

PURPOSE FARM®



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## Purpose Farm Media Press Kit

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## Press Release

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### FOR IMMEDIATE RELEASE

**14 November 2022**

### **Purpose Farm Hosting Annual Online Holiday Auction**

**BALDWINSVILLE, NY, NOVEMBER, 18, 2022.** Purpose Farm, a nonprofit organization that works with troubled youth and rescued animals, is hosting their annual online holiday auction. Donations from community members and local businesses in the Central New York area are being auctioned off for those who are interested to bid on. All profits will go towards the Purpose Farm mission.

The auction will begin on November 18 at 10:00 am and will continue until December 16 at 8:00 pm. There have been many fantastic items donated this year including a facial, a handmade wreath, a hand painted table, and more. All bids must be placed online and winners will be announced at the very end of the auction event.

The organization works to pair youth ages 6-18 in life crisis with farm, exotic and domestic animals that have been rescued from similar circumstances. Founder Sandra Seabrook first started the farm back in 2012, after hearing about a young child named Erin Maxwell. Erin was a victim of abuse and neglect, and Seabrook felt like she needed to do her part to make a change. After Seabrook shared her thoughts and ideas with her family, Purpose Farm was born. Since then, Seabrook has helped hundreds of young children recovering from abuse and trauma.

Purpose Farm hosts sessions that are 100% free and run by volunteer workers. Their main goal is to help the youth gain a purpose, experience genuine love, and restore hope while building confidence and gaining empathy towards humans and animals. To find out more about the auction or other upcoming events, please visit <https://purposefarm.org>, email [info@purposefarm.org](mailto:info@purposefarm.org), or follow the organization on Facebook, Twitter, Instagram, and Pinterest @purposefarm.

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## Fact Sheet

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FOR IMMEDIATE RELEASE  
08 December 2022

### **Purpose Farm Fast Facts**

The Agency	Purpose Farm connects youth in life crisis with rescued animals that have similar backgrounds. By providing the opportunity to care and bond with an animal, Purpose Farm fosters healing, hope, and empathy in children.
The History	Purpose Farm was founded in 2012. Since opening, 67 animals have been rescued and approximately 500 youth have received services. There are currently over 40 animals on the farm.
Location	1454 W. Genesee Road Baldwinsville, NY 13027 (Accessible Monday through Friday by appointment only.)
Population Served	Children and teens ages 6 to 18 living in high-risk environments or facing difficult life changes resulting from abuse, trauma, or loss.
Services Provided	Each 1-on-1 mentoring program is catered to the unique needs of the child. They may involve learning to handle, groom, tack, or ride horses or care for small animals. Sessions are free of charge and last 1 to 1.5 hours. Rehabilitation and rescue services are also provided to exotic, farm, and domesticated animals.
Administration	Sandra Seabrook, CEO and founder
Budget	Funding is received through private supporters and donations.
Contact	Sandra Seabrook info@purposefarm.org 315-303-5951

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## Corporate Profile

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08 December 2022

### **Purpose Farm, Connecting Animals and Youth Through Hope and Friendship**

Purpose Farm provides youth in crisis and rescued animals an opportunity to feel loved, build confidence, and form positive relationships.

Mission Statement	Purpose Farm mentors youth ages 6 to 18 who have emotional trauma from neglect and or abuse. They are paired with rescued farm and exotic animals that come from similar circumstances.
Main Activity	Youth mentorship and animal rescue.
Markets Served	Children and teens ages 6 to 18 living in high-risk environments in the Central New York area.
Organization Size	Less than 25 current farm volunteers.
Status	Purpose Farm is a 501(C)(3) nonprofit.
Revenue	Purpose Farm is primarily supported by the Seabrook family's own income. Fundraisers, as well as monetary and product donations supplement services. It takes an estimated \$130,000 to operate.
Principals and Co-Founders	Sandra Seabrook, CEO and founder Raven Seabrook, co-founder
Contact	Sandra Seabrook <a href="mailto:info@purposefarm.org">info@purposefarm.org</a> 315-303-5951

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## Backgrounder

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08 December 2022

### **Purpose Farm, Building Hope in Local Children and Rescued Animals**

An unassuming farm in Baldwinsville, New York, is the home of a nonprofit organization that has rescued 67 animals and served over 500 children in crisis. What started as an idea turned into a great cause and community of volunteers. Purpose Farm pairs youth ages 6 to 18 years old that have been through difficult life challenges with animals from similar backgrounds. By allowing these children to care and form loving relationships with the animals, Purpose Farm helps the children find hope, empathy, and a path to healing.



