



**2021**

**HOLISTIC VISION CANADA**

**BUSINESS PLAN – HOLISTIC VISION CANADA**

This business plan has been prepared to present Holistic Vision Canada to potential government grant & loan programs, financial institutions and private investors to raise the capital necessary to assist the company in developing its strategic business model.

**AUTHOR'S NOTES**

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## EXECUTIVE SUMMARY

Holistic Vision Canada (HVC) has been established specifically to offer restorative holistic mental health services in Canada through advocacy for in-hospital care options, nutrition and health education to improve the medical outcome of clients. They also offer solutions to effectuate disease management from a holistic perspective in the mental health field.

Working to establish holistic options in healthcare since 2006, Holistic Vision Canada is a member of Holistic Vision International. Holistic Vision Canada is structured to provide in-hospital services to mental health patients, out-patient counseling and holistic programs for clients, eating disorder recovery programs and eating disorder prevention programs in schools, as well as free nutrition education, support groups, seminars, clinical appointments and in-home visits for its nutrition clients or mental health clients.

The humanitarian organization HVC would like to partner with other local agencies and non-profit organizations to bring about its objectives. We would also like to establish a police and first responder liaison. With this in mind, we would like to detail our proposed activities and goals. Our original founding board of directors is one that included the late world-renowned orthomolecular psychiatrist Abram Hoffer, practicing in Victoria, B.C. Abram Hoffer joined the board of Holistic Vision Canada in 2008 and provided his counsel until his death in 2009.

Holistic Vision Canada is a department with several programs run by Emily Isaacson that has an administrative office in Canada, and is dependent on contracted salaries, membership fees, and income from their nutrition wellness clinic for their applied mental health recovery and nutrition education programs offered to hospital patients, minorities, food bank clients, children, teens, women and Indigenous peoples.

Emily Isaacson, the executive director, has campaigned on behalf of the organization, spoken at public speaking engagements, and has captured the attention of audiences locally with input on the development of nutrition education, implementing nutritional changes for disease

management, and changing psychological barriers to health. She provides professionals with the tools they need to be more effective in private practice and has worked with experts in the field to develop a program that has far-reaching potential in the field of natural health and mental illness when coupled with the principles of a restorative community.

## BUSINESS OVERVIEW



At Holistic Vision Canada it is believed that it is the right of every individual to access safe and appropriate healthcare, and reap the benefits of utilizing a holistic practitioner and their therapy programs and protocols. They support the practices of natural psychiatry, restorative justice, and orthomolecular medicine, and are working to establish access in the community to all of the above through their agency. They also provide natural alternatives and compliments to drug therapy for patients and holistic alternatives for physicians.



The skilled practitioners for the holistic mental health at Holistic Vision Canada are professionals that have already received their degree and have a number of years of experience. They seek out people in the health field to work as advocates for our organization. As for referrals: every holistic patient with a naturopath as a primary care physician can be referred to their services, as well as clients of healthcare professionals and patients of medical doctors or psychiatrists. Physicians and patients have access to one-on-one counsel and referral services can be received at short notice.

Their primary target is to be sourced as an educational resource for mental health professionals, a support for parents, and a lifeline for those suffering from a biochemical condition or mental illness. They strive to provide services for free or at an affordable cost. They offer a complimentary program to regular medical care to help each client gain independence, stability, perspective, and balance.

The counselors assist clients to try a new approach to wellness that includes nutrition, exercise and specialized supplements. A holistic program includes the healing of the spiritual, emotional, mental and physical person and prescribes a treatment based on the cause.

Practitioners can become registered by applying for membership through the HVI website which enables them to be affiliated with the organization and receive referrals in their area and assist in pioneering this worthwhile cause.

#### HISTORY OF THE ORGANIZATION

Holistic Vision Canada (HVC) began in 2006, shortly thereafter establishing an identity with a toll-free national hotline and online web presence before commencing registration as members of the American Holistic Health Association (AHHA).

Emily Isaacson, executive director of Holistic Vision Canada, first offered this program by providing public services in a holistic clinic in Mission, as well as implementing a pilot program in the community, both in local schools and through seminars and workshops offered at the

local food bank and the local Mission Friendship Centre. As its popularity grew, the program evolved and became more focused on providing services to mental health patients in hospitals as well as the development of a strategic advocacy program using restorative justice principles that would provide the practitioners with the ability to work with clients across Canada.

#### VALUES, VISION AND MISSION STATEMENT



- *To offer new holistic options in hospitals and affordable nutrition education as alternatives for mental health sufferers in addition to integrated outpatient services that support a successful outcome.*

#### BUSINESS GOALS

The overall goal of Holistic Vision Canada is to introduce mental health patients to the holistic programs and benefits of personalized nutrition counseling with a view to long-term management and healthy lifestyle choices.



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### IMMEDIATE GOALS

- › To provide affordable resources in the community for the nutrition education of minorities and the poor.
- › To source funds in progress in the implementation of their model.

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### SHORT TERM GOALS

- › To develop a reputation as pioneers in their field and see practitioners utilizing more holistic approaches in their patient treatment methods.
- › To develop a program to train RP advocates to work with the holistic mental health, have naturopaths actively involved in the prevention of mental illness, and sponsor more practitioners utilizing holistic team approaches in their patient treatment methods. The desired outcome: for advocates and others with a similar vision to take initiative in stabilizing the homeless, marginalized, and mentally ill.

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### LONG TERM GOALS

- › To see a dramatic increase in mental health sufferers adopting healthier lifestyle choices and benefitting from the use of holistic teams in case management.

## KEYS TO SUCCESS

The keys to success for Holistic Vision Canada are the following:

- Change the access of minority groups to nutrition education and counsel
- Change the financial cost of holistic mental health care
- Change the options mental health patients are given in hospital
- Change how interventions are conducted for the homeless, marginalized and mentally ill
- Change the rate of suicide in Canada in the first nations community by offering lifestyle prevention methods, such as returning them to the roots of natural healing
- Change how healthcare services are offered by establishing the use of holistic teams
- Change how eating disorders are addressed in treatment by consultation with a holistic nutritionist using a whole foods approach
- Change how nutrition education is offered among youth by establishing The Rainbow Program.

