

40 years

2008-2009 NARHA Annual Report



Short Horse Studios, Heather McManamy

Appreciating the power of the horse to change lives.™



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NARHA, Inc.

Appreciating the power of the horse to change lives.™

Mission Statement

NARHA changes and enriches lives by promoting excellence in equine assisted activities.

Vision Statement

NARHA is a global authority, resource and advocate for equine assisted activities which inspire and enrich the human spirit.

Core Values

- Access and inclusion
- Compassion and caring
- Cooperation and collaboration
- Education
- Excellence
- Innovation
- Integrity and accountability
- Professionalism
- Service

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Member Services Representative, Certification

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Program & Projects Coordinator

Sandy Artichoker

Member Services, Receptionist

Bev Reed

40^{years} **Standards and Education Division**

The NARHA Standards and Education Division oversees center accreditation, instruction certification and member education.

Accreditation Department

NARHA's on-site accreditation process encourages member centers to strive for the highest level of safety and organizational proficiency, and also provides quality assurance for prospective donors, volunteers, riders and their families. A peer review process in which volunteer NARHA lead and associate site visitors review centers in accordance with NARHA standards recognizes the exceptional excellence of NARHA Premier Accredited Centers. In 2008-2009, NARHA accredited 50 centers—47 centers reaccredited and 3 centers became newly accredited as NARHA Premier Accredited Centers. Site visitors visited 50 centers during 2008–2009. Site visitor training was conducted in conjunction with the Region 7 Conference outside of Chicago, IL, in February of 2009.

Certification Department

The NARHA Certification Department administers NARHA instructor workshops and certifications for riding, driving and interactive vaulting to ensure a high level of safety and professionalism in all specialty areas. The department oversaw nearly 60 workshops and certifications during 2008-2009 for riding instructors. In 2008, NARHA conducted two international workshops and certifications at the registered level—one each in Israel and Korea.

The NARHA Riding Certification Subcommittee has revised and enhanced the education component for NARHA Registered On-site



Colorado Therapeutic Riding Center, Inc.

Workshops. The registered instructor workshop has been expanded to 2 ½ days of content with a planned January 2010 launch. This allows more time for candidates to learn about disabilities, ask questions and see demo lessons. This committee is also working to improve the NARHA Advanced Certification process.

During 2008-2009 NARHA held three workshops and certifications for interactive vaulting instructors. The department is currently working with the NARHA Vaulting Subcommittee to improve the workshop handouts and forms.

During 2008-2009, NARHA held three workshops and two certifications for driving.

The NARHA Driving Subcommittee updated the workshop manual in March, and notebooks will be printed for 2009-2010 workshops. The committee also finalized the criteria and processes to upgrade a NARHA Driving Certification from Level 1 to Level 2. The opportunity to upgrade is now being offered at current workshops and certifications.

A total of five workshops for equine specialists were held in 2008-2009. The NARHA Equine Specialist Workshop Task Force also completed its update of the workshop manual.

All subcommittees and the NARHA staff focused on making continuous improvements to the hosting process for all events in an attempt to increase availability of certifications. Some improvements will be implemented in 2009-2010.

Education Department

The NARHA Education Department coordinates education venues for NARHA members and attendees that facilitate learning, networking and governance at the national and regional level.

2008 National Conference

In 2008, the NARHA National Conference and Annual Meeting again saw a record number of 221 first-time attendees. With the hard work of the host committee and NARHA staff, Hartford, CT hosted over 600 attendees from not only the United States but seven other countries.

NARHA was pleased to have the EFMHA Pre-conference approved by the National Association of Social Workers for five continuing



Alena Storm was the 2008 NARHA Independent Adult Equestrian of the Year.



Mitchell Yeoh was the 2008 NARHA Child Equestrian of the Year.

40 years *Standards and Education Division*

educational contact hours. For the first time ever NARHA also offered NARHA Mentor Training to further enhance the professionalism of the EAAT industry.

The week was capped off with the 2008 NARHA Horse Expo, held at the University of Connecticut, and Saturday night's heart-warming awards banquet.

2008 Regional Conferences

In 2008, over 1,000 participants attended regional conferences spread over NARHA's 11 regions. These more local conferences offer members an additional opportunity for regional members to acquire continuing education hours and network with others in their area. Attendees

are also able to give feedback to NARHA Regional Representatives and NARHA State Chairs through standards hearings, NARHA updates and state meetings.