The founders of Purpose Farm, the Seabrook family, went on a mission trip to Romania in March of 2008. The majority of their time there was spent in orphanages and children's hospitals. Every day on her way to visit the children, Sandra Seabrook passed by a horse farm. She thought it would be a good idea to connect the orphanages with the animals at the farm so the children could feel a sense of purpose. Five months after returning to the United States, a young local child named Erin Maxwell was murdered in her home after suffering years of neglect. As news reporting on the conditions of Erin's life unfolded, Seabrook realized she couldn't sit back anymore and do nothing to help children in similar circumstances. After asking God for guidance on how to help abused children, Seabrook remembered the horse farm. She shared the idea of building a farm that local children could come to with her family, who full heartedly embraced the thought. Together the Seabrook family began the process of turning the idea into a reality.

The 11 acre farm started as woodland. Hundreds of hours of labor went into clearing the land, and required a team effort between the Seabrook family and volunteers. Every building has been constructed in part by the family. Sandra Seabrook, the official founder, poured her life savings

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into getting the land ready and ensuring the animals would have appropriate housing. It is a sacrifice she is willing to make again. Saving animals and helping children is her passion.

The goal of Purpose Farm is to show love, build confidence, and develop relationships. Sessions are 100% free and were first offered in 2012. They are mainly supported through the Seabrook's family income and the donations the farm receives. The sessions are between an hour to an hour-and-a-half long, with each being tailored to meet the needs of the individual child. Included in these sessions are unique components to help kids learn compassion and grow.



Every child that comes through the farm first completes a small series of chores to teach the importance of service. Often, this first step regites the nurturing instinct in the children and they are able to recognize the need to help those around them in everyday life situations. Most start off with working with the smaller animals as their confidence builds. The kids love to feed the small animals, hold the birds, and bring the pigs to the river for a swim. Although it is the horses that most attracts the children to the farm, many children are initially intimidated by their size. As they progress in their sessions they may advance to learning to handle, groom, and saddle the horses. With time, some children have the opportunity to ride horses.

Each session is led by a leader whose main goal is to listen to the children and gain their trust. By encouraging the children to interact with the animals and increase their animal expertise, the mentors are able to improve their confidence. The mentors ensure that the children have access to all the services offered, so long as they meet the required skill set. Purpose Farm believes that the presence of the rescued animals can help kids feel safe and allow them to see that just like the animal, they matter.

Rescuing animals is core to the mission of Purpose Farm. From exotic to domestic animals, all may find a home at the farm. Raven Seabrook, daughter of Sanrda, has found almost all of the animals. Some have come from neighboring states, while others were rescued from the City of Syracuse where they had never touched grass before. Once they come to the farm, a dramatic change can be seen in the personality of the animals. Much like the children, their confidence is improved through the love and affection they receive at the farm. The animals they take in are never rehomed, and spend their remaining years fulfilling the role of being an animal mentor.

The first mentor youth sessions were taught by Sandra and Raven Seabrook. Both have over a

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decade of equine riding experience and animal handling. However, as awareness of their services spread, the need for volunteers increased. Outside of the Seabrook family, the staff is entirely made up of volunteers. Any commitment to the farm a volunteer can make is greatly appreciated by the Seabrooks.



Purpose Farm is always looking for volunteers who are responsible to help maintain care of the farm animals and property, or assist in administrative work. For only 2 hours on a weekly or bi-weekly schedule, volunteers can help with fundraisers, writing grants, and maintaining the farm's communication channels. Volunteers must be 18 years-of-age or older, or have parental supervision while performing tasks if between 13 and 17-years-of-age.

