

Horses for Hope, TRC., Inc. Strategic Plan
Equestrian and Therapeutic Riding Center
“For Healing of the Mind, Body, and Soul”

Strategic Plan for November 2024 - December 2025

Plan accounts for possibilities wherein a new facility/location is secured, and possibilities wherein a new location is not secured by the end of our land lease.

This strategic plan will be reviewed mid-month each month by the barn management staff, as well as each board meeting by the Board of Directors.

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 experiencing physical, mental, or emotional challenges.

Programs

Horses for Hope will provide innovative equine programs that meet the needs of a diverse participant base by:

Therapeutic Riding

Expanding Therapeutic Services

- *Therapeutic Riding Program*: Maintain or increase participation by December 31, 2025 according to our finances.

- Ongoing Enrollment: Enrollment for riders will be open throughout the year.

Milestones:

- December 2024: Assess resources and create an outreach plan.
- January 2025: Launch marketing campaign targeting local communities and organizations.
- February 2025: Begin outreach to schools and community centers for recruitment.
- March 2025: Increase instructor availability to accommodate new riders.
- June 2025: Review participant numbers; adjust marketing as necessary.

General Programs

Expanding General Equine Programs

- *Able-bodied Riding Program (English, Western, Trail Lessons, Barrels, Jumping, Dressage)*: Maintain or increase participation by December 31, 2025 according to our finances.

Milestones:

- January 2025: Assess current program structure and resources.
- February 2025: Launch community engagement campaign to recruit new participants.
- May 2025: Evaluate progress and adjust marketing strategies as needed.

- *Camp Programs*: Maintain or increase participation by December 31, 2025 according to our finances.

Milestones:

- January 2025: Plan camp curriculum and schedule.
- February 2025: Open registration for half-day camps.
- April 2025: Recruit additional staff (2 camp counselors) for increased capacity.
- July 2025: Run summer camp sessions if possible and review participation numbers.

Implementation Roles and Staffing Needs

Therapeutic Programs

Therapeutic Riding

- Roles Needed:
 - Therapeutic Riding Instructors (1-2 per group depending on size; 2+ total): To provide lessons and supervise sessions.
 - Volunteers (5+ depending on group size): To assist with riding sessions and support participants; horse leaders, side walkers, general needs.

General Riding Programs

- *Able-bodied Riding Program for English, Western, etc.*
 - Roles Needed:
 - Riding Instructors (1 per lesson; 3+ total): For teaching.
 - Volunteers (2-4 per lesson): To help manage sessions and participant needs.
- *Camp Programs*
 - Roles Needed:
 - Camp Counselors (2+ total): For supervising camp activities.
 - Volunteers (3): To assist with daily camp operations.

Infrastructure

- *Future Planning*: Begin immediately to secure a new facility. If a new location is not found by December 31, 2025, implement the "Pay It Forward" program to donate items to local non-profit riding facilities in need and/or liquidate assets to pay off debts. This will provide plenty of time for us to give back to the community for all of their help before our current land lease ends.

Milestones:

- December 2024: Maintain current facility,
- January 2025: Develop a search committee to identify potential locations and create a list of desired facility features; begin outreach. Reports on status will occur at each board meeting.

- February 2025: Continue outreach and search.
- April 2025: Review options and conduct site visits.
- July 2025: Make a decision on the new facility.
- August 2025: Plan the transition to the new facility.
 - September 2025 through December 2025: If no facility is secured, begin organizing the "Pay It Forward" program.
 - October 2025: Collect and donate needed items to local facilities.

In the case that a new location is secured, we will begin organizing our plan to move in September 2025. We will begin the accreditation process in this outcome.

Human Capital

- Develop a plan for operations staff by December 31, 2025.

Milestones:

- November and December 2024: Work with consultant, which has offered to waive all fees for their services through the end of the 2024 calendar year. Recruit and train new volunteers.
- January 2025: Assess staffing needs for growth.
- February 2025: Recruit new staff.
- April 2025: Refresh volunteers. All volunteers will complete a mandatory training, even if they have been trained previously (ongoing). Assess current state of staffing.

Financial Capital

- *Implement a new business plan starting January of 2025.*

Milestones:

- December 2024: Review existing business plan and begin implementing financial goals for each month. Work with consultant to ensure financial health. Financial audit occurs.
- March 2025: Identify new/additional funding sources. Continue to review financial health.
- December 2025: Review financial health and sustainability. If we have not found a new location or it is not financially feasible to continue past our current lease, our "Pay it Forward" plan will have been implemented by this time.

- *In the event we secure a new location:* Target fundraising goal of \$50,000 by December 31, 2025; implement more fundraising campaigns and milestones.

Current Milestones:

- November 2024: Launch fundraising campaign. Host fundraising event. (11/23)
 - A week after the fundraising event, regroup as a board to evaluate success.
- March 2025: Host fundraising event. (Gala hosted by a major donor if possible).
 - A week after the fundraising event, regroup as a board to evaluate success.
- September 2025: Host a fundraising event.
 - A week after the fundraising event, regroup as a board to evaluate success.

Communication

- *Develop and implement a comprehensive communications plan by January 2025.*

Milestones:

- January 2025: Update website and social media strategy.

- February 2025: Develop and Increase newsletter distribution.
- March 2025: Measure effectiveness of communications efforts. Adjust from here.

-Build strategic partnerships by June 2025.

Milestones:

- February 2025: Reach out to local organizations (noted in bullet points below).
- May 2025: Formalize partnerships with key stakeholders.
- October 2025: Assess the impact of partnerships on programs.
 - 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
 - Build upon our relationship with Activate Good to grow our volunteer base
 - Connect more of our participants with First in Families for financial assistance