## COMMUNITY OUTREACH SERVICES

Holistic Vision Canada was reaching out to the homeless and marginalized at night in Abbotsford from 2010-2020. In 2018 they started supplying food packets and provide both serving sizes of food and water to help get homeless people by who may be going hungry through difficult winters. Our mobile unit was on the street seven days a week and connected with people who may have been overlooked in desperate need of assistance or emergency care. They have a 24- hour RAIN-bow hotline, and give out their cards with the packets.

Now HVC would like to assemble a local board of governors to oversee the work of Holistic Vision Canada and with a focus to attract more middle class clients. Whereas currently they

administrate *Nutrition In The Classroom* through Nutritionists of Canada, its new initiative would be in conjunction with the Abbotsford School District and corporate sponsors.

HVC is working to create a strong support base in the area of Restorative Justice. *Restorative Resolutions* Restorative Justice program in Mission and the *Abbotsford Restorative Justice and Advocacy Association* have both offered training in this field; Emily Isaacson took their training courses in 2010 and 2012 to become a facilitator and mentor. She sees the far-reaching potential of restorative justice being applied to mental health. Furthermore, she believes this would change the process of hospital psych ward decertification panels in serving HVC clients. If Restorative Justice can be used successfully in the judicial system as an alternative to incarceration, surely it can be used in mental health certification panels also, she asserts.

#### LOCATION AND FACILITIES OF THE BUSINESS

The administrative office of HVC is currently their nutrition clinic in Abbotsford BC, Canada and they operate their online presence at [www.holisticvisioncanada.org](http://www.holisticvisioncanada.org) and [www.holisticvisioninternational.com](http://www.holisticvisioninternational.com). They successfully opened their downtown Mission location in 2016 on First Avenue, where they operated their administrative offices and clinic for three years.

PULSE Nutrition Clinic moved to Abbotsford in 2019, where Emily Isaacson operated a home office and sees clients at medical and health offices on South Fraser Way. Her nutrition services, fee structure, and the analysis and assessment she offers both regular and mental health clients can be viewed on the website: [www.pulsenutrition.org](http://www.pulsenutrition.org). She also offers discounted rates for patients on disability as well as those referred through the Mission Friendship Centre, and the Abby Clubhouse. She conducts regular talks at Abby Clubhouse helping clients with conditions such as Diabetes and obesity. She is also a registered member of the Canadian Society of Orthomolecular Medicine (CSOM) and the International Organization of Nutritional Consultants (IONC), and does her continuing education in psychiatry through Functional Psychiatry's seminars and courses. With this knowledge in mind, the introductory session with the

nutritionist includes creating a food plan to suit the client, with exact consideration to their schedule, preferences, allergies, and caloric needs.



## PROGRAMS AND SERVICES

### MENTAL HEALTH PROGRAMS

#### OVERVIEW

Their overall recovery program is designed for mental health patients who have a naturopath or doctor as their primary care physician, and may also have a psychiatrist, but prefer a holistic program which encompasses a more focused, comprehensive approach to recovery or relapse prevention and case management.

They offer a team approach where communication between health care providers is facilitated by the nutritionist or counselor either in person or over the phone. They request their patients to register with them by paying a one-time fee of \$30.00, whereby they become a patient and HVC are then informed if for any reason they are hospitalized.

There is availability for patients and physician/hospitals to contact HVC so they can assess the patient's status and facilitate a holistic program including supplements in addition to the prescribed hospital or out-patient program and medication. The approach is based on a one month intensive program with a holistic team concept that includes counseling both in person and over the phone, in-hospital visits by advocate as needed, coordination of a holistic program by advocate, supplement program, art therapy, and nutrition evaluation and consultations.

The nutritionist is educated in orthomolecular nutrition and uses orthomolecular supplements as well as being registered with the Canadian Society of Orthomolecular Medicine. She has access to all their published journals, as well as archives, and online courses for continued education.

Participants are encouraged to follow their holistic recovery program in addition to the prescribed orthomolecular course of treatment including taking their vitamins and medication, as they engage in personal wellness and development.

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#### FIRST MONTH PROGRAM

This intensive one month experience introduces the fundamentals of building a long-term successful disease management and healthy lifestyle program. Participants will begin with a counseling and nutrition consultation and evaluation to help the team work in cooperation to create a program that is safe, comfortable and geared toward weight, age and physical and mental capabilities. Each participant will be encouraged to participate in creating a holistic integrated program that is livable, that they can follow at home, that will result in optimal wellness, and prevent relapse, long-term. Participants are assigned an advocate who will participate in group discussions and decisions both in hospital and as in-home follow-up. The advocate is trained in psychology and desires to promote the best possible outcome and represent the participant in both casual and legal proceedings.

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#### FOLLOW-UP PROGRAM

This builds on the successful outcome of the first month. Eating/behavioral sessions will focus on issues such as dealing with high risk situations and mood management that may trigger suicidal behavior, self-destructive patterns, cognitive or behavioral risk factors, or eating disorders including overeating, bingeing, compulsive eating or emotional eating. The art therapist will continue to offer art as a form of expression and catharsis twice a month, according to ability level. If the patient has been released from hospital, the advocate will provide in-home follow up visits, and the nutritionist will make sure the patient is able to choose the right food intake, follow a prescribed food program, as well as providing supplements for the patient as needed.



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#### SELF ESTEEM PROGRAM

This is the most comprehensive program, featuring the nutrition program developed by Emily Isaacson, with a focus on learning to eat to adjust the body's metabolism to hunger signals, regulate food portions and maintain a regular eating schedule. Also monitoring fitness/exercise physiology, emotional eating, binge eating and purging and mood swings are paramount. Body image and self-esteems are discussed and cognitive therapy implemented when the patient has gained weight to a goal weight.

There are one-on-one sessions with the nutritionist and counselor or psychologist, as well as sessions regarding their specialized program. Patient compliance is assessed and the need for supervision, as well as assistance eating or preparing meals and taking supplements. Time is available for in-depth discussions and focus on high risk and problem situations.

This form of eating disorder treatment is most effective in a successful long-term recovery, and has the highest success rate.

