

Serenity Horse Rescue Inc.

Grant-Ready Business Plan | 2025–2030

1. Executive Summary

Legal Name: Serenity Horse Rescue Inc.

Mailing Address: 8109 W US HWY 14, Janesville, WI 53585

Founded: April 9, 2021

EIN: 86-3263445

Contact: Wendy Quaas, President & CEO | serenityhorses1@gmail.com | (847) 445-7839

Website: www.serenityhorserescue.org

Mission:

Serenity Horse Rescue Inc. is a 501(c)(3) nonprofit organization committed to the rescue, rehabilitation, and rehoming of unwanted, neglected, or abused horses. We also offer equine-assisted activities, community education, and veteran and active duty outreach programs to promote healing, stewardship, and compassion through the human-horse bond.

2. Programs and Services

- Horse Rescue & Rehabilitation: Intake, vet care, nutrition, training, sanctuary.
- Community Equine Education: Monthly workshops on horse care and management.
- Equine-Assisted Services: Therapy for veterans, youth, and those in need.
- Horse Whispering Program: Groundwork-focused trauma rehabilitation.
- Adoption & Foster Program: Safe placement and lifelong support.

3. Leadership and Governance

Board of Directors:

- Wendy Quaas – CEO & President
- Sue Patten – Secretary & Executive VP
- Elizabeth Luedtke – CFO
- Sierra Meyer – Financial Oversight

The board meets monthly and oversees operational, financial, and strategic planning.

4. Accreditations & Memberships

- Working toward accreditation: PATH Intl., GFAS
- Member: Equine Rescue Network

5. Target Populations & Community Impact

- At-risk horses
- Veterans, Active Duty and families

- Schools and youth orgs
- First-time horse owners

6. Strategic Vision (2025–2030)

2025: Launch capital campaign, expand outreach

2026: Begin arena construction

2027: Launch ESMHL therapy program, hire staff

2028: Expand school/veteran partnerships

2029: Satellite/foster expansion

2030: Launch endowment fund

7. SWOT Analysis

Strengths: Leadership, proven model, community support

Weaknesses: Limited staff, donor base, capacity

Opportunities: Public interest, grant potential

Threats: Rising costs, economic pressures

8. Marketing & Outreach

Current: Facebook, Twitter, LinkedIn, YouTube, TikTok, commercials

Planned: Instagram, newsletters, media coverage

9. Financial Overview

2025 Projected Income: \$83,500

Key Sources: Donations, grants, events, program fees

Key Costs: Horse care, board, infrastructure

Annual care per horse: \$3,500–\$5,000

Horses rescued 2021-2025: 105

10. Sustainability & Endowment Plans

Goal: Launch endowment by 2030 for long-term sustainability and reduce grant reliance.

11. Dissolution Policy

Assets to be transferred to another 501(c)(3) approved by the Board upon dissolution.