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AUTHOR, SPEAKER,
CHRISTIAN COUNSELOR
taneshiakerr.com

WHY BUY ME A COFFEE

Buy Me A Coffee is a crowdfunding campaign, aimed at raising seed funding to create The Enclave Stress Recovery Center. This is an invitation to share the vision and partner with us to bring it to life.

In my work as a counselor, I teach exercises and coping practices to reduce stress, gain clarity and increase your quality of life. The Enclave lets us go a step further by providing therapies that bring about immediate relief from tension, anxiety, depression, and a range of stress related concerns. Your tax-deductible \$25 monthly donation (recurring commitment for 1 year), will be held as seed funding to secure the ideal infrastructure to launch this cutting-edge facility. Ready to commit? Visit

<https://www.buymeacoffee.com/taneshiakerr>

WHAT'S THE ENCLAVE

The Enclave is an oasis to unplug from modern-day stressors. It is a stress recovery facility with a network of programs, resources and recovery spaces to unwind, realign and recover. It is unique in that it combines the services of a counseling center, a yoga/meditation studio, a retreat center and a day spa. It also boasts gardens, a labyrinth an indoor rain forest, an ocean room, and other open spaces that allow the client to step away from the city and into natural relaxation in an instant.

There is also the option to relax in a fully immersive virtual reality (FIVR) experience of your choice. The Enclave FIVR suite builds on existing technology to create fully immersive virtual experiences shared simultaneously by multiple individuals. The 360-degree FIVR experience lets you fully disconnect from daily stressors as part of mental health and stress recovery treatment

So, unplug from a hectic day and step into a private massage on the sands of Tahiti, or practice yoga in the mountains of Tibet. Unpack your pain with your psychotherapist beneath Chinese cherry blossoms in full bloom or find your center and balance by meditating alone in a tropical rain forest.

WHAT'S IN IT FOR YOU

For Less Than The Cost Of A Therapy Session Supporters Get:

- Unlimited access to a vast library of video content from Leaders, Teachers and Therapists, to boost your emotional recovery and personal development
- Monthly Master Class with Live Q&A
- Customized training delivered to your inbox based on each Master Class to help you dig deeper



- Access to one complimentary one-on-one session with Taneshia Kerr each month for counseling or guided meditation

PLUS:

You'll be notified by email when member-only posts are published.

Don't wish to be a monthly donor but still want to support? Go to www.buymeacoffee.com/taneshiakerr and click the SUPPORT Tab! I'll send you a FREE GIFT in appreciation of your vote of confidence.

AND

All Supporters will have access to regular content and resources so be sure to follow for notifications.

WHY TANESHIA KERR

Taneshia Kerr is an experienced Marketing Communicator with a demonstrated history of excellence in small and mid-sized organizations. Taneshia was recently invited to the exclusive Forbes Business Council and named Interim President & CEO of the Greater Fayetteville Chamber of Commerce. She has a wealth of experience working with nonprofit organizations and is skilled in Corporate Communication, Event Logistics, Public Speaking, Media Relations, and Business Leadership. With Masters degrees in both Business Administration (Marketing) and Pastoral Ministry from La Sierra University, Taneshia is an expert at dovetailing business priorities and relationship development. A Licensed Counselor, she is committed to her ministry of helping others navigate stress recovery, growth, and goal alignment.

IN HER OWN WORDS

Each of us has moments when we feel stretched too thin. We get swallowed up by circumstances that seem beyond our abilities. We feel under-qualified for the phase we're in and overwhelmed by the demands of life. If this is how you feel, welcome to my life! After giving birth to one & a half pound micro-preemie twins and seeing them through two years of quarantine, I thought the hardest thing life could throw at me was in the rear-view mirror. But then my marriage fell apart and I was on the brink of homelessness with toddler twins by my side. Today my name is followed by the words "Interim President & CEO" and what a journey it has been! My story is an inspiring one but even more powerful are the lessons I learned that can help YOU chart a course from where you are to where you want to be.

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Take a journey with me. I'll share how to protect your heart, find your strength, be grounded in your purpose like a tree with deep roots; then move forward with clarity and confidence. My goal is to give you resources to help you understand how you respond to stress so you can adjust for balance and clarity, achieve mental wellness, create a fulfilling vision for your life, then chart your own unique path to balance, recovery, alignment, growth, and ultimate self-actualization.

THE ENCLAVE STRESS RECOVERY CENTER

Identity

The Enclave an invigorating, therapeutic space where clients can disconnect from the rat race, find stillness, recover from stress, and regroup for balance.

Problem

Studies suggest that nearly half of Americans (40%) experience burn out as a side effect of modern life. Across certain industries, the numbers are higher, for example within the military community and the fields of law and medicine. In some cases, professionals experience symptoms of burn out at a rate four times higher than the national average. These numbers are also reflected within the church with pastor burn out rates registering at 48% in some studies.

Our solution

A retreat center that acts as an oasis, an enclave, to unplug from modern-day stressors. A stress recovery facility with a network of programs, resources, and spaces (physical and virtual) to unwind, realign, and recover.

Target market

Working professionals ages 25-60. Primarily emerging professional women ages 35-50. Stay at home parents, Executive Leaders, and groups looking for an alternative center for one-day corporate or spiritual retreats. Young, savvy wellness therapists who are looking to have their practice standout in crowded marketplace.

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THE ENCLAVE STRESS RECOVERY CENTER

<p>The Competition</p> <p>The Enclave is unique in that it combines the services of a counseling center, a yoga/meditation studio, a retreat center and a day spa. The leaders in each of these local industries will be a competitor but none have the unique selling point of combining all four. Additionally, the FIVR experiences that will be employed in some of the recovery spaces will be unlike anything else available in the wellness space.</p>	<p>Revenue streams</p> <ul style="list-style-type: none"> • Counseling Services • Guided Meditation Classes • Yoga Classes • On-site Café & Gift Shop • Art Therapy Classes • Event Space/Chapel rental • Therapeutic space rental for private practice • Seminars & Master Classes • Recurring Membership to access facility
<p>Marketing activities</p> <p>Media Tours</p> <p>Pre-Launch Campaign</p> <p>Social Media Sizzle Campaign</p> <p>Online & Social Media Marketing</p>	<p>Expenses</p> <ul style="list-style-type: none"> • Lease/Mortgage • Renovation/Set up costs • Office equipment & supplies • Administrative Staff • Administrative costs
<p>Team and key roles</p> <p>Taneshia Kerr is the CEO, working alongside an Advisory Board. Once a location is identified, contractors will be brought on board to deliver classes. As funds become available, an administrator will be brought in to handle scheduling, admin support, and facility management.</p>	<p>Milestones</p> <ul style="list-style-type: none"> • Secure the first 300 supporters at \$25 p/m • Raise an additional \$60,000 through grants & large donors • Identify and secure the location of The Enclave • Relocate service delivery to physical location and build out full service offering. • Launch The Enclave FIVR Commercial Program • Expand worldwide.

To see more visit <https://www.buymeacoffee.com/taneshiakerr> or WWW.TANESHIKERR.COM