

# Emerald Hollow Therapeutic Riding Center

## 2016 – 2019 Strategic Plan

### **Mission Statement:**

To enrich the lives of children and adults with special needs, throughout Cape Cod, by providing opportunities through therapeutic riding and equine assisted activities.

### **Strategic Plan Vision**

Emerald Hollow Therapeutic Riding Center aspires to expand quality programming for diverse populations in an inclusive environment while developing sustainable resources through enhanced outreach.



### ***Program Initiatives***

Emerald Hollow Therapeutic Riding Center will develop a marketing and outreach plan to allow for increased visibility to important constituents.

#### ***Action Steps:***

Develop a branded image and incorporate into social media, printed materials, website and logo wear.

Create a marketing video.

Attend at least one outreach event per month.

Emerald Hollow Therapeutic Riding Center will increase the number of individuals with special needs served while diversifying the types of program offered.

#### ***Action Steps:***

Develop additional collaborative partnerships with like-minded organizations whose consumers would benefit from Equine Assisted Activities and Therapies.

Research feasibility of vocational programs, hippotherapy and equine facilitated mental health programs; recruit and train additional personnel required for implementation.

Attain Professional Association of Therapeutic Horsemanship International (PATH International) Center Accreditation.

#### ***Action Step:***

Evaluate current operations against PATH International standards; make necessary adaptations to be in compliance.

### ***Infrastructure Initiatives***

Emerald Hollow Therapeutic Riding Center will develop human, equine and volunteer resources to support future growth.

#### ***Action Steps:***

Conduct a capacity analysis to inform responsible, sustainable growth in all areas.

Position resources in response to results of capacity analysis.

Emerald Hollow Therapeutic Riding Center will make the necessary physical plant improvements to support increased numbers of individuals with special needs served through diverse programming with organizational efficiency.

#### ***Action Steps:***

Obtain resources to build / develop an office space with necessary supplies.

Construct a wheelchair accessible ramp to allow those with significant mobility impairments access to services.

Begin capital campaign for an indoor riding space.

## *Sustainability Initiatives*

Emerald Hollow Therapeutic Riding Center will develop a sustainable financial model to support resources needed to carry programs into the future and make services available to those who need financial assistance.

### *Action Steps:*

Establish two annual events that engage the local community in giving and are supported by corporate sponsorship.

Solicit individual donors through two appeals per calendar year with individualized attention to those donors with significant ability to give.

Research and pursue grant opportunities with a focus on collaborative projects with our expanded partnerships.

Emerald Hollow Therapeutic Riding Center will expand its board membership and committee membership to ensure strong leadership to support the staff in achieving strategic goals.

### *Action Steps:*

Form at least two and no more than four committees to support sustainable operations.

Cultivate additional board leadership through involvement at the committee level.