



Horses For Healing and its Board of Directors meet annually for strategic planning. The goals for Horses For Healing are broken down into 3 categories: Current year goals, 3-year and 5-year goals. All Horses For Healing goals are derived from our mission and vision stated earlier in this application.

Specific goals for current year:

1. Provide evidence-based, best practice programming for our clients. Provide best practice practices for our equines.
2. Increase program capacity in all program areas.
3. Hire additional highly skilled, licensed/certified staff who adhere to HFH principles and practices and participate in annual CEU trainings to keep current on best practice.
4. Increase marketing and social media presence that supports our equine education and client awareness of programming. Increase community involvement that supports equine well-being education and education on the horse/human bond.
5. Increase fundraising efforts and efforts to secure additional grants/other funding streams. Increase cash reserves to 6-month operating expenses.

In addition to the above goals:

3-Year goals: (2022-2024). Increase capacity for all services, build volunteer program infrastructure. Begin research on addition of satellite location in the Albuquerque area.

5-Year goals: (to 2026). Have satellite facility that supports agency growth while keeping gold standard of care for equines and clients.