



# STONEHEDGE GARDENS & HOLISTIC LEARNING CENTER

An invitation to participate in the  
next generation of Stonehedge

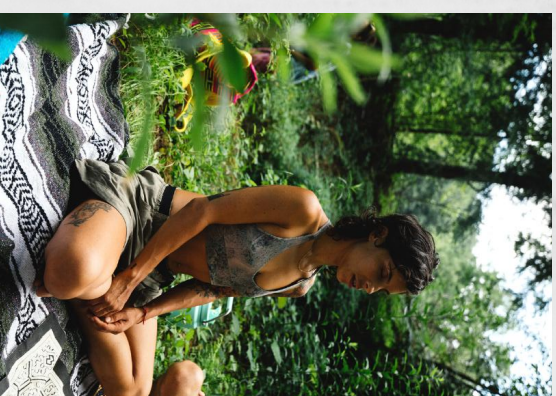
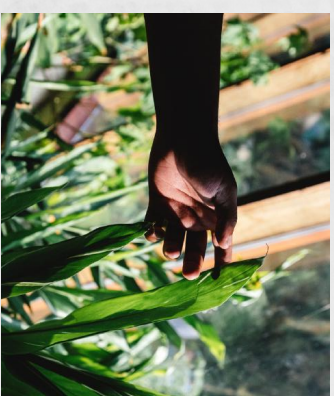
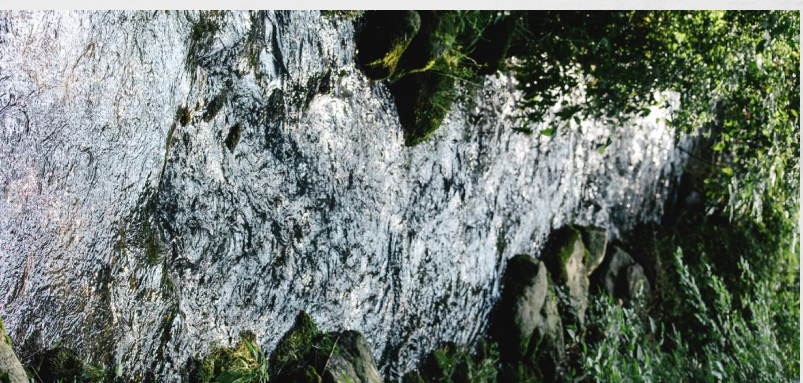
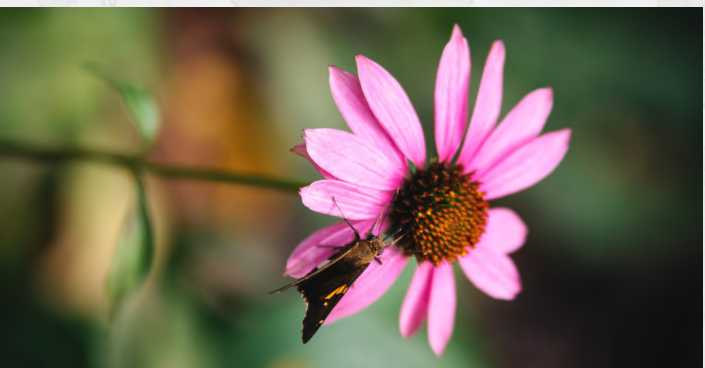
MAY, 2022





## WHAT IS STONEHEDGE?

- Stonehedge is a holistic healing & learning center located on a 21.5 acre former farm in Eastern Pennsylvania. It has 6 acres of landscaped gardens with 4 ponds, a bubbling stream and wooded pathways.
- Stonehedge has a 50+ year history of hosting events and programs on holistic wellness, art, music and permaculture.







## STONEHEDGE 1.0 THE EARLY YEARS 1966-1998

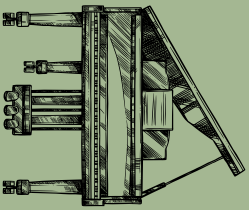
RUSSELL & DON  
two artists and gardeners with a dream.

"My vision is for a center – with the purpose to educate in holistic concepts of health, healing, spirituality, environment, awareness of our oneness, respect of our differences, and the joy and variety these differences bring to our lives - A place for peace, quietude, escapes, meditation and communion with nature."

- Russell Keich, Co-founder

## STONEHEDGE GARDENS, INC.

NON-PROFIT 501(c)3 1998-2018



### THE ARTS

A space for artists to share their gifts, connect with community and support their business.