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#### SCHOOL NUTRITION EDUCATION PROGRAM

The Nutrition in the Classroom program in schools is offered to Mission, Abbotsford, Chilliwack and Maple Ridge - Pit Meadows areas through the respective school board. Based on age-related presentations offered in classrooms to educate on nutrition, healthy eating choices, information on the causes of eating disorders, sub-clinical eating disordered thinking, body image and solutions for eating healthy as a way of life. Whole foods are discussed as are ways of eating for optimal health and to improve mental health.

When presentations are given, children and teens are encouraged to ask questions and give feedback. If the response is good, the nutritionist or counselor may implement a program in the school by providing individual nutrition appointments or support groups. They may work with the school counselor to approach the issues of health and wellness in the way that best meets the needs of the facility, staff, and students.

### ABORIGINAL MENTAL HEALTH SERVICES

This will meet and address the unique needs of the First Nations community as holistic opportunities. They wish to offer affordable services to the First Nations and adjust their fees accordingly in addition to offering free seminars and workshops through food banks and community centers, and natural health services in Greater Vancouver. They provide holistic education, nutrition assessment, and in-home visits to local Aboriginal peoples with the goal of eventually being able to provide the services to reserves and native communities across Canada. The difference between this approach and nursing, is that of a holistic model that promotes a return to their roots of natural healing for success in nutrition education, cooking, shopping, and resource management in a First Nations community.

### COMPETITIVE ADVANTAGES

HVC's focus on the provision of services to First Nations is unlike any other in their industry. Their internationally renowned nutritionist has created 'The Rainbow Program' to teach aboriginal peoples and youth about nutrition from a color-based perspective.

The applicable website 'The Rainbow Program,' has attracted visitors from around the world, pioneering HVC's research on the use of brightly colored foods in combating depression, mood disorders and cognitive-behavioral conditions in children with its balanced nutritional approach and lifestyle counselling.

### INDUSTRY OVERVIEW



## OVERALL SIZE OF THE INDUSTRY

## MENTAL ILLNESS

Schizophrenia affects 1% of the Canadian population. Anxiety disorders affect 5% of the household population, causing mild to severe impairment. Suicide accounts for 24% of all deaths among 15-24 year olds and 16% among 25-44 year olds. Suicide is one of the leading causes of death in both men and women from adolescence to middle age. The mortality rate due to suicide among men is four times the rate among women.

A complex interplay of genetic, biological, personality and environmental factors causes mental illnesses. Almost one half (49%) of those who feel they have suffered from depression or anxiety have never gone to see a doctor about this problem. Stigma or discrimination attached to mental illnesses presents a serious barrier, not only to diagnosis and treatment but also to acceptance in the community. Mental illnesses can be treated effectively but awareness is crucial.

Many Canadian children are now being prescribed antipsychotic drugs. These drugs, originally used for adult schizophrenia and bipolar disorder are now being used in children under 17 at a rate of 340,670 prescriptions for risperidone in 2010 alone, nearly double the rate since 2006, according to data provided by prescription drug tracking firm IMS Brogan to the Vancouver Sun. Too little is known about the long term effects of such atypical psychiatric medications, but office-based doctors are being warned to watch for possible side effects, not excluding weight gain, tremors, and other abnormalities.

The economic cost of mental illnesses in Canada for the health care system was estimated to be at least \$7.9 billion in 1998 - \$4.7 billion in care, and \$3.2 billion in disability and early death. An additional \$6.3 billion was spent on uninsured mental health services and time off work for depression and distress that was not treated by the health care system. In 1999, 3.8% of all

admissions in general hospitals (1.5 million hospital days) were due to anxiety disorders, bipolar disorders, schizophrenia, major depression, personality disorders, eating disorders and suicidal behavior.

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## EATING DISORDERS

The outbreak of eating disorders in modern times is imminently related to the diet industry. It is great for the economy, as the majority of overweight people repeatedly invest their resources in shedding pounds.

Figures from the late 1990s showed that Americans spent \$50 billion annually on diet products. This exceeds the projections for the entire Federal education, training, employment and social services budgets by five to ten billion dollars. An estimated 40 million Canadians will go on diets this year. And while some will succeed, the result of potential disordered eating, emotional eating, and obesity created by a disordered metabolism is the potential and often far-reaching result. The strict dieting approach limits fat intake on rigid low-fat diets, and children are the unsuspecting victim. The brain is composed of phospholipids, and without Omega-3-fatty-acids, their brains cannot function optimally resulting in disordered behavior and lack of clear and organized thinking.

Approximately eight million Americans a year enroll in some kind of structured weight-loss program involving liquid diets, special diet regimens, or medical or other supervision. Approximately 70% are women. In 1991, about 8,500 commercial diet centers were in operation across the country, many of them owned by well-known national companies. This sort of industry actually perpetuates misinformation among young people on how to manage their weight and eat nutritious foods. The focus is put on calories and dieting instead of following the Canada Food Guide, or a metabolism structured approach. The Rainbow Program encourages eating in regular intervals to increase the metabolism naturally as well as focusing on the consumption of brightly colored whole foods for the optimal intake of nutrients and antioxidants.

Against this backdrop, Holistic Vision Canada is a uniquely effective experience for patients with mental illness, young women looking for answers, and aboriginal peoples wanting to follow some lifestyle guidelines that go beyond just preventing diabetes. In addition, those women with depression or working with children with cognitive-behavioral disorders find few effective programs that can make the diet and lifestyle changes that truly impact the quality of their lives. Holistic Vision Canada programs are based on educating patients on balanced nutrition and supplementation programs, effective lifestyle and social choices, along with counseling and advocacy.

#### KEY MARKET SEGMENTS

##### MENTAL HEALTH PATIENTS

A general characteristic of this group is their chance of recovery or management of their condition can easily improve with the right approach and nutritional program. Not only that HVC is a complimentary program for clients with medication. A nutritionist can also help reduce side effects from various medications using vitamins and minerals.

Nutrition and mental health education in schools, as a preventative awareness program, can be implemented with a large-scale result of many people hearing the same information and being able to support each other in their thinking and nutritional choices. Most of the popular diets don't show positive long-term results, but The Rainbow Program is based on sound nutrition, implementing the research on essential polysaccharides, and is a color-based non-numerical approach. The long-range impact on their mental health is likely to show in improved mental attitude, the accessibility of a health care practitioner, and the presentation of a successful program that manages eating disorders. They want a system that will sustain them for life, by teaching them about the eating and nutrition of whole foods that will result in the best outcome for both the individual and the family.

