HORSES for HOPE
Equestrian and Therapeutic Riding Center

“For healing of the mind, body and soul”

VISION

To build hope, increase self-esteem, and enhance the joy and inspiration for life in all individuals who participate in our programs.

MISSION

Horses for Hope promotes therapeutic healing of the mind, body, and soul by using horses as a dynamic, interactive tool for individuals of all ages, regardless of ability, including those who are experiencing physical, mental, or emotional challenges.
Horses for Hope will provide innovative equine programs that meet the needs of a diverse participant base by:

- Growing and expanding our therapeutic equine services to meet the increasing demands of our participant base
  - We will increase participation in the Therapeutic Riding Program from 50 to 100 by 2020
  - Add Equine Assisted Psychotherapy (EAP) for at least 5 veterans and 5 at-risk youth by September 2017
  - Add Therapeutic Trail Ride program beginning September 2018
  - Expand Therapeutic Summer Camp program by increasing participants from 4 to 8 per week by 2020
  - Add Hippotherapy Services by 2018

- Growing and expanding our general equine programs to expose the public to the equine industry and support our therapeutic services
  - Increase Able-bodied Riding program participants from 75 to 150 by 2020
  - Expand camp program by increasing participants in existing day camps from 10 to 15 per week and adding 5 overnight camps by 2020
  - Create an After-school program serving 30 students daily by 2020
  - Add Trail Ride program beginning in September 2017
  - Add Horsemanship classes serving 10 students weekly by 2020
  - Add Equine Assisted Learning (EAL) for corporate world (5/year) and family sessions (5/year) by 2020
  - Develop club programs that provides participants with a wide range of activities involving horses
Infrastructure

Horses for Hope will acquire and maintain facilities that will support the horses and programs critical to our success by:

- Securing accreditation for our current facility by January 2018
  - Apply for Accreditation by June 2017
  - Make all required physical upgrades to facility by May 2017
- Securing new facility capable of accreditation with 200 acres of land, fencing, and trails needed for 100 horses with potential to expand by 2020
- Developing comprehensive facilities construction/maintenance plan for the first 15 years of new facility by April 2017
  - Barns, administration building, covered riding arena
  - Shop, equipment shelter
  - Clubhouse, pool, pond
  - Staff housing, guest housing
- Developing comprehensive plan for acquisition, maintenance, and retirement of all major equipment necessary for operation by February 2018
  - New equipment - Bobcat w/tracks, tractor (large heavy-duty)
  - Gator, ¾ ton truck, equipment trailers

Human Capital

Horses for Hope will attract and maintain a team of passionate people committed to our vision by:

- Developing a plan for new operations staff to handle business, human resources, communications, and fundraising functions by June 2017
- Recruiting, training and retaining qualified staff to manage and operate all horse-related activities by June 2017
  - Certified therapeutic riding instructor, certified riding instructor, barn manager
  - Horse trainers, Maintenance staff, camp instructors, after-school staff
- Recruiting, training and retaining qualified volunteers to support the overall operations of the organization
  - Build talent database to manage current volunteers
  - Feeders, barn help, maintenance staff, camp counselors, certified riding instructors, after-school staff
- Strategically recruiting new directors to fulfill the duties of governance, oversight, and planning by July 2017
  - Develop a list of critical skill-sets needed to fill out new Board of Directors
  - Identify donor potential of new directors
Financial Capital

Horses for Hope will raise and sustain the financial resources necessary to achieve our vision by:

- Developing and implementing a clearly-defined and functioning business plan by January 2017
  - Engage business plan consultant in October 2016
  - Engage CPA by October 31, 2016
  - Move LLC to Horses for Hope TRC, Inc., an existing 501(c)(3), by December 31, 2016

- Developing and implementing a robust fundraising program by March 2017
  - Implement an initial fundraising program with target goal of $100,000 by December 2017 that will also serve as a feasibility study for Capital Campaign
  - Implement a $5 million Capital Campaign beginning in January 2018 and concluding in 2020
  - Increase annual fundraising target to $30,000 in donations by December 2017

- Identifying specific fundraising needs (facilities, programs, endowment) by March 2017

Communication

Horses for Hope will increase public awareness of our organization and involvement in our mission by:

- Developing and implementing a comprehensive communications plan by April 2017
  - Develop and launch new website by March 2017
  - Implement new social media communications plan
  - Expand distribution of existing newsletter
  - Increase the use of our volunteer coordinator in communication efforts

- Increasing participation in existing events and develop new events to raise awareness of Horses for Hope and serve as fundraising opportunities
  - Increase Hay Days event participation to 1000 to raise $10,000 in 2018
  - Add a gala event hosted by a major donor by 2018

- Developing strategic partnerships with local entities that can work to support our mission as soon as possible
  - Develop partnership with the NC State University Veterinary Hospital to enhance equine health and increase veterinary training
  - Build partnerships with physical and occupational therapists to expand our programs
  - Expand service programs for our veterans by establishing a direct partnership with the Veterans Administration
  - Build upon our relationship with Activate Good to grow our volunteer base
  - Connect more of our participants with First in Families for financial assistance