

BraveHearts

3-YEAR STRATEGIC PLANNING MAP

JAN 2024 - DEC 2026



1. BOARD DEVELOPMENT

BraveHearts will elevate to a highly effective governing board demonstrated by strategic governance, implementing best practices and board policy, generative leadership and significant increased annual giving.

2. FUNDING

By November 2024, develop fundraising strategy with staffing and budget plan resulting in abundant and diverse streams of revenue to propel BraveHearts' mission and programs forward.

MISSION

BraveHearts brings hope, joy and unlimited possibilities through the healing power of the horse.

VISION

BraveHearts envisions being the premier model for connecting horses with people as a catalyst for wellness. Everyone will have the opportunity to discover healing horsemanship through the BraveHearts' model.

3. MANAGEMENT INFRASTRUCTURE

Implement effective management and staffing structure by rebalancing workloads by July 2025.

4. GROWTH

Develop a five-year campus master plan, demonstrating expanded facilities, programmatic and development scenarios, to maintain and further advance BraveHearts as the premier standard for equine-assisted services in the United States.