

# ANNUAL REPORT

2 0 1 8  
2 0 1 9

Since the production of this annual report, a lot has changed in the world. It reflects the dates 7/1/18-6/30/2019.

PATH Intl. wishes everyone the best during the COVID-19 pandemic.



**PATH**  
INTERNATIONAL

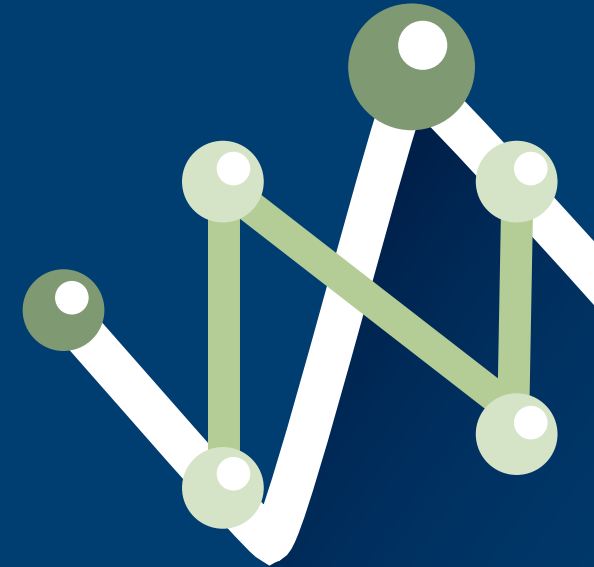
ENSURING EXCELLENCE AND CHANGING  
LIVES THROUGH EQUINE-ASSISTED  
ACTIVITIES AND THERAPIES



<b>PATH INTL. MISSION, VISION &amp; CORE VALUES</b> .....	2
<b>PATH INTL. OFFICERS, BOARD &amp; STAFF</b> .....	3
<b>PATH INTL. COMMITTEES</b> .....	4-8
<b>LETTER FROM THE CEO</b> .....	9-10
<b>BASELINE DEFINITIONS RESOURCE GUIDE DEVELOPMENT: BOB WOODRUFF FOUNDATION GRANT</b> Workgroup & Initiative Taskforce.....	11
<b>CREDENTIALING</b> .....	12
<b>EDUCATION</b> 2018-2019 Regional Conferences.....	13
PATH Intl. Equine Services for Heroes® Virtual Conference .....	13
<b>INTERNATIONAL OUTREACH &amp; LEGISLATIVE NEWS</b> .....	14

<b>MARKETING</b> Website .....	15
Electronic Broadcasts .....	15
Social Media .....	16
<b>MEMBERSHIP DIVISION</b> Membership Data .....	17
<b>STRATEGIC PLAN</b> .....	18
<b>VETERANS PROGRAMMING</b> .....	18
<b>FINANCES</b> Financial Position 2018-2019 .....	19
Revenue 2018-2019 .....	20
Expenses 2018-2019 .....	21
Net Assets 2018-2019 .....	22
<b>DONATIONS</b> .....	23-29

# TABLE OF CONTENTS



©2020 PATH Intl. All rights reserved. Ensuring excellence and changing lives through equine-assisted activities and therapies® and the PATH Intl. logo are PATH Intl. trademarks and may not be used without PATH Intl. permission. Use of ® indicates that the mark is trademarked in the U.S. and elsewhere

P.O. Box 33150, Denver, CO 80233 | Phone: (800) 369-7433 | Fax: (303) 252-4610 | PathIntl@PathIntl.org | www.PathIntl.org

## **PATH INTL. MISSION**

We lead the advancement of professional equine-assisted activities and therapies by supporting our members and stakeholders through rigorously developed standards, credentialing and education.

## **PATH INTL. VISION**

To ensure universal recognition of professional equine-assisted activities and therapies and their transformative impacts that enrich lives.

## **CORE VALUES**

### **Access and Inclusion**

promoting diversity and opportunity in equine-assisted activities and therapies

### **Compassion and Caring**

providing a culture of safety, understanding and ethical treatment of humans and horses engaged in equine-assisted activities and therapies

### **Cooperation and Collaboration**

connecting and partnering with those who share the PATH Intl. Vision in a mutually beneficial manner

### **Education**

sharing valued knowledge with our constituents to facilitate their success

### **Excellence**

promoting quality in all undertakings

### **Innovation**

encouraging and supporting creativity, inquiry and cutting-edge research

### **Integrity and Accountability**

ensuring that all business is based on ethical principles and conducted with transparency

### **Professionalism**

enhancing the value and credibility of the industry

### **Service**

providing effective and responsive information and programs to our constituents

### **Holism**

promoting an awareness of body, mind and spirit in equine-assisted activities and therapies

# **MISSION AND CORE VALUES**



# PATH INTL. OFFICERS, BOARD & STAFF



## OFFICERS

### President

Ross Braun, New Haven, MO

### Vice President

Susan Becklenberg, Centralia, MO

### Secretary

Brandan Montminy, Dallas, TX

### Treasurer

Ed Milford, Clermont, FL

### Past President

Julie Broadway, Washington, DC

## BOARD OF TRUSTEES

Kim Berggren, Climax, MI

Scott Carver, Ambler, PA

Moira Corcoran, Chicago, IL

Patti Coyle, Fairfield, CT

Adam Daurio, Fort Collins, CO

KC Henry, Chagrin Falls, OH

Michael Kaufmann, Brewster, NY

Lili Kellogg, Dallas, TX

Robin Krueger, Seattle, WA

## STAFF

### Chief Executive Officer

Kathy Alm

### Director of Membership and Technology

Carrie Garnett

### Director of Credentialing and Education

Jeff Kelling

### Director of Marketing and Communications

Kaye Marks

### Accounting Manager

Cheryl Graves

### Certification Manager

Bret Maceyak

### Education and Accreditation Manager

Sara DePape

### Communications Specialist

Cher Smith

### Regional Conferences Coordinator

Marsha Anderson

### Member Programs Coordinator

Missy Dedrick

### Education Coordinator

Rachel Moore

### Education Representative

Elias Holdman

### Executive Assistant & Human Resource Specialist

Kandis Branum

### Accounting Assistant

Shari Devries

### Programs Representative

Kristin Jacobsen

### Lead Member Services Representative- Individual/Database

Karen Province

### Member Services Representative-Centers

Kim Sperry

### Member Services Representative-Receptionist

Brittney Holdman

### Credentialing Assistant

Karina Jantzen

### Credentialing Event Representative

Amanda Walters

### Credentialing Services Representative

Sarah Merrill

# PATH INTL. COMMITTEES

## 2018 PATH INTL. CREDENTIALING COUNCIL

Bill Lavin, Chair,  
PATH Intl. Lead Site Visitor Representative

Steven Arnold, Public Member

Marci Bender, Therapeutic Riding Instructor,  
Master Level Representative

Regan Mays, PATH Intl. Therapeutic Riding  
Instructor, Registered Level Representative

Tasha Malinchoc-Federinko, Therapeutic Riding  
Instructor, Advanced Level Representative

Patricia McCowan, Vice Chair,  
Representative at Large

John Murdoch, PATH Intl. Certified Driving  
Instructor, Level I Representative

Stephanie Roeter, PATH Intl. Equine Specialist  
in Mental Health and Learning Representative

## PATH INTL. ADVISORY COUNCIL

Andrea Beetz, Psychologist (MA), PhD

Jerry Black, DVM, Director, Equine Sciences,  
Colorado State University

Shannon S. Carter, EdD, CAE

Lynn Coakley, President,  
EQUUS Foundation, Inc.