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#### UNNECESSARY HOSPITALIZED PATIENTS

This group is highly motivated to find an alternative to the mainstream approach. They are willing to make the lifestyle changes that will improve the quality of their lives. They are looking for a program that will tailor the holistic regimen around their health concerns but won't sacrifice results.

The program's holistic business model is based on effective communication between health care providers, and an effective follow-up program, pivotal to their decision to attend sessions such as counseling, art therapy, support groups, and follow nutrition recommendations. They want qualified health professionals on call and available, such as a personal advocate.

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#### FIRST NATIONS

They are looking for a community approach to a social problem that includes the use of alcohol and drugs, mismanagement of resources, and suicide and abuse as a course of action.

The presentation of a successful and holistic way of making lifestyle and nutrition choices, of regulating negative thoughts and behaviors, learning to cook in a healthful and cost-effective way and make better financial decisions makes 'The Rainbow Program' ideal for first nations.

Only one to two of these groups have either the parental income or sponsors with potential incomes to cover the cost of mental health services; as a result we believe the ability to be subsidized and developed by government and outside grants is paramount in launching and continuing a successful program.

| <b>MARKET ANALYSIS</b>     |               |                  |                  |                  |                  |                  |               |
|----------------------------|---------------|------------------|------------------|------------------|------------------|------------------|---------------|
|                            |               | <b>2019</b>      | <b>2020</b>      | <b>2021</b>      | <b>2022</b>      | <b>2023</b>      |               |
| <i>Potential Customers</i> |               | <i>GROWTH</i>    |                  |                  |                  |                  | <i>CAGR</i>   |
| Mental Health Clients      | 20%           | 1,000,000        | 1,200,000        | 1,440,000        | 1,728,000        | 2,073,600        | 20.00%        |
| Eating Disorder Clients    | 10%           | 500,000          | 550,000          | 605,000          | 665,500          | 732,050          | 10.00%        |
| <b>TOTAL</b>               | <b>16.95%</b> | <b>1,500,000</b> | <b>1,750,000</b> | <b>2,045,000</b> | <b>2,393,500</b> | <b>2,805,650</b> | <b>16.95%</b> |

**INDUSTRY TRENDS**

The holistic healthcare industry continues to grow. Almost 50% of the US population was using some form of complementary and alternative medicine by 2000 and massage therapy was one of the most widely used forms of holistic therapy. Reports by the National Institute of Health indicated that individuals with higher education levels and socio-economic status are more likely to use holistic healthcare. Holistic healthcare consumption will continue to grow as complementary and alternative therapies become more accepted and accessible.

Communities and individuals that are open to new technologies such as the internet are more open to new approaches to their healthcare options and strategies. They also tend to be able to afford both. In addition, the internet helped develop and promote the growth of the holistic healthcare industry. The internet allows clients to discover and research a wide variety of holistic, complementary and alternative therapies and the relationship between holistic

healthcare and internet usage does provide excellent educational, marketing and promotional opportunities.

**MARKETING STRATEGY**



**PRICE**

| <b>PROGRAM</b>                        | <b>CHILDREN</b> | <b>ADULTS</b> |
|---------------------------------------|-----------------|---------------|
| <i>Counseling</i>                     | \$90.00         | \$175.00      |
| <i>In-clinic Nutrition Assessment</i> | \$135.00        | \$199.00      |
| <i>In-hospital visits</i>             | \$150.00        | \$165.00      |
| <i>In-home visits</i>                 | \$125.00        | \$210.00      |

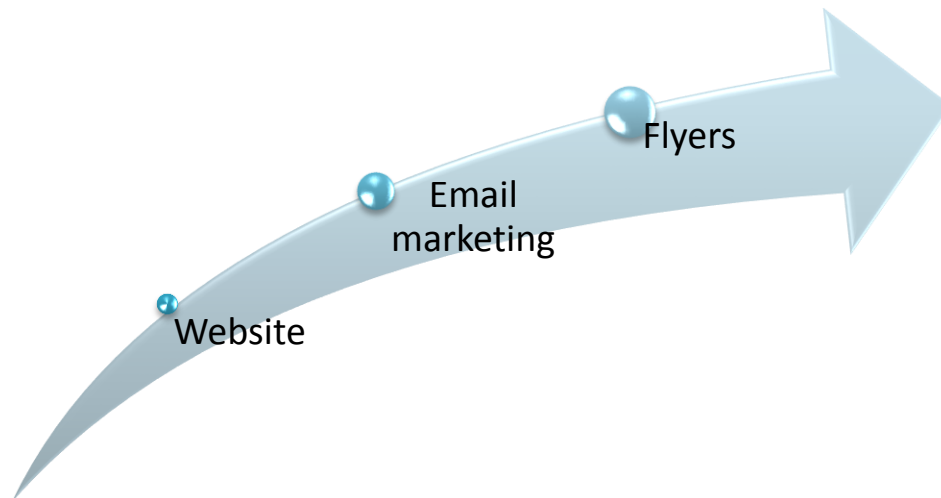
Fees may vary depending on fee schedule and location of the advocate (they include): Holistic wellness counseling, individual nutrition evaluations or consultations, in-home or hospital visits by an advocate, supplement prescription; cost of supplements is extra, plus tax where applicable.



## EXTRA SERVICES

- **Phone counseling services** will be offered at \$175/hr or \$155/half-hour
- **Art Therapy** will be provided at \$160/hr.
- **Nutrition Evaluation by the nutritionist** (of seven day intake): \$450.00
- **Supplements from AOR (Advanced Orthomolecular Research):** Varied cost, approx \$200-350 a month.
- **Hospital Program Total cost** for counseling and nutrition evaluation and supplement program includes one counseling session in person and one over the phone consult per week, as well as one meeting with the nutritionist, two art therapy sessions and visits by your RP advocate as needed either in hospital or at home.  
Total cost: \$1200.00/month for intensive program for the first month for adults and \$950.00/month for follow up program.