### HOLISTIC EDUCATION

Programming to engage all aspects of the learner: body, mind, and spirit.



### THE GARDENS

A beautiful, landscaped sanctuary with walking trails, ponds and perennial gardens.



### PERMACULTURE

A philosophy of working with, rather than against nature.



## STONEHEDGE 2.0

Visioning a future of healing, personal expansion, connection & community.

### THE ARTS COMMUNITY

- Artisan Gift Shop
- Art Gallery/Studio
- Pottery Studio
- Music Venue
- Holistic/Conscious Events
- Shared Co-working Space
- Camping/Glamping
- Natural Food Cafe

### HOLISTIC EDUCATION

- Workshop/Yoga Spaces
- Earthship Greenhouse
- Spa/Bodywork/Energy Healing





## OUR VISION & MISSION

- To create a beautiful space to invite inspirational people and content.
- To study and utilize permaculture principles and indigenous wisdom to connect more closely with nature and each other.
- To integrate diversity and inclusivity into our programming - making it accessible to all and highlighting facilitators of color and those who identify LGBTQIA+.
- To support artists and social entrepreneurs in their creative endeavors by offering workspace, programming and economic opportunity.
- To create a place where circles of community can form and flourish around interests aligned with our mission.





## ORGANIZATIONAL STRUCTURE



### THE LLC

Owns the 21 acre property.  
PBC has 1/3 ownership interest



### THE NON-PROFIT

Designs and promotes accessible  
and inspirational programming.



### THE PUBLIC BENEFIT CORPORATION (PBC)

Operating Company - manages the  
property, artisan's shop, cafe, camping  
and glamping operations.

INVESTMENTS  
GO HERE



## OUR TEAM



**TOM MOROZ**  
Co-director



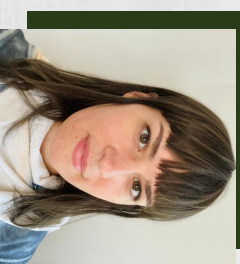
**RICHARD LANE**  
Co-director



**MONICA MOONCRAFT**  
Graphic Design / Events



**MARY DIMEGLIO**  
Marketing Coordinator



**CARLY BRAND**  
Programming Coordinatort



**KENDRA PRESCOTT**  
Glamping  
Joint Venture Partner



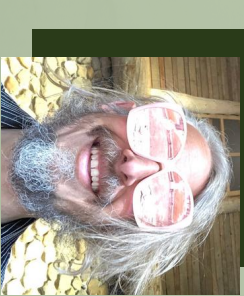
**NATALIE VALERIANO**  
Natural Food Cafe  
Joint Venture Partner



**WENDY LANDIAK**  
Natural Food Cafe  
Joint Venture Partner



**RICHIE PARELLA**  
Programming Support



**KEN BURAK**  
Philosopher &  
Programming Advisor





## A THRIVING & REGENERATIVE BUSINESS MODEL

- Artisans Gift Shop & Art Gallery
- Workshops & Classes
- Private Events & Weddings
- Camping & Glamping







## A BUSINESS MODEL THAT GIVES BACK TO ITS COMMUNITY

- Creative Studios
- Cafe & Co-working Space
- Musical Performances
- Festivals



## PROGRAMMING

- Permaculture  
Natural Building, Design Courses,  
Workshops, Foraging & more.
- Ceremony  
Drum Circles, Indigenous Ceremonies,  
New & Full Moon rituals & more.
- Arts  
Music, Dance, Theatre, Painting,  
Pottery, Sculpture, Art Classes & more.
- Health & Wellness  
Movement, Bodywork, Breathwork,  
Sound Healing, Sauna, Spa & more.
- Spirituality  
Yoga, Meditation, Ancient Practices,  
Retreats & more.







## CAMPING & GLAMPING VISION

- Develop 15-20 glamp sites and 30-40 camp sites.
- Convert unused trailer to bath house/spa.
- Utilize composting toilets and solar power.
- Finalizing joint venture partnership to accelerate design and build process.