As part of the regional conferences, almost 200 participants attended the NARHA Center Accreditation Training. This training is required for candidates wishing to complete NARHA instructor certification and for NARHA center members seeking accreditation.

In 2009, NARHA also activated its Education Oversight Committee, and a work group has begun evaluating NARHA's educational offerings and will continue to develop a list of projects and priorities for 2010.



Gallop, NYC

40 years *Membership Services Division*

The NARHA Member Services team continues to improve its processes in addressing membership needs and questions. Streamlining processes, assigning clear responsibilities and ensuring the department's messages enhance the membership experience were the major efforts undertaken by team members in 2008-2009.

Volunteers

Volunteers are the lifeblood of the work that NARHA performs, not only at a center's local level but on a national level as well. Volunteers contributed over 20,000 hours to NARHA's committees, task forces and work groups in 2009-2010 in formal staff-supported meetings and conference calls. These hours don't include the time volunteers committed to side conversations or the time site visitors spend in traveling to and accrediting NARHA centers. Nor does this time include the efforts of volunteers who contribute to regional conferences, the efforts of state chairs and EFMHA regional liaisons, as well as a host of other volunteer activities that occur off the "official" NARHA grid.

The inaugural NARHA National Volunteer Recognition Awards were presented at the 2008 National Conference in Hartford, CT. Volunteers working on behalf of NARHA in the programs, education and membership areas will again be recognized at the 2009 National Conference in Ft. Worth, TX.

The re-organization of the NARHA program committees and task forces has been completed so that now they all communicate through



three oversight committees—programs and standards, education and membership—all of which report to the NARHA CEO. This has increased both overall efficiency and enhanced communication.

Improved Center Benefits

Beginning in November of 2008, members have had access to the Foundation Directory Online, the nation's leading online resource for funding research. By July 2009, nearly 500 discreet NARHA users have accessed the directory for grant opportunities.

40 years **Membership Services Division**

A task force researched the possibilities of providing an avenue for centers to offer health insurance to their staff. However, they found that most center respondents do not currently offer health insurance to employees and most would not be able to offer insurance, even at reduced rates. NARHA continues to investigate other enhanced center member benefits.

Disaster Relief

An additional \$2,500 was contributed to NARHA's disaster relief fund in 2008-2009. This standing fund was established to provide relief to NARHA centers in good standing that experience a disaster which significantly impacts a center's operating budget. Two centers applied for disaster relief in 2008-2009, and one grant was made in the amount of \$1,985.

New Database

NARHA's new web-based database is operational. Enhancements are continuing as staff and members become more familiar with the features of the database.

Membership Growth

In the face of the recessionary economy faced by all membership categories, NARHA membership numbers remain strong. Growth continues in the instructor membership category, although it has slowed substantially. Fall-off from other membership categories has been less than 4%. The organization continues to focus on enhancing benefits to ensure that membership is justified by member value.

Individual Membership

	2006	2007	2008	2009*
Individuals	5907	6437	6395	6,162
Instructors	2878	3286	3486	3,488

Center Membership

	2006	2007	2008	2009*
Premier Accredited Center	217	225	230	221
Center	474	498	543	525
Non-compliant	28	17	8	1
Total	719	740	781	747

**Figures through June 30, 2009*

EFMHA, the Equine Facilitated Mental Health Association, is an active membership organization providing standards of safety and professionalism for people in mental health and the learning professions for more than 12 years. As a section of NARHA, EFMHA promotes human growth and well-being by bringing people and equines together in mutually beneficial ways.

After years of leading the way through innovation and organization of leadership in the fields of equine facilitated learning (EFL) and equine facilitated psychotherapy (EFP), the board of directors of the Equine Facilitated Mental Health Association and the board of trustees of NARHA announced a full integration of EFMHA members, programs and its volunteer leadership with NARHA. This integration represents a commitment to approach equine-assisted activities and therapies in a manner in which the whole person is being served through partnering with the whole horse. The collaboration with the horse that EFMHA members have long demonstrated can enhance the association's insights about the diversity of settings, methods and models in which people can benefit from a relationship with a horse.

Many of NARHA's resources, including the efforts of the NARHA professional staff, have already been fully integrated for years. Every NARHA department—certification, events, membership, marketing, etc.—currently works on behalf of the mental health section in close communication with committees, task forces and work groups. Eliminating the redundancies of having two separate boards with two separate committee structures will streamline communications and business processes.



Rooney Coffman

EFMHA's leadership has worked with NARHA's CEO and senior team to develop a plan and timeline for integration tasks. Many decisions about the processes and procedures as a result of this integration will be rolled out and announced to the membership over the next 12 to 18 months.

