



BUSINESS PLAN

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Prepared by:

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EXECUTIVE SUMMARY

Business Description

Jeremiah House Inc. (referred to herein as the “Organization”) was established as a 501c3 S- Corporation at 343016 E. 980 Chandler, OK 74834 with the expectation of rapid expansion in the substance abuse and mental health industry.

The Organization was formed on October 9, 2020, as a 501c3 S-Corporation under Oklahoma state laws and founded by Mike Bateman.

Founder/CEO

Mike Bateman has been in executive leadership in the nonprofit field for 10 years. Mike has 16 years of experience in the areas of substance abuse, mental health, and homelessness. Mike is the former Executive Director of Jesus House. During his tenure, he led the transition of Jesus House from a homeless shelter to a thriving and successful 12-month recovery program for men and women experiencing substance abuse and mental health disorders.

Business Mission

The mission of Jeremiah House is to build and restore the lives of men experiencing addiction through recovery, faith, encouragement, and service to others.

Reasons for Establishment of Jeremiah House

Per capita, rural towns in Oklahoma have higher rates of substance abuse and mental health disorders in areas of opioid, alcohol, methamphetamine, heroin, PTSD, depression, and anxiety. Rural areas also have higher rates of overdose and suicide than the metropolitan areas of Oklahoma City and Tulsa. The need for a Program like Jeremiah House in rural counties



exceptional. Our conversations with the communities we plan to serve have indicated that this Program will be very welcome by the communities.

Services to be Offered

The Organization is introducing the following services to rural Oklahoma, with a focus in Lincoln and Pottawattamie counties:

- A proven residential twelve (12) step recovery program. This program will have a duration of 10-12 months in residence. It is designed for men experiencing substance abuse and mental health disorders.
- Jeremiah House Sober Living. This program will provide a home environment for four men at a time, to slowly reengage society by structuring their days and weeks, and offering recovery meetings, and employment support.
- Jeremiah House LLC. This program will potentially connect men with jobs, so they may have income as they transition back into society.

Staffing

The organization currently employs 1 full-time employee, with near-term plans to employ 3 additional staff members. In addition to staff who will be Jeremiah House employees, the Organization has reached out to a local service provider to offer an office on site for a Licensed Alcohol and Drug Counselor (LADC), or Licensed Practical Counselor (LPC) who would be employed by the service provider. This will help assure quality staffing and will reduce costs for Jeremiah House.

Management Team

The Organization has assembled an experienced leadership management team which includes the following:



- **Board Chairman – Larry Davenport** brings 40 years of business and board experience in for-profit and non-profit leadership in areas of marketing, fundraising, governance.
- **Vice Chairman – Ashley Spears** brings over 6 years of experience as a Licensed Alcohol Drug Counselor. She has focused on working with men, women, and families that deal with substance abuse and mental health disorders. She is also involved in the community Jeremiah House will be serving.
- **Secretary – Gary James** has nearly 40 years of business and building construction and maintenance experience and has served on the board for both for-profit and non-profit groups.
- **Board Member - Gerald Scott** brings over 15 years of experience in non-profit business and knowledge in areas of leadership, marketing, fundraising, advertising, and board governance.
- **Board Member – Rocky McElvany** brings more than 40 years in management and leadership of Department of Health statewide Programs. Rocky has also been a member of Agency and advisory boards for more than 20 years. Since 1992 Rocky has led and participated in south America Mission work which include chapel construction and medical team's services provided in Chile, Paraguay and Brazil.
- **Board Member – Gary Schones** has been with the Greater Oklahoma City Chamber for 25 years and has worked with companies of all sizes to help them grow and engage in the community.
- **Volunteer Accountant – Phillip Meier** brings over 20 years of experience as a Certified Public Accountant for both for-profit and non-profit businesses. Phillip brings high-level accountability in areas of budgeting, financial statements, and tax auditing.



MISSION SUMMARY

Substance Use and Misuse in Rural Areas:

Though often perceived to be a problem of the inner city, substance use and misuse have long been prevalent in rural areas. Rural adults have higher rates of use for tobacco and methamphetamines, while prescription drug misuse and heroin use has grown in towns of every size.

Rural and Urban Substance Use Rates <i>(ages 12 and older, unless noted)</i>			
	Non-metro	Small metro	Large metro
Alcohol use	32.7%	34.8%	33.0%
Binge alcohol	5.4%	4.7%	4.8%
Cigarette smoking	25.2%	22.0%	18.0%
Smokeless tobacco use	7.7%	5.1%	2.8%
Marijuana	14.2%	16.9%	18.7%
Illicit drug use	16.6%	20.5%	22.0%
Misuse of Opioids	3.1%	4.2%	3.5%
Cocaine	1.3%	1.8%	2.2%
Hallucinogens	1.7%	2.1%	2.4%
Methamphetamine	1.2%	0.7%	0.6%

In the United States, substance abuse and mental health disorders have increased by 40% or more in 2020. Covid-19 has greatly contributed to this



increase, as isolation has resulted in an increase of the effects of anxiety, depression and consumption of alcohol. These factors have opened the door for an increase in service providers in rural communities across the nation.

