

Shea Therapeutic Equestrian Center

Dana Butler-Moburg, Executive Director

Business Plan



vision

With the next three years, grow the Shea Center into a preeminent \$2 million organization providing therapeutic equestrian activities to a diverse community of people with special needs, and providing internationally recognized education to therapeutic equestrian professionals.



mission

Improve the lives of people with disabilities through therapeutic horse-related programs.



objectives

- Expand operating campaign to \$1.7 Million.
- Raise \$1.5 Million through capital campaign.
- Increase annual fund to \$250,000.
- Implement bilingual programming with 12 families.
- Increase community awareness by 50%.
- Raise \$500,000 by June 30 through Campaign Committee leadership.



strategies

- Core services include therapeutic riding, hippotherapy, and non-mounted activities.
- Raise capital funds using new campaign committee.
- Redesign and staff annual fund and face-face giving program.
- Increase public awareness through community speaking and media relations.
- Develop campaign prospects through new Board connections.
- Maintain development focus thru weekly review mtgs.
- Develop more effective budget, cost control, reporting systems.
- Dana to be more involved in developing prospects, solicitation and stewardship.



action plans

- Implement budget & cost control program (1/15).
- Hire new business manager to take on operational responsibilities (3/15).
- Recreate Campaign Committee by (4/30).
- Develop community speaking program (6/30). Deliver monthly talks in Fall.
- Staff Board, all Committees (6/30). Board Training (Sept)
- Launch monthly development meetings (6/15); biweekly (9/15).
- Complete equestrian facility (7/31), offices (11/30).
- Recruit 5 Comm members (8/31), ID prospect list (9/30), develop new materials (9/30)