

Relationship Therapy and Consultation

Northfield EDA Micro Grant Request



About the Founder and Director of Relationship Therapy and Consultation (RTC)

Elsa Kraus, LMFT

- Masters in Marriage, Couple, and Family Therapy from Lewis and Clark Graduate School, Portland, OR - specialization in international family therapy
- Co-founded two mental health related non-profit organizations since 2014
- MN board approved Licensed Supervisor since 2023
- Provide supervision of supervision since 2020
- Recognized international NET trainer since 2016
- Collegiate teaching experiences, including, adjunct instructor for UW-Stout and UMN, and a training institute in Uganda
- Practicing in Northfield since 2020
- Founded Elsa Kraus LLC in 2017 to see clients while pursuing a PhD at the UMN
- Previously part-time, solo practice
- Transitioning to taking insurance
 - Multi-step process, takes months
 - Requires additional administrative work
- Business expansion includes transition of junior staff/contractors to W-2 Employees.
 - Increased client load for junior staff = increased supervision requirement



What sets RTC apart?

1) We address the gaps - Our specialties

- Unresolved trauma/PTSD
- Addictions/substance abuse
- Family/relationship conflicts
- Culturally inclusive, serving BIPOC and rural families

2) We use of evidence based practices

1. Narrative Exposure Therapy
2. Seeking Safety
3. Cognitive Behavioral Therapy
4. Interpersonal Neurobiology



What does RTC do?

Mission

- To provide a safe, compassionate, and empowering environment for individuals, couples, and families affected by trauma, addiction, and other challenges that interfere with relationships. We are here to enhance well-being, and build healthier relationships.

Vision

- Our vision is to foster a world where authentic connections thrive and where individuals, couples, and families embrace growth and healing in their relationships. We believe that by creating resilient bonds between loved ones, our human experience is enriched and our communities are strengthened and oriented towards wellness.



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RTC Expansion - Who are we?

Miranda Woehrle, MS

- Masters in MFT from UW Stout
- Started as intern in 2024 - Graduated 2025
- Working toward full licensure
- Specializing in trauma therapy for children
- Prior experience as a designer, art director



Monique Brown, MA

- Masters in MFT from Grand Canyon University
- Started as intern in 2023 - Graduated 2024
- Working toward full licensure
- Prior experience as life coach and executive coach for multiple large tech orgs



Expansion Goals for 2025-2026

- 1) Expand office space by adding 2 more offices to accommodate services expansion at the current location (completed in June, 2025);
- 2) Increase client base, from 15-20 individuals, couples, and/or families seen per week, to 60-70 individuals, couples, and/or families seen per week;
- 3) Increase clinical trainings, from 1 training per year, to 2 clinical trainings per year;
- 4) Expand group therapy services, to include weekly group therapy options, from 1 group offered per week, to 3 groups offered per week; and
- 5) Expand consultation services, from 1 business/per 6 months to 3 business consultations per 6 months.



Why support RTC?

- Woman - owned business
- Providing vital service in Northfield
- Drawing clients from the region and state
- Adding two full-time jobs



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The project: Furnishing two offices



Unfurnished



Furnished

Furnishings Examples

Sofas (2) - \$750 ea - Ashley Furniture *Padova* Pictured - \$749



Lounge Chairs (3) - \$250 ea - Ashley Furniture *Bixler* - \$249



Furnishing Examples

Desk (2) - \$500 ea - Bed Bath & Beyond *Ergonomic Sit Stand Desk* pictured - \$498



End Table (4) - \$100 ea - Simpli Home *Skyler C* pictured - \$99



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Furnishing Examples - Child Therapy Supplies



Full List of proposed furnishings

General Therapy Office Total - \$9,200

Desk (2) – \$1,000
Desk Chair (2) - \$240
Sofa (2) – \$1,500
Lounge chairs (3) – \$750
Love seat (1) - \$500
Chair (2) – \$500
Bookshelf (4) - \$800
Area Rug (3) – \$1,500
Child Play Rug - \$300
Lighting - \$800
Office Supplies - \$230
End tables (4) - \$400
Art & décor – \$380
Storage - \$100
Coat rack (2) - \$100

Child Therapy Supplies Total – \$1,000

Play table & Chairs – \$250
Child lounge chairs - \$150
Therapeutic toys - \$200
Sand tray table - \$150
Art Supplies - \$250

Grand Total - \$10,200

Recap

- Furnishing two offices - estimated cost \$10,200
- Woman owned business
- Adding two full-time employees
- Regional service market
- Strong revenue growth over the past 18 months

