



2019 Strategic Plan

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Introduction

Special Equestrians of Georgia (SEG) is a non-profit organization that provides equine-assisted therapies to children and adults with special needs.

Our mission is to provide a nurturing therapeutic environment of equine-assisted activities to help individuals facing physical, emotional, and mental challenges.

We pursue our mission with the values of:

- empowering all types of riders to reach their full potential, and
- providing a supportive and safe environment for riders, staff, volunteers and equines.



We accomplish this through therapeutic riding lessons, hippotherapy, equine-assisted vocational training, and community outreach.

Horses are natural therapy tools. Their walking gait almost perfectly simulates the movement of a person's pelvis when walking on two healthy legs.

During a therapeutic riding session, this action relaxes and stimulates unused muscles, builds muscle tone, and improves balance, coordination and joint mobility. The therapist directs the horse's movements to stimulate specific neuromuscular reactions.

In the case of mental or emotional disorders, including Post Traumatic Stress Disorder (PTSD), the process of learning to ride and care for horses can improve concentration and increase confidence, patience and self esteem.

We strive to provide individuals with special needs a safe, affordable opportunity to experience the joy of horses.

This strategic plan documents:

- the goals we have established to support our mission;
- specific initiatives designed to achieve those goals, and;
- which SEG committee is responsible for implementing each initiative.

The 2019 Strategic Plan has been approved by Stacey Edwards (Founder and President) and Mike Farmer (Executive Director).

Goal #1 - Income Stream

Put into place a regular income stream for financial sustainability to maintain the non-profit and the facilities.

Initiatives

- 1.1. Search for new PATH, OT and PT instructors in order to maximize our ridership. Currently we have children on a waiting list due to an instructor shortage. Having the right number of instructors will ensure that we are meeting the demand numbers as well as our revenue numbers.

Responsible Committee: Search

- 1.2. Continue to identify board members who would affect our financial conditions by either donating or setting up new income streams. These could include trusts, investments or just by personal contacts with prominent donors.

Responsible Committee: Search

- 1.3. Set up a template for an annual event that would cover the base expenses for the organization for a year. Ideas could include golf tournaments, 5k runs, motorcycle/car rallies, local horse shows, corporate sponsorships and city funding.

Responsible Committee: Fundraising



Goal #2 - Increase Therapeutic Offerings

Create a farm that would have multiple uses for therapies of all kinds by utilizing new techniques, new equipment and local expertise.

Initiatives

- 2.1. Involve the community through the City of Milton to help SEG improve our offerings by exploring new groups that may not have particular access to equine therapies.
Responsible Committee: Operations
- 2.2. Work with veteran groups to develop therapy offerings specific to PTSD, etc.
Responsible Committee: Operations
- 2.3. Partner with other organizations for pools of therapists that may offer help in areas SEG has limited expertise.
Responsible Committee: Search
- 2.4. Purchase new tractor, utility vehicle and implements to provide on the job training for farm work or internships for equine jobs.
Responsible Committee: Facilities



Goal #3 - Sustainable Programs

Establish sustainable programs to provide financial support to riders who cannot otherwise afford the costs of equine therapy.

Initiatives

- 3.1. Earmark funding to enable the establishment of an endowment fund to support riders who have limited means.
Responsible Committee: Fundraising
- 3.2. Increase the number of donors that specifically participate in the scholarship program.
Responsible Committee: Fundraising
- 3.3. Develop a “sponsor a child” scholarship fund to assist riders with immediate needs.
Responsible Committee: Fundraising
- 3.4. Develop specific criteria for families who may qualify for scholarship assistance.
Responsible Committee: Finance



Goal #4 - Facilities Upgrades

Upgrade the SEG facilities to better handle poor weather conditions, enhance the riders' experiences, and give the horses a top quality stable and pasture environment.

Initiatives

- 4.1. Install a Roof Over the Riding Ring: The SEG riding ring is open to the elements. When it rains, the floor gets too muddy to safely provide therapy. This results in lost revenue for SEG and missed therapy for our riders. Annually we lose approximately 20% of our sessions due to rain.
Responsible Committee: Facilities
- 4.2. Pasture Optimization: The hilly terrain of the SEG pastures presents challenges with regard to pasture maintenance. Low points in each pasture area can get very muddy due to inadequate drainage during heavy rain storms.
Responsible Committee: Operations and Planning
- 4.3. Barn, Fencing, and Equipment Upgrades: As a result of normal usage and wear, several components of SEG's facilities are in need of repair, including the tractor and associated accessories, some fencing, and minor repairs to barn buildings.
Responsible Committee: Facilities



We couldn't do what we do without the enormous help
of many wonderful people.

To our staff, volunteers, therapists,
and most especially our students and their families,
thank you for allowing us the privilege of working with you.

