

THE RALLY POINT AT LIBERTY ACRES

PROJECT PARTNERSHIP & LISTENING DECK

Where Hope Is Restored. No Hero Walks Alone.

A proposed veteran wellness, transitional housing, and animal-assisted healing campus serving the Finger Lakes region.



LISTEN • CHALLENGE • BUILD RESPONSIBLY

Early-stage concept for partner feedback only. Not a funding request.

FOUNDER & PURPOSE

Credibility matters when the project asks partners to engage early, challenge assumptions, and help build guardrails.

01 MILITARY MEDICAL LEADERSHIP
USAF Reserve officer • readiness • TCCC • patient safety • mission leadership

03 CIVILIAN CLINICAL LEADERSHIP
Critical care nurse helping lead Monroe County's Mobile Stroke Unit

05 VETERAN SUPPORT
20+ Honor Flight Rochester missions as medical support, active Base Honor Guard member

02 LIVED EXPERIENCE
Disabled veteran • firsthand recovery after trauma-related injury

04 COMMUNITY SERVICE
Firefighter / EMT • Acting Vice President, Western Wayne Ambulance

06 ANIMAL & LAND STEWARDSHIP
Built and maintained a personal horse pasture; practical understanding of routine and animal connection



Maj. Zachary A. Callahan, USAF

“This project is personal, but it is also disciplined; rooted in service, recovery, healing, and the belief that animals, land, and community can help people rediscover purpose.”

THE CONCEPT

A mission-driven rural campus where veterans and others in need can stabilize, reconnect, and rebuild through housing, community, animals, land stewardship, and meaningful work.

NOT A SHELTER

A structured place of refuge, accountability, and belonging.

NOT A HOSPITAL

A non-clinical partner that complements licensed care and VA resources.

MORE THAN HORSES

A ranch-based model using multiple animal and farm connections.

NOT A SOLO BUILD

A concept requiring partners, governance, referrals, and guardrails.



REFUGE • ACCOUNTABILITY • BELONGING • FORWARD MOVEMENT



THE NEED

Many veterans do not need another brochure. They need a place where stability, connection, purpose, and accountability can exist together.

- Invisible wounds often persist after discharge and formal treatment.
- Housing instability is rarely solved by housing alone.
- Isolation, loss of identity, and lack of daily purpose can compound risk.
- Rural, hands-on, purpose-based options remain limited.

INTENDED GAP The space between crisis stabilization, clinical care, housing transition, and daily purpose

Healing happens through purpose, connection, and community

MISSION & VISION

A clear operating purpose and long-term direction for the Rally Point concept.

01 | MISSION

To provide a place of refuge, belonging, and renewed purpose through safe housing, meaningful work, peer support, land stewardship, and healing connections between people, animals, and community.

02 | VISION

To create a lasting sanctuary where hope is restored, purpose is rediscovered, and every individual has the dignity, support, and opportunity to leave stronger than they arrived.

GUIDING COMMITMENT *Rooted in service and guided by compassion, no one walks life's journey alone.*

THE RESIDENT JOURNEY

A structured pathway designed to move residents from stability to lasting independence.



01

STABILIZE

Safe housing, structure, safety, and reliable daily rhythm.

02

HEAL

Connections to physical, mental, behavioral, and spiritual health supports.

03

CONNECT

Animals, land stewardship, peer support, and community.

04

GROW

Education, trades, employment readiness, and life skills.

05

PREPARE

Benefits navigation, financial stability, and transition planning.

06

TRANSITION

Permanent housing pathway and continued community connection.

STABILIZE → HEAL → CONNECT → GROW → PREPARE → TRANSITION

WHY ANIMALS

Animal-assisted connection can support emotional healing, social reconnection, and physical engagement as part of whole-person veteran care.

01 REGULATE

Animal interaction can reduce stress, anxiety, and hypervigilance while encouraging calm, present-focused engagement.

02 CONNECT

Nonjudgmental relationships can rebuild trust, emotional safety, communication, and social connection.

03 RESTORE PURPOSE

Feeding, grooming, and caring for animals create routine, responsibility, confidence, and the experience of being needed.

