

Print

Measure Z Application for Funding 2025 - Submission #38217

Date Submitted: 2/12/2025

MEASURE Z APPLICATION SUBMISSION

Agency Name\*

Wild Souls Ranch

Mailing Address\*

2870 Nelson Lane

City\*

Fortuna

Zip\*

95540

Contact Person\*

Gillian Davis

Title\*

Administrative Assistant

Phone Number\*

7076170356

Email\*

gillian@wildsoulsranch.org

Project Title\*

First Responder Pilot Program

Funding Available

The estimated amount of Measure Z funding available for FY 2025-26 is \$1.3 million.

1. Amount of Measure Z Funding Requested For FY 25-26\*

57342

Agency Priority

-- Select One --

Agencies are encourage to submit one project per application. If your agency is submitting more than one application, please rank this application in terms of your agency's priority here.

## SUMMARY OF EXPENSES

| Item  | \$ Amount                               | % of Total                            |
|---|---|---------------------------------------|
| <b>Salaries (wages)</b>   | <b>Salaries Amount*</b>                 | <b>Salaries %*</b>                    |
|   | <input type="text" value="18900"/>      | <input type="text" value="33"/>       |
| <b>Benefits</b>   | <b>Benefits Amount*</b>                 | <b>Benefits %*</b>                    |
|   | <input type="text" value="3152.53"/>    | <input type="text" value="5"/>        |
| <b>Overhead and Occupancy</b><br>(Administrative, Rent, Utilities,<br>Phones, etc.) | <b>Overhead/Occupancy Amount*</b>       | <b>Overhead/Occupancy %*</b>          |
|   | <input type="text" value="15190"/>      | <input type="text" value="26"/>       |
| <b>Equipment/Supplies/Services</b>  | <b>Equip./Services/Supplies Amount*</b> | <b>Equipment/Services/Supplies %*</b> |
|   | <input type="text" value="15900"/>      | <input type="text" value="28"/>       |
| <b>Transportation/Travel</b>  | <b>Transportation/Travel Amount*</b>    | <b>Transportation/Travel %*</b>       |
|   | <input type="text" value="4200"/>       | <input type="text" value="7"/>        |
| <b>Fixed Assets</b>   | <b>Fixed Assets Amount*</b>             | <b>Fixed Assets %*</b>                |
|   | <input type="text" value="0"/>          | <input type="text" value="0"/>        |
| <b>TOTAL</b>  | <b>Total Amount of Application*</b>     | <b>TOTAL 100%</b>                     |
|   | <input type="text" value="57342.53"/>   |                                       |

### ENTITY TYPE\*

- ☐ Humboldt County Department
- ☐ Contract Service Provider to Humboldt County
- ☐ Local Government Entity
- ☐ Private Service Provider
- ☒ Non-Profit Service Provider
- ☐ Other (please describe)

### ENTITY TYPE

If you selected other, please briefly describe the entity you represent.

**Is this application a renewal or related to a project that has been funded by Measure Z in the past? \***

No



If you checked "yes" please include the following:

1. a report detailing results from the most recent year the project was funded, and:
2. a completed Staffing Report detailing when the funded positions were filled during the most recent year you received funding for this project.

These documents must be uploaded in the "Required Attachments" section of this application.

**Describe how the scope of your proposal fits the intent of Measure Z. Specifically, how will it maintain and improve public safety and essential services?\***

Wild Souls Ranch's First Responder Pilot Program improves public safety and essential services by providing mental health support services for local first responders through our Equine Assisted Growth and Learning sessions. Equine Assisted Growth and Learning (EAGL) is a non-traditional, therapeutic model that involves collaboration between a client and their equine counterpart with support from a mental health case worker, and an equine specialist to address a wide range of issues, including improved communication and social skills, development of healthy relationships, learning how to set boundaries, and increased confidence and self-esteem. Horses provide a safe, non-judgmental space for emotional exploration, allowing clients to process and evaluate traumatic events that have occurred in both their personal and work lives. Horses can become a powerful metaphor that allows clients to receive immediate, in-the-moment feedback.