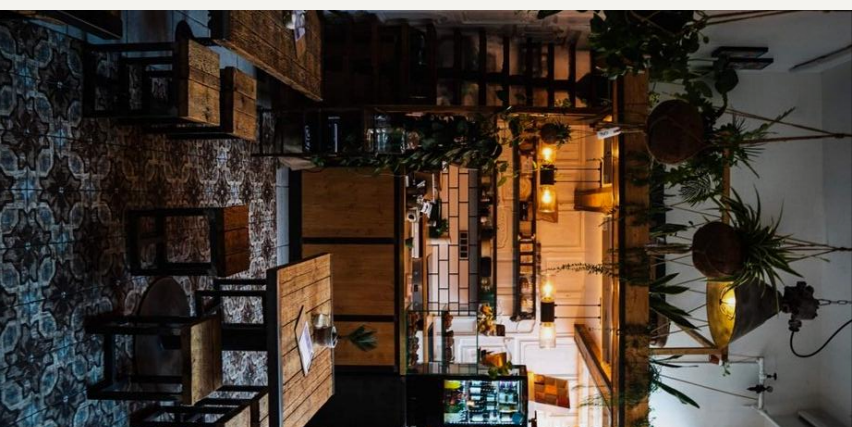


## STONEHEDGE CAFE & CO-WORKING SPACE VISION

We envision a local, seasonal and wild foraged cafe with indoor and outdoor dining and a cob oven as an integral part of the Stonehedge experience.

The cafe operation will be supported by:

- local population
- weekend workshops/events
- weekday co-working space
- catering private events
- campers and glampers.





