



PRANCING HORSE CENTER
Strategic Plan 2021 – 2023
Approved 9-22-20

Our mission is:

to enhance the lives of children and adults with diverse cognitive, emotional, and physical needs by providing a safe environment for therapeutic horsemanship

Our Vision is:

to be a sustainable organization, stronger in every way

Our ability to sustain Prancing Horse through COVID19 and beyond is dependent upon maintaining financial health through diversified income streams and competent, mission driven leadership to manage our affairs. To attain long-term sustainability, we will:

Goal 1: Build and maintain a stable financial base that provides diverse and sustainable income sources.

(Board, Finance, Fund Development, Marketing, Executive Director)

Objective 1: Maintain one year of operational reserves and adequate capital reserves.

Objective 2: Reassess program price points and increase income with self-sustaining activities.

Objective 3: Provide resources necessary to allow A Bit Used to expand and grow its revenue.

Objective 4: Design and execute a legacy giving mechanism.

Objective 5: Grow our endowment to increase potential distribution income.

Objective 6: Maintain support from current donors and develop additional sources of charitable giving.

Goal 2: Maintain our PATH Premier status and, if feasible, provide farm *enhancements* needed for sustainable business opportunities.

(Board, Finance Committee, Executive Director)

Objective 1: Ensure all COVID19 and biohazard guidelines are in place and strictly enforced.

Objective 2: Plan for farm expenses to enhance property value and ensure safety.

Objective 3: Determine if our current water supply is sufficient for future needs.

Objective 4: Establish feasibility of expanding farm property.

Goal 3: Ensure we have enough well qualified staff, volunteers, and Board and Standing Committee members to execute our mission and achieve our sustainability vision statement.

(Executive Director, Membership Committee)

Objective 1: Provide access to the education, tools, and resources needed to perform their duties to the highest professional standards.

Objective 2: Provide cross-training opportunities to staff.

Objective 3: Develop Succession Plans for key staff.

Objective 4: Continuously monitor all operations to ensure an adequate volunteer force.

Goal 4: Leverage our good reputation to enhance name recognition and attract new clients, potential partnerships, and donors.

(Executive Director, Marketing Committee, Fund Development Committee)

Objective 1: Broaden marketing, outreach, and engagement efforts.

Objective 2: Increase social media efforts

Objective 3: Develop and implement special recognition ideas for recurring and large donors.

Objective 4: Maintain an adequate donor base.