Our First Responder Pilot Program can provide critical mental health support to law enforcement, firefighters, EMTs, and other emergency personnel, helping them manage job-related stress, PTSD, and burnout. By fostering resilience, emotional regulation, and teamwork, we will improve their long-term well-being and, in turn, their effectiveness in serving our Humboldt County community. Measure Z funding will allow us to expand these essential services, ensuring that first responders receive the support they need. One example of this would be our enhanced ability to travel to different locations around the county aside from our ranch's location in Fortuna, such as Lazy L Ranch in Arcata and the Orick Rodeo Grounds, to meet with first responders from northern Humboldt County. By investing in innovative mental health solutions, we will strengthen the community's overall resilience and reinforce the critical services that uphold public safety.

**Please provide a brief description of the proposal for which you are seeking funding.\***

Wild Souls Ranch's First Responder Pilot Program utilizes EAGL to address the critical mental health needs of emergency personnel in Humboldt County that are currently not being met due to our limited health infrastructure. This innovative approach provides an alternative to traditional talk therapy, helping first responders such as law enforcement, firefighters, EMTs, and dispatchers manage job-related stress, PTSD, and emotional challenges. Through staff-guided sessions with our horses, participants develop resilience, emotional regulation, and teamwork skills, all within a safe, non-judgmental environment. We aim to serve up to 50 first responders across over 300 sessions within one year of receiving funding.

In 2024, we ran the first pilot program with members of the Fortuna Police Department and demonstrated measurable reductions in depression, anxiety, and anger over six months, showcasing its effectiveness in improving mental resilience. With a long-term vision to expand services to a broader range of first responders and military personnel, Wild Souls Ranch aims to become a regional leader in mental health support. By providing a unique therapeutic experience that fosters self-awareness and problem-solving, the program not only benefits individuals but also strengthens public service member retention and overall community well-being. Wild Souls Ranch's ability to travel ensures accessibility throughout Humboldt County, making this initiative a vital resource for those who dedicate their lives to keeping the community safe.

**How have you developed a plan for sustainability, including diversification of funding sources, for your proposal to carry on without reliance on future Measure Z funds? Please provide detail of your plan for sustainability here.\***

Wild Souls Ranch has developed a comprehensive sustainability plan to ensure long-term program success without future reliance on Measure Z funds. Our funding strategy includes diversifying revenue streams through private donations, grants, corporate sponsorships, and program fees. We are actively seeking partnerships with local businesses, philanthropic organizations, and government agencies to secure stable financial support. To further strengthen sustainability, Wild Souls Ranch is expanding its fundraising efforts through community events, donor campaigns, and sponsorship opportunities. We are also exploring collaborations with regional mental health organizations to explore the possibility of funding through healthcare reimbursement models in the future. These strategic initiatives ensure that our programs, including the First Responder Pilot Program, can continue serving the community without dependency on Measure Z funding, securing a lasting impact on public safety and mental health in Humboldt County.

**If this request is for the continuation or expansion of an existing program/service, what is the current source of funding for that program/service?\***

This pilot program does not currently receive funding. Wild Souls Ranch wanted to ensure that the modality would be effective before engaging in funding revenues. Once it was ensured that the program was a success, during our first trial with the Fortuna Police Department, the organization is now actively looking for funding to continue the work. If any first responders would currently like to participate in the program, they can pay for sessions themselves.

**If you are awarded Measure Z funds, how do you plan to leverage these funds to secure additional grants, contributions or community support? \***

If awarded Measure Z funds, Wild Souls Ranch will leverage this investment to secure additional grants, contributions, and donations from community members by demonstrating our success in mental health outcomes for first responders and being transparent with our results. With a proven track record of serving over 500 youth and positive pilot program results from 2024 with the Fortuna Police Department, Measure Z funds will strengthen our ability to seek outside funding sources focused on mental health and public safety. Additionally, the funding and partnerships with local first responder providers will help us expand partnerships with local businesses, nonprofit organizations, and private donors who are invested in community well-being.

By utilizing Measure Z funds to enhance and expand our first responder program, we will increase visibility and credibility, making Wild Souls Ranch a competitive candidate for long-term funding opportunities. We will actively engage with community stakeholders through outreach events, impact reports, and fundraising campaigns, ensuring continued financial sustainability and growth. This investment will allow us to establish Wild Souls Ranch as a regional leader in innovative mental health support for both children and emergency personnel, creating lasting benefits for Humboldt County.

**Will this proposal require new or expanded activity on the part of another entity to be fully functional and effective? If so, name that entity and describe what that participation would look like. \***

This proposal will require collaboration with local law enforcement agencies and emergency response organizations to be fully functional and effective. Entities such as the Fortuna Police Department, Humboldt County Sheriff’s Office, local fire departments, and emergency medical services will need to participate by referring first responders to the program and supporting its implementation.