In February of 2021, Purpose Farm suffered great loss and devastation when a fire broke out. Over 20 animals were killed in the destruction, including all of the farm's birds, most of the goats, and several pigs.. The fire resulted from a space heater, which was knocked over when a hawk entered the farm. From surveillance video, Pete the peacock can be seen chasing off the hawk in his defense of his flock. Over \$5000 worth of hay was burned, plus the other animal feed and medical supplies, all the horse equipment, and even the family car.

Rebuilding efforts have been hindered by COVID-19, as the resources for nonprofits were stretched thin during the height of the pandemic. The farm began their "Rise Up" campaign to build community support and ensure the safety of the remaining animals, which has seen success and support from across the globe. From the donations the farm received, a new fence has been installed, drainage trenches have been dug, and a new pasture and small animal house has been built. As more is still needed, the Rise Up campaign is ongoing.

Before the fire, the farm hosted Goat Yoga classes open to the public to increase awareness of their services and build their community relations. The classes were also a consistent revenue stream, which has made the farm more reliant on donations and fundraisers since the fire. With time, they hope to begin offering these classes again.

Purpose Farm's mission to connect children in life crisis to rescued animals has been accomplished. However, the idea of service that the youth mentors help teach the children is also a core value to the Seabrooks. So long as there are suffering children and animals in need of hope, Purpose Farm will continue.

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## Feature Story

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08 December 2022

### Living Life with Purpose, Through Saving One Animal and Child at a Time



Sandra Seabrook has accomplished the not so easy feat of finding her life purpose. Her realization of this is responsible for the name of Purpose Farm, which she founded in 2012 with the support of her family. The nonprofit organization connects youth in life crisis with rescued animals. Seabrook pours her heart into her work, as she also serves as the farm's president, session leader, and executive director. From administration work to field work, Sandra does it all.

In March of 2008 the Seabrook family went on a mission trip to Romania. Seabrook had first seen news reports on Romanian orphanages as a child. The images in the reports affected her so deeply that she vowed to adopt children from there. Romani is a closed country for adoptions, making this impossible. Still, she never gave up the goal of helping these children by giving them a "ray of hope." When the opportunity to visit Romania on a mission trip presented itself, Seabrook jumped at it.

Most of the family's time in Romania was spent in the Peris Orphanage and the local children's hospital. At the Peris Orphanage, an average of 100 children from 2 to 19-years-old are housed at a time. Many children also live at the hospital, as children with disabilities are often abandoned there. Due to a lack of funding, the orphanage and hospital are dependent on the local ministry to provide nurture. Every day on the way to visit the children, Seabrook passed by a horse farm. She questioned what could be done to connect the children at the orphanages to the horses.. If the children had access to the animals, they may gain a sense of purpose, hope, and love.

Caring and connecting with the orphans in Romania was a profound experience. Sandra considers it the first step to finding her purpose. Just 5 short months after the Seabrook family returned to the US, Erin Maxwell, an 11-year-old girl from New York, was murdered. The abuse she had endured leading to her death made national headlines. It was then that Seabrook knew

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she could no longer sit around hearing the end result of abused and neglected children. She had to do something to try and help them. Seabrook asked God for guidance on what to do, and the memory of the horse farm came back to her. With her family's encouragement, Seabrook's work began. She was to build a farm to connect children in life crisis between 6 and 18 years of age to rescued animals, doubling down on the good she could do.

Purpose Farm started as woodland. To transform the landscape into usable space and build the structures took up Seabrook's life savings and hundreds of hours of labor by her, her family, and volunteers. Every structure on the farm has been built in part by her. Her determination to create something of value in the name of children made the sacrifices and effort seem minimal. Seabrook says, "so many people get the word love wrong. They use love as a feeling and not what it was meant to be and that is a verb! Our family wants to urge everyone to really think about love as a verb and start using it as a verb". To Seabrook, it is what you do that matters and not what you say, an idea she tries to instill in her children.

