details

In Order of Overall Priority

Property #1

Mom's House: 421 State Rt. 94, Block 91 Lot 6.01 Vernon Twp., Sussex County, NJ

Approximately 2.4 acres, 3 bedroom, 2 bath, 2 car attached, Roofed front and rear porches, 1600+ sq. ft. Plus partially finished basement, Horse facilities, New Roof, Well kept in/out, Oil fired hot water baseboard heat, Constructed in 1966/67. About 1.5 acres of the lot are farmland. Surrounded by agriculturally leased farmland owned by New Jersey DEP.

Property #2

Farm Property: 442 State Rt. 94, Block 94 Lot 2 Vernon Twp., Sussex County, NJ

Approximately 67 acres, Outdoor Venue (5,000 person capacity), **Main Barn (103' x 30', two floors, 6,000 sq. ft. total)**, Carriage House (24' x 30', two floors, 1425 square ft. total), Diverse Farmland including approximately 20 Beautiful Forested Acres.

Property #4

Farm House: 435 State Rt. 94, Block 91 Lot 6.04 Vernon Twp., Sussex County, NJ

Approximately 5.0 Acres, 4 Bedroom, 1.5 Baths, Outbuildings, Spring House(Artesian water source, origin of stream), 2 Story Center Hall Colonial, Wood Fired Forced Air Heat, Oil Fired Hot Water, circa 1850.

Property #3

Ministry House: 440 State Rt. 94, Block 94 Lot 2.01 Vernon Twp., Sussex County, NJ

Approximately 1.4 acres, 4 bedroom, 2 bath, 2 car detached, 1600+ sq. ft. Plus full basement, Large Garden, New Roof, Oil fired hot water baseboard heat, Orig. constructed in 1930's, Large addition 1980.

RickeyFarm ... THE RECOVERY FARM

THE RECOVERY FARM ? What's that about ??

People need recovery in many areas: addiction, loss of a job, loss of a loved one, emotional / physical trauma, fear, anxiety, a bad situation or even just a bad day ...

So Yes - **Individuals Need Recovery**

As Well, Our - **Communities Needs Recovery**

Certainly - **Culture Needs Recovery ...**

And we All Know - **The Planet Needs Recovery**

Through service, education, practice and demonstration, The Recovery Farm will be “Plowing new ground to Cultivate Regenerative Communities.”

The **precious jewel** of this whole project is **“focus on the individual”**, because **that’s where it all begins.**

By establishing an always open **24-7 Community Assistance/Support Hub (CASH)**, we **will fill the largest gap** we see. **Walk-in assistance locations** that are **Open 24 hours, 7 days a week, 365 days a year** are almost **non-existent !!** ... So **WHY Is This ??**

Why aren’t non-profits or at least some of the churches keeping their doors open round the clock and providing assistance and support ?? ... With overdose and suicide rates climbing the way they are, why aren’t there 24-7 facilities to be found ?? ... **This Needs to change !!**

Peoples’ **troubles** often **fall outside** the **"hours of operation" schedule** of most human services. **Sometimes**, we just need a quiet place to go, someone to talk to or someone to pray with. **So yes**, sometimes stimulating recovery can be as simple as a place of refuge, an open ear, an arm around a shoulder or some simple information or suggestion, **and sometimes** it takes knowledge, networks and persistence. **We will provide this multi-level assistance under one roof !!** ... This kind of **24-7 CASH is Priceless !!**

THE VISION; WHAT WE ARE CREATING:

Besides providing the 24-7 CASH facility, RickeyFarm will be transformed into a **highly productive regenerative farm** with a **substance-free events venue** and **campground** dedicated to providing programs, conferences, workshops, etc. geared toward bringing transformation and healing to individuals, the community and culture.

The assistance at the **24-7 Community Assistance/Support Hub (CASH)** begins in a **loving, casual, non-judgmental atmosphere** with a peer to peer recovery coach. The coach’s first act of service will be to gain an assessment of the individual’s need(s). Then based on the need(s), a prioritized wellness plan will evolve. This type of **holistic approach** is certainly a **preventative force**, as well as an **issue solving one**. Sharing knowledge and providing connection to resources will be done **“Free Of Charge”**.