## LOCATION

### DISTANCE FROM MAJOR CITIES

ALLENTOWN/LEHIGH VALLEY

1 hr

PHILADELPHIA

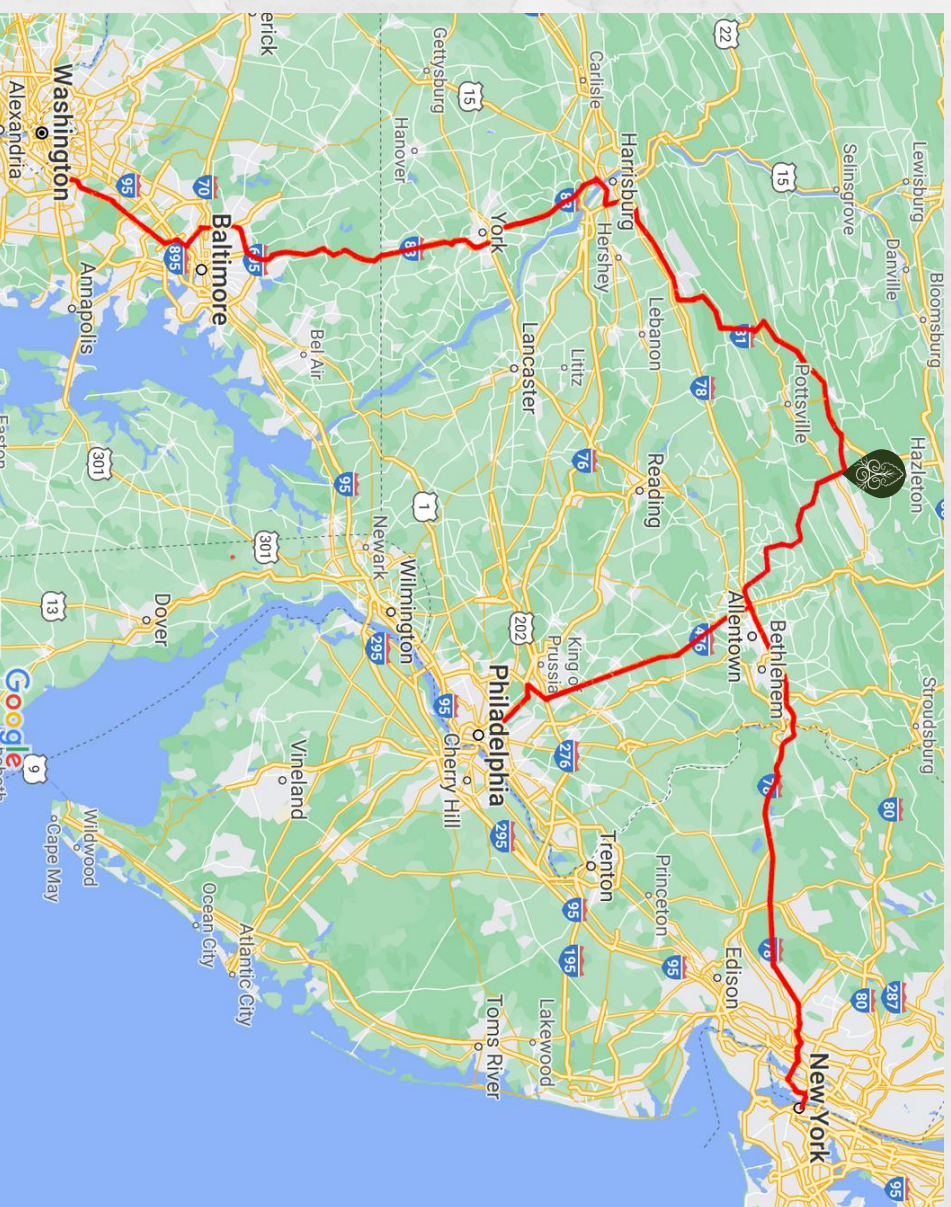
1 hr 40min

NEW YORK CITY

2 hr 20 min

WASHINGTON D.C.

3 hr 20 min





# OUR MARKETING STRATEGY

## SOCIAL MEDIA

Our team is utilizing social media channels to create client relationships, acquire new leads and build new partnerships, drive traffic to our website, and share a holistic view of our business.

### INSTAGRAM

We utilize instagram for promotion of workshops and events as well as create engagement in our community.

### FACEBOOK

Facebook is a valuable tool in building community and allows us to engage with our customer base,



## OUR MARKETING STRATEGY

### WEBSITE

Our website will be a core component of our marketing strategy. It is a central place to tell our story, share our calendar of events and offer easy access to event ticketing and booking reservations for camping/glamming. It also includes forms for volunteer & private event inquiries and has been designed for optimal search engine results.

### NEWSLETTER

We use our newsletter to share upcoming events, volunteer opportunities, and other updates about our center with our mostenganged audience

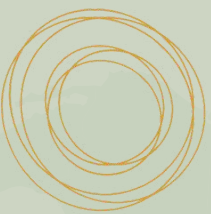
### CONNECTING GLOBALLY

Stonehedge is part of the Holistic Centers Network, which provides creative networking opportunities that strengthen communication, connection and collaboration, among holistic centers around the world.





## A GLOBAL COMMUNITY



Holistic  
Centers  
Network  
in the spirit of collaboration



Kripalu  
Center for Yoga & Health

Esālen



OMEGA



New York  
OPEN CENTER  
Inspired Learning at 30th & Madison

IONS EarthRise  
Institute of Noetic Sciences

OCCIDENTAL ARTS  
& ECOLOGY CENTER



STONEHEDGE  
GARDENS &  
HOLISTIC LEARNING CENTER

Mount  
MADONNA  
Center

HOLLYHOCK



LE  
MONASTÈRE  
DES  
AUGUSTINES



# THE INVITATION

We are inviting aligned investors to participate in the  
co-creation and co-ownership of this vision.

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Our goal is to raise \$400,000 in 2022 for Capital Projects and  
Working Capital.



## USE OF FUNDS

Stonehedge Public Benefit Corporation - Capital Requirements

	PHASE 1/2022	PHASE 2/2023	TOTAL
Retail	5,000	5,000	10,000
Workshop Space Renovation	35,000	25,000	60,000
Event Space Renovation	5,000	5,000	10,000
Cafe/Kitchen Renovation	30,000	20,000	50,000
Camping & Glamping	60,000	30,000	90,000
Landscaping / Grounds	25,000	25,000	50,000
Total for Renovations	160,000	110,000	270,000
Working Capital	90,000	40,000	130,000
Total Capital Requirements	<u>\$250,000</u>	<u>\$150,000</u>	<u>\$400,000</u>

\$250k  
phase 1

\$150k  
phase 2

# PREFERRED STOCK OFFERING

## Stonehedge Public Benefit Corporation

Total Offering Amount	\$400,000 (400,000 shares at \$1.00 per share)
Minimum Investment	\$1,000 (1,000 shares)
Dividend	Targeted 7% dividend per annum
Minimum Investment Term	5 years (earlier redemptions are possible, preferred investors with at least a 5 year outlook).
Conversion	Preferred Stock may be convertible into shares Common Stock at the discretion of the Board.
Voting Rights	Preferred Shareholders do not have voting rights.



## JOIN US ON THIS EPIC JOURNEY!

Contact: Tom Moroz

51 Dairy Rd., Tamaqua, PA 18252

+1 (212) 928 8180

tom@stonehedge.us

Website: [www.stonehedge.us](http://www.stonehedge.us)

Instagram: @stonehedgegardens

