

**NEED:** Marsha has identified a crucial need for wellness retreats for women, focused on fostering sisterhood, healing, and promoting a better way of life. These retreats will introduce participants to yoga, breathwork, meditation, and various workshops, including inner child healing, forgiveness, healing mother wounds, manifestation, and self-love, among others. These initiatives mainly aim to benefit women globally, providing them with tools to heal and thrive. Women are often burdened with societal expectations and personal challenges that can lead to stress, burnout, and unresolved trauma. By creating a supportive environment for healing, Marsha's retreats aim to address these issues at their core. The targeted population includes women from diverse backgrounds who seek mental, emotional, and physical well-being. The need is multifaceted and affects not only the individuals directly involved but also their families and communities. Well-being is a critical component of a healthy society, and through these retreats, the ripples of healing can extend far beyond the immediate participants. Studies reveal that mental health issues are prevalent among women, with significant percentages experiencing depression and anxiety. By tackling these issues, Marsha's initiative promises a positive impact on neighborhoods, regions, and perhaps even nations. Statistics reveal that women are more likely to suffer from stress-related health issues, with many feeling overwhelmed by their responsibilities. By providing tools and practices for self-care and healing, Marsha's retreats will empower women to lead more fulfilling lives and, in turn, enhance their communities. Marsha's insightful proposal to address this issue by establishing wellness retreats is an innovative approach to promoting holistic health and well-being.

**APPLICANT CAPABILITY:** Marsha has demonstrated a remarkable capability outlined in the NEED section above and has spent approximately 10 years training and working in various prison mental health departments across the country. Her extensive background in clinical psychology and personal experiences have equipped her with a profound understanding of mental health and healing. Marsha's diverse expertise encompasses traditional therapy, yoga, meditation, sound healing, breathwork, and more. Her journey of healing and transformation began in 2020, and since then, she has delved deeply into various healing modalities, gaining knowledge and skills that are integral to her mission. Her personal motivation stems from her own experiences with depression and trauma, which led her to discover the power of holistic healing. To effectively carry out this plan, several key positions and staff members will be engaged, including yoga specialists, meditation experts, therapists, holistic dietitians, and digital marketing personnel. These professionals will play a crucial role in delivering the retreat services and ensuring their success. Additionally, partnerships with brands like Honey Pot and Glossier will provide essential support and credibility.

#### **PROGRAM DESIGN:**

**# Program Overview:** The overarching mission of Marsha's wellness retreats is to facilitate healing and empowerment for women, enabling them to break generational curses, address childhood traumas, and improve their overall well-being. These retreats

will incorporate wellness themes and offer various healing modalities, such as yoga, meditation, and workshops focused on personal growth.

# Program Goals and Objectives: The primary goal is to host a range of retreats annually, each tailored to specific themes, serving 100-200 women each year. The measurable objectives include: 1. Facilitating 10 retreats annually, each catering to 10-20 participants. 2. Providing comprehensive wellness workshops, benefitting at least 80% of participants. 3. Ensuring at least 70% of attendees report a significant improvement in mental and emotional well-being post-retreat.

# Planned Approach: The program will adopt best practices in holistic healing, integrating proven methodologies such as yoga, breathwork, and meditation. Each retreat will follow a phased approach: -

#### Phase A

: Planning and Outreach – Identifying and reaching out to potential participants. -

#### Phase B

: Engagement and Enrollment – Engaging with interested individuals and ensuring their participation. -

#### Phase C

: Retreat Execution – Conducting the retreats with a focus on healing activities and workshops. -

#### Phase D

: Follow-up and Support – Providing ongoing support and resources to participants.

# Key Positions and Staff: -

#### Yoga Specialist

: Facilitates yoga sessions and physical healing exercises. -

#### Meditation Expert

: Guides meditation practices to enhance mental well-being. -

#### Therapist

: Provides traditional therapy and support. -

Holistic Dietitian

: Offers nutritional guidance for overall health. -

Digital Marketing Personnel

: Manages online presence and promotion.

# Additional Partners/Types of Partners That Should Be Considered: Potential partners include wellness brands and organizations, local businesses, and mental health professionals who can provide additional support and resources for the retreats.