## PROMOTION/DISTRIBUTION STRATEGIES



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#### TRADITIONAL METHODS

*Traditional methods will include the following:*

- Word of mouth through community organizations and panels
- Referrals from other health care professionals
- Wellness Forums at local universities
- Graphics on websites and online presence
- Advertising in local newspapers and industry magazines
- Mailing of flyers and brochures to practitioners

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#### CONTEMPORARY METHODS

*Contemporary methods will include the following:*

- Official website with overview of programs and services available
- E-mail and mail
- Registering with industry leaders allowing the company to be recognized as a provider of quality services in Canada.
- Online advertising and social networking to increase awareness of mental illness and resources available through HVC
- Brochures for availability of services through all Canadian hospitals and native reserves as well as naturopaths, orthomolecular and mainstream doctors in Canada for equal opportunity to holistic alternatives and complimentary treatment
- Participation in health seminars throughout Canada and internationally to raise awareness.

Currently, the company has a mental health website for Holistic Vision Canada and three nutrition education sites, including 'The Rainbow Program'. Their parent organization, Holistic Vision International has their own website as well. Their web presence has provided a lot of coverage for their organization as well as publicity through Google, bringing over 1.7 million visits to their affiliated sites online, and inviting anyone looking for a holistic mental health or holistic counseling services to their positive upbeat contemporary approach to healing through natural medicine modalities.

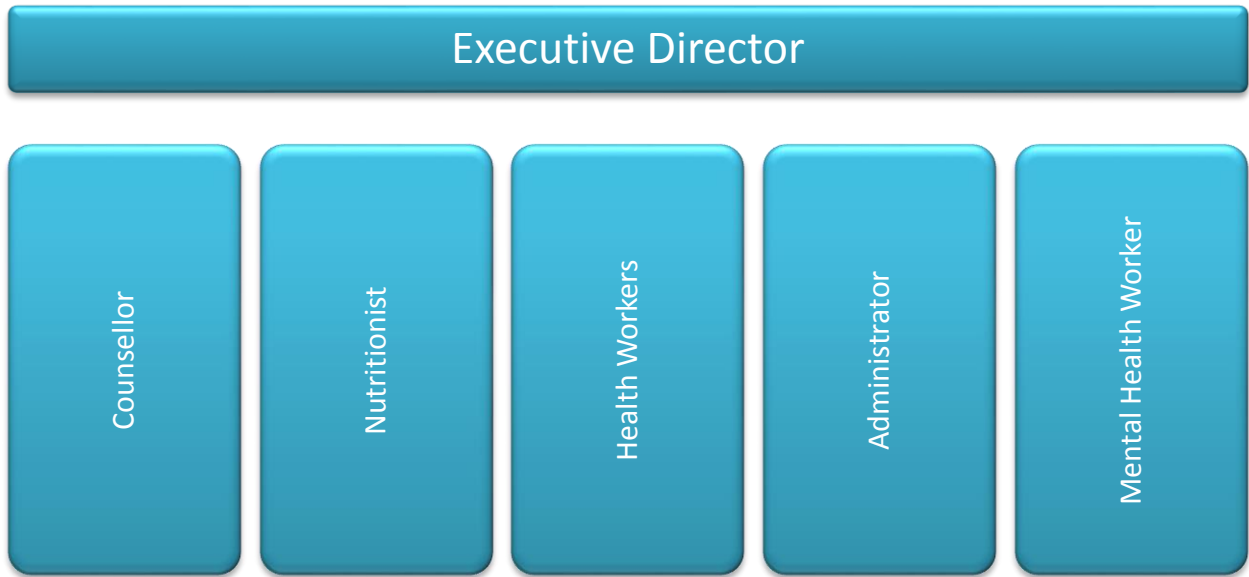
The Rainbow Program has been advertised through Google and this provided about 2,000 ads a day from 2009-2012 of their organization and programs. Our mailing list of over 400 local health professionals will be used to fill the need for advocates and nutritionists across Canada, by providing referrals to HVC. The Journal of Orthomolecular Medicine is the official journal of the International Society for Orthomolecular Medicine, and of Holistic Vision International.

Customer satisfaction will increase due to provision of qualified health care and mental health counselors that can work together with the client's existing doctor and psychiatrist, and their accessibility through the internet. The strength of Holistic Vision Canada has always been their internet presence and successful client treatment. Increased enrollment in the programs will result from increased referrals from doctors and psychiatrists who find patients needing an alternative approach, naturopaths wanting to treat eating disorders or cognitive-behavioral issues from a holistic perspective, as well as their hospital patients and clients returning to counseling sessions or attend support groups.

OPERATIONS PLAN

ORGANIZATIONAL CHART

The personnel plan of Holistic Vision Canada is as follows:



PROJECTED PERSONNEL PLAN

|                           | 2022     | 2023     | 2024     |
|---------------------------|----------|----------|----------|
| <i>Executive Director</i> | \$45,000 | \$50,000 | \$55,000 |
| <i>Counsellor</i>         | \$45,000 | \$46,000 | \$47,000 |
| <i>Nutritionist</i>       | \$55,000 | \$60,000 | \$65,000 |
| <i>Art Therapist</i>      | \$19,000 | \$22,000 | \$24,000 |

|                             |                  |                  |                  |
|-----------------------------|------------------|------------------|------------------|
| <i>Administrator</i>        | \$31,600         | \$33,000         | \$35,000         |
| <i>Mental Health Worker</i> | \$38,000         | \$41,000         | \$44,000         |
| <b>Total People</b>         | <b>6</b>         | <b>6</b>         | <b>6</b>         |
| <b>Total Payroll</b>        | <b>\$233,600</b> | <b>\$252,000</b> | <b>\$270,000</b> |

IMPLEMENTATION PLAN



Holistic Vision Canada would like to provide brochures offering its services and programs to every hospital and First Nations reserve in Canada. In order to provide brochures and advertise its services, Holistic Vision Canada (HVC) requires capital and grants from both government and municipal sources. These independent sources value the unique market and services offered through this organization, and their interest in improving the outcome of patients by offering holistic programs providing both successful recovery strategies and relapse-prevention measures.

