

# Guiding Reins

## Fiscal Year 2023-2025 Strategic Plan



Guiding Reins utilizes equine-human interaction to promote self-awareness of mindset, demeanor and behavior to help veterans, military personnel, first responders and their families cope with life's challenges and build beneficial and effective relationships.

The focus of this planning process was on the scaling of services, revenue and infrastructure to support the expansion of the mission of those .

## Guiding Reins Strategic Plan 2023-2025

	<b>Key Actions:</b>
<b>Objective 1.1</b> Scale programs to serve 300 participants in 3 years	<ol style="list-style-type: none"> <li>1. Additional locations</li> <li>2. Royal Oaks, Greer/Greenville County</li> <li>3. Outreach and Education “Telling our Story” more broadly reaching more audiences</li> <li>4. NC VA more involved gaining client participation</li> <li>5. ‘Hyper’ focus marketing to first responders (Dept. of Labor list)</li> <li>6. Research ambulance services for hire to market</li> </ol>
<b>Objective 1.2</b> Achieve program certification (refining program for duplication)	<ol style="list-style-type: none"> <li>1. EAGALA Certification</li> <li>2. Natural Lifemanship Certification</li> <li>3. Investigate any requirement for Facilitation Certifications</li> <li>4. Mental Health Therapist or Peer Support Specialist</li> <li>5. Calculate funding needed for certification with timeline.</li> </ol>

	<b>Key Actions:</b>
<b>Objective 2.1</b> Redesign and format “Fundraising Committee” to the creation of a Resource Development Committee (subset of the board and community members)	<ol style="list-style-type: none"> <li>1. Consider bringing on 2 new BOD (room in bylaws)</li> <li>2. Recruitment for Committee being community focused (4)</li> <li>3. Structure of Committee consider as an issue focused (i.e. events, sponsorships, corporate partners)</li> </ol>
<b>Objective 2.2</b> Diversify revenue streams	<ol style="list-style-type: none"> <li>1. Marketing plan, raise visibility as a philanthropic option. This will help create new donor base.</li> <li>2. Get good handle on overhead and add it into all funding requests.</li> <li>3. Develop program specific budgets appropriate overhead added to cost-allocation for the programs (all).</li> <li>4. Identify 3-5 sources for priority needs for the organization.</li> <li>5. 100% giving from Board at level of their choice or set level.</li> </ol>

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<p><b>Objective 2.3</b> Development of a reserve fund (3-4 months of operating funds minimum)</p>	<p>1. By 2025 investigate places to hold a reserve fund (such as Spartanburg County Foundation).</p>
	<p><b>Key Actions:</b></p>
<p><b>Objective 3.1</b> Expand consultants/staff</p>	<p>1. Part-time admin supports (give ED bandwidth) 2. Expanding admin FTE 3. Research and pursue opportunity Peer Support Specialist (either contract or staff)</p>
<p><b>Objective 3.2</b> Strengthen volunteer base (recruitment and retention strategies)</p>	<p>1. Board succession planning (list at least 5 names) 2. RD Committee members (4 community focused) 3. Need additional 2 new members 4. Volunteers who can help hands on with ED, Equine Managers (clarify this experience for general public) 5. Outreach volunteers (fraternity/sorority)</p>
<p><b>Objective 3.3</b> Covered arenas (research cost benefit)</p>	<p>1. Special funding opportunity for this that could also be promoted through a Go Fund Me, for those that want to give but don't use giving as a charitable checkpoint.</p>