



Grant Application

✔ Completed

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Page 1 : Business Grant Request

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

Q1. Are you a business located in Cumberland, Wisconsin, or the surrounding area?

Yes

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

Yes

Please enter the following information about the business

Q3. Business Name

Rest & Resilience Retreat Inc

Q4.

Field label	Response
Address1	12591 Driftwood Ct
Address2	
City	Apple Valley
Zip Code	55124
State	Minnesota
Phone	9528074654
Email	info@restandresilienceretreat.org

Q5. Website

www.restandresilienceretreat.org

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

stollefson18@gmail.com

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 wellness retreat created by and for first responders. The organization provides fully funded 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 current law enforcement officer who has personally experienced the stress and emotional toll that comes with the profession. Kevin Davidson, co-founder and significant other understands that the stress of work can directly correlate to stress and family disconnect within families. Kevin experiences firsthand how Rest & Resilience can help both first responders and family members find time to relax and reconnect with each other. Rest & Resilience helps supports family members to continue to work together, allowing their loved ones to serve others everyday while sacrificing their time and connection with family. Outside of work, Sarah has spent significant time in the Cumberland area, using the lakes, woods, and outdoor spaces as a way to disconnect, recharge, and maintain her own mental health. Sarah has visited many local businesses to connect with Kevin, family, the Cumberland community members and created lasting business relationships and local friendships. Rest & Resilience was created to give that same opportunity to other first responders who rarely take time for themselves or their families.

Rest & Resilience is currently volunteer led, with founders and a board of directors overseeing operations. Retreat programming is delivered through local Cumberland-area partners and independent contractors, with plans to add part-time or contract support roles as retreats expand. The organization intentionally works with local businesses, including:

Lodging providers on Beaver Dam Lake in Cumberland, WI.

Local restaurants, coffee shops, and grocery stores such as Bear Lake Coffee, Nezzys Bar & Grill, The Spot Bar, Corner Bar, Dominos, Tower House, Nilssen's Grocery Store and Louie's Finer Meats.

Wellness providers including yoga instructors from The Lodge Cumberland and spa services through Salud Salt & Spa. We continue to work towards finding outdoor recreation guides based in the Cumberland area

This approach ensures retreat spending directly supports local businesses and keeps dollars circulating in the community.

What makes Rest & Resilience unique is that 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)?

Grant funds from 50 People Who Care would be used to support at least three upcoming Rest & Resilience pilot retreats scheduled for Spring to Fall 2026 in the Cumberland area. Specifically, funds would be used to:

Offset lodging costs at a local rental property on Beaver Dam Lake in Cumberland WI

Purchase meals, coffee, and groceries from Cumberland-area businesses such as Bear Lake Coffee, Nezzys, The Spot Bar, Corner Bar, Dominos, Tower House, Nilssen's Grocery Store and Louie's Finer Meats.

Pay local wellness providers The Lodge Cumberland and Salud Salt & Spa.

Purchase retreat supplies, merchandise and materials needed to round out the experience for participants.

This funding would allow Rest & Resilience to fully fund the retreat for participating first responders and their families while intentionally expanding the number of local vendors involved.

The grant would have an immediate impact, directly support multiple cohorts and provide paid work and increased business to multiple Cumberland-area providers.

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

Executing this plan supports Rest & Resilience at a critical startup moment. The organization has completed two retreats, secured early partnerships with local lodging and service providers, and has six more pilot retreats scheduled through Fall 2026 with intentions to start scheduling retreats for 2027.

In the near term, grant funding enables a successful pilot retreat that:
Supports first responders and their families during a high-stress period

Generates direct economic activity for Cumberland-area businesses

Strengthens relationships with local vendors who may support future retreats

In the longer term, successful execution positions Rest & Resilience to host recurring retreats annually, expanding both community impact and local economic benefit. As the program grows, Cumberland becomes 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.