HVC began by renting office space in Mission, B.C. and providing services on demand, in both a holistic clinic, with specialized supplement programs, and by financing a nutritionist and advocate to make in-hospital visits. They moved into new office space in a house in Abbotsford in 2010 as an administrative location while opening the Health & Wellness Clinic. Here patients

could come and receive personalized appointments and quality care by the nutritionist, as well as mental health services and research-based supplements. HVC has in the past focused on their eating disorder prevention program at Heritage Park High School in Mission, B.C., and offered eating disorder counseling, nutrition appointments, as well as art therapy. Support groups were available for up to five women or teens at one time and advertised through the local high schools and newspapers. These groups were offered at the local library, and at Heritage Park Secondary School.

Holistic Vision Canada moved in 2012 to a new home office location and opened the Nutrition Wellness Clinic that provided home visits for clients. Emily Isaacson volunteered for two years as a nutritionist at the Abbotsford Food Bank, where Healthy Choices: The Rainbow Program was offered as a half-hour session. HVC in 2012 attended a mental health panel in Abbotsford related to substance abuse with positive results, and Emily Isaacson has spoken at the Mouat High School Aboriginal Girls' Group, and taught at the 2014 School Board Conference in Abbotsford. HVC now want to focus their efforts to plan wellness forums for public awareness of holistic options in mental health. Their networking in the community has taken them to pharmacies, health clinics, physiotherapy clinics, hospitals, mental health services, health food stores, doctor's offices, and dance schools. They see a need to provide services from referrals in all these locations, and mail brochures to over 400 professionals locally to receive referrals.

Holistic Vision Canada is now taking steps forward to facilitate the use of Restorative Justice in mental health. They would like to see the government, police, community organizations and municipalities they serve become aware of the need to pass an act through the House of Commons to protect their practitioners and clients in providing the services outlined in this plan. Please consider showing your support for this endeavor by meeting with Emily Isaacson in person. Implementation of a natural psychiatry program in two major naturopathic universities with a focus on natural medicine and mental health is paramount to the rising need for specialists in this field.

RP advocates working in conjunction with the holistic mental health will be registered and develop their own patient case loads, and charge for their own services (both in and out of hospital), as well as naturopaths, nutritionists, counselors, and psychologists. The use of the holistic team model will be successful with a practiced approach, education, and patient willingness to adopt new theory into wellness and recovery. There is hope for healing at Holistic Vision Canada with the development of these qualified and dedicated professionals.

**FINANCIAL PLAN**

**FINANCIAL PROJECTIONS AND ASSUMPTIONS**

**SALES FORECASTS**

|                                      | Jan              | Feb              | Mar              | Apr              | May              | Jun              | Jul              | Aug              | Sep              | Oct              | Nov              | Dec              |
|--------------------------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| <b>Sales</b>                         |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |
| <i>Workshops</i>                     | \$100,000        | \$125,000        | \$145,000        | \$150,000        | \$160,000        | \$160,000        | \$160,000        | \$150,000        | \$140,000        | \$140,000        | \$130,000        | \$150,000        |
| <i>Therapists</i>                    | \$15,000         | \$20,000         | \$25,000         | \$30,000         | \$34,000         | \$36,000         | \$36,000         | \$30,000         | \$28,000         | \$27,000         | \$25,000         | \$30,000         |
| <i>Health workers</i>                | \$8,000          | \$8,000          | \$8,000          | \$10,000         | \$10,000         | \$10,000         | \$10,000         | \$10,000         | \$10,000         | \$10,000         | \$10,000         | \$10,000         |
| <b>Total Sales</b>                   | <b>\$123,000</b> | <b>\$153,000</b> | <b>\$178,000</b> | <b>\$190,000</b> | <b>\$204,000</b> | <b>\$206,000</b> | <b>\$206,000</b> | <b>\$190,000</b> | <b>\$178,000</b> | <b>\$177,000</b> | <b>\$165,000</b> | <b>\$190,000</b> |
|                                      |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |
| <b>Direct Cost of Sales</b>          |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |
| <i>Workshops</i>                     | \$10,000         | \$12,000         | \$14,000         | \$15,000         | \$20,000         | \$20,000         | \$20,000         | \$15,000         | \$13,000         | \$13,000         | \$12,000         | \$15,000         |
| <i>Therapists</i>                    | \$10,000         | \$14,000         | \$9,000          | \$20,000         | \$22,000         | \$24,000         | \$24,000         | \$20,000         | \$18,000         | \$17,000         | \$16,000         | \$20,000         |
| <i>Health workers</i>                | \$6,000          | \$6,000          | \$6,000          | \$7,000          | \$7,000          | \$7,000          | \$7,000          | \$7,000          | \$7,000          | \$7,000          | \$7,000          | \$7,000          |
| <b>Subtotal Direct Cost of Sales</b> | <b>\$26,000</b>  | <b>\$32,000</b>  | <b>\$29,000</b>  | <b>\$42,000</b>  | <b>\$49,000</b>  | <b>\$51,000</b>  | <b>\$51,000</b>  | <b>\$42,000</b>  | <b>\$38,000</b>  | <b>\$37,000</b>  | <b>\$35,000</b>  | <b>\$42,000</b>  |

**GENERAL ASSUMPTIONS**

|                                | Jan    | Feb    | Mar    | Apr    | May    | Jun    | Jul    | Aug    | Sep    | Oct    | Nov    | Dec    |
|--------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| <i>Plan Month</i>              | 1      | 2      | 3      | 4      | 5      | 6      | 7      | 8      | 9      | 10     | 11     | 12     |
| <i>Current Interest Rate</i>   | 10.00% | 10.00% | 10.00% | 10.00% | 10.00% | 10.00% | 10.00% | 10.00% | 10.00% | 10.00% | 10.00% | 10.00% |
| <i>Long-term Interest Rate</i> | 10.00% | 10.00% | 10.00% | 10.00% | 10.00% | 10.00% | 10.00% | 10.00% | 10.00% | 10.00% | 10.00% | 10.00% |
| <i>Tax Rate</i>                | 30.00% | 30.00% | 30.00% | 30.00% | 30.00% | 30.00% | 30.00% | 30.00% | 30.00% | 30.00% | 30.00% | 30.00% |