David L. Foley, Executive Director, American  
Association of Equine Practitioners

Holly Schmitt Fox, DVM

Hope Carolyn Hand, Para-equestrian

Craig Huffhines, Executive Vice President,  
American Quarter Horse Association

Allyn Mann, Director, Strategic Partnerships,  
Adequan/American Regent Animal Health

Larry Pence, CSM (Ret.), U.S. Army

## VOLUNTEER COMMITTEES, SUBCOMMITTEES AND TASK FORCES

### Membership Outreach Committee

Shannon Middleton, Chair

### Region 1

Representative . . . . . Kristen McGraw

Treasurer . . . . . Karen Kersting

Communications

and Vermont . . . . . Sue Miller

Connecticut . . . . . Jeanna Pellino

Maine . . . . . Sarah Bronson

Massachusetts . . . . . Sarah Norris

New Hampshire . . . . . Lorna Young

Rhode Island

and Canada . . . . . Stephanie Trafka



# PATH INTL. COMMITTEES



## Region 2

Representative . . . . . Marya Pecukonis  
Treasurer . . . . . Octavia Brown  
Communications . . . . . Karen Garland  
Delaware . . . . . Georgia Truitt  
New Jersey . . . . . Chris Baxter  
New York . . . . . Samantha Areallo  
Pennsylvania . . . . . Stephanie Fleck

## Region 3

Representative . . . . . Mary Jo Beckman  
Treasurer . . . . . Anna Koopman  
Communications . . . . . Susan Hubbard  
Facebook . . . . . Pebbles Turbeville  
North Carolina . . . . . Sherri Moore  
South Carolina . . . . . Anja Cain  
Virginia . . . . . Anna K. Cramer  
West Virginia . . . . . Erica Ringle White

## Region 4

Representative . . . . . Tam Homnick  
Treasurer . . . . . Vacant  
Communications . . . . . Tasha Federinko  
Conference Chair #1 . . . . . Tara East  
Conference Chair #2 . . . . . Kim Berggren  
Indiana . . . . . Blair McKissock  
Michigan . . . . . Jessica Moore

Ohio . . . . . Sarah Potts  
Ontario . . . . . Karen Pratt

## Region 5

Representative . . . . . Audrey Adamson  
Treasurer . . . . . Abby Sykes  
Communications . . . . . Robin Bramson  
Alabama . . . . . Christie Stanley  
Florida . . . . . Missy Saracino  
Georgia . . . . . Peggi Lyn Noon  
Mississippi . . . . . Valerie Steele  
Tennessee . . . . . Kelly Sheehan  
Africa . . . . . Cara Elmira  
Puerto Rico . . . . . Carlos Mendez  
David (Tim) Appling

## Region 6

Representative . . . . . Katie Harmelink-Roth  
Treasurer . . . . . Erika Berg  
Communications . . . . . Angela Poster  
Wisconsin . . . . . Dena Duncan  
Minnesota . . . . . Susie Bjorklund  
North Dakota . . . . . Katie Oakland  
South Dakota . . . . . Lanay Jung  
Canada . . . . . Joan Berg

# PATH INTL. COMMITTEES

## Region 7

Representative .....	Jean Maraist
Treasurer .....	Joanne Mulvey
Communications and Kansas .....	Joy Miller
Illinois .....	Mary Illing
Iowa .....	Marilyn Moore
Missouri .....	Bethany Mitchell
Nebraska .....	Shelby Winnail

## Region 8

Representative .....	Jen Donahue
Treasurer and Arkansas 1 ..	Kimberly Haley
Communications and Oklahoma 1 .....	Kimberly McDonell
Conference .....	Anita Hartzell-Hefler
Arkansa 2 .....	Becke Williams
Louisiana .....	Larry McCaleb
Oklahoma 2 .....	Rachel Royston
Texas 1 .....	Clarissa Correa
Texas 2 .....	Emilie Thomason

## Region 9

Representative .....	Maggee Harrison
Treasurer .....	Katie Jacobson
Communications .....	Trish Broersma
Conference .....	Jessica McKenzie
Alaska .....	Carrie Drury
Idaho .....	Annie Mabry

Montana .....	Steph Froisland- Richardson
Oregon .....	Amanda Garrison
Washington East .....	Teresa Bron
Washington West .....	Devon Stone
Alberta and British Columbia .....	Karen Tanchak

## Region 10

Representative .....	Saebra Pipoly
Treasurer .....	Rebecca Norton
Communications .....	Stephanie Green
Communications .....	Jenny Hartung
Arizona .....	Gregg Goodman
Colorado .....	Stefani Viktora
New Mexico .....	Ashley Armijo
Utah .....	AbbyJane Ferrin
Wyoming .....	Kristen Marcus

## Region 11

Representative .....	Alicia Roe
Treasurer .....	Vacant
Communications .....	Courtney Mellor
California North .....	Mari Parino
California Central .....	Brie Doherty
California South .....	Kaitlyn Siewert
Hawaii .....	Vacant
Nevada .....	Catherine O'Brien



# PATH INTL. COMMITTEES

## Grievance Review Panel

Chair, Brandan Montminy  
Barbara Ford  
Debbie Anderson  
Barbara Kuhns

## Programs and Standards Oversight Committee

Chair, Kristin Sanders  
Bill Knack  
Michele Kane  
Lesley Shear  
Sherry Butler  
Liz Adams  
Miyako Kinoshita  
Shannon Middleton

## Health and Education Advisory

Michelle Weed  
Sarah Bronson  
Kathi Claybrook  
Terry Chase  
Linda Moran  
Hallie Sheade

## Accreditation Subcommittee

Chair, Lesley Shear  
Asa Raymond  
Maggee Harrison  
Susan Miller  
Jen Donahue  
Mary Gwinner

