

Little Patch of Heaven

Identity-based healing through horses.

*"He laughs at fear, afraid of nothing, and does not shy away from
the sword." — Job 39:22*

FOUNDED BY MORIAH DAYTON

Blountville, Tennessee

THE REALITY

People aren't just struggling with symptoms. They're struggling with who they believe they are.

Rates of PTSD, anxiety, depression, and trauma-related conditions continue to rise across every age group. Survivors of abuse, chronic stress, and instability often carry trauma for years before receiving any support.

But the deeper crisis is this: trauma fractures identity. It replaces a person's true sense of self with shame, disconnection, and limiting beliefs about who they are and what they deserve.

Traditional therapy models often focus on managing symptoms rather than restoring identity. Talk therapy alone often cannot reach trauma stored in the body. And for many, especially children, trauma survivors, and neurodivergent individuals, words are simply not enough.

94%

more likely to seek mental health support when animal-assisted therapy is an option vs. traditional counseling

0%

dropout rate in animal-assisted therapy programs for students, compared to 40% in programs without animal interaction

OUR APPROACH

Healing that goes beyond coping. Healing that restores who you were created to be.

Little Patch of Heaven offers a unique approach to equine-assisted therapy by integrating the teachings of the Identity Exchange Program with intentional, horse-guided experiences.

Horses are highly attuned to human emotion. They mirror what's happening inside a person without judgment, labels, or expectations. When a participant carries tension, fear, or self-doubt into the arena, the horse reflects it back in real time. When they step into confidence, calm, and truth about who they are, the horse responds with connection and trust.

This isn't talk therapy. This is transformation you can feel in your body.

Our purpose is to guide each person toward discovering their true identity and understanding who they were created to be.

HOW A SESSION WORKS

Two halters. Two identities. One powerful shift.

Each session is designed to help participants physically and emotionally experience the difference between leading from fear and leading from truth.

01 Name the Two Identities

The participant writes 2-3 limiting beliefs on one card ("I'm not enough," "I always fail," "I have to do this alone") and 2-3 identity truths on another ("I am capable," "I am loved," "I was created with purpose"). Each card is placed in a different halter.

02 Lead from the False Identity

Wearing the "false identity" halter, the participant leads the horse through simple obstacles. They notice: tension in the body, hesitation, over-control. The horse often resists, drifts, or becomes inattentive.

03 Release

The participant sets down the false identity halter, takes a deep breath, and reconnects with the horse. "This is not who I am."

04 Lead from True Identity

With the "true identity" halter, they repeat the same course. Posture shifts. Breathing grounds. The horse softens, moves closer, follows with willingness. Identity changes everything.

05 Reflect

With the horse still present, the participant processes: What felt different? How did the horse respond? Which identity took more effort? What truth felt strongest?

WHAT SETS US APART

The first equine therapy center built on the Identity Exchange Program.

Little Patch of Heaven is the first equine therapeutic center to integrate the Identity Exchange Program into its model. Rather than relying solely on traditional therapy or medication, our approach focuses on identifying and addressing root belief patterns, specifically the inaccurate or harmful self-perceptions that drive emotional and behavioral challenges.

Our work is conducted through an accredited program and uniquely incorporates equine-assisted activities. Horses naturally foster calm, provide structure, reflect emotional states, and encourage responsibility, helping clients develop greater self-awareness and emotional regulation in a supportive, grounded environment.

TRANSFORMATION

Look what love can do.

The healing journey extends to our equine partners too. Many of our horses were rescued from neglect and given a second chance. Their transformation mirrors the journey of every person who walks through our gates.

Baby

Before: Brought in extremely malnourished with a large abscess in her knee. She had been handled roughly and was afraid of being approached or touched.

After: Now thriving, teaching students, and returning the love she was given.

Pegasus

Before: Arrived malnourished after passing through multiple sale barns. His owners could no longer afford his care. They said he couldn't be ridden and didn't like people.

