



An Invitation to Invest

in Economic Mobility & Community Capacity Expansion

Bodytruth Family Farms Educational Foundation

Capital Ready. Community Strong. Generations Empowered.



EDUCATIONAL FOUNDATION, INC.

Seventeen years of work, formalized



It started with a man who found peace in the garden
Artie Short | Vietnam Veteran



2009

Detroit backyard.
First garden bed.
A video game controller traded for soil.

2015

Bodytruth Soap Apothecary founded.
The first proof of concept.

2026

Educational Foundation incorporated. The vision hasn't changed. The time has come.



Land is the real signature of wealth.

We help people transform ideas, land, and local resources into viable enterprises - and generational assets that outlast any single generation.

Capacity is access. We do not build dependency. We build the permanent infrastructure that allows our graduates to negotiate from a position of clear value, to fund their own futures, and impact their communities.

Bodytruth Farms Ecosystem

Capital Ready. Community Strong. Generations Empowered.

Three Entities. One Mission. An Integrated Ecosystem Built for Lasting Impact.

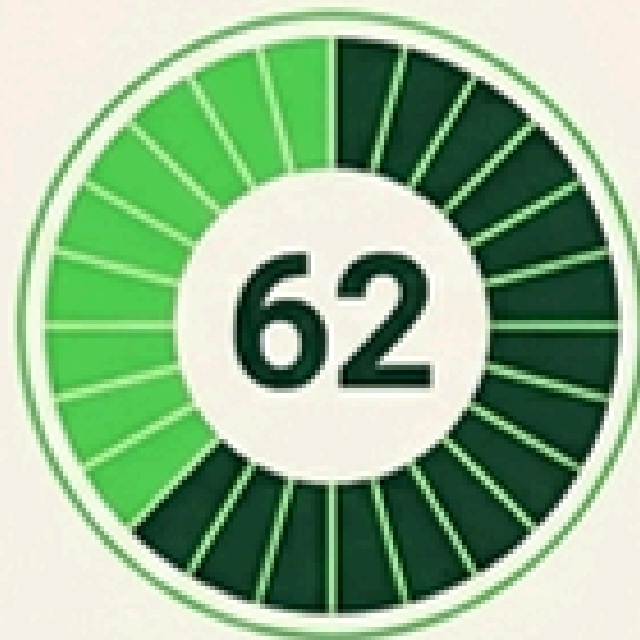


One Ecosystem. One Mission. Lasting Impact.

The Foundation owns the land and facilities. Ventures pays lease revenue. FundReady powers the methodology. Together, we create a self-sustaining model that outlasts any single funding cycle.

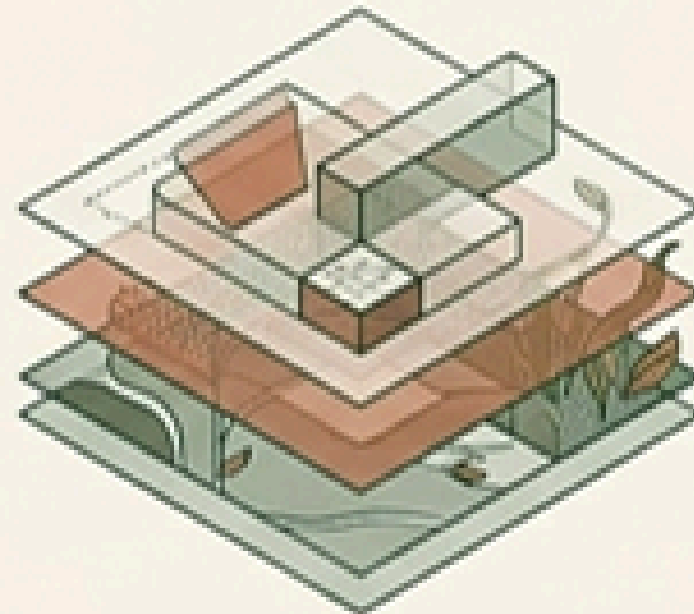
The structural backbone: FundReady Intelligence

The CapScore Baseline



A measurable readiness score out of 62 points. Evaluates 6 categories (Administrative, Financial, Program Design, Impact, Capacity, Grant-Ready Assets) in 8 minutes. Gives funders an instant, objective diagnostic.

Proprietary Methodology



Built specifically to close the infrastructure gap for BIPOC-led organizations. Moves away from grant writing and toward sustainable financial architecture.

Dual-Capital Mapping



Participants learn exactly which capital sources they qualify for now, and which they are building toward. Eliminates wasted time chasing misaligned grants.