## Certification Oversight Committee

Chair, Liz Adams  
Kate Robbins  
Antoinette DeGruccio  
George Paffendorf  
Sherri Moore

## Equine Welfare Committee

Chair, Miyako Kinoshita  
Christy Counts  
Jessica Normand  
Isabelle Wolf-Gillespie  
Sarah J. Reega  
Dr. Rebecca Husted  
Chrissy Rudd  
Fran Jurga  
Christie Schulte Kappert  
Emily Kieson

## PATH International Equine Services for Heroes® Committee

Chair, Michele Kane  
Jeff Hensley  
Michael Higgins  
Jessica Christen  
Kristen Marcus  
Tara Mahoney  
Kelly Slonaker



# PATH INTL. COMMITTEES

## Equine Specialist in Mental Health and Learning Subcommittee

Chair, Antoinette DeGruccio  
Susanne Haseman  
Beth Long  
Jody Enget  
Nancy Beers

## Riding Certification Subcommittee

Chair, Kate Robbins  
Bonnie Bruns  
Lauren Fitzgerald  
Marny Mansfield  
Joelle Devlin  
Heather Hernandez

## Therapeutic Driving Certification Subcommittee

Chair, George Paffendorf  
Tina Bennett  
Jen Donahue  
Anita Sepko  
Teresa Bron  
Melissa Yarbrough  
Michelle LaFleur  
Sarah Carlson

## Vaulting Certification Subcommittee

Chair, Sherri Moore  
Naomi George  
Ashley Smith-Ragans  
Audrey Ganitopoulos  
Amanda Gerald  
Sandy Webster

## Standards Task Force

Chair, Sherry Butler  
Calle Hayes Poindexter  
Asa Raymond  
Shannon Mitchell  
Molly Murphy

# LETTER FROM THE CEO

## DEAR PATH INTL. MEMBERS, SUPPORTERS AND FRIENDS,

Since its inception in 1969, PATH Intl. has existed to serve you, our members. The past year further strengthened the organization's foundation for the next 50 years as we continue to look at new products and services and improvements to the member experience.

Positioned as leaders in EAAT, we need to be bold and help move the industry forward. We live in times of great change, and this organization will not/should not stand still. Whether we're looking at technology, meaningful credentials, partnering for curriculum development, spearheading a terminology task force made up of industry leaders, public outreach or the myriad member-centric topics we address to support your goals, we have to keep moving, keep evolving. The 2018-2019 fiscal year was a prime example of forward motion and building up to and enacting some big organizational changes. We recognize that change is most often difficult but equally often presents great reward. We are making changes to better serve our members, as we continue to put them at the center of everything we do. We prioritize initiatives not in terms of what we can do, but based on what members tell us they want and need. So as we continue to strive to professionalize the industry, we thank each and every one of you who has continued to ride along the path with us.

We made great strides during 2018-2019 to achieve the strategic goals and objectives set forth by the strategic plan. Some of those initiatives were preparing to launch the CTRI credential, converting to a new database, creating new membership tiers and reorganizing the staff to better support membership. Our education offerings, new products, our thought leadership, our members' continuing professional development and our advocacy efforts all seek to build on that heralded 50 years past with a keen eye on the future for the organization and the industry. None of these changes have come without challenges, but we continually strive to meet those challenges and adjust where necessary.

As always, we love member feedback, and your participation in the association fuels the decisions we make at the board of trustees level, committee level and staff level. Please stay involved—vote on things, participate in surveys, maybe join a committee, task force or workgroup. The ripples you make will have great impact.

I remain optimistic as ever for our association and the field. I am confident that PATH Intl. is well-positioned for the future. We will continue working to build the most member-focused, efficient and innovative membership organization ever—characterized by a strong

# LETTER FROM THE CEO

financial foundation, a leading presence in the industry, quality assurance and operational excellence. As we look ahead, we won't lose sight of our roots and the organization's history. We are building on an exceptionally strong foundation.

Coupled with the strong optimism I feel for the future is a deep sense of gratitude. Gratitude for the membership is paramount and at the center of everything we do. I am thankful for the leadership, guidance, and support of Ross Braun, our board of trustees president, and our other highly qualified, hard-working, and dedicated board officers and members. And I am especially grateful for your 21 talented team members, who work hard every day to ensure we realize our vision of satisfying members' needs. I am honored to lead them.

In the following pages readers can see a brief synopsis of the year's highlights. As an adjustment to recognizing the limited free time our members have, we're unveiling a consolidated annual report compared to past years.

It will still shine a light on the organization's developments and you will likely be delighted to see the financial health of the organization remains strong. Let us know how you like the new report format!

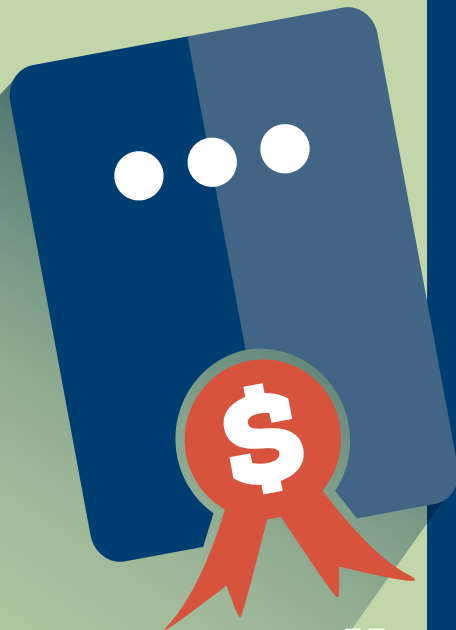
Kind regards,



Kathy Alm  
Chief Executive Officer  
Professional Association of Therapeutic  
Horsemanship International



# BASELINE DEFINITIONS RESOURCE GUIDE DEVELOPMENT BOB WOODRUFF FOUNDATION GRANT



Spearheaded by PATH Intl. and with funding from the Bob Woodruff Foundation, an initiative with the goal of term definition consensus among the major stakeholders in the field of equine-assisted activities and therapies (EAAT) commenced. Thank you to the initial workgroup comprised of Joann Benjamin, Michele Kane, Lynn Thomas and Dr. Wendy Wood for helping to lead this important initiative. The workgroup collected thousands of terms currently being used in the industry. The data collected helped inform a survey that was developed and distributed to members of all industry association members, stakeholders and others in April 2019. The survey had a 10.8 % response rate. 96% of respondents were service providers.