After: Now confident, connected, and working with students every day.

Captain

Before: Came in malnourished after being abandoned at a boarding facility by his previous owner.

After: Now healthy, strong, and an integral part of the program.

Past experiences do not define true identity. Not for horses. Not for people.

THE FOUNDATION

This isn't just an idea. It's already in motion.

Moriah has personally invested over \$20,000 to build this program from the ground up. Little Patch of Heaven currently has:

- Multiple trained horses ready for sessions
- A barn and arena on owned land
- Essential equipment for operations
- An established lesson program serving students of all ages
- A growing community and waitlist of families ready to begin

The facility is nestled in a peaceful, secluded mountain setting in the Tri-Cities area of Tennessee, just 8 minutes from the regional airport.

WHERE WE'RE GOING

A dual-healing model built to grow.

As the program develops, Little Patch of Heaven will expand to include the simultaneous rehabilitation of both people and horses. Rescued horses coming from neglectful or traumatic backgrounds will journey alongside clients through trust-building, emotional regulation, and restoration.

Clients gain a powerful mirror: watching a horse rediscover its strength after trauma reinforces the truth that healing is possible for them too.

NOW

Individual and group Identity
Exchange-based equine
therapy sessions

NEXT

Partnerships with schools,
churches, therapists, and
community organizations

FUTURE

Corporate wellness retreats,
institutional contracts, horse
rescue and rehoming program

THE OPPORTUNITY

What your investment builds.

To launch operations at full capacity and serve the families already waiting, Little Patch of Heaven is seeking \$152,000 in funding.

\$75,000

Year one operations, salary, and horse care (vet, farrier, feed, hay)

\$20,000

Client scholarship fund: 2 sessions/week for 4 weeks at \$125/session

\$20,000

Electrical and plumbing installation in the barn

\$20,000

Barn completion and finishing

\$10,000

Three additional therapy horses

\$5,000

Fencing improvements for safety

\$2,000

Round pen construction for groundwork and training

TOTAL INVESTMENT

\$152,000

Every dollar invested goes directly toward creating a safe, fully operational facility and ensuring the highest standard of care for both clients and horses.

Current session pricing: \$95 per private session (40 min) | \$55 per group session (1 hr) | \$300 for a 5-session package. Tennessee market range: \$75-\$200 per session.

THE BUSINESS MODEL

Built to sustain and scale.

Revenue Streams

- **Private sessions** — \$95 per 40-minute session
- **Group sessions** — \$55 per client per 1-hour session
- **Session packages** — \$300 for 5 private sessions
- **Institutional contracts** — Schools, VA facilities, rehab centers
- **Insurance reimbursement** — Where applicable
- **Grants and donations** — Supporting scholarship access
- **Corporate wellness** — Part of the long-term growth plan

Go-to-Market Strategy

- Referral partnerships with therapists, schools, and churches
- Community outreach to Oasis of Kingsport, Family Promise, and Hope Haven
- Growing social media presence and digital marketing
- Direct relationship-building within the Tri-Cities community

THE FOUNDER

Meet Moriah Dayton

Moriah brings over eight years of experience training, rehabilitating, and caring for horses, with a deep emphasis on restoring animals from challenging and neglectful situations. She developed her skills through seven years of mentorship under a professional riding instructor and has spent four years teaching students of all ages through her own lesson program.

Moriah is a graduate of the Identity Exchange Program and is currently completing Catalyst, the program's advanced hands-on training in identity-based facilitation and strategic program development. This equips her with a proven framework for guiding personal transformation and identity restoration.

"Just as with humans, horses respond profoundly to consistent care, compassion, and reassurance. When provided with patience, structure, and kindness, they are able to rediscover their strength and potential."

— Moriah Dayton

Be part of the story.

Little Patch of Heaven is ready to launch. Families are waiting. Horses are ready. The foundation is built. What's needed now is partnership.

Moriah Dayton

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