

Impactplan

Casas Paz

Peace . Growth . Impact

Roy and Olga Vrede

Our Deepest Fear

Our deepest fear is not that we are inadequate.
Our deepest fear is that we are powerful beyond measure.
It is our light, not our darkness, that most frightens us.
We ask ourselves, Who am I to be brilliant, gorgeous, talented, fabulous?
Actually, who are you not to be?
You are a child of God.
Your playing small does not serve the world.
There is nothing enlightened about shrinking so that other people won't feel
insecure around you.

We are all meant to shine, as children do.
We were born to make manifest the glory of God that is within us.
It is not just in some of us; it is in everyone.
And as we let our own light shine,
we unconsciously give other people permission to do the same.

As we are liberated from our own fear,
our presence automatically liberates others.

By Marianne Williamson, A Return to Love (1992)

Foreword

As the sun rises, its light drives away the darkness and reveals the true beauty of what has always been.

In the same way, we believe that every person carries a unique light within them, a strength that is not meant to be kept small, but to shine brightly and make an impact in the world.

At our core, we are called to live from our fullest potential, to contribute, and to make a difference, not only for ourselves but for those around us and for society as a whole. This is not a matter of chance, but of destiny.

As Marianne Williamson so aptly put it: "We are born to make manifest the glory of God that is within us."

With this business plan, we take a step in that direction. Not only to create a space of peace and reflection, but to build an environment where people are encouraged to discover their gifts and talents and take action. A place where light is not hidden, but spread, as intended in Matthew 5:16-17.

We believe in the power of connection, the value of collaboration, and the potential that is unlocked when people begin to live from who they truly are.

Our plan is not an endpoint, but an invitation, to you, to us all, to build together towards something greater.

With faith, hope, and dedication,
Roy and Olga Vrede

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1. Why?

Before we present a more business-like explanation in this plan, we find it important to first express our deeper motivation, the *why*. With this, we also hope to give you a glimpse into who we are and what lives in our hearts.

From a deep desire to rise as sons and daughters of God in this time, we feel a moral ambition to contribute to the building of God's Kingdom in this world. This may sound grand, and it *is*, but we sincerely believe that together, we can set a movement in motion and create a positive impact.

We have both worked for many years in mental healthcare, particularly in addiction care, in the Care & Welfare sector, as communication trainers, coaches, and as lecturers at vocational and higher education levels (MBO/HBO). Connecting with others, contributing to their development, and adding value to the world is something that defines us both.

Our passion for people and our talents for inspiring movement in others are now taking shape through the organization and facilitation of what we call *Impact Programs*.

To fulfill this mission, we have established Casas Paz Foudation, a non-profit organization.

Through our impact programs, we aim to connect people with their calling and destiny, their Heavenly potential, and set them in motion to ignite and encourage them to grow and shine, so that, from their Heavenly values, they naturally contribute to a better world.

We believe that as human beings, we experience the greatest fulfillment when we know we are of value when we can use our unique gifts and talents to make the world around us a better place.

It is therefore essential to discover those unique talents and qualities, to live more consciously, and to do what you are truly good at and what genuinely suits you.

However, for us, this is not just about enriching oneself through personal development, but most importantly, about contributing to the place where you live, work, and exist.

If we can ignite your light, you can begin to spread light in your surroundings.

We see ourselves as modern-day missionaries with a mission.

However, we are aware that our mission may feel different from what most traditional churches are accustomed to.

We do not focus directly on physically feeding or clothing people, but rather on nourishing the spirit, so that, especially in this time, we can rise as sons and daughters of God and create impact.

With a strong conviction of our calling—one that has been affirmed through a long process—we took a step of faith and surrender in mid-2024.

We sold everything we owned in the Netherlands and purchased a piece of land with three homes in Spain.

By September, we had emigrated with our three daughters to this beautiful and inspiring place in Málaga—a location with immense potential for both family life and hosting guests for transformative impact programs through Casas Paz Foundation.