Capital Readiness Bootcamps

	FundReady for Small Businesses	FundReady for Nonprofits	FundReady for Growers
Duration & Cost	8 weeks, 40 hours, \$99 co-pay.	8 weeks, 40 hours, \$99 co-pay.	8 weeks, 40 hours, \$99 co-pay.
Who It Serves	Small business owners ready to scale.	Mission-driven organizations and founders.	Urban farmers, growers, and intentional communities.
What You Build	Full business infrastructure, financial financial models.	Repeatable systems, documented capacity, program design.	Entity structure, land acquisition strategy.
The Fundable Outcome	A Capital Plan and Implementation Roadmap that banks and CDFIs can evaluate instantly.	A Full Grant Readiness Package. 60-80% of future proposals pre-written.	A Land Enterprise Strategy and direct access to the future Farm Incubator.

Two stages. One continuous system.

Stage 1: The Bootcamp

Can I build it?

Eight weeks of structured curriculum to build financial modeling and capital strategy.

Exit Requirement: Graduates must produce a CapScore benchmark and a fundable asset before moving on.

Bridge to Execution

Stage 2: Land Enterprise Collaborative

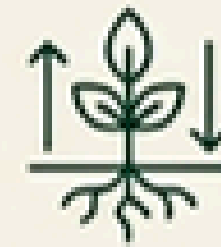
Can I operate it?

Farm practicum, residency, kitchen incubator, and enterprise accelerator.

Exit Requirement: Participants do not graduate until their operation is tested against real conditions—land, production, and market validation.

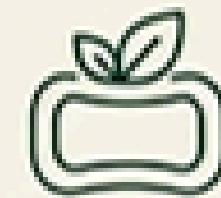
The production engine: Bodytruth Ventures

The farm and soap apothecary act as the production heart of the ecosystem. By leasing operational space from the Foundation, Ventures generates the earned income that fuels the educational mission.



Regenerative Farming

Growing botanicals locally to shorten supply chains and sequester carbon directly in SE Michigan soil.



Clean Botanicals

High-margin handcrafted soaps, shea butters, and medicinal blends driving retail revenue.



Dignified Work

A strict commitment to hiring and growing with veterans—providing work that restores as much as it requires.

Learning Center

Community Campus Model

305 W Elizabeth St.
Stockbridge, MI

A self-sustaining center for learning, growing, and building — where veterans, aspiring farmers, entrepreneurs, and community builders come to turn ideas into enterprises and plans into reality.



Year 1 Impact Projections

Building pathways, systems, and measurable progress toward implementation.

Participant Outcomes

72-108

Entrepreneurs, growers, nonprofits, and community builders enrolled

61-92

Completed FundReady assets produced (Business Plan + Capital Map + Financial Strategy)



Target completion rate

300-500+

Milestone check-ins and engagement activities tracked

Economic Development Outcomes

25-35

Enterprises launched or advanced toward implementation

15-25

Businesses completing formation, operational systems, or funding preparation

8-12

Direct jobs created through campus operations

50-100+

Indirect jobs and income opportunities supported

Community Outcomes

20-30

Earth Keepers activated

250-400

Community members reached through workshops and programming

5-10

Resident practitioners and mission-aligned organizations operating onsite

1

Repurposed community asset reactivated

We measure progression, implementation, and long-term community impact.

Ecosystem leverage: An open invitation to build together



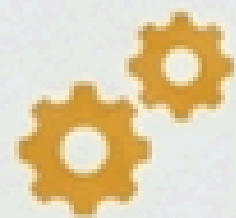
CDFIs & Lending Institutions

Organizational readiness reduces default risk. When borrowers are infrastructure-ready, they perform.



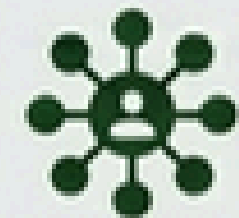
Community Foundations

Grantees who are infrastructure-ready deliver better outcomes and require less hand-holding, improving grantmaking ROI.



Economic Development Orgs

We build the compliance infrastructure that makes local grantees federal-ready to steward public money.

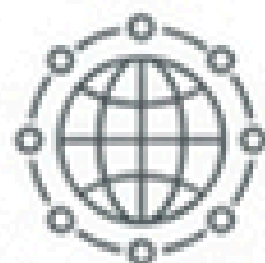


Training Partners & Intermediaries

You have the reach; we have the patent-pending methodology. We provide the curriculum to your network.

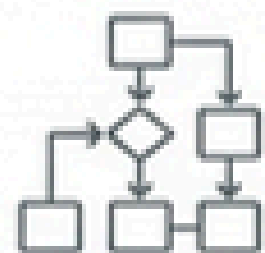
\$100K+ Founder Investment Already Contributed

Since April 2025, an estimated \$100,000+ in full-time, unpaid founder labor has been invested. This sweat equity has successfully transformed a 17-year proof-of-concept—from the first backyard garden to the patent-pending FundReady methodology—into a fully formalized, operational infrastructure ready for immediate deployment.