Resources, in our definition, **include the basics**, like clean air, clean water, good food, shelter, clothing, spiritual support and general information. As well it includes **further services and programs** in areas such as coaching, peer-run support, recreation, skill-based educational programs, development and recovery programs for all ages, medical treatment referrals and **much, much more**. In case You're wondering, we certainly won't be providing all these services in-house.

We know that **farming/horticulture is therapeutic** and provides a great healing atmosphere to develop programs in and around, but we could never fill all the needs. **(CASH)** is exactly what it says, **a hub, a connection point and connector**. And we put the **emphasis on the connecting** and know that **if we share the load, we can carry the weight**.

From the **coaching** perspective, the **goal is to assess needs**, assist in **creation of a wellness plan** and **remove obstacles**. Too often obstacles keep those who are seeking help from actually getting it. This happens many times even after the needed assistance has been identified, qualified and reserved.

Common obstacles are:

- Lack of correct, updated information**
 - Lack of transportation**
 - Lack of temporary/crisis housing**
 - Lack of a safe environment**
- and the list goes on and on

RickeyFarm Ministries will create a place where needs are assessed and then met in a loving, relational, compassionate and priority manner. **Community volunteers** will help **provide** many of these **services and** fulfill their desire to **make a difference**. There are **many** out there **waiting** for someone **to** show them how they can **help**. We firmly believe many of the solutions we need in our communities and culture lie in **People Helping People** not government helping people.

Regenerative Agriculture is a term that's being used much more often recently. To us it means the merging of organic farming and permaculture **to** directly **target** the **recovery of the land** and to **provide nutrient dense, clean healthy food to the community**. The earth, just like us, has built in healing properties. We know that we can assist or prevent that healing from taking place. It is also well documented that working/participating in horticulture/farming is therapeutic and healing itself So agricultural programs can be developed that benefit individuals, the community and the land. That's a win, win, win !! ... We are **committed to maximizing agricultural production of food and medicinal plants on RickeyFarm** in a regenerative way. Our **produce** will be **marketed both fresh and prepared** through our Farm Market/Deli/Café', **vended** at events and **supply** some type of **CSA/Food Co-op**. But the gap we look most forward to filling is, **providing this higher quality** (freshness and health wise), generally **higher priced food** to those who have restricted access to it. The financially challenged are more likely to avoid the organic section in their local store and may not even have an organic selection available due to their locality. RickeyFarm will provide healthy produce to those who otherwise would have restricted access and/or barriers to it, through a **"Good Clean Food Sponsorship Program"**. Just another way **"People can help People"**.

["Click Here"](#) to watch our Overview Video. It's a little dated (created in 2012), but fills in some gaps.

Note: The "Big Bowl" in the video is now the location for our "Memorial Orchard". In the following photo, the orchard site is the bright green hillside on the right. More Memorial Orchard info to follow.



Rickey Farm

OUR MISSION: To **develop** and **encourage the replication** of this critically needed **24-7 CASH** (Community Assistance & Support Hub) Program. The concept **will be developed as a reproducible model** to follow and implement in almost any setting. A model to cultivate regenerative communities anywhere and everywhere !! ... **"Everyone should have a place like this within an hour's drive."**

WHAT THE PROPERTIES HAVE TO OFFER: A 7th generation **75-acre family farm** located in the gorgeous, Vermont-like, Vernon Valley in Vernon, NJ. Improvements on the properties include:

A 67 Acre Bio-Diverse piece of Farmland with:

- **Our 6,000 sq. ft. former dairy barn** that **has** received **zoning approval** to become:

1) A 3,000 sq. ft. headquarters for our NJ Title 16 Non-profit Church on the second floor.

2) A 3,000 sq. ft. Market/Deli/Café on the first floor. (Note: Each floor has ground level access on opposite sides of the building.)

- **The Carriage House**, a 1,500 sq. ft. historic structure that's been beautifully restored as a storefront.
AND

Two integral large-lot residences:

* **1) Three bedroom ranch** w/full basement on **2.5 acres** (approx. 1.5 acres farmed).