Longing to function as one body of Christ & to make Kingdom impact!

Welcome to our impact plan.

2. What Are We Going to Do?

Casas Paz Foudation

A sanctuary of peace where you reconnect with your God-given identity, so you can live your full potential and bring light and positivity into the world.

We organize and facilitate customized impact programs that focus on your unique potential, programs that set you in motion, ignite your passion, and

encourage you to grow and shine. From that place, you will naturally contribute to a world of peace.

Concretely, we envision three business opportunities:

- Our primary mission is to organize and guide multi-day impact programs.
- In addition to offering our own programs, we are happy to share this place with others. We could offer our facilities for gatherings or programs hosted by external partners who share the same heart and vision.
- When no programs are running, the guest accommodations can be rented out as vacation homes.

A place for rest, discovery, personal transformation & creating impact.

2.1 Our Vision

A radiant world where every person lives from their divine DNA¹.

They spread light and positivity, creating a life of connection, understanding, and harmony.

Together, we make global Kingdom impact!

2.2 Our Mission

Our mission is to create an inspiring and transformative sanctuary for:

- The empowerment and activation of impactful leaders, by bringing them into peace with God and the calling upon their lives.
- Equipping individuals, families, and teams by revealing their divine DNA so that they can make an impact in their own unique place in the world and spread light.

2.3 Our Core Values

The following core values help us support and fulfill our vision & mission. They serve as a guiding framework for the activities and initiatives we undertake.

- **Love – The foundation of everything**

Love is the driving force behind all we do. Out of love for God, for one another, and for the world, we build a place where hearts are opened, and lives are transformed.

- **Joy – Living in joy**

True joy comes from deep inner peace and gratitude. We believe that joy is contagious and inspires people to live from a place of abundance.

¹ A term we have chosen, inspired by various biblical passages that show we are created by God, in His image, and called to live according to His plan (e.g., Genesis 1:26-27, Ephesians 2:10)

- **Connection – Genuine relationships**
We strive for deep, authentic connections between people, within themselves, and with God. In connection, we find support, growth, and a shared mission to spread light.
- **Honor – With respect for one another**
Every person is valuable and deserves respect. We treat each other with honor and dignity, creating a culture of safety, trust, and mutual understanding.
- **Freedom – Never forced**
True freedom means living as your authentic self, without coercion or fear. We believe every person has a unique calling and encourage making choices that align with that calling in freedom.
- **Equality – Everyone matters**
In God's eyes, every person is equal and valuable. We believe in a culture where everyone is heard, seen, and valued, regardless of background, status, or beliefs.
- **Truth – Faithful to the truth**
We embrace and speak the truth with love and wisdom. Truth brings clarity, healing, and freedom, helping us to live with integrity and sincerity.

3. Objectives

3.1 Short-Term Objectives (0 to 2 years)

- **Establishing Casas Paz Foudation** – Setting up the legal and administrative structures and formally organizing the foundation.
- **Developing a marketing strategy and increasing visibility** – Utilizing a website and social media to widely communicate our mission and vision.
- **Funding and fundraising** – Generating income through donations, investments/loans, and potential rental of the location when no programs are taking place.
- **Renovation and furnishing of the location** – Preparing the homes and facilities to host guests.
- **Developing and launching the first impact programs** – Designing and implementing the first multi-day programs.
- **Building a community** – Attracting the first participants, partners, and supporters who will contribute to and support the initiative.

