

**HORSES AND HUMANS RESEARCH FOUNDATION**  
**STRATEGIC PLAN**  
**2017 – 2020**

***MISSION***

- Through sustained investment in rigorous research, HHRF serves as a catalyst to advance global knowledge of horse-human interactions and their impact on health and wellness.

***VISION***

- A world where the unique capacity of the horse to transform lives is universally understood and valued.

***VALUES***

- ***EXCELLENCE:*** Driven to facilitate and support the highest caliber of competitively selected scientific research; Strive for creative solutions, originality and innovation; Rigorous and unbiased pursuit and transmission of new knowledge through research; Cooperation, collaboration and teamwork in achieving our mission
- ***RESPECT:*** Guided by the highest ethical and professional standards as they relate to humans and equine research; Embracing diversity, integrity and mutual respect as paramount in all activities, business management and personal interactions
- ***ACCOUNTABILITY:*** Ensuring wise and efficient use of resources; Upholding highest level of transparency in all dealings; Committed to consistent, open communications with our stakeholders

***GOALS***

- I. EXPAND OUR CAPACITY TO FUND RESEARCH***
  - Increase the scale and impact of the endowment fund
  - Establish a thriving planned giving fund
  - Diversify and increase investment from individual donors
  - Increase support from foundations and corporations
- II. FUND PROJECTS THAT CLEARLY ADDRESS PRIORITIZED RESEARCH GAPS***
  - Expand Scientific Advisory Council's role in directing research/identifying gaps
  - Enhance proficiency of internal research support processes
  - Enhance the capacity of Focused Research Initiatives
- III. DEVELOP COLLABORATIONS TO ADVANCE RESEARCH PRIORITIES AND FUND STRATEGIC OBJECTIVES***
  - Pursue allied associations to advance research objectives
  - Establish corporate funding partners
  - Launch partnerships with qualified universities