

Horses and Humans Research Foundation
Strategic Plan
2022-2025

Mission

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

Vision

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

Values

- **CARE:** Committed to the mental and physical well-being of the horse through kindness and empathy.
- **ACCOUNTABILITY:** Ensuring wise and efficient use of resources upholding highest level of transparency in all dealings; committed to consistent, open communications with our stakeholders.
- **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.
- **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

Goals

I. Expand the impact of research.

II. Educate to fulfill the vision.

III. Facilitate and sustain collaborative partnerships.

IV. Increase investment in the capacity and sustainability of HHRF.

V. Expand the impact of research.

- Close the gap between the science and the provision of equine assisted services to promote implementation of evidence-based best practices.

- Increase the amount of dollars awarded and the number of grant request for proposals (RFPs) issued annually
- Explore potential ways to increase the comparability of outcomes, for example through assessments, methods, and instrumentation in research.
- Potentially explore the benefits of human relationships with horses in ways not affiliated with EAS.

II. Educate to fulfill the mission and the vision.

- Provide educational opportunities
 - Produce HHRF annual conference
 - Bringing EAS practitioners, general horse enthusiasts, and researchers together
 - Present current, relevant research findings funded by HHRF and others
 - Facilitate conversations between researchers and practitioners
 - Provide Webinars
 - Develop written educational materials
- Participate in educational opportunities
 - Conferences held by other organizations
 - Write articles for publication
 - Give interviews
 - Other methods, as they become available
- Collaborate with The Federation of the Horse in Education and Therapy (HETI) in the development and support of an electronic repository (platform) of research in the impacts of horse-human relationships
 - Including research that didn't "work"

Facilitate and sustain collaborative partnerships

- Develop and maintain collaborative relationships through partnerships, memorandums of understanding, and collaborations with organizations such as universities, healthcare organizations, professional organizations and associations, advocacy groups, and breed, discipline, and equestrian groups.
 - Utilize these relationships to meet all of HHRF's goals.

IV. Increase investment in the capacity and sustainability of HHRF.

- Develop sponsorship, partnership, and individual donor relationships to support and expand HHRF's grant making capacity and sustainability
 - Utilize the relationships with other organizations, companies, and individual donors to support and expand grant making
 - Utilize educational offerings to promote financial support of HHRF
 - Develop giving levels/sponsorships for educational opportunities

Increase investment in the capacity and sustainability of HHRF

- **Diversify and expand the donor base**
- **Target opportunities for unrestricted donations**
- **Increase support from foundations and corporations**
- **Expand size and reach of the endowment fund**
- **Develop marketing committee**
- **Continue to recruit and support qualified, engaged board and committee members**
- **Increase internal and external communication/coordination**
- **Develop and maintain sufficient qualified human resources to support the operations**
- **Obtain, implement, and maintain systems to meet the organization's needs**