



Grant Application

✔ Completed

Response ID : 8VBnSkZq
IP address : 24.179.148.20
User agent : Mozilla/5.0 (iPhone; CPU iPhone OS 26_5 like Mac OS X) AppleWebKit/605.1.15 (KHTML, like Gecko) Mobile/23F77 Safari/604.1 [FBAN/FBIOs;FBAV/565.0.0.61.71;FBBV/991371006;FBDV/iPhone17,1;FBMD/iPhone;FBSN/iOS;FBSV/26.5;FBS S/3;FBID/phone;FBLC/en
Response link : <https://survey.zohopublic.com/zsir/rzCCla/8VBnSkZq>
Survey URL accessed by the respondent : <https://survey.zohopublic.com/zs/rzCCla>
Start time : Jun 11, 2026 07:11:58
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Time taken : 4 days 9 hrs 46 mins
Collector : Grant Application

P1 : Business Grant Request

If you would like to apply for a grant, please complete the following questionnaire.

Q1. Is your business located in the Cumberland, Barronett, or Comstock, WI zip code (54829, 54813, or 54826)? If it is not, you are not eligible for this grant.

Yes

Q2. Are you the owner or authorized representative for the company?

Yes

P2 : Business Information

Please enter the following information about the business

Q3. Business Name

Rest& Resilience Retreat

Q4.

Field label	Response
Address1	12591 Driftwood Ct
Address2	
City	Apple Valley
Zip Code	55124
State	Minnesota
Phone	952-807-4654
Email	Sarah.Tollefson@restandresilienceretreat.org

Q5. Website

www.restandresilienceretreat.org

P3 : Applicant Information

Please enter the following applicant information

Q6.

Field label	Response
First Name	Sarah
Last Name	Tollefson

Q7. Phone Number

9528074654

Q8. Please enter your email if different from business email

info@restandresilienceretreat.org

Q9. Please tell us about your business. Please be as specific as possible. If the form does not have enough space, please email additional pages to info@50peoplewhocare.org

Please include things like; type of business, number of employees, local suppliers used, what makes you unique or essential to our community.

Rest & Resilience Retreat, Inc. is a Cumberland-area nonprofit created by and for first responders. The organization's mission is to provide fully funded wellness retreats for active and retired first responders and their significant others, offering time away to rest, reconnect, and reset in a peaceful, nature-based setting.

The organization was founded by Sarah Tollefson, a law enforcement sergeant who has personally experienced the stress and emotional toll that comes with the profession. Sarah has had a deep connection to the Cumberland area and loves to spend her time outside of work using the lakes, woods, and outdoor spaces as a way to disconnect, recharge, and maintain her own mental health. Inspired by the Cumberland community, local businesses, and lasting friendships she has made over the years, Sarah created Rest & Resilience to give that same opportunity to other first responders who rarely take time for themselves or their families.

Rest & Resilience is a volunteer-led organization with seven board members, two advisors, and four committee members that oversee and conduct all operations. Since the organization's founding in November 2025, the board of directors has contributed an average of 30 to 60 hours per week to Rest & Resilience. Additionally, there have been 15 other volunteers helping to secure funding and facilitate on site retreat programming, which is delivered through local Cumberland-area partners and independent contractors. These partners include local businesses such as Bear Lake Coffee, Nezy's Bar, The Spot Bar, Corner Bar, Dominos, and Nilssen's and Louie's Finer Meats Grocery Stores and many other Cumberland area businesses. Retreat participants also work with local wellness providers including yoga instructors from The Lodge Cumberland and spa services through Salud Salt & Spa and Magic Touch Massage. By working with these partners, Rest & Resilience ensures retreat spending directly supports local businesses and keeps dollars circulating in the community.

Rest & Resilience is unique because participation is fully funded, removing financial barriers for first responders who often delay or avoid wellness care. At the same time, the retreat brings recurring visitors to Cumberland, builds long-term partnerships with local vendors, and positions the community as a place of healing, care, and support.

Q10. What is the plan for using the grant money (How will it be used)?

Rest & Resilience is currently funded through individual donations, business sponsorships, and community partnerships. It is through these fundraising efforts that the organization has been able to launch and pilot the first four fully-funded retreats for 21 first responders and their families. To continue the impact and ensure those in need of Rest & Resilience can participate without financial barriers, the organization is seeking grant funding from 50 People Who Care to support three to four upcoming retreats (20+ first responders and their families) scheduled for Fall 2026 in the Cumberland area. Specifically, funds will be used to purchase food and retreat supplies from local businesses, as well as pay local wellness providers, including Bear Lake Coffee, Nezy's Bar, The Spot Bar, Corner Bar, Dominos, Tower House & Advanced Sportswear, Nilssen's and Louie's Finer Meats Grocery Stores, The Lodge Cumberland, and Salud Salt & Spa. Lastly, funds will help offset lodging costs at a local rental property near Beaver Dam Lake, Cumberland, WI.

Q11. Projected benefit of plan execution (e.g. viability of business, growth/expansion of business, impact on the community, etc...)

With the support of 50 People Who Care, Rest & Resilience will execute a plan of hosting four more fully funded retreats for first responders scheduled through Fall 2026. After four spring retreats, Rest & Resilience has already seen exponential growth with a waitlist of first responders hoping to participate. This means that the need for first responders and their significant others to rest, reconnect, and reset in a peaceful, nature-based setting is recognized and sought after, and it means that people are connecting with Rest & Resilience's mission. Additionally, the success and feedback from the four Spring 2026 retreats has been instrumental in shaping the organization's goals and framework, which will be implemented beginning this fall and beyond.

In the near term, grant funding from 50 People Who Care will enable Rest & Resilience to continue the organization's goals to support first responders and their families during a high-stress period, generate direct economic activity for Cumberland-area businesses, and strengthen relationships with local vendors who may support future retreats. Aside from the retreats, securing early partnerships with local businesses has expanded the organization's impact, such as participation in the Back the Blue event on June 5th, 2026, and a meat raffle at Nezy's Bar. Participating in these area events allows the organization to both educate the public and support Cumberland's community. In 2027, Rest & Resilience plans to host a golf tournament and increase the number of retreats and participation in community events. With a wider impact, the organization will be able to secure additional funding opportunities to ensure the retreats remain free to all participants.

In the longer term, successful execution positions Rest & Resilience to host 12 recurring retreats annually to support an average of 72 participants, expanding both community impact and local economic benefit.

By 2030, Rest & Resilience aims to host 24 retreats annually. Additional plans include hiring staff or contract support roles as the number of retreats increase, as well as continuing to work toward partnering with outdoor recreation guides based in the Cumberland area to expand programming.

As Rest & Resilience grows, Cumberland will become known as a place where first responders can step away from the pressures of their work and reconnect with themselves, their families, and nature. The projected benefit is a sustainable, locally-rooted nonprofit that supports first responders, strengthens small businesses, and contributes positively to Cumberland's identity and economy.