## ORIGINAL WORKGROUP

**Kathy Alm:**  
CEO, PATH Intl.

**Lynn Thomas:**  
EAGALA

**Michele Kane:**  
Veteran who is a PATH Intl.  
Certified Registered Instructor

**Joann Benjamin:**  
Physical therapist representing  
American Hippotherapy Association

**Dr. Wendy Wood:**  
Professor and researcher from  
Colorado State University

## INITIATIVE TASK FORCE

**Debbie Anderson:**  
PATH Intl. Certified Therapeutic  
Riding Instructor, equine-assisted  
learning, executive director at  
Strides to Success,  
CBEIP-Education,  
E3A corporate trainer

**Nina Ekholm Fry:**  
Mental health professional,  
director of equine programs,  
University of Denver-Institute  
for Human-Animal Connection,  
CBEIPHETI, ISES, American  
Hippotherapy Association

**Martin Pearce:**  
Public Relations/Marketing/  
Communications,  
parent of a participant

**Emily Bader:**  
Program officer,  
Bob Woodruff Foundation

**Dr. Margaret "Meg" Harrell:**  
Chief Program Officer,  
Bob Woodruff Foundation

**Lynn Klimas Petr:**  
PATH Intl. Certified Advanced  
Therapeutic Riding Instructor,  
PATH Intl. center founder and  
administrator

**Dr. Octavia Brown:**  
PATH Intl. Certified Master  
Instructor, professor of equine  
studies, Centenary University

**Miyako Kinoshita:**  
Past president Equine-facilitated  
Mental Health Association,  
Equine-assisted Learning, PATH  
Intl. Certified Therapeutic Riding  
Instructor

**Lissa Pohl:**  
University of Kentucky, Community  
and Leadership Development,  
E3A Master Trainer

**Analisa Enoch:**  
United States Department  
of Veterans Affairs

**Jennifer Nagrath:**  
Assistant director of research and  
development, McCormick Research  
Institute, MA Psychology

**Laurie Schick:**  
Physical therapist, hippotherapy  
clinical specialist, American  
Hippotherapy Association,  
3rd party billing representation



# CREDENTIALING

The trek to independent accreditation of the PATH Intl. Certified Therapeutic Riding Instructor™ (CTRI) Certification continued in 2018-2019. The pilot of the transition process for PATH Intl. Registered Therapeutic Riding Instructors to earn the new credential piloted successfully in April 2018. By the end of June 2019, 1,804 instructors had transitioned.

The paperwork for new PATH Intl. CTRI candidates was also piloted in '18-'19. PATH Intl. is very grateful for the large number of certified professionals who participated in piloting the PATH Intl. Certified Therapeutic Riding Instructor application paperwork and certification processes. The information gathered further empowered the credentialing council to ensure all aspects of the PATH Intl. CTRI certification meet the needs of both the therapeutic riding field and NCCA accreditation standards. Due to the lengthy review of the pilot results, the credentialing council determined additional time was needed to verify that pilot feedback was relevantly incorporated into the big picture of the PATH Intl. CTRI credential. As a result, the launch of the PATH Intl. CTRI certification was delayed, and acceptance of new applications began October 1, 2019.

Total PATH Intl. Certified Professionals .....	4,776
Certified Driving Instructors .....	106
Certified Vaulting Instructors .....	38
Certified Equine Specialists in Mental Health and Learning.....	883



4,776



# EDUCATION



The PATH Intl. Conference and Annual Meeting held October 25-28, 2018, was a great success with 575 attendees enjoying the Orlando, FL sunshine, networking, highly reviewed education sessions, workshops and the awards luncheon with keynote speaker, Mitchell Reno who presented on his journey from soldier to participant to PATH Intl. Certified Instructor.

The PATH Intl. Virtual Conference, held April 23-24, 2019, continues to be a fantastic education resource for individuals who enjoy learning and earning CEUs at their center or in their home office. The two-day online conference featured live presentations, Q & A, a chat function and even a virtual exhibit hall with exhibitors on hand to answer attendee questions.

Region conferences are always positively transformative for attendees. They're a great way to network with other members close to home and feature classroom as well as in-the-arena sessions all within driving distance. The conferences are a great way to earn CEUs and learn what PATH Intl. is working toward on behalf of the members.

## 2018-2019 Regional Conference Attendance

Region 1	91
Region 2	74
Region 3	118
Region 4	128
Region 6	99
Region 7	91
Region 8	147
Region 10	104
Region 11	88

## PATH International Equine Services for Heroes® Virtual Conference

Partially funded by the United States Department of Veteran Affairs Adaptive Sports Grant, members were able to attend the online conference for a reduced rate. 232 attendees were present and gave glowing reviews for the content.

# INTERNATIONAL OUTREACH & LEGISLATIVE NEWS



## Outreach

The International Association of Human Animal Interaction Organization (IAHAIO) is currently working on best practices for EAAT. Kathy Alm was asked to serve on that committee.

## News

The American Horse Council (AHC) organized their members to visit Washington, DC, for meetings with various legislators to educate them on various topics important to the horse industry. One of the topics they chose to highlight was EAAT. There is growing interest amongst legislators in EAAT-EAT for veterans specifically. PATH Intl. is indebted to Julie Broadway, President of the American Horse Council and past president of the PATH Intl. Board of Trustees for raising awareness of EAAT to other AHC members and recognizing the growing interest in Washington, DC. There are three important bills currently being considered.

PATH Intl. became a member of the Professional Certification Coalition. This group monitors bills that have the potential to impact credentialing, and works with legislators to

ensure there are no unintended consequences to their proposed bill. An example is denying people the right to list any credentials or certifications if they are not state mandated licensure, or removing a credentialing body's right to deny or remove a certification based on a legal conviction or removing mandated licensure or certification from some industries. Many of these bills had a positive intent. The legislators did not necessarily know about unintended consequences until the PCC became involved.

The majority of these bills are on the state level, and PATH Intl. has involved state members when needed. The association will continue to participate and ensure that members' interest and that of the industry are protected.

# MARKETING

A high point of the year was kicking off the first half of the **PATH Intl. 50th anniversary** year. The commemorative 50th anniversary issue of *PATH Intl. Strides* came out in February 2019 to rave reviews. Member features were highlighted in *PATH Intl. eNews* and social media and goody boxes overflowing with Tough One products were shipped to those featured. In addition to its ongoing public relations efforts including press release distribution and media relations, the marketing department distributed a 50th anniversary PR tool kit for centers to employ as a way to leverage the milestone into local media opportunities. The department also released a conference attendance justification tool kit that was created for hopeful registrants to use as they ask for funds from centers to attend *PATH Intl.* events.