Participation from these entities will include identifying eligible first responders, coordinating schedules for therapy sessions, and integrating the program into existing wellness initiatives. Law enforcement and emergency response leadership will also need to advocate for and encourage participation to ensure engagement and long-term success. This collaborative effort will expand the reach of mental health support, ultimately enhancing the well-being and effectiveness of first responders in Humboldt County.

**Are there recurring expenses associated with this application, such as personnel cost? \***

Yes

▼

**If you checked yes, please detail those expenses here.**

All expenses associated with this application are recurring. The expenses submitted are based on the cost to facilitate 300 sessions, serving 50 first responders. This is the ongoing cost to support this program, and as detailed above, Wild Souls Ranch has several avenues to explore that will allow for continued program support and funding. With these recurring costs, Wild Souls Ranch is happy to accept any amount of funding from Measure Z that will help us support Humboldt County’s First Responders.

Please note, the Citizens’ Advisory Committee in May, 2023, adopted a stance that it would not recommend funding for new, ongoing county positions.

**REQUIRED ATTACHMENTS**

Be sure to include the following with your application.

**Prior Year Results**

If your request is a continuation of a program funded with Measure Z in prior fiscal years, please provide the results of implementation. (one page maximum)

**Program Budget**

[Download the budget narrative](#), then upload using the button at right.

**Staffing Report**

If your request was previously funded, please [download and complete the staffing report](#), then upload it using the option provided here.

**Letters of Support**

If you have letters of support from members of the community you can upload them here.

**Upload Prior Year Results Attachment**

No file chosen

**Upload Program Budget Attachment\***

Measure Z Proposed Budget Wild Souls Ranch.xlsx

**Upload Staffing Report Attachment**

No file chosen

**Upload Letters of Support**

Wild Souls Ranch\_Measure Z\_Testimonials.docx

**I declare under penalty of perjury under the laws of the State of California that the above statements and all attachments are true and correct.**

**Date\***

2/12/2025

05:00 PM

**Signature\***

Maya Jimenez Osell

Type Approving Official's Name

# Exhibit E - Proposed Budget

|                             |                           |                 |                                |
|-----------------------------|---------------------------|-----------------|--------------------------------|
| <b>Agency Name:</b>         | <b>Wild Souls Ranch</b>   | <b>Address:</b> | <b>2870 Nelson Ln. Fortuna</b> |
| <b>Coordinator/Contact:</b> | <b>Maya Jimenez-Osell</b> | <b>Phone:</b>   | <b>707-543-6826</b>            |