* **2) Historic Homestead**, four bedroom center hall colonial on **5.0 acres** (approx. 4 acres farmed).

WHAT MAKES RICKEYFARM SPECIAL:

Among the many thing that make RickeyFarm special are **natural beauty** and its **location**. This section of Route 94 is part of the newly designated **"NJ Western Highlands Scenic Byway"** and has been a trade route since before the founding of this country as part of the **"Kings Highway System"** which mainly followed indigenous trail networks. **The Appalachian Trail**, a linear National Park, crosses Route 94 at RickeyFarm's NW property corner on its way from Georgia to Maine. This **high use** section of the AT has a challenging climb that includes stone steps, nicknamed **"The Stairway to Heaven"**, that lead up to the amazing "Pinwheel Vista". This spot atop Wawayanda Mountain affords views of the **Appalachian Mountain Range** in three states. and on a clear day you can see **the Catskills Mts.** and maybe even the distant **Adirondacks**. Look down and RickeyFarm is directly below ... So it's fair to say, **RickeyFarm** is at the base of **"The Stairway to Heaven"**.

To our north is Warwick NY with NJ Transit stations, Farm Tourism and a Historic Shopping/Dining District that people regularly travel well over an hour to visit. To our south is the Mountain Creek Ski Area and Waterpark, Minerals Resort, Crystal Springs Resort, Great Gorge and the rest of the highly regarded "Golf Course Mecca". **All this is within a 15-minute drive** from RickeyFarm.

How will we fund the project ?? Well, the events venue, the campground, the storefront and the agricultural operation are all revenue generators. Also, we expect a steep increase in people's giving of their time, talents and treasure. But mainly ... Backing up all that is our **simple, lucrative** fundraiser/revenue stream that will return **1.5 million dollars in the next 3 years**. This plan has **very low**, almost negligible **start-up costs**. It's a **Memorial Orchard**, a somewhat unique concept that addresses current trends and serves a rapidly growing number of people that have limited options. See our **Memorial Orchard Summary** on the following page to learn about this **innovative alternative** to memorialize those who have passed from this world and realm !!

To sum it up, RickeyFarm, The Recovery Farm, will serve as church, community center, events venue, campground & local source of healthy nutritious farm produce all year. **Food for Spirit, Soul & Body !!**

People are craving sustainable community living. RickeyFarm will be **"A Learning Center & Model For Sustainable Community Living"**, A Hub, A Center where "People Help People" and "Folk help Folk".

"We All Need Recovery from something"- W. James Rickey

Memorial Orchard



3404093

motionelements.com

The image directly above is good representation of our future orchard. It has a similar topography, some curvature and the general spacing we envision and have planned for. That image even has a comparable setting to our spectacular views of RickeyFarm, the Vernon Valley and surrounding mountains.

The following short summary outlines the “Memorial Orchard” plan for RickeyFarm. Generally, it is a place where those who have passed can be memorialized with a fruit tree on our beautiful 9-acre hillside.

The current cultural dynamic is moving away from funeral homes and cemeteries. People are having “Memorial Celebrations of Life” rather than funeral home services. People are seeking greener and literally, less expensive and less polluting alternatives to the whole process including interment. As of 2015, more people are now cremated than buried in the United States and that trend is still accelerating.

Cremains (Ashes) can be spread on any private property in NJ (with the property owners’ permission) and since we are already a farm, there’ll be no cost or delay normally associated w/project approvals. Sales of spaces in the “Memorial Orchard” can begin immediately and cremains can be interred under each tree.

Note: Internment of cremains will not be required for a memorial tree planting.

The dwarf fruit trees (6--8' wide and high) that will be used are set up much like a vineyard and can be configured in densities from 400 - 800 trees per acre. We have chosen to stay on the low side, providing a nice spacious layout on the 9 acre "Big Bowl" hillside that will house 3,000+ spaces for memorial fruit trees.

The memorial planting will include year-round daylight hour visitation, online and mobile app access to the orchard's virtual presence w/bios for each memorial space.