PLANNED IMPACT/OUTCOME: The planned impact and outcomes of Marsha's initiative are transformative and profound. As a result of this initiative, participants will experience remarkable changes in their mental, emotional, and physical well-being. They will feel relaxed, happy, grounded, and motivated, having overcome significant traumas and developed new coping strategies. The outcomes resulting from financial/grant awards will enable the expansion and enhancement of these retreats, reaching more women and providing them with the tools to lead fulfilling lives. P3 Area of Focus: Equity in Health will be a primary focus, ensuring accessible and impactful healing opportunities for women from diverse backgrounds.

PROJECT EVALUATION: The evaluation approach for Marsha's wellness retreats will ensure comprehensive assessment and continuous improvement.

# Executive Summary: The evaluation will employ both quantitative and qualitative methods to measure the program's success. Quantitative methods will include surveys and health assessments to track improvements in participants' mental and emotional well-being. Qualitative feedback will be collected through interviews and testimonials, providing deeper insights into participants' experiences.

# Evaluation Approach: The program will provide both process and impact assessments, measuring key factors such as participant engagement, satisfaction, and the effectiveness of the healing modalities.

# Qualitative Feedback: Feedback will be compiled into detailed reports, shared with funders and partners quarterly, ensuring transparency and accountability.

# Success Indicators: Success will be evaluated based on: 1. Number of participants served annually. 2. Percentage of participants reporting improved well-being. 3. Number of successful retreats conducted. 4. Participant engagement rates. 5. Feedback from participants and partners.

# SUSTAINABILITY: Marsha's personal motivation for leading this initiative stems from her own healing journey and desire to help others. The initiatives and efforts will be sustained beyond this grant by establishing long-term partnerships, exploring additional funding sources, and continuously improving the retreat experiences. By implementing this robust evaluation approach, the program will ensure accountability, demonstrate its effectiveness, and continuously improve to better serve its target population: women seeking healing and empowerment.

PRE GRANT FACT SHEET This Long Version of your Priority Passion Project goes into detail regarding what you are committed to do for the next five years.

## NEED

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workshops. -

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# SUSTAINABILITY: Marsha's personal motivation for leading this initiative stems from her own healing journey and desire to help others. The initiatives and efforts will be sustained beyond this grant by establishing long-term partnerships, exploring additional funding sources, and continuously improving the retreat experiences. By implementing this robust evaluation approach, the program will ensure accountability, demonstrate its effectiveness, and continuously improve to better serve its target population: women seeking healing and empowerment. Would you like to continue to the Priority Passion Project and create a summary?

yes

Great! Let's create a concise and compelling summary for your Priority Passion Project.

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### Summary Priority Passion Project

# How You Will Stand Apart in Defining Your NEED Marsha, you have identified a critical need for wellness retreats for women worldwide, focusing on sisterhood and healing. These retreats will offer transformative experiences through yoga, breathwork, meditation, and various workshops aimed at inner child healing, self-love, and more. This initiative primarily benefits women, providing them with holistic tools to heal and thrive in their personal and professional lives.

# Your Strength is Highlighted in Your CAPABILITY Your remarkable capability, Marsha, is evidenced by your extensive background in clinical psychology and a decade of experience in prison mental health departments. Your personal healing journey since 2020 has equipped you with profound knowledge in various healing modalities. With support from brands like Honey Pot and Glossier, your mission is well-supported and credible.

# Your Innovation Shows Through in Your PROGRAM DESIGN Your innovative program design includes hosting a range of themed retreats annually, serving 100-200 women each year. Your retreats will follow a phased approach—planning, engagement, execution, and follow-up—integrating best practices in holistic healing. A dedicated team of yoga specialists, therapists, holistic dietitians, and digital marketing personnel will ensure the success and impact of your retreats.

# Stand Firm in Your Ability to Create Your PROJECT EVALUATION Your robust evaluation approach will employ both quantitative and qualitative methods. By measuring key factors like participant engagement and the effectiveness of healing modalities, you'll ensure continuous improvement and accountability. Regular feedback and detailed reports will be shared with funders and partners, highlighting success indicators and demonstrating the program's impact.

# Be Proud of Your PLANNED IMPACT/OUTCOME The planned impact of your initiative, Marsha, is transformative. Participants will feel relaxed, happy, grounded, and motivated, having addressed significant traumas and developed new coping strategies. As a result, they will pour from a full cup, positively impacting their families and communities. Equity in Health will be ensured, providing accessible healing opportunities for women from diverse backgrounds. --- This summary encapsulates the essence of your Priority Passion Project, offering a compelling vision to potential investors and grant providers.