3.2 Long-Term Objectives (3 - 5+ years)

- **A continuous flow of impact programs** – Establishing an ongoing cycle of transformation programs with returning participants and a growing impact.
- **Casas Paz as a leading place for growth and impact**
Within five years, we aim to establish Casas Paz as a recognizable and influential destination in Europe for personal growth, transformation, and impact.
A "mothership" where people are equipped with their own gold—their divine DNA, so they can return to their own environments and spread light.
- **Developing partnerships**
Building a strong network of like-minded individuals and organizations with the same heart and vision. Together, we aim to contribute to spiritual growth, inner strength, and life fulfillment.
- **Achieving financial self-sufficiency**
Our goal is to make Casas Paz financially sustainable, allowing us to:
 - Further develop and expand our facilities and programs.
 - Create a community where everyone, regardless of financial means, can participate and contribute. Inclusivity and a sense of belonging are central.
 - Support others in their initiatives, enabling collective Kingdom Impact, centered around unity, generosity, and service.
- **International expansion and influence** – Potentially extending to additional locations or programs in other countries.

4. Core Activities and Services

Casas Paz is a place of inspiration, growth, and transformation, dedicated to empowering individuals and groups in their divine identity. We do this through the following core activities:

4.1 Multi-Day Impact Programs

We organize and facilitate in-depth programs designed to help participants:

- Discover their God given identity and unique calling.
- Grow in faith, leadership, and personal development.
- Receive practical tools for a meaningful life with impact in their own environment.

Methods and Tools:

Our programs incorporate the Keys Test (www.keystest.com), a powerful tool that provides insight into a person's gifts, talents, and core values.

Additionally, we use various coaching methods, reflection exercises, and group sessions to facilitate deep personal growth and awareness.

4.2 Hosting External Programs

Beyond our own programs, Casas Paz serves as an inspiring venue for external trainers, coaches, and organizations that share our mission.

This includes:

- Retreats and leadership training
- Spiritual growth journeys and discipleship programs
- Coaching and development programs aligned with our vision

By collaborating with like-minded partners, we create a network of impact and strengthen each other's mission.

4.3 Guesthouse Rental as a Vacation Retreat

When no programs are running, we offer our accommodations as a vacation retreat.

This provides:

- A place of peace and reflection in a beautiful natural setting.
- An opportunity for guests to step away from daily life and recharge.
- Additional income to support our mission and further develop Casas Paz.

Through these core activities, we are building a movement of positive impact, step by step.

5. The Location

Villanueva del Rosario is located in the province of Málaga, in southern Spain, and has a particularly strategic location, making it ideal for both business programs and vacations. Here are a few reasons why:

1. **Centrally Located in Andalusia** – Situated in the heart of Andalusia, Villanueva del Rosario is easily accessible from Málaga (just a 40-minute drive) and other major cities such as Granada, Seville, and Córdoba.
2. **Natural Beauty** – The area boasts stunning landscapes, including mountains, valleys, and traditional Andalusian scenery. This makes it perfect for vacationers seeking peace and nature, as well as for those looking to organize team-building activities or events in an inspiring setting.
3. **Good Infrastructure** – Despite being a small village, it has excellent connections to major highways and transport routes in the region.
4. **Tranquil and Authentic Atmosphere** – For those looking to escape the hustle and bustle of large tourist cities, Villanueva del Rosario offers a quiet and authentic Andalusian experience.

In summary, Villanueva del Rosario offers the best of both worlds: great accessibility, proximity to major cities, and the beauty and tranquility of the countryside for a relaxing stay.

We were able to purchase a 7,000 m² plot of fertile land on the edge of the village, which includes three houses.

- One of these will serve as a home for our family.
- The other two houses will be renovated and transformed into three apartments where we can host guests.
- The fertile land is ideal for an organic vegetable garden, which will also be integrated into our programs.

Why Spain?

Various studies and theories in psychology, neuroscience, and sociology highlight the positive effects of a change in environment on well-being and personal development.

