This report represents SIRE, Inc.’s responses to Charting Impact, a joint project of BBB Wise Giving Alliance, GuideStar USA Inc, and Independent Sector. Charting Impact uses five simple yet powerful questions to encourage strategic thinking and help organizations share concise information about their plans and progress toward impact.

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<th>SIRE, Inc.</th>
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<td>24161 Spring Dr, Hockley, TX</td>
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**Mission:**
The mission of SIRE is to improve the quality of life for people with special needs through therapeutic horsemanship activities and therapies, and educational outreach.

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1. What are we aiming to accomplish?

It’s the VISION of SIRE’s therapeutic equestrian centers to provide the highest quality therapeutic horseback riding and related activities to all those who can benefit. The MISSION of SIRE is to improve the quality of life for people with special needs through therapeutic horsemanship activities and therapies, and educational outreach. These are the SIRE BELIEFS that guide our decision-making and our operations: We believe that therapeutic horseback riding and related activities improve the quality of life of our clients, their families, our volunteers, and our staff. We believe the role the horse plays in therapeutic horseback riding and related activities is fundamental to success. We believe in the lasting benefits of therapeutic horseback riding and related activities. We believe that having fun increases the effectiveness of the therapeutic horseback riding and related activities. SIRE's most recently adopted strategic plan was approved by the board in 2014. We envision that within the next five years (2017), SIRE will into a $2.5 million per year nonprofit organization serving at-risk populations, children and adults with disabilities, and military families with multifacted equine facilitated therapeutic programs, educational outreach, and professional development programs at four sites in the Greater Houston Metropolitan area. As in the past, SIRE will provide the highest quality therapeutic horsemanship activities to all those who can benefit. With one in four having a disability, our 700,000 in the Houston area, the need is great. With over 30 years of experience and rigorous training and evaluation, SIRE is uniquely qualified to meet that need. SIRE nurtures potential & fosters self-sufficiency. In that, the horse plays a critical role. We are committed to keeping SIRE available to all through community support so it is vital that SIRE remain trustworthy and accountable. In addition to financial support, we rely upon the community to provide thousands of hours of volunteer assistance, necessary to bring our programs to life.

2. What are our strategies for making this happen?

The following are the strategies set forth in the 2014 Strategic Plan:

- Establish reserves and an endowment.
- Increase the effectiveness of the Board through recruiting and training.
- Reach more people in need by expanding program services.
- Enhance programs to their highest quality by improving/expanding facilities at Spring and Hockley.
- Improve quality and professionalism of SIRE.
- Make known to all SIRE stakeholders the effectiveness of SIRE’s programs by developing and implementing outcomes measurement tools. Use outcomes results to facilitate selling our services to funding agencies, the medical community, and potential clients.
- Expand Instructor Training Education to increase educational outreach, industry impact, and revenue.
- Explore meeting the needs of clients in underserved areas by adding an additional site.

3. What are our organization's capabilities for doing this?

SIRE assesses its capabilities internally and through current operations and in comparison with others also belonging to our industry organization, the Professional Association of Therapeutic Horsemanship, International. SIRE holds premier accreditation through PATH International, one of only three designated in the Houston area. Centers maintain accreditation by passing regular, rigorous site visits by outside professionals. SIRE is one of the largest therapeutic horsemanship centers in the U.S.

4. How will we know if we're making progress?

When clients are accepted into the program and renewed every year, each has the opportunity to set individual goals for the coming year. These goals may be sport-related such as to learn a certain riding skill or compete successfully at a certain event. More commonly, skills relate to activities of daily living, such as being able to communicate needs to volunteers, or improve stamina or walking speed. We know that we are changing lives through the progress reports completed for every SIRE client after every session. These reports are summarized each semester and provided to riders, their family members, and service provisors for review. We also see and hear of improvements reported anecdotally. Each client has the
opportunity to comment formally on SIRE's services each year through our annual survey. Volunteers also complete surveys. We currently are participating in a study of therapeutic riding as a treatment for symptoms of multiple sclerosis. Under development are several more quantitative outcome measures. We also have indicators such client enrollment numbers (which have steadily increased) and increased training for our staff.

5. What have and haven't we accomplished so far?

We measure our progress at every staff meeting and board meeting by referring back to the strategic plan. We are on track, though lagging in a few measures. In those cases, we establish remediation measures and stay accountable. We are proud to say, we continue to see remarkable progress for a growing number of clients.