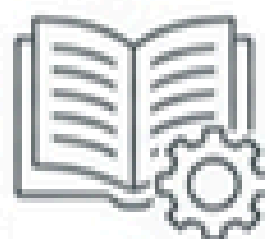
Brand + Digital Foundation

Secured domains, cohesive websites, and complete brand infrastructure.



Program Architecture

Complete learning model, delivery systems, and operational workflows.



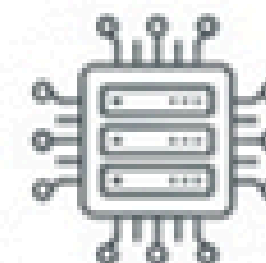
Instructional Design

Proprietary curriculum, coursework, syllabi, and robust assessments.



Data + Measurement

Systems for data collection, tracking, and institutional reporting.



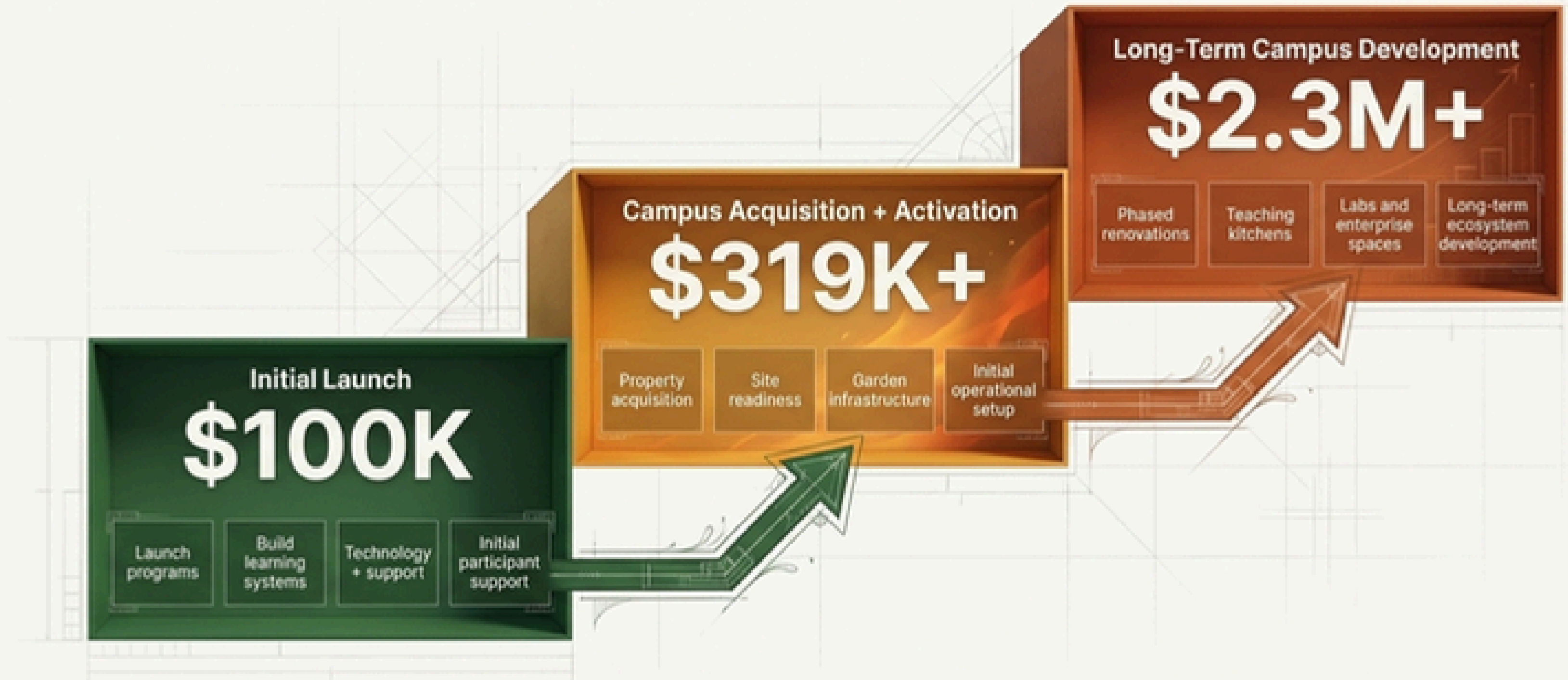
Technology Development

Proprietary application ecosystem, SaaS products, and sustainability tech.

Investor capital scales delivery, capacity, land, and impact — not basic infrastructure creation.

Capital Roadmap

Phased investment designed to activate, stabilize, and scale the ecosystem.



Capital enters the system in phases and compounds over time.

Artie Short | Vietnam Veteran



Artie Short is still growing things.

We are building a center that carries his name while he is here to walk through the door. If you believe that the right training, with the right infrastructure, produces outcomes that compound for generations—we want to hear from you.

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Stephanie Willis, Founder & Executive Director
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Response time within 24 hours—personally, not a form letter.