**PROJECTED PROFIT AND LOSS**

|  | Jan       | Feb       | Mar       | Apr       | May       | Jun       | Jul       | Aug       | Sep       | Oct       | Nov       | Dec       |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| <b>Sales</b>                           | \$123,000 | \$153,000 | \$178,000 | \$190,000 | \$204,000 | \$206,000 | \$206,000 | \$190,000 | \$178,000 | \$177,000 | \$165,000 | \$190,000 |
| Direct Cost of Sales                   | \$26,000  | \$32,000  | \$29,000  | \$42,000  | \$49,000  | \$51,000  | \$51,000  | \$42,000  | \$38,000  | \$37,000  | \$35,000  | \$42,000  |
| Total Cost of Sales                    | \$26,000  | \$32,000  | \$29,000  | \$42,000  | \$49,000  | \$51,000  | \$51,000  | \$42,000  | \$38,000  | \$37,000  | \$35,000  | \$42,000  |
| Gross Margin                           | \$97,000  | \$121,000 | \$149,000 | \$148,000 | \$155,000 | \$155,000 | \$155,000 | \$148,000 | \$140,000 | \$140,000 | \$130,000 | \$148,000 |
| Gross Margin %                         | 78.86%    | 79.08%    | 83.71%    | 77.89%    | 75.98%    | 75.24%    | 75.24%    | 77.89%    | 78.65%    | 79.10%    | 78.79%    | 77.89%    |
| <b>Expenses</b>                        |           |           |           |           |           |           |           |           |           |           |           |           |
| Payroll                                | \$73,500  | \$73,500  | \$73,500  | \$73,500  | \$73,500  | \$73,500  | \$73,500  | \$73,500  | \$73,500  | \$73,500  | \$73,500  | \$73,500  |
| Sales and Marketing and Other Expenses | \$15,000  | \$15,000  | \$15,000  | \$15,000  | \$15,000  | \$15,000  | \$15,000  | \$15,000  | \$15,000  | \$15,000  | \$15,000  | \$15,000  |
| Depreciation                           | \$4,000   | \$4,000   | \$4,000   | \$4,000   | \$4,000   | \$4,000   | \$4,000   | \$4,000   | \$4,000   | \$4,000   | \$4,000   | \$4,000   |
| Leased                                 | \$5,000   | \$5,000   | \$5,000   | \$5,000   | \$5,000   | \$5,000   | \$5,000   | \$5,000   | \$5,000   | \$5,000   | \$5,000   | \$5,000   |



|   |                   |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |
|---|-------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| Equipment                               |                   |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |
| Utilities                               | \$1,000           | \$1,000          | \$1,000          | \$1,000          | \$1,000          | \$1,000          | \$1,000          | \$1,000          | \$1,000          | \$1,000          | \$1,000          | \$1,000          | \$1,000          |
| Insurance                               | \$0               | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              |
| Rent                                    | \$6,666           | \$6,666          | \$6,666          | \$6,666          | \$6,666          | \$6,666          | \$6,666          | \$6,666          | \$6,666          | \$6,666          | \$6,666          | \$6,666          | \$6,674          |
| Payroll Taxes                           | \$11,025          | \$11,025         | \$11,025         | \$11,025         | \$11,025         | \$11,025         | \$11,025         | \$11,025         | \$11,025         | \$11,025         | \$11,025         | \$11,025         | \$11,025         |
| Other                                   | \$0               | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              |
| <i>Total Operating Expenses</i>         | <i>\$116,191</i>  | <i>\$116,191</i> | <i>\$116,191</i> | <i>\$116,191</i> | <i>\$116,191</i> | <i>\$116,191</i> | <i>\$116,191</i> | <i>\$116,191</i> | <i>\$116,191</i> | <i>\$116,191</i> | <i>\$116,191</i> | <i>\$116,191</i> | <i>\$116,199</i> |
| <b>Profit Before Interest and Taxes</b> | <b>(\$19,191)</b> | <b>\$4,809</b>   | <b>\$32,809</b>  | <b>\$31,809</b>  | <b>\$38,809</b>  | <b>\$38,809</b>  | <b>\$38,809</b>  | <b>\$31,809</b>  | <b>\$23,809</b>  | <b>\$23,809</b>  | <b>\$13,809</b>  | <b>\$31,801</b>  |                  |
| EBITDA                                  | (\$15,191)        | \$8,809          | \$36,809         | \$35,809         | \$42,809         | \$42,809         | \$42,809         | \$35,809         | \$27,809         | \$27,809         | \$17,809         | \$35,801         |                  |
| Interest Expense                        | \$1,233           | \$1,215          | \$1,198          | \$1,181          | \$1,163          | \$1,146          | \$1,128          | \$1,111          | \$1,094          | \$1,076          | \$1,059          | \$1,042          |                  |
| Taxes Incurred                          | (\$6,127)         | \$1,078          | \$9,483          | \$9,189          | \$11,294         | \$11,299         | \$11,304         | \$9,209          | \$6,815          | \$6,820          | \$3,825          | \$9,228          |                  |
| <b>Net Profit</b>                       | <b>(\$14,297)</b> | <b>\$2,516</b>   | <b>\$22,128</b>  | <b>\$21,440</b>  | <b>\$26,352</b>  | <b>\$26,364</b>  | <b>\$26,376</b>  | <b>\$21,489</b>  | <b>\$15,901</b>  | <b>\$15,913</b>  | <b>\$8,925</b>   | <b>\$21,532</b>  |                  |
| <b>Net Profit/Sales</b>                 | <b>-11.62%</b>    | <b>1.64%</b>     | <b>12.43%</b>    | <b>11.28%</b>    | <b>12.92%</b>    | <b>12.80%</b>    | <b>12.80%</b>    | <b>11.31%</b>    | <b>8.93%</b>     | <b>8.99%</b>     | <b>5.41%</b>     | <b>11.33%</b>    |                  |