EFMHA's membership numbers have been impacted by the recessionary economy. Through the end of the 2008-2009 fiscal year EFMHA has seen membership decline by more than 10% relative to the same time the previous year.

EFMHA Section Members

2007	2008	2009*
721	752	674

*Figures through June 30, 2009

40 years **Marketing & Communications Division**

While the downturn in the economy in the 2008-2009 fiscal year represented a formidable challenge, the NARHA Marketing Division forged ahead by (1) improving member communications with the NARHA website, which includes a new NARHA storefront, nears completion; (2) instituting cost savings measures that reduce newsletter and regional brochure mailing/printing while increasing content and delivery flexibility; and (3) retaining exposure in major equine publications and reaching out to new magazines.

Improved Member Communication

The staff web development team has completed its final mapping for the new site, which will not only create a much more user-friendly site, but will interface with the dynamic new interactive database so members can manage their personal membership data. NARHA will also have a beautiful new storefront. Hosting portions of the new store will be EquestrianCollections.com, an online store that offers consumers collections of equestrian apparel and equipment from top manufacturers around the world. NARHA and its centers will receive a percentage of sales profits generated.

NARHA's Marketing and Communications Department continues to provide the EAAT field with a full-color association

magazine, *NARHA's STRIDES*, which is the most widely respected education journal in the industry. Along with its three section newsletters, *EFMHA News*, *ADMIN Voice* and *Instructor Voice*, the department produces 14 publications per year to enhance professional development. In addition, the email mailing list for the twice-monthly *NARHA News*, which keeps members abreast of the latest developments, has grown in the past year from 5,800 to 7,200, with more individuals opting in than out.

NARHA.org logged an incredible 1.25 million hits this year, over one million per month. This impressive statistic along with member demand has confirmed the need for a new and improved website. The planning was well underway in the fourth quarter. A launch date has been projected for early 2010.



Rhonda Pike, Lothlorien TRC, East Aurora, NY

NARHA's 2008 Photo Contest was a resounding success, drawing 140 entries and generating interest from centers nationwide. Winners received recognition and prizes, including one full 2008 NARHA Conference & Annual Meeting registration fee (a \$475 value) for the adult grand prize champion. Several of the top photos graced covers of *NARHA's Strides* and others were used to illustrate feature articles.

Efficient News Publication

All three section newsletters are now electronic with PDFs available for download. Not only has this move reduced printing and mailing costs, but electronic publication allows for greater page and content flexibility since newsletters are no longer restricted to the 4-page increments required by printing presses. To further reduce expenses, NARHA initiated a mailed postcard in lieu of a mailed brochure to market regional conferences, to be phased in by 2010. Full session content, speakers, etc., will be online in the registration details on the web. Free email broadcasts to region members (and others) will help market the events.

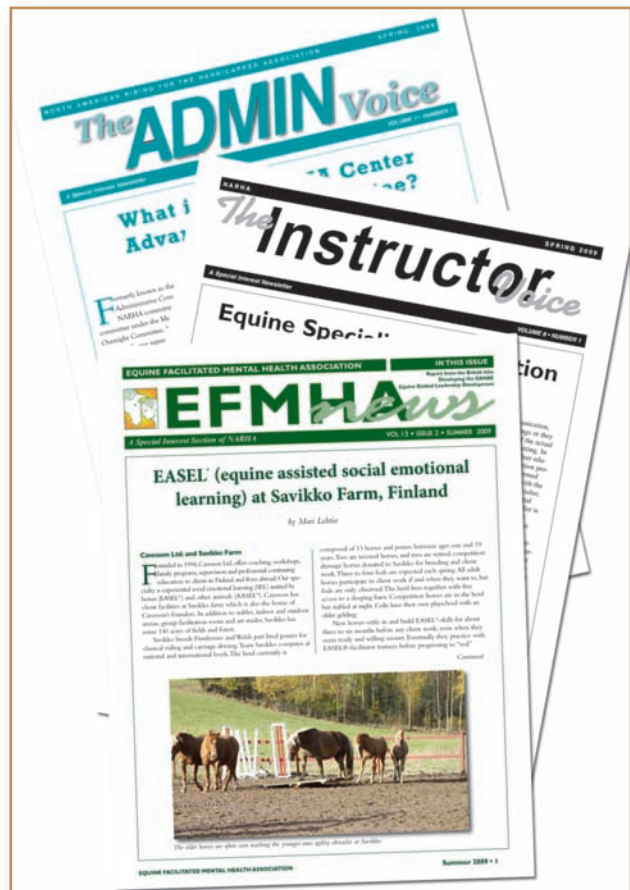
Rather than a calendar to celebrate the 2008 NARHA Equines of Honor, this year NARHA created an activity/fun coloring game book with funds from Purina Mills for use as a fundraising tool for centers.