Internal communications to members and industry stakeholders continued to be a focus in '18-'19. Outside-the-industry marketing efforts included print and digital trade advertising placements and another very successful year of Google Adwords Grant ads. We finished the year with **102,706 impressions**, **14,087 click throughs** to the *PATH Intl.* website and a total **\$67,323.78** in free advertising for:

## **WWW.PATHINTL.ORG**

The most visited pages remain those under "certification." These pages are vital warehouses of information for those seeking riding, vaulting, driving or equine specialists in mental health and learning.

certifications. The Find a Center page the second most visited page. During 2018-2019 **two new pages ranked in the top 20** -- "Locate My Region" and "Join Now."

## **ELECTRONIC BROADCASTS**

In the 2018-19 fiscal year, *PATH Intl.* sent out **434 electronic broadcasts**. Electronic emails include national and regional conference invitations, surveys, 12 *PATH Intl. Education eNews*, 24 *PATH Intl. eNews*, the *Trek to Accrediting the PATH Intl. Therapeutic Riding Instructor Certification* newsletter, quarterly

CEO updates, quarterly region newsletters, surveys and general updates. The industry standards conducted by companies such as Constant Contact show most nonprofit organizations have an open rate of 21%. ***PATH Intl. communications* regularly have much higher rates, generally between 30-40%.**

# MARKETING



## SOCIAL MEDIA

PATH Intl. has a presence on a number of social media channels, the most notable being Facebook, Twitter, YouTube and Instagram. Continuing from previous years, the fiscal year ended with **16,520 Facebook likes**, an increase of approximately 15%. The page also has **17,486 followers**, representing the people who actively see our posts in their newsfeeds. The top posts still remain articles we have shared on the benefits of EAAT, particularly about veterans, humorous stories or photos, and of course, horses. The PATH International Equine Services

for Heroes® Facebook page ended the fiscal year with **2,790 page likes and followers**.

The PATH Intl. YouTube channel has **540 subscribers**. The “PATH Intl. Overview” on the home page logged 2,000+ more views than last year’s **11,000 views**; “Become a PATH Intl. Certified Professional” has also increased nearly **2,000 views** over last year’s 6,000 views. Twitter ended the fiscal year with **1,960 followers**. LinkedIn ended the fiscal year with **1,563 followers**.

## PATH INTL. SPONSORS

Title Sponsor and Official Feed of PATH Intl.: **Purina**

### Gold

Market Insurance

### Silver

Adequan  
Strides to Success  
Equisure, Inc.

### Bronze

Cavallo  
Leadership Adventures

### Pewter

Breyer  
EQUUS Foundation  
WESA

### Copper

Castlebranch  
SureHands Lift & Care Systems

### In Kind and Media

Equicizer, Equine Network  
Kentucky Performance Products  
RIDE TV, Tough 1

# MEMBERSHIP

The 2018-2019 fiscal year for the membership department was filled with researching new offerings designed to provide a more customizable member experience. Thanks to data collected during an August 2019 member benefits survey, new benefits were sought out based on member feedback.

Much of the year wa's focused on the creation and launch of a new customer relations system (database accessed through pathintl.org) launched in May 2019. This new system was selected and designed to support members by providing a robust platform with many new features. Members reported enjoying a friendlier user interface, the ability to submit and track their CEUs online and the ability to submit center renewal information online.

Center members through a partnership with EquestrianProfessional.com are provided access to the equine business site's in-depth tools for running a proper business. In addition to 24 hour/365 day access to the most extensive collection of horse business resources in the world, which includes calculators, a download library and help with everything from business planning, marketing and financial stability.

## Membership Data

Individual members.....	7,993
Total Member Centers.....	594
Premier Accredited Centers.....	279



JOIN US



# STRATEGIC PLAN



In the ongoing effort to ensure excellence and change lives through equine-assisted activities and therapies (EAAT), the Professional Association of Therapeutic Horsemanship International (PATH Intl.) began undertaking a critical, research-based strategic planning process to understand perceptions of its current strategic direction, as well as opportunities for the future. This exercise aimed to ensure the organization continues to provide exceptional value and relevant support to both professionals and centers in EAAT. As part of this initiative, PATH Intl. sought input from members and stakeholders and conducted a survey in February 2019 to gain insight on member perceptions, needs and expectations to inform the strategic planning process. Informed by data collected from the survey, the May 2019 PATH Intl. Board of Trustees retreat focused its efforts on the strategic plan.

# VETERANS PROGRAMMING



## **317 PATH Intl. Center Members report serving veterans.**

The United States Department of Veterans Affairs Adaptive Sports Grant continues to support veteran participants in EAAT and PATH Intl. Premier Accredited Centers. 88 Premier Accredited Centers were reimbursed in '18-'19 for direct service to more than 744 veterans. 35 PACs received supplies and equipment with the grant of \$265,000. Over the past six years, **funding has totaled over \$1.5 million.**

The ongoing partnership with Wounded Warrior Project helped 78 PATH Intl. Premier Accredited Centers provide 1,911 sessions to 472 WWP alumni - **totaling \$143,737 in reimbursement to the centers.**

A grant from the Bob Woodruff Foundation funded the development, implementation and evaluation of a training program for delivery of an evidence-based curriculum—EAT-PTSD developed by the Columbia University Man O' War Project partnering with PATH Intl. This research-based curriculum for veterans with PTSD symptoms piloted in the summer of 2019. The curriculum should be ready for distribution in spring 2020.

# FINANCES FINANCIAL POSITION 2018-2019



PATH Intl. financial statements are accurately presented for fiscal period '18-'19 as reported by its auditors, Altruic Advisors. No significant findings or issues were noted. No deficiencies in internal controls were noted.