Family is extremely important to Seabrook. Together with her husband Howard, they have seven children. The youngest four have spent some part of their childhood on the farm, with their youngest, Asher, still living there. While Seabrook considers her children co-founders, as each has some level of responsibility for the farm, she has ensured that they are able to explore their own interests in the pursuit of their own purpose. Balancing a sense of responsibility and freedom in her children has had positive results. She is incredibly proud of their accomplishments. Her son Noah has a masters in Biomedical Forensic Science, and is pursuing a career as a medical examiner. Her son Sebastian is currently deployed in the Navy, which he has talked about since early childhood.



Seabrook's daughter Raven has taken her responsibilities at the farm to heart. Almost all of the animals on the farm have been found by Raven. Since opening, 67 animals have been rescued, including horses, donkeys, alpacas, pigs, goats, rabbits, birds and even a camel. Raven not only helps her mother with farm maintenance and construction, she also has a heavy hand in helping her mother run the organization. Building on her experience with equine riding and ground work, Raven runs many of the youth mentoring sessions.

It is important to note that Purpose Farm is not a riding program, although youth they serve may eventually be able to ride as they advance in sessions. Each session depends on the needs of the child. When they first arrive, they complete a chore designed to teach the importance of serving others. The children may then learn to handle and groom the animals, or merely feed and enjoy their

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company. Since opening, over 500 youth with a history of abuse or trauma have found comfort at Purpose Farm. The farm is dependent on volunteers for all services from animal care to youth mentorship, as it has grown beyond what the Seabrooks can offer by themselves.

In February of 2021, a barn fire devastated the farm. All the farm's birds, most of the goats, and several of the pigs lost their lives to the tragic incident. Surveillance video leading to the fire shows that in defense of his flock, Pete the peacock valiantly chased off a hawk who had gotten into the barn. In the hawk's escape, a space heater was knocked over. By the time Sandra had gotten to the barn, it was too late. The black smoke was impossible to see through.



The days following the fire focused on rallying support in form of donations and caring for the animals that survived. Thousands of dollars in hay, feed, and equipment were destroyed. The fire also left the family without a vehicle. Seabrook first turned to social media and their email subscribers to make her plea for aid. In response Purpose Farm received hundreds of messages, thousands of dollars in donations, animal feed, and even temporary shelter for some of the surviving animals within the week. Despite this, more was still needed. As the hay barn had burned, hay donations could only be taken in small increments as needed.

After some brainstorming, Seabrook landed on the idea of a Rise Up campaign. The campaign intention was to focus on renewal and rebuilding, with Pete the peacock as the honorary mascot. Sandra had Rise Up shirts

designed with a caricature of Pete on them and secured donation efforts through local organizations and businesses. In Baldwinsville, a Girl Scout troop sold cookbooks for the Rise Up campaign and CountyMax hosted a donation drive.

The Rise Up campaign for Purpose Farm saw far reaching support. Donations came in from as far away as Sweden and Australia. In May of 2021, Seabrook was featured on the Rachael Ray Show, where she discussed the fire and Rise Up campaign. During her interview, she was awarded \$20,000 by The Duluth Trading Company.

Rebuilding has been a slow process, as Covid-19 has hindered Seabrook's efforts. The businesses they work with have had difficulty with labor, resources and supplies for nonprofits have been stretched thin, and the cost of rebuilding has increased. So far, a new fence has been installed, drainage trenches have been dug, and a new pasture and small animal house has been built. The setbacks have not deterred Seabrook in her mission of helping children and animals.

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Since the fire, Purpose Farm has still found room for new animal additions and they have begun dozens of new youth mentor sessions. The community of volunteers Seabrook has built over the years has made this possible, of which Seabrook recognizes as a strength of Purpose Farm. She says, “despite the fact that Purpose Farm took a turn that we never anticipated, that turn has allowed us to meet so many caring and compassionate people in our community and around the world that we otherwise would not have met, and for that we are extremely grateful”.

