

**Strategic Plan for  
Riding Emphasizing Individual Needs And Strengths  
Current as of April 1, 2021**

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**Executive Summary**

The strategic plan for REINS Therapeutic Horsemanship Program consists of the following high-level objectives and action steps:

Objectives:

To identify, train and support appointments to Senior Management positions.

Action Steps:

Observe, mentor and delegate.

## Vision Statement

The strategic plan for REINS Therapeutic Horsemanship Program aims to further the following organizational vision:

We will continue to be a leading therapeutic riding center in the United States for our high quality of therapy, continuing education and exploration of therapeutic techniques.

## Mission Statement

The mission of REINS Therapeutic Horsemanship Program is to support the physical, mental and emotional health of disabled children and adults with equine-assisted activities. .

## Business and Team Summary

The primary business of REINS Therapeutic Horsemanship Program consists of the following:

To provide safe and effective equine-assisted adaptive riding to the disabled.

The core team members of REINS Therapeutic Horsemanship Program are as follows:

1. Deborah Shinner  
Executive Director  
Strong Leader  
Visionary  
Passionate about the Mission  
Positive
2. Shauna Jopes  
Finance Director  
Empathetic  
Open Minded  
Communicative  
Ethical

## Analysis of Strengths, Weaknesses, Opportunities, and Threats

Strengths	Opportunities
Quality of Care	Serve other disadvantaged population.

Weaknesses	Threats
Limited resources	Funding

## Quarterly Goals

<b>Student Goals</b>	
<b>Strategy</b>	Student Evaluations
<b>Financial Projections</b>	\$60,000
<b>Execution Person(s)</b>	Instructors
<b>Evaluation Person(s)</b>	Program Coordinator
<b>Evaluation Criteria</b>	Percentage of Student Goals Met

<b>Maintain Funding</b>	
<b>Strategy</b>	Fundraising/Grant Writing
<b>Financial Projections</b>	\$50,000
<b>Execution Person(s)</b>	Business Development Director
<b>Evaluation Person(s)</b>	Finance Director
<b>Evaluation Criteria</b>	\$50,000 raised

## One-Year Goals

<b>Transition of Senior Management</b>	
<b>Strategy</b>	Training
<b>Financial Projections</b>	\$100,000
<b>Execution Person(s)</b>	Executive Director
<b>Evaluation Person(s)</b>	Board Of Directors
<b>Evaluation Criteria</b>	Continuity of program success