

---

## Rifugio Isola Del Sole

---

Contrada Manghisi, Noto 96017 (SR) Italy

Phone: +39 324-879-0413

info@rifugioisoladelsole.com

### **Who we are**

Rifugio Isola Del Sole is a nonprofit association with a mission to achieve flourishing animal rights and welfare through education and cultural connection in a fun environment.

Besides our beautiful short term accommodations where our guests can sojourn in an idyllic environment, we offer educational classes and excursions for all ages, a petting zoo, horse rides and horse-assisted therapy the proceeds from which will go towards sterilizations and vaccinations benefitting the entire region.

### **Where we are**

We are located on Contrada Manghisi in the rural area of Noto, Province of Siracusa on the island of Sicily, Italy. It is a large tourist area and known for its historical, archaeological, UNESCO and artistic interest.

### **Sicily and stray animals**

In Sicily, despite its natural beauty exists one of the largest stray animal populations in Europe. 3 quarters of all stray dogs in Europe are in Sicily with 10 finds a day in Palermo alone. A lack of education on animal care and welfare as well as a lack of funds are at the root of this issue along with a general acceptance of non-sterilization.

### **Solving the crisis**

Our goal is to rid the area of this problem. Through community courses, people of all ages learn core values through the long-lost art of work on the land, set up and care for plants, real-life animal care, as well as craftsmanship and we utilize the proceeds from the many activities/initiatives to sterilize animals from low-income families who cannot afford it. We also provide a refuge for animals saved both from the slaughterhouse, overcrowded public kennels and from human mistreatment. Certain animals will be available for adoption to the right home.

### **Areas of business/Revenue**

We offer several areas of intrigue and convenience for customers, volunteers, tourists, etc.

1. Housing: 3 Main bedrooms and a total of 10 beds and 2 bathrooms in the main house with full kitchen and laundry included. We are looking for additional funding to add 6 guest and volunteer bungalows each housing up to 4 people, and bathroom facilities, as well as a small care takers residence.
2. Courses: Classes are open to the entire community and all ages including children and range from animal rights seminars to local arts and craftsmanship, all the way to organic cultivation.
3. Petting Zoo: Tours of the property and the rescued animals which include donkeys, horses, chickens, ducks, pheasants, ostrich, peacocks, geese, as well as an entire section of elderly dogs.
4. Activities and excursions: Archaeological, horseback and other nature excursions are offered as horse therapy for the disabled.
5. Property rental: Full property rental for weddings and private events (retreats such as yoga and meditation, wine events, sound therapy, etc.)

### **Target markets**

Young to middle aged families with and without children looking to experience a rural retreat and

people of all ages who are animal lovers with disposable income visiting or living within a 50 km radius. Also, people looking to have a party or wedding in a unique location. The main areas will be Siracusa and Noto in Sicily and the largest areas of Sicilian tourism visits from EU.

### **Competition**

There are really no other programs or organizations that encompass this range of initiatives, has a focus on animal welfare, and offers free sterilizations which is one reason it is so important for the community.

### **Marketing**

The majority of overall advertising will come from online activities including the rifugio website, google ads, Airbnb, Vrbo and homeaway platforms, email, social ads, travel agents, airplane mags, etc.

For the Courses - school promotion, cultural exchanges, arts and crafts newsletters or groups,  
For the Activities/Excursions - tourism board, farming groups, parental magazines, and sports stores.

### **Where we need help**

Rifugio Isola Del Sole is in need of socially conscious companies, organizations and individuals who want to seize the opportunity not only for exposure to untapped clientele, but to make a real cultural shift forward in an area that is in dire need of a change in animal welfare.

We are looking for funding for some immediate projects as well as long term sponsorships for operations essential to the functioning of the association.

#### SHORT TERM

- A stable for 10 horses
- Petting zoo facilities
- Building(s) for elderly dogs, circular with 6 spaces, small kitchen, and outdoor area.
- 6 bungalows (for 2-4 people) for volunteers, students, and tourists.

#### MEDIUM TERM

- 21 olive trees
- Tent facility for classes
- Incinerator facilities

#### LONG TERM

- Ongoing funding for staff (excursions, instructors, cleaners, etc.)
- Food donations for animals
- Solar panels

<b>Expenses:</b> Structures necessary for the completion of the project			
	Quantity	MQ	Gross Costs
<b>Expansion – short term</b>			
2-4 person Bungalows	6	25	€ 60.000
Electricity services needed for the bungalows.	6		€ 42.000
Water Service for kitchen and outhouse area	3		€ 12.000
Excavation and foundations		5000	€ 20.000
Elderly Dog building	3	150	€ 35.000
1 Stable for 10 horses (for horse therapy and housing)	1	200	€ 36.000
Petting Zoo		270	€ 52.000
<b>Short Term Expansion Total</b>			<b>€ 257.000</b>
<b>Expansion – medium term</b>			
Tent for external classroom (shaded area)	1	70	€ 2.000
Olive Trees	21		€ 5.000
Caretaker Accommodation	1	30	€ 6.000
Incinerator facility	1		€ 35.000
<b>Medium Term Expansion Total</b>			<b>€ 48.000</b>
<b>Ongoing Operational Expenses</b>			
Personnel costs (1 year)	3		€ 75.000
Mortgage Payment	12		€ 18.000
Project promotion and advertising (1 year)			€ 20.000
Insurance			€ 3.000
Food for all animals (12 months)			€ 5.000
Utilities (12 months)			€ 2.000
<b>Operational Expense Total</b>			<b>€ 123.000</b>
<b>Total Budget – Long Term (Estimated)</b>			<b>€ 428.000</b>

## Conclusion

This project is a vital initiative for Sicily. Rifugio Isola Del Sole is an oasis of peace immersed in nature where people can stay, rejuvenate and recollect as well as a refuge for rescued animals saved from certain death with a portion of the proceeds of the initiatives and donations going towards sterilization of the stray dogs and cats of the neighboring areas.

Rifugio Isola Del Sole provides educational farm activity, a petting zoo for all ages, and houses horses for therapeutic purposes aimed at treating both physical and mental disabilities. The Rifugio will also offer courses not only to help people understand animal welfare and farm activities, but also to help keep alive some arts eminent in Sicilian culture and give work to local craftsmen and women. Excursions offered will use paths for horseback riding with a nature guide and an area for the assistance of elderly dogs will give them their last years of happy life. Rifugio Isola Del Sole is a beautiful location for private events including pet adoptions which will help local shelters alleviate some of their burden. Future plans for enough photovoltaic panels necessary for the operation of all structures are also on the table. Helping bring sustainability and a 21<sup>st</sup> century approach to Sicily is important to us. We build a better Sicily for animals and people. Rifugio Isola Del Sole is asking for your support through donations and sponsorships.

[www.rifugioisoladelaide.com](http://www.rifugioisoladelaide.com)