When describing Seabrook, it is near impossible to not to mention the passion, energy, and dedication to the mission that she puts forth towards her work. Perhaps her strongest characteristic is her perseverance. According to Sue Stapleton, lead volunteer at Purpose Farm, “Sandra has influenced my life by helping me to persevere with my goals and mission, even when obstacles are massive. Working with her after the fire taught me to have faith even when things seem dire.” Not only does Seabrook maintain her own focus through adversity, but she also continues to inspire others to do the same.

Life on the farm since the fire has mostly returned to normal. Seabrook’s days are spent mostly the same as they were when she first opened. They are full of caring for the animals, maintaining the farm, spending time with her family, and mentoring youth. Even Sanra’s birthdays are spent on the farm, a fact she wouldn’t have any other way. Seabrook says, “this is our life. We’re Purpose Farm. That’s who we are.”

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## Brochure (Side 1)

# Who We Are

Purpose Farm is a faith-based organization. Though the farm is not associated with any particular denomination, the basis of our beliefs is built on the word of God, the Holy Bible. The Founders and Board of Directors believe in God the Father, the Son and the Holy Spirit. It is our greatest desire to serve God by showing Love as he showed us by true sacrifice of our lives for others, human and animal. It is our privilege and PURPOSE to serve the children and families that come to Purpose Farm!

## Contact Us

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Youth Program & Animal  
Rescue

## Brochure (Side 2)

# Ways To Get Involved

At Purpose Farm, we offer ways for you to partner with us, donate, and volunteer. Those who wish to contribute can donate, sponsor animals, purchase from our wish list, volunteer, and of course send a prayer. Some examples of volunteer work are:

- Dropping hay and feed and cleaning the pastures
- Gardening/Weeding/Mowing
- Host of fundraiser for Purpose Farm
- Community Ambassador
- Grant Writing
- Telling your church about us and getting them involved!



# What We Do

Purpose Farm pairs youth ages 6-18 in life crisis with farm, exotic and domestic animals that have been rescued from similar circumstances.

We serve youth that have been through or are struggling with difficult life challenges such as abuse, trauma, neglect, loss, anxiety, behavioral issues, or may live in a high-risk environment. Sessions are FREE of charge.

Through contact of our animal mentors & human mentors, the youth gain a purpose, experience genuine love, hope is restored while building confidence and gaining empathy towards humans and animals.



## Our Animals

At Purpose Farm we currently have:



Horses



Donkeys



Birds



Pigs



Alpacas



Goats



Dogs



Cats



Camels



Exotic and Small Animals



## DECEMBER NEWSLETTER



### A MESSAGE FROM OUR DIRECTOR AND FOUNDER

As we enter this season of gratitude, we realize that despite the fact that Purpose Farm took a turn that we never anticipated, that turn has allowed us to meet so many caring and compassionate people in our community and around the world that we otherwise would not have met, and for that we are extremely grateful.

Thank you to everyone who contributes to the farm in any way, whether it's by providing daily care for the animals, assisting with feeding, donating money or supplies, attending events, sharing our story, or praying for us. You took what began as one family saying yes to God and turned it into a mission with a community of people changing lives.

With Gratitude,

*Sandra Seabrook*  
Director and Founder of Purpose Farm

#### IN THIS ISSUE

**A MESSAGE FROM OUR DIRECTOR AND FOUNDER**

**NEW ADDITIONS**

**OUR EVENTS AND PROGRAMS**

**WAYS TO GET INVOLVED THIS MONTH**



## NEW ADDITIONS

Late last month, Purpose Farm welcomed two new special members to the farm. These two new precious bunnies were found roaming the streets and were assumed to have been released and dumped by previous owners. When our director Sandra Seabrook got the call, of course she did not hesitate. So without further ado, Purpose Farm would like to introduce you to Luna and Coco! They are now available on our website for sponsorship.

## EVENTS AND PROGRAMS

### 1- 1.5 Hour Sessions:

**Chores:** Each child will complete a small farm chore with their leader at the beginning of each session.

**Working With Horses:** In advanced children sessions, they will have the opportunity to ride the horses they work with. In beginner sessions, children will learn how to properly engage with, care for, vet, and handle horses on the farm.