Promotion & Marketing

Through NARHA's marketing alliance with AQHA, two full-page, four-color ads were inserted in the *AQHA Journal* at the end of 2008. NARHA's generous trade agreement with Equine Network and Equine Affaire once again

allowed the association to place ads in major equine publications. At the 2009 WESA show, NARHA solicited interest from other publications in running its ads.

NARHA was represented at the Rocky Mountain Horse Expo, several Equine Affaires and the first AQHA Quarterfest. A full segment on *Best of America by Horseback* aired three times on RFD-TV. One segment featuring Nevada Joe and the "NARHA/Wahl Dare to Dream Shootout" showed Nevada Joe and his team doing their good work with participants from NARHA centers at the Cowboy Mounted Shooters Association's World Championships in Mississippi.



40 years Administration Division

The NARHA Administration Department continues to support the day-to-day activities of the NARHA office and handles staffing and office expenses. An update of the strategic planning process was completed and the NARHA Board of Trustees, along with staff, reviewed the goals and objectives for this plan, many of which have been achieved.

Volunteers

NARHA's generous volunteers provided approximately 20,000 hours of donated time to the association, the equivalent of almost six full-time employees (FTEs). The dollar value for these services provided by NARHA volunteers totals more than \$265,000. Without this generous support, NARHA would not be able to provide its current level of service.



All Riders Up

Information Technology Division

Managing and upgrading NARHA's database, electronic tracking systems and user hardware/software is vital to all aspects of NARHA's operations. The new email broadcast system implemented in fiscal year 2007-2008 proved valuable to all of our members. NARHA continues to work on strengthening its IT infrastructure. During the last quarter of fiscal year

2008-2009, NARHA entered into a contract with AVECtra to provide a more stable and updated membership database. Data conversion takes planning and time to implement. So, to help insure an effective and accurate database, the live launch of the database is scheduled for late in the first quarter of fiscal year 2009-2010.

40 years *Development Division*

NARHA was pleased to announce a two-year agreement with Sheplers engaging them as a national sponsor. This included being a NARHA Title Sponsor for our 2008 and 2009 conferences. Even during these tough economic times, our first corporate sponsor, Professional's Choice, has continued to support NARHA, along with many of its long-time sponsors such as AQHA, APHA, Breyer Animal Creations, the American Association of Equine Practitioners Foundation, Farnam Companies, Markel Insurance and Purina Mills. In addition, NARHA has contacted over 500 companies to recruit as corporate and conference sponsors.

While NARHA's sponsorships remain strong, foundation support continues to elude the association. During the past 12 months NARHA has conducted significant grant research and submitted more than \$1,350,000 in grant proposals. NARHA will continue to pursue grant and foundation support, efforts which the association believes will come to fruition as the economy recovers. The NARHA Board of Trustees and staff are committed to providing NARHA with the resources to pursue these efforts in a strong and professional manner.



Heartland Equine Therapeutic Riding Academy

40^{years} **NARHA Affiliate Partner Program**

This program is designed to create partnerships between NARHA and non-commercial organizations that share NARHA's vision and support NARHA's mission.

American Hippotherapy Association

The American Hippotherapy Association was NARHA's first nationally recognized Affiliate Partner, and we continue to enjoy a mutually beneficial relationship.

American Quarter Horse Association

NARHA continues its marketing alliance agreement with the American Quarter Horse Association. This agreement has already benefited NARHA and its member centers in many ways, from centers receiving America's Horse Cares grants and forming a committee to work on competitive riding opportunities for NARHA riders within AQHA, to far-reaching exposure through the *AQHA Journal*, which inspires and educates a new audience about NARHA.



Heather Gohmert-Dionne, SOAR of South West Louisiana, Lake Charles, LA

The hard work and fiscal scrutiny of the past years has paid off in the 2008-2009 fiscal year. NARHA revenue has increased over the last three years, and at June 30, 2009, the cash accounts show an increase of almost \$100,000. The current ratio of assets to liabilities at June 30, 2009 is 1.74:1, exhibiting a stable trend for the agency over the last two years.