Research in environmental psychology has shown that natural surroundings and increased time outdoors can significantly enhance mood and cognitive function. This is further supported by Nature Therapy and Ecotherapy, as well as studies in Neuroplasticity, which emphasize the brain's ability to adapt and grow in response to new environments²

² Kaplan, R. & Kaplan, S. (1989). The experience of nature: A Psychological Perspective

Buzzel, L. & Chalquist, C. (2009). Ecotherapy: Healing with Nature in Mind

Davidson, R.J. & McEwen, B.S. (2012). Social influences on neuroplasticity: stress and interventions to promote well-being. *Nature Neuroscience*

Being able to step away from the daily rat race and immerse yourself in a beautiful, inspiring, and fertile place in nature is truly transformative. It allows space for self-discovery, personal growth, and gaining new vision and skills to shape the future.

We deliberately chose this location in Spain because it holds all the potential to bring our mission to life.

6. Sustainability Strategy

In our pursuit of sustainability, we will integrate various measures to minimize our ecological footprint and promote a healthy environment.

Energy Efficiency

We plan to install solar panels to make our electricity supply more sustainable, and we will further use energy-efficient equipment and lighting. Additionally, we will improve the insulation of our buildings to minimize energy consumption.

Water Management

Our water management strategy includes installing water-saving fixtures and rainwater harvesting systems, which can be used for irrigation.

Sustainable Building Materials

During renovations, we will make use of local and recycled materials as much as possible.

Waste Management

We plan to implement a comprehensive recycling program and composting system to reduce and reuse waste.

Local and Organic Products

We will purchase local and organic products for the meals we offer. Additionally, we will use eco-friendly laundry soaps and cleaning products.

Vertical Garden (Tower Garden)

<https://youtu.be/hCQHwimJFGM>

We would like to integrate a vertical garden (also known as a tower garden) on our property. This innovative gardening method uses stacked planting systems that take up less space and use up to 90% less water than traditional farming methods.

Education and Awareness

We will inform our guests about our sustainability initiatives and how they can contribute to them.

7. Businesscase

7.1 *Investment Budget including Start-up Costs*

The investment costs consist of the purchase of real estate in Spain, renovation costs, furnishings, and start-up expenses.

Category	Costs
Real Estate Purchase	
Purchase Price	€ 380.000
Notary Fees	€ 1200
Transfer Tax	€ 26.600 (7%)
Lawyer Fees	€ 4.598
Other Costs (NIE, Land Registry, etc.)	€ 1220
Tourist License Application	€ 242
Total	€ 413.860
Moving Costs	
Total	€ 14.000
Renovation Costs (detailed below)	3 Apartments
Construction and Renovation	
Total	€ 257.750
Furnishing Costs (3 Apartments)	
Living Rooms (3)	
Furniture (sofa, table/chairs, accessories)	€ 10.000

Lights	€ 2100
Window coverings	€ 2000
TVs/Electronics	€ 4500
Bedrooms (9)	
Beds + Bedding (complete)	€ 22500
Wardrobes/Storage Furniture	€ 3000
Lights/Decor (lamps, night lamps, rug, nightstands, wall art, etc.)	€ 4500
Window covering	€ 900
Kitchen Furnishings ((3 kitchens): dishes, kitchen utensils, cutlery, towels/tea towels, etc.	€ 1500
Lights & Accessories	€ 750
Bathroom Furnishings (9 wet areas)	
Lights & Accessories	€ 750
Towels, bath mats, etc. (3 sets per room calculated)	€ 1500
Terraces (3 properties, 18 people)	
Furniture, table & chairs, shade sails, outdoor lighting, etc.	€ 2500
Total	€ 56.500
Start-up Costs	
Marketing/Advertising	€ 2000
Website & IT	€ 5000
Booking System	€ 1200 (Per year)
Stock & Supplies for Program Materials	€ 5000
Transition Living Costs (6 months)	€ 12.000
Total	€ 25.200
Total Investment Costs	€ 767.310
Own Investment Already Paid	€ 444.160

Own Funds	€ 427.860
Own Investment (2 Kitchens)	€ 8600
Own Investment in 36 Solar Panels, including materials for installation	€ 7700
Remaining Required	€ 323.150

