



## *Our Mission*

To serve individuals with physical, cognitive and emotional disabilities and hardship by providing equine activities and therapeutic riding to empower, inspire, nurture and succeed.

## *Our Vision*

To provide transformative experiences through equine assisted activities and therapies to serve the growing needs of the Mid-South community.

### *2019-2023 Strategic Plan*

#### *Program Development*

1. Document safety principals and guidelines for facility and for participants
2. Develop growth matrix to determine ratio of participants, staff, horses, and facility
3. Evaluate scholarship and sponsorship programs
4. Assess investments for program growth:
  - ◆ School programs
  - ◆ Hippotherapy
  - ◆ Continuing education
  - ◆ Community organizations
5. Create Participant Outreach Plan

#### *Organizational Awareness*

1. Build Southern Reins' brand through unified messaging
2. Attract, develop and retain donors through awareness and promotional campaigns
3. Customize volunteer communications
  - ◆ Frequency
  - ◆ Type of volunteer opportunity
4. Manage event evaluation matrix

#### *Financial Sustainability*

1. Establish an operating reserve
2. Expand funding through income streams
  - ◆ Giving campaign
  - ◆ School programs
3. Annual evaluation of Capital Campaign
4. Publish how funds are allocated:
  - ◆ Create an Annual Report
  - ◆ Property maintenance

#### *People*

1. Develop succession plan for management staff
2. Assess current staff and volunteer structure:
  - ◆ Determine mix of full-time employees and volunteers
  - ◆ Volunteer opportunities and strategies
  - ◆ Attract, develop and retain employees and volunteers
3. Focus on Board development
4. Identify ways to recognize and reward volunteers

#### *Facility Management*

1. Establish plan for facility maintenance
2. Conduct a facilities capacity analysis
  - ◆ Evaluation of land expansion
  - ◆ Optimize current property

Core Values: We will maintain *safety, innovation* and *accountability*