## Business Performance

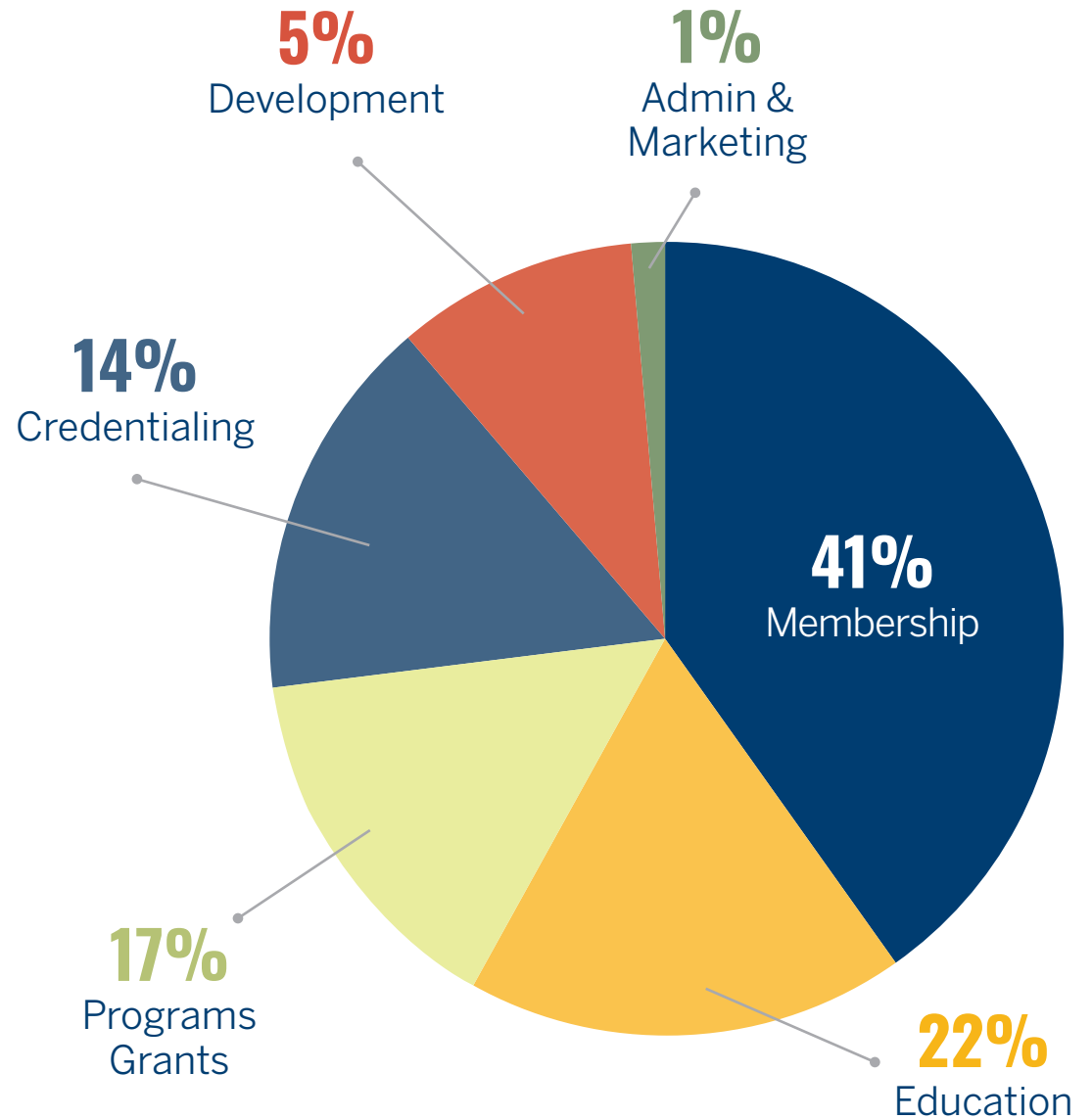
PATH Intl. net assets grew to \$959,845, 4.3% in fiscal period 2018-2019 compared 2017-2018.

There was a net gain from operations of \$39,229 for the fiscal period '18-'19.

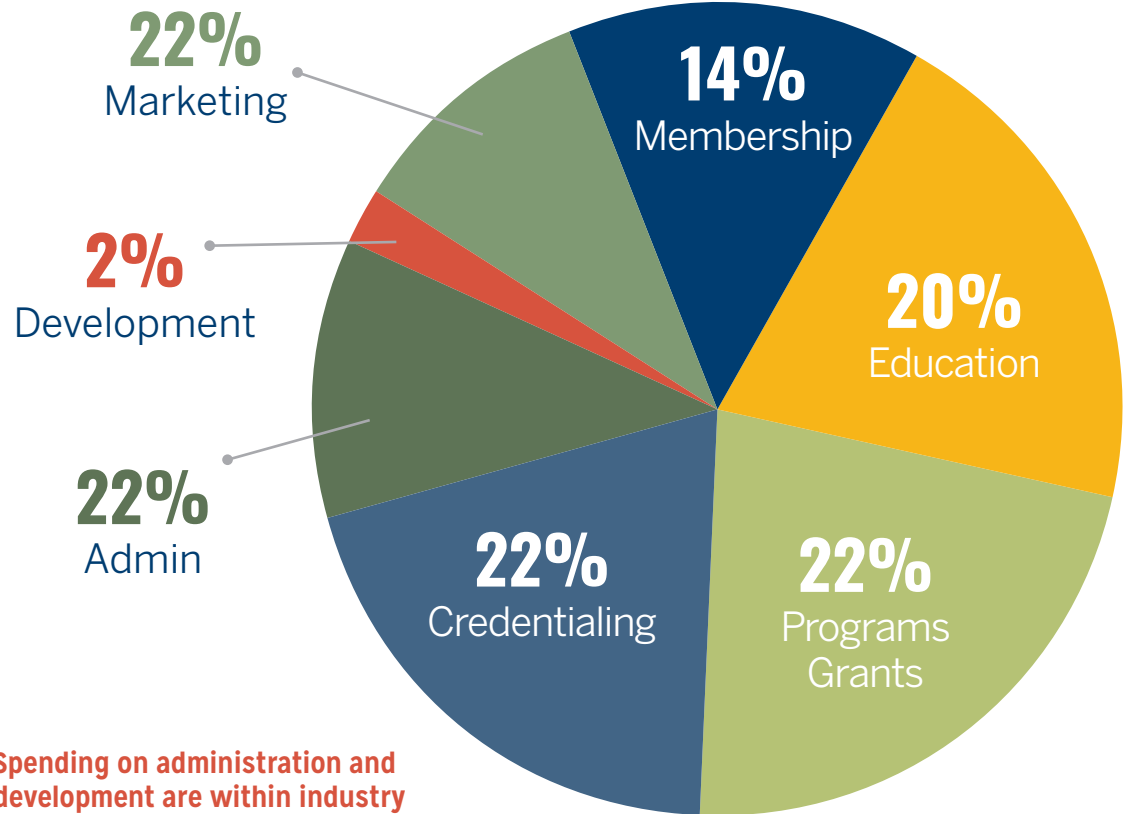
The association continued to build its reserve to buffer against potential initial decline in membership due to the separation of the membership requirement from the PATH Intl. CTRI credential as well as to pay for the new database.

