



Long-Range Strategic Plan

2021 – 2022 Strategic Plan Summary



Message from the Executive Director

Dear Friend of The Barn:

These are exciting times at The Barn at Spring Brook Farm. Much of 2021 was spent working on a plan that will materially impact our core mission of “enriching the developmental skills and lives of children with disabilities through animal-assisted and nature-based experiences.” Our new strategic plan will place in motion a number of initiatives through which we will fulfill this mission.

The last few years brought challenges to The Barn which tested our persistence to say the least: new ownership of Spring Brook Farm inspired us to assess and strengthen our business model, while a global pandemic compelled us to deliver programming in ways we never thought possible. Through it all we learned we can be very creative, adaptable, and persistent.

As we look to the future, our focus remains constant. While The Barn’s commitment to enriching the lives of children with disabilities remains strong, we recognize that there will always be challenges on the road ahead, and it’s in the best interest of the children we serve to do whatever we can to anticipate and allay them.

This plan summarizes our roadmap to become a resilient, sustainable organization by enhancing our infrastructure and program delivery, with a grand end-goal of replicating our business model in other locations so children with disabilities can benefit from our unique methodologies. We hope you’ll join us for the journey!

Sincerely,

A handwritten signature in black ink that reads 'Nan Latona'.

Nan Latona
Executive Director

Mission Statement

The mission of The Barn at Spring Brook Farm is:

To enrich the developmental skills and lives of children with disabilities through animal-assisted and nature-based experiences.

Vision Statement

The Barn strives to be the leading, regional organization and resource committed to providing children with disabilities and their families a nurturing and interactive, animal and nature-based experience that brings joy and inspires them to pursue their best lives.

Guiding Principles:

- *Integrity* – We are honest and ethical in management practices, stewardship of resources and programming for children, families, and volunteers.
- *Quality* – We engage in continuous learning about children with special needs and animal-assisted activities, and we provide a safe environment for staff, volunteers, children, and their families.
- *Impact* – We strive to make a measurable difference in our community and hold ourselves accountable to all we serve.
- *Equity and Inclusion* – We treat all children as individuals with unique qualities and unrealized potential.
- *Respect* – We treat everyone with dignity and compassion.
- *Confidentiality* – We restrict access to information about children, their families, and our donors.
- *Passion* – We believe deeply in the unique bond between animals and children.

Long-Range Strategies

The Barn has identified six overriding strategies it will implement in its efforts to fulfill its mission and achieve its vision of the future.

The Barn will build a scalable model that enables it to expand into additional locations and creates sustainability for future generations.

2022 Objective

- Define our new expanded program model.

The Barn will secure one additional location in 2023 and pilot its scalable model as developed in Strategy #1.

2022 Objective

- Form a workgroup of staff, board, and outside experts to define the parameters of and search for a second property.

The Barn will explore and secure, if possible, Office of Disability Programs funding to support its current program activities.

2022 Objective

- Identify key resources connected to ODP (or a related organization) and explore opportunities for state funding for our programs. Connect with:

The Barn will develop the fundraising capability and capacity needed to advance its mission and achieve its vision of the future.

2022 Objective

- Expand our culture of philanthropy in preparation for a major fundraising initiative.

The Barn will engage its new property owners in its work and create a common understanding of the mutual benefits our relationships could deliver.

2022 Objective

- Engage our new property owners in our work and create a common understanding of the mutual benefits our relationship could deliver.

Guided by its board self-assessment, The Barn will identify and implement a series of board-enhancement initiatives.

2022 Objective

- Implement our 2022 board development changes.