7.2 Renovation Costs

Renovation Costs 3 Apartments	
Cost Item	Costs
Demolition Work	€ 2500
Building Materials	45.000
Construction Materials	€ 20.000
Electrical Materials	€ 6000
Plumbing	€ 15.000
Heating/Air Conditioning (12 units)	€ 15000
Painting/Plastering	€ 6000
1 Kitchen (2 already purchased)	€ 7000
3 Energy-Efficient Refrigerators	€ 1000
Ensuite Bathrooms/Wet Rooms (9)	€ 29.250 (€3250 per unit)
Flooring	€ 10.000
Solar Panels	€ 12.000
Garden and Outdoor Space	€ 45000
Unexpected Costs	€ 7000
Labor Costs	€ 37.000
Total	€ 257.750

8. Income & Expenses (forecast starting June 2026)

8.1 Income from Programs:

Five-Day Group Trainings

- Number of trainings per year: 4
- Average number of participants per training: 6

- Average price per participant: €2850³ (excluding VAT)
Total per year: €68,400

Workshops and Retreats by External Providers

- Number of workshops/retreats per year: 2
- Average number of participants per workshop/retreat: 6
- Average price per participant: €200 (excluding VAT) per night, including food and drink
Total per year: €9,600

Total Program Income: **€78,000**

8.2 Rental Income Vacation Home (per year)

High season (summer months) (70% of 16 weeks total⁴)

- Number of weeks rented: 12
 - Average rent per week: €1400
- Total High season: €16,800

Low season (50% of 36 weeks total)

- Number of weeks rented: 18
 - Average rent per week: €850
- Total Low season: €15,300

Total Vacation Home Rental Income: €29,700 x 3 properties = **€89,100**

Total revenue from Programs & Rentals: €167,100

8.3. Program Expenses (per year):

- Rent or mortgage for the location: €0
- Salaries and wages (including coaches and support staff): €42000
- Marketing and advertising: €2000
- Materials and supplies: €500
- Administrative costs (accounting, insurance, etc.): €1600
- Utilities (water, electricity, internet): see rental
- Event costs (catering & transfers): €6000 & €1500

Total Program Expenses: €53,600

³ An average price based on comparative online market research.

⁴ Based on research from sources including Ruralidays.com, it appears that Málaga, after analyzing all regions in inland Andalusia, has the best occupancy rate in terms of rural tourism.

<https://inspanje.nl/zomertoerisme-malaga-60-procent-van-de-vakantiehuizen-al-gereserveerd>

8.4. Expenses for Holiday Homes (per year):

- Maintenance and repairs: €2500
- Cleaning services: €3200
- Utilities (water, electricity, internet): €3000
- Insurance: €1500
- Tourist tax: €1000
- Marketing and advertising: €2000

Total Expenses for Holiday Homes: €13.200

Total Expenses of Programs & Rental: €66,800

8.5 Calculation of Total Gross Profit & Net Profit:

- Total Gross Profit:
Total Revenue: € 167100
Total Expenses: € 66800
Total Profit: € 167100 - € 66800 = € **100300**
- Calculation of Income Tax (37%):
37% of € 100,300 = € **37,111**
- Net Profit After Tax:
Net Profit: € 100,300 - € 37,111 = € **63,189**

9. Completion of Our Impact Plan & Repayment Schedule

As we complete our impact plan, we want to emphasize how crucial your support is in realizing our mission.

Your contributions, whether in the form of donations or loans, are essential to making all of this possible.

We hope you can feel the deeper value and meaning of our calling and that we have been able to move your heart to be a part of this.

We thank you for considering contributing.

9.1 Repayment Schedule

To ensure transparency and earn your trust, we present here our repayment schedule for any loans.

9.1.1 Start of Repayments:

•Repayments will begin in consultation, but no earlier than 12 months after the official opening following the renovation. This provides us with the necessary time to generate income and build a stable financial foundation.