Substance abuse can be especially hard to combat in rural communities, due to limited resources for prevention, treatment, and recovery. According to government statistics, the substance abuse treatment admission rate for non-metropolitan counties was highest for alcohol as the primary substance, followed by marijuana, stimulants, opiates, and cocaine.

Factors contributing to substance use in rural America include:

- Low educational attainment
- Poverty
- Unemployment
- Lack of access to mental healthcare
- Isolation

Substance use disorders can result in increased illegal activities. They can also result in physical and social health consequences, such as poor academic performance, poorer health status, changes in brain structure, and increased risk of death from overdose and suicide.

Reasons for Founding Jeremiah House

Jeremiah House was founded as a result of the desire of our Founder and Board Members to address the need in our State and rural communities, especially the two counties in which we will provide services. Our goals for the communities of Lincoln and Pottawatomie Counties are to be a program of Hope to many men facing substance abuse and minor mental illness disorders.



Mission Statement

The CEO/Founder, and Leadership team of Jeremiah House are committed to the growth of the organization and believe in our mission statement ***“The mission of Jeremiah House is to build and restore the lives of men experiencing addiction through recovery, faith, encouragement, and service to others”.***

Accountability Strategy

Jeremiah House will apply for memberships to Evangelical Council for Financial Accountability (ECFA), Citygate Network, and Oklahoma Center for Nonprofits once we have a full year of taxes and a complete 990.

SWOT Analysis

Strengths

- Being a first recovery program for men in the two rural counties.
- Introduce proven recovery program with great outcomes and statistics in areas of sobriety, employment, and housing.
- Start an additional LLC to sustain organization and put clients to work with a good starting wage.
- Great volunteer opportunities tutoring, AA classes, Spirituality classes and teaching, gardening, serving food, and administration.
- Great leadership from Board of Directors in areas of marketing, business, nonprofit, advertisement, governance, fundraising.
- Length of program 10 – 12-month recovery program introducing clients to healthy habits in areas of spirituality, exercise, meditation, counseling, sleep pattern, healthy eating.
- Design of program that will work alongside of local drug courts, community sentencing, probation, and parole, community sentencing, tribes, and local service providers.
- CEO has 10 years of leadership in recovery program experience.



Weakness

- Revenue
- Transportation
- Being new program to service area
- Rural Communities
- Employment Opportunities
- Constituents one time and reoccurring donations
- Awareness

Opportunities

- Introduce new program for substance abuse and mental health disorders.
- Partnering with local courts and social service providers
- Join local chambers and businesses in raising awareness. Community Involvement.
- Marketing and Advertising opportunities with local paper, billboards, Chamber of Commerce website as well as our website and social media.
- Fundraising opportunities golf tourney, fishing tourney, gala, pancake breakfast, farmers market, community garden etc.
- Growth and expansion as property sets on 4.5 acres for additional dorms etc.
- LLC business opportunity in area.

Threats

- Rural area
- Public Transportation
- Foundation Grants (most insist of being in business for 3 years)
- Donor acquisition
- Qualified staffing from area
- Small number of program beds per need in communities.



Competition

There is limited competition for our services as we are unique in the services we provide. The two closest recovery programs are Clay Crossings in Maud, OK and Valley Hope in Cushing, OK who focus on men and women, but do not offer long-term recovery and their cost is extremely high. Jeremiah House will be for men specifically and offer a 10 to 12-month recovery program at a much more reasonable rate of \$5,000 (annually per client) and we will work well with the communities in our efforts to help men experiencing substance abuse and mental health disorders.

Summation

The need is huge for a program in the areas of Lincoln and Pottawatomie Counties as per capita the rates of substance abuse and mental health disorders are higher than our two largest cities Tulsa and Oklahoma City. The community is excited about our program coming to the areas. There have been no concerns from the many people we have met in each county, and all have offered their support to the Jeremiah House and our mission. With the push for justice reform, Jeremiah House will focus our efforts in working with local drug courts, tribes, probation, parole, DHS, Community sentencing in hopes of returning men to their communities with hope, sobriety, and a new beginning in life.

jeremiah house

Your door to *hope, sobriety,*
and a *new beginning*



JEREMIAH HOUSE FACILITIES

Jeremiah House consists of three buildings, and is located a few miles south of Chandler, Oklahoma. The facilities break down as follows:

- **Administration Building.** This former church sanctuary is about 2,200 square feet and will be used for admin, meetings, worship and other uses. The space has already begun hosting AA meetings once a week.
- **Program Building.** This space is about 6,300 square feet and will be the primary building for delivery of Jeremiah House Services. The building will include a dormitory for 20 men, dining space, meeting space, recreation space and meditation and counseling spaces.
- **Sober Living Facility.** This residence is about 1,600 square feet, and will be used as a residence for four sober living clients, plus a resident advisor.