		Audited 2018-2019	Audited 2017-2018	Audited 2016-2017
<b>OPERATING RESULTS</b>	Total Revenue	\$2,737,256	\$2,802,938	\$2,632,445
	Total Expense	(\$2,698,027)	(\$2,619,590)	(\$2,345,290)
	<b>Net Gain/(Loss)</b>	<b>\$39,229</b>	<b>\$183,348</b>	<b>\$287,155</b>
<b>BALANCE SHEET</b>	Total Assets	\$1,900,552	\$1,794,716	\$1,531,568
	Total Liabilities	(\$940,707)	(\$874,100)	(\$794,301)
	<b>Net Assets</b>	<b>\$959,845</b>	<b>\$920,616</b>	<b>\$737,267</b>

# FINANCES REVENUE 2018-2019



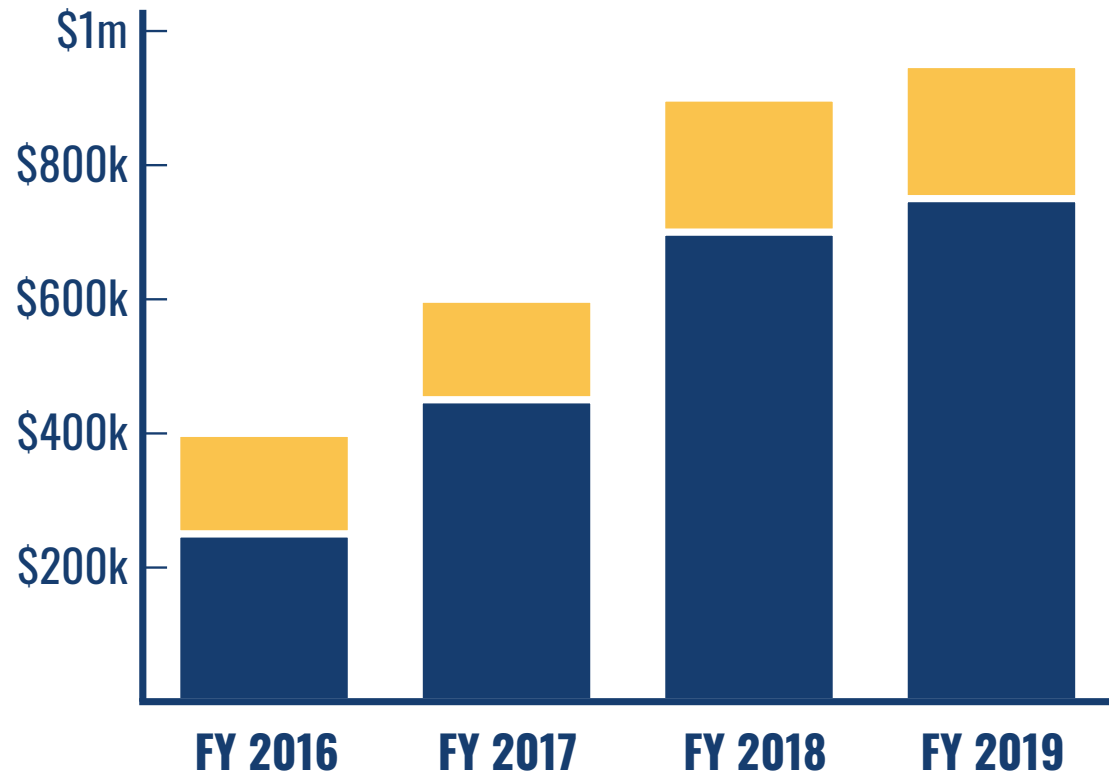
# FINANCES EXPENSES 2018-2019



Spending on administration and development are within industry standards.

- Programs and grants encompass the pass-through grants—a direct benefit for premiere accredited centers.
- Marketing includes production and mailing of *PATH Intl. Strides* magazine, advertising and public relations campaigns.
- Education spending supports education as a membership benefit. It includes virtual, regional and international conferences.
- Credentialing includes all of the offered credentials as well as center accreditation expenses.

# FINANCES NET ASSETS 2018-2019



**In summary, the PATH Intl. financial picture is solid and healthy. Here's why:**

- Net assets continue to grow.
- Financial statements are accurately presented and in accordance with Generally Accepted Accounting Principles (GAAP).
- Strong controls are in place to prevent errors and to provide oversight.



# DONATIONS



## **SOCIETY OF VISIONARIES** **\$1,000 +**

Kathy Alm & Bill Goe  
Jeff & Andrea Beck  
Mary Beddeson  
Kim Berggren  
Ross Braun  
Scott Carver in honor of  
Lily & Sadie Carver  
D. Adam Daurio  
Elizabeth Haartz & Walter  
E. Davis II with the Vermont  
Community Foundation  
Claire Gosnell  
KC Henry  
Michael Kaufmann  
& Rick Graham  
Lili Kellogg & Bernie Polega  
Robin Krueger  
Caroline Martino  
Susanne Marquard

Catherine McKinnon  
& Tom Anderson  
Edmund Milford  
Brandan Montminy  
Holly Schmitt Fox  
Margaret Stavropoulos

## **LEGACY DONORS**

Ross Braun  
The Cynthia Ann Blake Trust  
Steve & Glenda Farrier  
Amy Hetzer  
Brian P. Howey  
Ainslie Kraeck  
Catherine McKinnon  
& Tom Anderson  
Pat Mullins  
Nancy Paschall  
Signa Lynch-Read  
Dr. Carlene Taylor  
& Ron Smith  
Sara Williamson

## **\$500-\$999**

Rod's Western Palace  
Molly Sweeney  
Michael & Theresa Thompson  
Richard Smith in honor of  
Chloe Garnett

## **\$250-\$499**

Laura Corsun

## **\$100-\$249**

Cherie Ansin  
Renee Beavers  
Alice Bischoff  
Michelle Cline  
Nancy D'Angio-Olson  
Barbara Gaffney  
Elissa Goldner  
Jeanne Heaton  
Amanda Hogan  
George Paffendorf  
Nancy Paschall