9.1.2 Term and Frequency:

- Repayments will be made over a period of 10 years.
- If possible, repayments will occur on a quarterly basis.

9.1.3 Interest:

- For interest-free loans, the borrowed amount will, of course, be repaid.
- For loans at the current savings interest rate, interest will be paid annually, with the principal repaid at the end of the term.

9.2 Example Repayment Schedules

Repayment schedule for a loan of € 323,150 with an annual net profit of € 63,189:

Proposed repayment schedule for an interest-free loan of € 323,150 with a term of 10 years.

Repayment Schedule

<u>Year</u>	<u>Starting Loan Balance</u>	<u>Repayment</u>	<u>Remaining Debt After Repayment</u>
1	€323,150	€32,315	€ 290,835
2	€290,835	€32,315	€ 258,520
3	€258,520	€32,315	€ 226,205
4	€226,205	€32,315	€ 193,890
5	€193,890	€32,315	€ 161,575
6	€161,575	€32,315	€ 129,260
7	€129,260	€32,315	€ 96,945
8	€96,945	€32,315	€ 64,630
9	€64,630	€32,315	€ 32,315
10	€32,315	€32,315	€0

Proposed Repayment Schedule with 4% Interest

<u>Year</u>	<u>Start loan Balance</u>	<u>Repayment</u>	<u>Interest 4%</u>	<u>Total to pay</u>	<u>remaining dept</u>
1	€323.150	€32.315	€12.926	€45.241	€290.835
2	€290.835	€32.315	€11.633	€43.948	€258.520
3	€258.520	€32.315	€10.341	€42.656	€226.205
4	€226.205	€32.315	€9.048	€41.363	€193.890
5	€193.890	€32.315	€7.756	€40.071	€161.575
6	€161.575	€32.315	€6.463	€38.778	€129.260
7	€129.260	€32.315	€5.170	€37.485	€96.945
8	€96.945	€32.315	€3.878	€36.193	€64.630
9	€64.630	€32.315	€2.585	€34.900	€32.315
10	€32.315	€32.315	€1.293	€33.608	€0

We hope that this repayment schedule provides clarity and confidence for your investment decision.

Once again, our sincere thanks for your support and trust. Together, we can make Kingdom Impact!

Roy and Olga Vrede
CASAS PAZ Foundation

Appendix 1 Renovation Costs Specification

Construction and Renovation Costs

Demolition: Removal of old installations, walls, floors, etc.

Building Materials: Walls, ceilings, floors, insulation, etc.

Construction Work: Walls, load-bearing beams, foundation, etc.

Electrical: New wiring, switches, outlets, lighting.

Plumbing: Water pipes, drains, new connections for bathrooms and kitchen.

Heating and Cooling: Installation of air conditioning, heating elements.

Painting: Interior and exterior painting.

Specific Renovations for Bedrooms

Construction of ensuite bathrooms: Including sanitary fixtures, tiles, sinks, showers/baths, toilets.

Kitchen Renovation

Kitchen Cabinets and Countertops: Custom-made or standard solutions.

Kitchen Appliances: Oven, stove, refrigerator, dishwasher, microwave, etc.

Living Room

Floor Finishes: Tiles, wood, laminate, carpet.

Walls and Ceilings: Painting, wallpapering, lowering ceilings if needed.

Furniture: Sofas, chairs, tables, lighting, TV, storage spaces.

General Costs

Technical Installations: Solar panels.

Garden and Outdoor Space: Landscaping, terrace, outdoor furniture.

Contingency Costs: Buffer for unforeseen expenses.

Finishing and Decoration

Floor Finishes: Tiles, concrete flooring.

Wall Finishes: Painting, wallpaper, wall tiles.

Lighting: Ceiling lights, wall lamps, ambient lighting.

Other Costs

Labor Costs: Hourly rates for contractors, electricians, plumbers, painters, etc.