



LEAP

LEADERS FOR ETHICS,
ANIMALS, & THE PLANET

**A Compassionate Alternative to
Traditional Animal Agriculture
Programs Created by:**

RANCHO COMPASIÓN, JAMESON
HUMANE, AND BLACKBERRY CREEK

THE IMPETUS

In 2017, Blackberry Creek Farm Animal Sanctuary received a thoughtful letter from a high school freshman named Audori in Orange County, CA who had been placed in an FFA class at school as an elective. When she found out she'd be raising a pig (whom she later named Sebastian) she was excited... that is, until halfway through the semester when her teacher explained they'd be sending their animals to slaughter. Audori instead chose to save Sebastian's life, raising the money via a crowdfunding campaign to buy her friend from the school program and finding him a safe, permanent home at Blackberry Creek. LEAP was started for all of the students out there like Audori who are eager to learn about leadership, climate solutions, our food system, and animal care in a sustainable and compassionate way.



WE GOT TIRED OF SEEING KIDS' HEARTS BREAK AT THE COUNTY FAIR, SO WE STARTED A DIFFERENT KIND OF AG PROGRAM.

INTRODUCING: LEAP



THE PROGRAM

Founded by three non-profit sanctuaries in Northern California, LEAP (Leaders for Ethics, Animals, and the Planet) is the first-of-its-kind humane education program to reach high school students as a compassionate alternative to traditional agricultural programs like 4H and FFA.

Providing in-depth monthly curriculum, high-impact leadership training, and hands-on workshops in both sanctuaries and urban settings, LEAP will prepare the next generation of leaders to transform our food systems, advocate for animal welfare and human rights, tackle the challenges of food deserts and diet-related diseases, and lead the way in climate solutions, sustainability, and wildlife conservation.

LEAP empowers young people, teaching them that empathy for others is a strength, not a weakness. With humanity at a major crossroads, there's no better time for our youth to *leap* forward into a more compassionate and forward-thinking society.

THE DETAILS



Timeframe

Phase 1

Jan. 2022 - May 2023 Semester and full year pilot programs in Northern California

Phase 2

2023 - 2024 Nationwide launch at 25 partner sanctuaries

Phase 3

2024 - 2025 Expansion to include sanctuary partners in each state and summer camps

Phase 4

2025 -2026 National convention and project competition, begin elementary and middle school program planning

Focus Areas

LEAP provides education and experiences for high school students in areas including:

- Hands-on, compassionate animal care
- Food and agricultural systems
- Leadership development
- Wildlife and ocean conservation
- Farmed animal welfare
- Human health supported by a vegan diet
- The intersection of human and animal rights
- Climate change solutions
- Social emotional learning
- Food deserts and food insecurity
- Domestic animal care
- Vegan cooking
- Effective advocacy
- Rewilding the land
- Veganic gardening
- Community outreach



MEET OUR FOUNDERS

Monica Stevens - Co-Founder

Monica is the co-founder and president of Jameson Humane in Napa, CA. Her background in luxury lifestyle hospitality and experience in the wine industry paired with her passion for animal welfare, ranks her as one of the most successful and influential change makers for animals on the West Coast.



Miyoko Schinner - Co-Founder

Miyoko is a vegan chef, cookbook author, entrepreneur, and founder of both Miyoko's Creamery and Rancho Compasión, a farm sanctuary in Nicasio, CA. Her enormous contributions to sustainability and ethics in the food industry along with her leadership in the Farm Transition Program and the vegan movement in general have inspired thousands to adopt a healthier and more compassionate lifestyle.

Camellia Schinner - Co-Founder

Camellia Schinner (she/her/hers) is the current Manager at Rancho Compasion Sanctuary. She is interested in facilitating heart-expanding experiences between people and other-than-human beings, and helping people think critically about the mindsets that create and perpetuate oppressive systems. She loves dancing, eating vegan food, and kissing the animal sanctuary "family" members.



Danielle Hanosh - Co-Founder and Executive Director

Danielle is the Co-Founder of Blackberry Creek Farm Animal Sanctuary in Colfax, CA. With a teaching credential, MA in Education, ten years of experience as a public school teacher, and nine years of experience running a farm sanctuary, she is uniquely positioned to ensure LEAP's success as a robust, nationwide program as the new Executive Director.

What Sets LEAP Apart from Other Youth Agricultural Programs?

LEAPers will have many of the same opportunities that other agriculture programs offer with some unique and important differences:

- Working with other LEAPers from around the region
- Learning public speaking, advocacy, responsibility, and other leadership skills
- Participating in local events and giving back to the community
- Learning from experts and mentors
- Competing for financial compensation (in the form of scholarships) for their efforts
- Helping provide healthy food to their communities without harming animals
- Spending time caring for animals without the financial and emotional burden of raising a slaughter-bound animal



Practical Benefits for Students

- ✓ Public interface & networking experience
 - ✓ Group leadership & personal leadership: leading by example and leading a life aligned with their ethics
 - ✓ Critical thinking and problem solving
 - ✓ Practical, hands-on skills, whether at the sanctuary or in the classroom
 - ✓ Social-emotional learning opportunities
 - ✓ Increased patience, dependability, responsibility, and resilience through commitment to the animal sanctuary residents, rain or shine
 - ✓ A certificate of completion, letters of recommendation, and connections to a vast network of nonprofits and mentors across the country
 - ✓ The opportunity to apply for competitive scholarships of \$500 or \$1000 each year they participate in LEAP to be used for college or career training
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High Level Budget

	Jan-May 2023	2023-2024	2024-2025 <input type="text"/>
Expenses			
Employee salaries/benefits	\$31,250	\$155,000	\$300,000
Scholarships	N/A (\$31,000 covered by pilot sanctuaries)	\$40,000	\$80,000
Grants for materials to partner sanctuaries	N/A \$6000 covered by pilot sanctuaries)	\$25,000 (*for 25 sanctuaries)	\$50,000 (*for 50 sanctuaries)
Marketing/PR//events	\$1,500	\$10000	\$20,000
Travel (vetting, speaking, etc)	\$1,000	\$12,000	\$24,500
Consulting/legal fees	Pro-bono	\$5000	\$10,000
Non-profit general liability insurance	N/A - not yet official 501(c)(3)	\$3600	\$3600
Student t-shirts/stickers/awards/badges	N/A (sanctuaries covered)	\$4000	\$8000
GA Expenses	\$6,500	\$10,000	\$15,000
Total	\$40,250	\$264,600	\$511,100

Matching Opportunity

LEAP has recently been offered an exceptionally generous matching pledge of \$150k from an anonymous donor. In order to get our program off the ground on a national level, timely funding is critical. It is important for us to be able to offer this program at no charge to participating sanctuaries as we know how hard these nonprofits already work to provide exceptional animal care and advocacy on a tight budget. If you are in a position to give toward this program, your gift will not only be doubled, but you will play an instrumental role in bringing LEAP to students across the country and raising a new generation of ethical leadership.

We Feel There is No Better Time to Introduce a Program Such as This.

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As humanity enters a dangerous threshold for our viability on this planet, LEAP asks young leaders to critically examine the systems and traditions that have led to this point. We are excited to share this rigorous yet rewarding program with students across the country starting this fall.



General Questions
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