# DONATIONS



Karen & William Prezant

Gay Soltis

Elizabeth van Gemeren

Stephen Verhoff

Cynthia Wagner

Rhetta Yount

Jennifer Reily in honor of  
Asmara & Notchee

Ian Schmidt in honor of  
Madison Nirenstein

Anonymous in memory of Dick  
Ames

## **\$1-\$99**

Melissa Abbey

Barbara Adams

Ann Alden

Sherry Argenbright

Julia Armbruster

Ellen Atwell

Robin Augustadt

Carolyn Bailey

Talisha Bambrough

Milena Bartosiewicz

Georgia Bay

Julie Bennett

Tina Bennett

Molly Berndt

Lynda Beverlin

Isabel Blanco

Amanda Bocik

Susan Bock

Katherine Borrett-Capell

Joyce Boston

BP Foundation

Karin Bromley

Krista Bushmaker

Jaylee Brendel

Karen Brittle

Susan Burgess

Ruan Caffero

Katarina Campagnola

Corina Christiansen

Eileen Claffy

Lori Cohen

Denise Colon

Toni Conner

Jenelle Conti

Lauren Cremonese

Stuart Daly

Robert DeBarbara

Carolyn DeBie

Amy DeCramer

Jerry Dickard

Grace Doran

Loretta Dragon

Patrice Draude

Marcie Ehrman

Karen Evans

Celeste Eversole

Meadoe Feuhs

Mike Flounacker

# DONATIONS



Karen Franco

Julie Freelove-Charton

Laura Fry

Carrie Garnett

Andre Gaston

George Grant

Karen Grindler

Tracy Grucza

Anja Hagen

Jane Harder

Pamela Hayes-Houldin

Elizabeth Hennessy-Kyle

Norine Hodges

Rebecca Hoelker

Erin Holzhauer

Cathie Hook

Amy Hoover

Sherry Hoover

Tina Hy-Thompson

Cindy Johnson

Sharon Jones

Susan Jordan

Judith Kabbes

Winter Keeler

Maggie Kehrer

Sharla Kershen

Dawnalee KIELTY-Downing

Chul-Young Kim

Mickey Kissell

Ellen Kitts

Christine & William Landuyt

Darlene Landy

Ashley Lauth

Shannon Lawson

David & Stephanie Leasure

Tami Leevan

Carly Loor

Lisa Lunde

Tara Mahoney

G. Thomas Manzione

Kaye Marks

Debbie Maroon

Faith Marselli

Merriam Mashatt

Christine Mattila

Michele Matuszak

Gerda Mazeikaite

Rachelle May

Nicole Melanson

Cheryl Miller

Sharon Miller

Emily Moir

Scott Monroe

Joanne Montesano

Sandra Morehead

Rosemarie Murray

Naturally Grown School

# DONATIONS

Diana Nichols  
Tryntje Oliphant  
Leslie Olsen  
Kristine & Mary Oppegaard  
Jennifer Peterson  
Kristen Piccone  
Caroline Pierce-Ferguson  
Suzanne Pindell  
Eva Prince  
Margaret Ranft  
JoAnne Reilly  
Christy Rew  
Ariann Robino  
Rose Rothe  
Sherri Russell  
Laura Rutledge  
Soraya Sanabria  
Sheila Santage  
Veronica Sapienza  
Patricia Saylor

Wendy Schonfeld  
Rekha Shaw  
Liz Simpson  
Karen Singletary  
Sharolyn Snyder  
Eva Spliethof  
Sally Stewart  
Leslie Sullivan  
Ruth Szilagyi  
Cathleen Thatcher  
MG Tindall  
Teresa Tucker  
Leigh Vaccaro  
Emily Valentino  
Veronica Vansco  
Maggie Vincent  
Laurie Wagner  
Susan Warren  
Lisa Way  
Samantha Weiland

Karen Werth  
Rachel Weston  
Jacklyn White  
Rebecca Williams  
Lolisa Windover  
Brittany Winkelman  
Deborah Winters  
Linda Yokelson  
Sandra Zaccari  
Autumn Zick  
Barbara Zimmerman  
Karen Durkin in honor of Sheila Jones Brown  
Sarah Fay in honor of Oregon Appaloosa Breeders Association  
Scott Houlton in honor of Alison Sims  
Elaine Killough in honor of Bekah Gilmore, her dedication to riding and to Steve, Ryder, Skye and Ryett  
Margaret Marino-Keherer in



# DONATIONS

honor of Quincy

Anonymous in memory of Gladys Bauer

Deborah Adams in memory of Scarlet, Molly and Bubba Sweetie

Dolores Dillon in memory of TALJ

Melissa Flatow in honor of Antoinette DeGruccio and in memory of Stretch

Charlie Reuter in memory of Keith Catalfamo

Sheila White in memory of Cecil Smith

## DISASTER RELIEF FUND

### \$1,000+

Lonestar Equestrian Network

Teresa Morris

Holly Schmitt Fox

### \$500-\$999

Evan Krichevsky

Mary Jo Beckman

Jane Neal

Donna Silbaugh

### \$250-\$499

Susan Becklenberg

Scott Carver

Dorothea Moore

Elizabeth Murray

### \$100-\$249

Natalie Burke

First Light Farm

Judith Mathijssen

Leslye Sandberg

Jane Strong

Therapeutic Equestrian Activity Center for the Handicapped

Delta Lightner in memory of Starduster

### \$1-\$99

Diane Baker-Hallowell

Trish Broersma

Octavia Brown

Sarah Cable

Bettina Carpenter

Erin Cook

Elaine Cosby

Terri Gauby

Molly Mathistad

Larry McCaleb

Barbara O'Loughlin

Kristen Sanders

Cher Smith

Heathir Fostyni in honor of Holly Hill Farms

Karen Gardner in honor of Joann Benjamin at Ride On LA



# DONATIONS

## EAAT PARTICIPANT FUND

**\$1,000 +**

Western & English Sales Association

Special Education Outreach Fund

**\$500-\$999**

Carol Jordan

**\$99-\$100**

Andrea Clark

Vanessa O'Connor

## CENTER SUSTAINABILITY FUND

**\$100-\$249**

Natalie Burke

Christine Gruendeman

**\$1-\$99**

Iona Marcus

## SPONSORSHIPS

### Title Sponsor

Purina

## Gold Sponsor

Markel

## Silver Sponsors

Adequan/American Regent  
Animal Health

Strides to Success

Equisure

## Bronze Sponsors

Cavallo Horse & Rider

Leadership Adventures

## Pewter Sponsors

Breyer

EQUUS Foundation

Western & English Sales Association

## Copper Sponsors

Castle Branch

CommonTeri Services

SureHands Lift & Care Systems

## IN KIND DONORS & MEDIA SPONSORS

Equicizer

Equine Network

Kentucky Performance Products

RIDE TV

Tough 1

## FOUNDATIONS

**\$1,000+**

Bayer Animal Health

Shenandoah Foundation

**\$500-\$999**

Lovinger Family Foundation

**\$1-99**

Bright Funds Foundation

Community First Foundation

# DONATIONS



## **PATH INTL. CENTERS**

### **\$100-\$249**

Freedom Woods, Inc.

### **\$1-\$99**

Agape Acres

Heart & Try Riding Program

Paradise Ranch

Rainbow Riders

Riding Unlimited

Saddle Up!

Scenic City Equestrian Center  
at Phoenix Farms

Small Miracles Therapeutic  
Equestrian Center, Inc.

Swiftsure Ranch Therapeutic  
Equestrian Center

Therapeutic Riding of Tucson

Walk On Therapeutic Riding  
Programs, Inc.