04 REENGAGE THE BODY

Animal and farm care encourage movement, outdoor activity, coordination, and meaningful daily participation.

Animals are not a cure. They are a meaningful complement to professional care – one part of a broader path toward stability and independence.



Evidence base: animal-assisted interventions show promise for PTSD, anxiety, depression, social isolation, and functional engagement when paired with coordinated supports.

REGIONAL STRATEGY

The location must balance land availability, agricultural zoning, access to services, and proximity to veteran care.

ONTARIO COUNTY

Preferred target: proximity to Canandaigua VA, agricultural land, Finger Lakes access, equestrian / recreation network.

WAYNE COUNTY

Potentially lower land cost and a rural setting, but farther from VA services and equestrian client base.

LIVINGSTON COUNTY

Strong alternative: rural land availability with access to both the Henrietta VA and Bath VA while maintaining agricultural character.

MONROE COUNTY

Existing equine-assisted programming makes Monroe less likely as the initial target, though it may remain important for partnership learning and referral relationships.



IDEAL SITE: 80–120 acres • agricultural zoning • room for pastures, barn, cottages, trails, parking, and long-term expansion



GOVERNANCE & OPERATING STRUCTURE

Rally Point is an established 501(c)(3). The next decision is how to structure ownership, revenue-generating activities, partnerships, and program oversight for long-term sustainability.



OPTION A

FULL NONPROFIT

Rally Point owns the land, facilities, housing, animals, and program assets and directly operates veteran services and mission-aligned activities.

OPTION B

NONPROFIT + SUPPORTING LLC

Rally Point remains the controlling 501(c)(3), with a separate LLC for commercial or higher-liability activities.

OPTION C

NONPROFIT + STRATEGIC PARTNERS

Rally Point governs the campus while qualified partners provide selected services such as behavioral health, primary care, equine-assisted services, education, workforce development, benefits navigation, and housing support.

RECOMMENDED PATH

Keep the mission, campus, and charitable programming under Rally Point's established 501(c)(3), while separating commercial activities and partnering for specialized veteran services.



RISK & READINESS

These workstreams require expert review before launch.

01	ZONING	Agriculture, animal boarding, event use, and transitional housing may be treated differently.
02	CLINICAL BOUNDARIES	Define what the ranch is — and is not — responsible for.
03	HOUSING COMPLIANCE	Intake, length of stay, tenant/license status, eligibility, and discharge policies.
04	ANIMAL SAFETY	Insurance, training standards, waivers, emergency planning, and veterinary protocols.
05	GOVERNANCE	Board independence, conflict policies, leases, and financial controls.
06	OPERATIONS	Staffing model, 24/7 needs, transportation, security, and medication/substance policies.
07	OUTCOMES & REPORTING	Define success measures, documentation, resident progress tracking, grant reporting, and partner accountability.

The goal is disciplined critique before fundraising, site acquisition, or major construction decisions.



WHAT WE NEED FROM REVIEWERS

This is a listening request — not a fundraising request.



01 REAL NEED

Does the concept fill a real gap or duplicate existing services?

02 WHO DO WE SERVE?

Homeless veterans, at-risk veterans, disabled veterans, first responders, or mixed need?

03 PROGRAM REQUIREMENTS

What referral, intake, safety, and discharge policies would be required?

04 BOUNDARIES

What legal and clinical boundaries must be respected?

05 PARTNERS

Which organizations are best positioned to pilot or fiscal-sponsor the concept?

06 FAILURE POINTS

What would make this fail?

REQUESTED NEXT STEP: 30–45-minute listening meeting to review the concept, identify red flags, and recommend next contacts.



Help Us Build a Place Worth Coming Home To.

LISTEN • CHALLENGE • BUILD RESPONSIBLY

CURRENT ASK...

Be honest. Be specific. Help us get this right before we build.

Challenge the assumptions.

Open the right doors.

Help shape the first responsible phase.

Maj. Zachary A. Callahan
Founder, The Rally Point at Liberty Acres
585.766.7404 • Rallypointlibertyacres@gmail.com

Early-stage concept for partner feedback only. Not a funding request.