

## **HORSES AND HUMANS RESEARCH FOUNDATION STRATEGIC PLAN**

### **Vision**

The HHRF vision is a world where the unique potential of the horse to transform lives is universally understood.

### **Mission**

Through investment in rigorous research, to serve as a catalyst to advance knowledge of horses and their potential to impact the health and wellness of people

### **Core 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
- Committed to consistent, open communications with our stakeholders

## **Horses and Humans Research Foundation Strategic Plan**

### **Goals**

#### **I. Increase resources to support research growth and foundation sustainability.**

Funding will be a central focus for the board and staff. Our endowment although growing slowly does not yet provide substantial income so a strong focus on donor relations and participation is vital. We will implement a first decade anniversary campaign focusing on major gifts and new donor participation that will fund our first \$100,000 grant. We will also create a strong initiative to obtain corporate support.

#### **II. Expand and refine research investment**

We will develop persistent, active communications with related professional organizations to ensure we are responsive to the needs and direction of the EAA field. We will engage consistent participation and advice from a relevant and qualified scientific advisory council to ensure excellence of processing and selecting awarded research.

#### **III. Further develop organizational capacities to support growth and effectiveness of HHRF**

We will expand the capacity of our board of directors to facilitate foundation growth. We will continue to embrace technology opportunities to enhance efforts to disseminate research findings. We will assess our organizational structure and needs to ensure resources to fulfill foundation growth potential.

## **Horses and Humans Research Foundation Strategic Plan – Goals and action items 2015-2016**

DC – Development committee

GC - Governance committee

FC – Finance committee

ED - Executive director (and staff)

TF – Task force

BOD – board of directors

SCLT – scientific committee leadership team

### **I. Increase resources to support research growth and foundation sustainability**

- 1) Development Committee organizes the HHRF 10 Year Anniversary Project to raise \$120,000. (DC)
- 2) Annual fund raising routines raise minimum of \$50-75K (DC)
- 3) Enlist 2-4 Corporate Sponsors (Pence/Tomlinson)

### **II. Expand and refine research investment**

- 1) Develop collaborative alliances with professional associations and major service providers. (KC)
- 2) Continually improve the grant application process (ED)
- 3) Expand dissemination of research findings to our stakeholders (ED)

### **III. Further develop organizational capacities to support growth and effectiveness of HHRF**

- 1) Recruit board members (GC)
- 2) Continue to expand our technology capabilities and social media (ED)
- 3) Sustain our financial systems to assure accountability (FC)
- 4) Develop a resource plan for long term growth (Paul/KC)