JEREMIAH HOUSE PROGRAMS

Jeremiah House will initially include three primary programs:

- **Recovery Program:** Jeremiah House will provide a 10–12-month recovery program for men 18 years of age and older in an onsite residential environment. Currently, this program will serve up to 20 men. Jeremiah House will provide first rate service to our clients that enter our recovery program. Our focus and intentions will enable us



to be a successful thriving organization and a cornerstone of integrity in the community. All clients will be provided with one-on-one case management and timely service that allows a client to be confident in their individual recovery and stabilized mental health disorders. This program is a tested program which has been successfully implemented in Oklahoma. An important part of Jeremiah House will be follow-up metrics to track clients and better determine any tweaks or ways that we may continuously improve our services. Jeremiah House will also work with local judiciary agencies and other social services agencies in a combined effort to return a client to their home, and family, with stability as a refined citizen to their community. Cost per client is \$5000 a year.

- **Sober Living Home**

Jeremiah House Sober Living is another way we can impact the lives of men by providing them a home environment to slowly re-engage society by structuring their days and weeks and offering recovery meetings. Employment, and a place to call home for a minimum of 9 months at \$450 a month all bills paid. They will provide their own groceries and begin paying restitution if so, ordered by a court. Clients will also be encouraged to attend college or a trade school as the hard hat trades are in high demand in many different trades.

- **Jeremiah House LLC**

As an organization that thrives on being more than a program, the founder and board of directors incorporated in our bylaws an option of becoming a sustaining business in an area yet to be determined. However, we have discussed lawn maintenance and tiny homes as some ideas. This would allow Jeremiah House to bring in revenue for itself plus employee clients that graduate from our program a chance to earn a living at a comparable wage.



BUSINESS SUMMARY

Business Goals and Objectives

Short term:

As a newly established non-profit our short-term goals are to raise awareness of our organization/programs by being involved in the communities which we are servicing. We will join local community-based organizations such as Chamber of Commerce, Lions Club, Elks Lodge etc. We will reach out and share our vision with local churches, businesses, colleges, Vo-techs, Native American Tribes in efforts to increase awareness of Jeremiah House. Our goal in the next 3 years is 1500 constituents and many with reoccurring monthly donations in our donor data base. Our target goal of at least \$500,000 annually will be obtained in the areas of matching gifts campaign, fundraising events, social media, radio ads, marketing, advertising, newsletters, brochures, local news stations and preparation for foundation grants.

Long Term:

Our 5-year goals are to be a well-respected organization in the local communities with a great reputation as a recovery program and partner agency in our service areas. Our revenue goal of \$750,000 annually will be obtained by our continued efforts of increasing our donor constituents by marketing, fundraising events, radio ads, social media advertising, newsletters, etc. Jeremiah House will be eligible for foundation grants after our initial 3 years of operation per standard requirements as a new nonprofit.



Resources Summary

Target Markets

The organization's target markets are as follows:

Our focus for clients will be to work with local drug courts, community sentencing, probation and parole, Native America Tribes, Gateway, Red Rock, Department of Human Services, and Department of Corrections and individuals in need of recovery in our focused areas.

Promotional Strategy

Jeremiah House will market our services through awareness in social media, local social service providers, courts, tribes, television and radio ads, marketing, and advertisement. Eventually we will share our outcomes and statistics in areas of graduates, sobriety, and employment by tracking client up to one year upon completion of program.

Financial Plan

Staffing Cost Needed

CEO: \$72,000

LADC/LPC: \$50,000 to \$60,000 (licensed alcohol and drug counselor),
(licensed practical counselor)

Case Managers: \$35,000 to \$40,000 (will also consider Peer Recovery
Support Specialist)

Security: \$30,000

Total Staffing Cost needed for operation: \$202,000.00

Expenses

\$1500 lease agreement a month \$18,000 annually.

\$2000 a month food line \$24,000 annually.

\$1200 a month utility \$14,400 annually.



\$ 300 a month fuel costs \$3600 annually.

\$12,000 annually for Insurance (property insurance, D&O insurance, Liability Insurance, and vehicle insurance).

Total Expenses: \$72,000.00

Total Operating budget for 1 year is \$274,000.00.

Revenue/sustainability

\$450 a month times 4 clients in Sober living Home equals \$21,600.00 a year

\$5,000 a year for 20 clients in Recovery Program equals \$100,000.00.

Through Donations from individual donors and corporate sponsors, along with Fundraising activities etc. we plan on raising \$300,000.00 our first year with exponential growth the next two.

Because we are a new non-profit we must keep and preserve our financial records for the next three years to show we are sustainable and will then become eligible for Foundation Funding and Miscellaneous Grants.

Profit and Loss

Although we are in our first year and are anticipating a good annual profit and loss report we can be more detail after this 2021 year and will add numbers accordingly.