Also included will be a one-time gathering to celebrate the life of the deceased. Options will include premium planting locations, recurring family gatherings/reunions (remember we are an events venue) and maybe the most interesting option; annual fruit packages shipped to benefactors. The fruit trees we plant will be multi-year old, high-quality nursery stock that will reach maturity and start bearing fruit approximately four years after planting. The average space will sell for just under \$500.00.

Planting in the Memorial Orchard will take place twice a year and be scheduled for two to three consecutive weekends in each the spring and fall of the year. The planting weekends will be timed to coincide with spring blossoming and fall foliage respectively.

We already have the soil and compost stockpiled and the local know-how needed to create nutrient rich planting rows and maintain a productive long-life orchard.

The majority of projected purchasers are expected to be 30-70 yrs. old who are planning for the future. In other words, the orchard will be installed over many years' time with payments upfront. We expect 10% or less of spaces sold will be for those who are already deceased. This provides a very comfortable situation in regard to preparation and development of the orchard planting rows.

Our chosen url domains below are purchased and redirected to our main website <http://www.RickeyFarm.net>, where the Memorial Orchard is now featured. Our hosting plan allows for two more websites, so the Memorial Orchard will get its own.

<http://www.MemorialOrchard.com>
<http://www.MemorialOrchard.org>

It's very possible, when we get done with the branding and app creation, that the Memorial Orchard will be a marketable product as a turn-key package ready for others to implement on other lands. For examples of the current trends in this market area, a few simple searches will show the growing popularity in burial alternatives. You will find: "Burial Pods" (Planters combining a tree seed & separate compartment for cremains), variations of the memorial orchard concept, Green Burial Directories and Rating Guides, etc.. So our plan may be fruitful beyond sellout of the spaces here.

But for now ... it's the "perfect match" for RickeyFarm !!

RickeyFarm Ministries: Short Term Operations and Strategic Implementation Plan w/Financial Projections

“Proceed with Caution” is a term used in emergency services communication to indicate that first responders can turn off the lights and sirens, yet continue their response with urgency. RickeyFarm Ministries, a NJ Title 16 Non-Profit Church (See Articles of Incorporation attached) will take this stance as it moves forward as the new owner of the RickeyFarm Properties.

As Trustees in RickeyFarm Ministries, W. James Rickey and Marilyn Rickey bring strong continuity, community support and historical knowledge/expertise specific to this farm property and farming in general. Rev. David LaTorre, our third Trustee, brings a business finance and ministry background to the team. Dave holds a Masters of Divinity from Princeton Theological Seminary and a Masters of Business Administration from Pennsylvania State University. Dave spent the first half of his career in mid-size company CFO positions.

The Richeys are enthusiastic about this shift from personal ownership and operation of the farm to serving the public through non-profit ownership and ministry employment. This transition has been planned for several years and many of the future team members are waiting in the wings to come aboard. RickeyFarm Ministries will form formal partnerships with other church, non-profit and for-profit entities to fulfill its goals.

Here's a peek at the financials. Since the Memorial Orchard is the major revenue generator, it will get the most attention in the short term. Other activities/plans will wait to be implemented. The exceptions will be established activities or partnerships requiring few resources.

Current/Recent Established Income Streams that will be continued

Seasonal Mobile Food Vendor -	April through November	\$500/month
Carriage House Store Rental-	Year-round rental	\$750/month
Events Venue Fees –	May thru October	Approx. Avg. \$3,500/month

Additional Income Streams to be implemented and Producing in 2018:

Food Vending Sales at Events	May thru October	Projected Avg.	\$3,000/month
Retail Produce Sales	Spring-Summer-Fall 2018	Season Total	\$10,000-\$30,000

Memorial Orchard Spaces

Orchard space sales will begin immediately. We have 3,000+ spaces on the 9-acre hillside. Sales will accelerate as the marketing develops penetration over the first six months.

Projected Sales/Revenues

<u>Time Period</u>	<u>Number of spaces Sold</u>	<u>Gross Revenue</u>	(less 10% set-aside) <u>Net Revenue</u>
Remainder of 2017	Less than 50	\$5,000-\$20,000	\$4,500-\$18,000
2018	750	\$375,000	\$337,500
2019	1,200	\$600,000	\$540,000
2020	1,000+ remaining	\$500,000	\$450,000