

## Second Stride Strategic Plan

**Goal 1:** Second Stride has grown over the years with a small home-grown board of like-minded horsewomen and horsemen. These individuals shared a passion for horses and were able to bring the organization to the point where it is today. In order to further grow and bring greater impact to the after-care industry, we have determined that we must professionalize Second Stride's Board to bring expertise and sophistication from individuals from various industry sectors including, professional horsemen, accountants, lawyers, veterinarians, fundraisers and bankers.

Strategies:

- (a) Invite a management level executive from Churchill Downs, Inc. to join our Board. This will enhance relations with the racing industry and bring us closer to trainers and horses with the goal to increase education, communication and relationships.
- (b) Invite the director or other faculty member of the Equine Program at the University of Louisville or to join our board. This partnership would bring internships and student volunteers to our program with the long term goal of bringing on professional staff.
- (c) Invite professional members of the community to join our board to bring expertise in horse care, finances, law, fundraising, etc. in order to elevate our practices, procedures and financial well-being.

**Goal 2:** Second Stride's Board will bring a new focus to succession planning so that the organization can thrive once its founder retires.

Strategies:

- (a) Develop relationships with the University of Louisville Equine Program to attract potential professional horse men and women to become involved in our programs.
- (b) Plan a budget to bring on an Executive Director, compensated at a level to attract a strong and talented candidate.

**Goal 3:** Our Board is intent on enhancing current fundraisers and creating new ones to increase our fundraising and presence in the community.

Strategies:

- (a) Form a fundraising committee on our newly constituted Board of Directors to search for a new board member with fundraising expertise.
- (b) Hire an Executive Director to oversee new and current fundraising initiatives
- (c) Send our Board into the community to fundraise and form new relationships.
- (d) Plan a new Fall Fundraiser to raise another \$30,000 prior to the winter months.