| Descriptions  | Requested Budget | Current Quarter Costs | Total of Prior Quarter Costs | Remaining Balance |
|---|------------------|-----------------------|------------------------------|-------------------|
| <b>A. Personnel Costs</b>   |                  |                       |                              |                   |
| Title: Program Coordinator  |                  |                       |                              |                   |
| Salary (separate from benefits cost)  | 10,754.10        |                       |                              | 10,754.10         |
| Benefits  | 1,534.72         |                       |                              | 1,534.72          |
| Duties Description: Co-Facilitate and coordinate all 300 sessions                           |                  |                       |                              |                   |
| Title: Equine Specialist  |                  |                       |                              |                   |
| Salary (separate from benefits cost)  | 8,145.90         |                       |                              | 8,145.90          |
| Benefits  | 1,617.81         |                       |                              | 1,617.81          |
| Duties Description: Co-Facilitate and coordinate all 300 sessions                           |                  |                       |                              |                   |
| Title:  |                  |                       |                              |                   |
| Salary (separate from benefits cost)  |                  |                       |                              | 0.00              |
| Benefits  |                  |                       |                              | 0.00              |
| Duties Description:   |                  |                       |                              |                   |
| Salaries Subtotal   | 18,900.00        | 0.00                  | 0.00                         | 18,900.00         |
| Benefits Subtotal   | 3,152.53         | 0.00                  | 0.00                         | 3,152.53          |
| Total Personnel:  | 22,052.53        | 0.00                  | 0.00                         | 22,052.53         |
| <b>B. Overhead and Occupancy Costs (Rent, Utilities, Phones, Administrative etc.)</b>       |                  |                       |                              |                   |
| Title: Utilities  |                  |                       |                              |                   |
| Description: Water, Power, to run the ranch   | 2,074.47         |                       |                              |                   |
| Title: Ranch Operations   |                  |                       |                              |                   |
| Description: Cost associated with running and maintaining the ranch such as                 | 13,115.53        |                       |                              |                   |
| Total Overhead and Occupancy Costs:   | 15,190.00        | 0                     | 0                            | 15190             |
| <b>C. Equipment/Supplies/Services (Equipment, Supplies and Services should be separate)</b> |                  |                       |                              |                   |
| Title: <b>Equipment</b>   |                  |                       |                              |                   |
| (Please be detailed regarding the equipment you plan to .                                   |                  |                       |                              |                   |
| Description: These expenses are generally over \$200, longer useful life)                   |                  |                       |                              |                   |
| Title: Equines  |                  |                       |                              |                   |
| Description: Average hourly cost per equine. This cost accounts for equine                  | 6,600.00         |                       |                              |                   |
| Equipment Subtotal:   | 6,600.00         | 0                     | 0                            | 6600              |
| Title: <b>Supplies</b>  |                  |                       |                              |                   |
| (Please be detailed. These expenses are generally under                                     |                  |                       |                              |                   |
| Description: \$200, depleted or consumed within 1 year)                                     |                  |                       |                              |                   |
| Title:  |                  |                       |                              |                   |
| Description:  |                  |                       |                              |                   |
| Supplies Subtotal:  | 0.00             | 0                     | 0                            | 0                 |
| Title: <b>Services/Other Operational Costs</b>  |                  |                       |                              |                   |
| (Please be detailed. These expenses are generally professional or                           |                  |                       |                              |                   |
| Description: contracted services, or other expenses that are not equipment or               |                  |                       |                              |                   |
| Title: Team Meeting   |                  |                       |                              |                   |
| Description: Session Facilitators creating service plan for client. 30 minute               | 9,300.00         |                       |                              |                   |
| Services/Other Subtotal:  | 9,300.00         | 0                     | 0                            | 9300              |
| Total Equipment/Supplies/Services:  | 15,900.00        | 0                     | 0                            | 15900             |
| <b>D. Transportation/Travel (Local and Out-of-County should be separate)</b>                |                  |                       |                              |                   |
| Title: Local Travel   |                  |                       |                              |                   |
| Description: This would be travel outside of Fortuna to provide access to c                 | 4,200.00         |                       |                              |                   |
| Title: Out of County Travel   |                  |                       |                              |                   |
| Description: Describe out of county travel and connection to your project                   |                  |                       |                              |                   |
| Total Transportation/Travel Costs:  | 4,200.00         | 0                     | 0                            | 4200              |
| <b>E. Fixed Assets (According to your agency's definition of a fixed asset)</b>             |                  |                       |                              |                   |
| Title:  |                  |                       |                              |                   |
| Description:  |                  |                       |                              |                   |
| Title:  |                  |                       |                              |                   |
| Description:  |                  |                       |                              |                   |
| Total Fixed Asset Costs:  | 0                | 0                     | 0                            | 0                 |

|                         |           |                              |                            |                          |
|-------------------------|-----------|------------------------------|----------------------------|--------------------------|
| <b>Totals</b>           | 57,342.53 | 0.00                         | 0.00                       | 57,342.53                |
| <b>Requested Budget</b> |           | <b>Current Quarter Costs</b> | <b>Prior Quarter Costs</b> | <b>Remaining Balance</b> |

## **Testimonials from the Wild Souls Ranch First Responder Pilot Program**

### **Casey J. Day, Chief of Police, Fortuna Police Department:**

"Our partnership with Wild Souls Ranch has been an invaluable experience for our officers, providing unique tools for wellness and resilience. Programs like these help us support our team in ways that go beyond the job, ensuring they have the resources to manage stress and stay strong for themselves and our community. We're grateful for this opportunity and proud to be part of this innovative approach to officer wellness."

### **First Responder Pilot Program Participants:**

"I've learned how to set boundaries, read body language, and confront challenges instead of ignore them."

"Working with the animals helps me with understanding my own problems, fears, and doubts. It's a physical activity with a spiritual meaning that applies to my life. Doing it with animals is easy because it's not pressured."

"This program pulled me out of a place I never wanted to be in in the first place."

"I have learned how to set boundaries with others and that I have the ability to influence the room."

"It is good to get out of my comfort zone so that progress can be made. It's happened once here, and it really helped me see my fears and begin to understand them."