

Strategic Goals 2022

Goal 1 Programming

To continue to provide sustainable and impactful programming to fulfill GAIT mission of providing equine assisted activities for children and adults to live a more productive life.

Objectives:

- Evaluate current programs for efficacy and efficiency to optimize potentials of individuals
- Explore new offerings of equine opportunities for community involvement
- Review volunteer recruitment, retention and recognition efforts to maintain exceptional quality of volunteers aiding with participants, horses or staff.
- Offer trainings for staff to enhance teaching skills and techniques
- Maintain a positive work culture by scheduling staff, volunteer and instructor weekly or monthly meetings.

Goal 2 Infrastructure

Human and equine resources, facilities and technology will support current and future programming.

Objectives:

- Evaluate capacity and constraints for future growth in all areas noted above
- Create succession plans for current staff positions
- Explore the need for additional/reduction/change of horses to continue to fulfill the mission
- Explore the need for additional staff to fulfill the mission

Goal 3 Resources

Create a sustainable financial model to support growth and innovation for programming into the future.

Objectives:

- Review and revision the fee structure and scholarship policies
- Identify new funding sources including grants, foundations, fundraising activities

- Continue to evaluate income and expenses for sustainability of the organization and implement effective use of resources.
- Optimize outreach efforts to market existing and new innovative programs to help community members and organizations provide unique opportunities for their clientele.

Goal 4 Governance

Optimize the governance structure which supports a dedicated and diversified board of directors to provide the leadership necessary to fulfill our mission.

- Develop a Board manual for existing and new board members
- Continue to invite site visitors from PATH Intl to maintain GAIT TRC Premier Accredited status (now in its continuous 21st year)
- Creating relationships that attract supporters to the organization
- Strengthen fundraising/philanthropic expectations for the board and staff.
- Board of directors will continue to collaborate with the Advisory Council of GAIT to provide funding, participants and marketing strategies to increase awareness and ultimately participation in GAIT programs.