NARHA revenue for 2009 shows a growth of 11% from 2008 and almost 20% from 2007. The increase reflects the dedication of staff to generate membership outreach, as well as the continual development of contributions, both monetary and in-kind.

Staff commitment to member services while earnestly reducing expenses where possible has solidified profitability for NARHA. At June 30, 2009, the unaudited increase in net assets was \$24,514. NARHA expects the future management team will be equipped to fulfill the association's mission through the structure of a healthy board-approved budget for 2009-2010.

The 2009-2010 budget will help assure that the directors have the financial road map for success. The accounting department has moved forward with implementation of the accrual accounting method.

Peachtree software was installed and has been running for several months, allowing the NARHA Finance Committee to more effectively and efficiently audit and guide financial activity for NARHA. The 2008-2009 audit is underway and expected to be completed in October 2009.



The annual 990 tax return will be completed by the November 15, 2009 due date.

NARHA outreach to members, volunteers, contributors and media, as well as the focused work of staff, volunteers and management is, and continues to be, a formula for success. As we expand our visibility in the communities we serve and the nation as a whole, we expect to meet and enhance all commitments to the EAAT industry.

NARHA Financial Position

Three-Year Comparison Fiscal Years ending June 30, 2009, 2008 and 2007

	June 30, 2009 <i>Audited</i>	June 30, 2008 <i>Audited</i>	June 30, 2007 <i>Audited</i>
ASSETS			
Current Assets:			
Cash & Cash Equivalents	784,804	692,255	\$719,431
Accounts Receivable	40,339	5,892	7,493
Inventory	47,257	49,778	0
Prepaid Expenses and/or Deposits	19,864	61,452	18,852
Total Current Assets	892,264	809,377	745,776
Other Assets:			
Intangible Asset - Trademarks	1,679		
Property/Equipment, Net of Depreciation	13,942	19,994	24,299
TOTAL ASSETS	912,371	833,857	\$774,561
LIABILITIES AND NET ASSETS			
Current Liabilities:			
Accounts Payable	56,753	32,405	\$44,465
Accrued Liabilities	29,450	28,334	12,512
Deferred Revenues - Member Dues	380,608	358,867	358,146
Other Deferred Revenues	62,202	61,267	0
Total Current Liabilities	529,013	480,873	415,123
Other Liabilities:			
LT Portion –Lifetime Member Dues	88,909	79,218	78,420
Total Liabilities	617,922	560,091	493,543
Net Assets:			
Unrestricted	136,461	121,615	134,503
Temporarily Restricted	157,988	152,151	146,515
Permanently Restricted			
Total Net Assets	294,449	273,766	281,018
TOTAL LIABILITIES AND NET ASSETS	\$912,371	833,857	\$774,561

NARHA Operating Results

Three-Year Comparison Fiscal Years ending June 30, 2009, 2008 and 2007

	June 30, 2009 <i>Audited</i>	June 30, 2008 <i>Audited</i>	June 30, 2007 <i>Audited</i>
Support and Revenue:			
Membership Dues	784,644	765,011	\$701,217
Program Accreditation/Certification	297,625	259,032	246,776
Conference Revenues	480,999	550,275	473,341
Contributions	151,538	112,298	151,855
Merchandise Revenue	122,567	110,279	105,678
Investment Income	8,118	16,684	4,722
Miscellaneous	20,089	1,709	543
In-Kind Support	30,175	31,350	
Total Support and Revenue	1,895,755	1,846,638	\$1,684,132
Expenses:			
Program Services			
Equine Assisted Activities	1,377,756	1,342,717	\$1,186,633
Supporting Services			
Fundraising	171,548	187,127	133,731
General and Administrative	325,768	324,046	290,217
Total Supporting Services	497,316	511,173	423,948
In-Kind Expense			
Total Expenses	1,875,072	1,853,890	\$1,610,581
TOTAL INCOME/(EXPENSE)	\$20,683	(\$7,252)	\$73,551

NARHA Financial Position and Operating Results

Three-Year Comparisons



40 years *Your Gifts*

*Your loyal generosity helps
NARHA lengthen its stride.*

THANK YOU.

We have made a sincere effort to accurately honor each and every contributor in this publication. The following contributions were made between July 1, 2008 and June 30, 2009. If you notice an error, please accept our apology and notify ksullivan@narha.org so that we may correct the error and our records.



Equest

\$10,000+

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\$5,000-\$9,999

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Tom Winsor

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40 years *Your Gifts*

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\$1-\$24

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