**PROJECTED BALANCE SHEET**

|                                | Jan              | Feb              | Mar              | Apr              | May              | Jun              | Jul              | Aug              | Sep              | Oct              | Nov              | Dec              |                  |
|--------------------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| <b>Current Assets</b>          |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |
| Cash                           | \$80,000         | \$60,423         | \$72,603         | \$96,855         | \$127,476        | \$159,529        | \$184,730        | \$208,011        | \$215,674        | \$222,292        | \$234,143        | \$235,138        | \$265,566        |
| Other Current Assets           | \$50,000         | \$50,000         | \$50,000         | \$50,000         | \$50,000         | \$50,000         | \$50,000         | \$50,000         | \$50,000         | \$50,000         | \$50,000         | \$50,000         | \$50,000         |
| <b>Total Current Assets</b>    | <b>\$130,000</b> | <b>\$110,423</b> | <b>\$122,603</b> | <b>\$146,855</b> | <b>\$177,476</b> | <b>\$209,529</b> | <b>\$234,730</b> | <b>\$258,011</b> | <b>\$265,674</b> | <b>\$272,292</b> | <b>\$284,143</b> | <b>\$285,138</b> | <b>\$315,566</b> |
| <b>Long-term Assets</b>        |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |
| Long-term Assets               | \$200,000        | \$205,000        | \$210,000        | \$215,000        | \$220,000        | \$225,000        | \$230,000        | \$235,000        | \$240,000        | \$245,000        | \$250,000        | \$255,000        | \$260,000        |
| Accumulated Depreciation       | \$30,000         | \$34,000         | \$38,000         | \$42,000         | \$46,000         | \$50,000         | \$54,000         | \$58,000         | \$62,000         | \$66,000         | \$70,000         | \$74,000         | \$78,000         |
| <b>Total Long-term Assets</b>  | <b>\$170,000</b> | <b>\$171,000</b> | <b>\$172,000</b> | <b>\$173,000</b> | <b>\$174,000</b> | <b>\$175,000</b> | <b>\$176,000</b> | <b>\$177,000</b> | <b>\$178,000</b> | <b>\$179,000</b> | <b>\$180,000</b> | <b>\$181,000</b> | <b>\$182,000</b> |
| <b>Total Assets</b>            | <b>\$300,000</b> | <b>\$281,423</b> | <b>\$294,603</b> | <b>\$319,855</b> | <b>\$351,476</b> | <b>\$384,529</b> | <b>\$410,730</b> | <b>\$435,011</b> | <b>\$443,674</b> | <b>\$451,292</b> | <b>\$464,143</b> | <b>\$466,138</b> | <b>\$497,566</b> |
| <b>Liabilities and Capital</b> |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |
|                                | Jan              | Feb              | Mar              | Apr              | May              | Jun              | Jul              | Aug              | Sep              | Oct              | Nov              | Dec              |                  |

|                                      |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |
|--------------------------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| <b>Current Liabilities</b>           |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |
| Accounts Payable                     | \$60,000         | \$57,803         | \$70,552         | \$75,760         | \$88,025         | \$96,810         | \$98,731         | \$98,719         | \$87,978         | \$81,779         | \$80,801         | \$75,956         | \$87,936         |
| Current Borrowing                    | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              |
| Other Current Liabilities            | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              |
| <b>Subtotal Current Liabilities</b>  | <b>\$60,000</b>  | <b>\$57,803</b>  | <b>\$70,552</b>  | <b>\$75,760</b>  | <b>\$88,025</b>  | <b>\$96,810</b>  | <b>\$98,731</b>  | <b>\$98,719</b>  | <b>\$87,978</b>  | <b>\$81,779</b>  | <b>\$80,801</b>  | <b>\$75,956</b>  | <b>\$87,936</b>  |
| Long-term Liabilities                | \$150,000        | \$147,916        | \$145,832        | \$143,748        | \$141,664        | \$139,580        | \$137,496        | \$135,412        | \$133,328        | \$131,244        | \$129,160        | \$127,076        | \$154,992        |
| <b>Total Liabilities</b>             | <b>\$240,000</b> | <b>\$205,719</b> | <b>\$216,384</b> | <b>\$219,508</b> | <b>\$229,689</b> | <b>\$236,390</b> | <b>\$236,227</b> | <b>\$234,131</b> | <b>\$221,306</b> | <b>\$213,023</b> | <b>\$209,961</b> | <b>\$203,032</b> | <b>\$242,928</b> |
| Paid-in Capital                      | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              |
| Retained Earnings                    | \$90,000         | \$90,000         | \$90,000         | \$90,000         | \$90,000         | \$90,000         | \$90,000         | \$90,000         | \$90,000         | \$90,000         | \$90,000         | \$90,000         | \$90,000         |
| Earnings                             | \$0              | (\$14,297)       | (\$11,781)       | \$10,347         | \$31,787         | \$58,139         | \$84,503         | \$110,879        | \$132,368        | \$148,269        | \$164,182        | \$173,107        | \$194,638        |
| <b>Total Capital</b>                 | <b>\$90,000</b>  | <b>\$75,703</b>  | <b>\$78,219</b>  | <b>\$100,347</b> | <b>\$121,787</b> | <b>\$148,139</b> | <b>\$174,503</b> | <b>\$200,879</b> | <b>\$222,368</b> | <b>\$238,269</b> | <b>\$254,182</b> | <b>\$263,107</b> | <b>\$284,638</b> |
| <b>Total Liabilities and Capital</b> | <b>\$330,000</b> | <b>\$281,423</b> | <b>\$294,603</b> | <b>\$319,855</b> | <b>\$351,476</b> | <b>\$384,529</b> | <b>\$410,730</b> | <b>\$435,011</b> | <b>\$443,674</b> | <b>\$451,292</b> | <b>\$464,143</b> | <b>\$466,138</b> | <b>\$497,566</b> |
| <b>Net Worth</b>                     | <b>\$60,000</b>  | <b>\$75,703</b>  | <b>\$78,219</b>  | <b>\$100,347</b> | <b>\$121,787</b> | <b>\$148,139</b> | <b>\$174,503</b> | <b>\$200,879</b> | <b>\$222,368</b> | <b>\$238,269</b> | <b>\$254,182</b> | <b>\$263,107</b> | <b>\$314,638</b> |

APPENDIX

SOURCES

- The Report On Mental Illness In Canada
- The Vancouver Sun
- Self Book It
- Wikipedia
- Google