**Working With Small Animals:** During all sessions, children will spend time with and care for our small animals on the farm. The kids love to feed the small animals and spend time with them. Whether it be holding a bird, walking a pig to the river for a swim on a hot day, or running down to the river with the goats to get some much needed energy out.




## WAYS TO GET INVOLVED

- Sponsor an animal!
- Donate!
- Volunteer to help out on the farm!
- Volunteer to help off of the farm!
- Shop our Amazon Wish list!
- Spread the word about us and share our story with friends, family, and on social media!
- Send us a prayer!

Please visit our website to learn more about how you can help.

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## Public Service Announcement

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### Public Service Announcement (Thank you!)

Start Date: November 18, 2022

Kill Date: December 16, 2022

### **Purpose Farm Hosting Annual Online Holiday Auction**

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PURPOSE FARM, A NON-PROFIT THAT HELPS TROUBLED YOUTH AND ANIMALS, INVITES YOU TO THEIR ANNUAL ONLINE HOLIDAY AUCTION BEGINNING ON NOVEMBER 18TH AT 10:00 AM LASTING UNTIL DECEMBER 16TH AT 8:00 PM. VISIT [PURPOSE-FARM-DOT-ORG-SLASH-AUCTION](http://PURPOSE-FARM-DOT-ORG-SLASH-AUCTION) TO PARTICIPATE.

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PURPOSE FARM, A NON-PROFIT ORGANIZATION BASED IN THE CENTRAL NEW YORK REGION THAT WORKS TO HELP TROUBLED YOUTH AND ANIMALS, INVITES YOU TO THEIR ANNUAL ONLINE HOLIDAY AUCTION. BIDDING BEGINS ON NOVEMBER 18TH AT 10:00 AM LASTING UNTIL DECEMBER 16TH AT 8:00 PM. ALL PROFITS WILL GO TOWARDS PURPOSE FARM'S MISSION TO HELP CHILDREN REGAIN HOPE WHILE SPENDING TIME WITH ANIMALS WHO HAVE BEEN THROUGH SIMILAR CIRCUMSTANCES. VISIT [PURPOSE-FARM-DOT-ORG-SLASH-AUCTION](http://PURPOSE-FARM-DOT-ORG-SLASH-AUCTION) TO PARTICIPATE.



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PURPOSE FARM, THE CENTRAL NEW YORK REGION BASED NON-PROFIT THAT PAIRS YOUTH AGES 6 TO 18 IN LIFE CRISIS WITH ANIMALS THAT HAVE BEEN RESCUED FROM SIMILAR CIRCUMSTANCES, INVITES YOU TO PLACE A BID IN THEIR ANNUAL ONLINE HOLIDAY AUCTION. BIDDING BEGINS ON NOVEMBER 18TH AT 10:00 AM AND LASTS UNTIL DECEMBER 16TH AT 8:00 PM. ALL ITEMS IN THE AUCTION HAVE BEEN DONATED BY COMMUNITY MEMBERS AND LOCAL BUSINESSES. AVAILABLE ITEMS INCLUDE A FREE FACIAL, A HANDMADE WREATH, A HAND PAINTED TABLE, AND MUCH MORE. ALL PROFITS WILL BENEFIT THE FARM AND THEIR MISSION. PURPOSE FARM STIVES TO HELP TROUBLED YOUTH GAIN A PURPOSE, EXPERIENCE GENUINE LOVE, AND REGAIN HOPE WHILE BUILDING CONFIDENCE AND GAINING EMPATHY TOWARDS HUMANS AND ANIMALS. IF YOU AREN'T INTERESTED IN PLACING A BID AND STILL WANT TO HELP OUT THE ORGANIZATION, THE AUCTION ALSO OFFERS A DONATION SLIP. VISIT [PURPOSE-FARM-DOT-ORG-SLASH-AUCTION](http://PURPOSE-FARM-DOT-ORG-SLASH-AUCTION) TO PARTICIPATE.

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