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**Mission Statement**
PATH Intl. changes and enriches lives by promoting excellence in equine-assisted activities and therapies.

**Vision Statement**
The Professional Association of Therapeutic Horsemanship International is a global authority, resource and advocate for equine-assisted activities and therapies and the equines in this work that inspire and enrich the human spirit.

**Core Values**
- Access and inclusion
- Compassion and caring
- Cooperation and collaboration
- Education
- Excellence
- Holistic
- Innovation
- Integrity and accountability
- Professionalism
- Service

**PATH Intl. Officers**
**President**
Kathy Alm

**Vice President**
Heather Hoff

**Secretary**
Jody Enget

**Treasurer**
Tom Winsor

**Past President**
Teresa Morris

**PATH Intl. Board of Trustees**
Arlene Alen, Ross Braun, Kevin Hardcastle, Jim Harlan, Miyako Kinoshita, Allyn Mann, Cheryl Miller, Jon Nelson, Holly Schmitt & Carlene Taylor

**PATH Intl. Staff**
**Chief Executive Officer**
Kay Green

**Director of Membership & Programs**
Jama Rice

**Director of Marketing & Communications**
Kaye Marks

**Director of Finance & Human Resources**
Carolyn Malcheski

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Carrie Garnett

**Sponsorship & Development Manager**
Megan Ream

**Programs & Education Manager**
Jeff Kelling

**Communications Coordinator & Webmaster**
Cher Smith

**Conference & Events Coordinator**
Jaime Covington

**Certification Coordinator**
Tara McChesney

**Acting Communities Coordinator**
Leif Hallberg

**Administrative Assistant**
Madelin Schlenz

**Accounting Assistant**
Peggy Smith

**Member Services Representative, Individual & Fulfillment**
Shaunna Murray

**Member Services Representative, Certification**
Jared Smith

**Member Services Representative, Centers**
Karen Province

**Credentialing Programs Representative**
Abby Hendren

**Member Services & Receptionist**
Bev Reed
The PATH Intl. Standards & Education Division is responsible for administering center accreditation, instructor certification, standards development and educational support for all credentialing activities.

**Accreditation Department**

PATH Intl.’s on-site accreditation process encourages PATH Intl. member centers to strive for the highest level of safety and organizational proficiency and provides quality assurance for prospective donors, volunteers, participants and their families. A peer review process in which volunteer PATH Intl. site visitors review centers in accordance with the association’s standards recognizes the exceptional excellence of PATH Intl. Premier Accredited Centers.

In 2010-2011, PATH Intl. accredited 49 centers—34 centers were reaccredited and 15 centers became newly accredited as PATH Intl. Premier Accredited Centers including a center in South Korea. Site visitors traveled to all 49 centers during 2010–2011.

**Certification Department**

The certification department administers PATH Intl. instructor workshops and certifications for riding (registered, advanced and master levels), driving (levels I, II and III), interactive vaulting and equine specialist in mental health and learning. In 2010-2011, more than 635 PATH Intl. members attended workshops and 515 attended certifications, almost exclusively hosted by PATH Intl. Premier Accredited Centers. PATH Intl. also
hosted four mentor trainings, which continue to contribute to candidates’ success rate in passing their certifications.

In January 2010, the association added an extra half-day of education to the registered riding certification workshop. PATH Intl. held over 60 registered instructor workshops and certifications in 2010-2011, including an international event in November 2010 in South Korea.

PATH Intl. oversaw two driving workshops and certifications, and the Driving Certification Subcommittee revised the workshop manual. Interactive vaulting hosted several workshops and certifications, and the Vaulting Certification Sub-Committee revised workshop handouts.

In February 2011, the department oversaw the launch of the Equine Specialist in Mental Health and Learning (ESMHL) certification with a pilot workshop and skills test at Bakas Equestrian Center in Tampa, FL for 20 members. By June 2011, centers had hosted four ESMHL workshops and skills tests. Twenty members received ESMHL certification and over 100 had begun the process.

With the launch of the ESMHL certification, a task force was assembled and diligently worked on creating guidelines for the delivery of Equine-Facilitated Learning. The guidelines can be found in the 2011 edition of the PATH International Standards for Certification and Accreditation.

To improve the certification process and resubmission process, staff has implemented an online submission process. Along with dedicated PATH Intl. volunteer certification committee members, the staff has worked hard to promote the professionalism of workshops and certifications and increase their numbers; institute quality control; uphold safety standards; and offer members a positive experience.
With the start of the fiscal year, PATH Intl. officially launched the web-based database operating behind the scenes of the new PATH Intl. website, which enables members to update contact information, renew memberships online and track continuing education from PATH Intl. conferences. The new database also enhanced searchable information in the online individual and center directories by allowing members to search for mentors, centers with internship programs and individuals by their professional credentials.

Visibility of PATH Intl. volunteer leadership and committees was an additional feature added with the launch of the database.

Higher Education Membership Created
The PATH Intl. Higher Education Membership offers universities, colleges and other institutions offering educational content an opportunity to align curricula with PATH Intl. educational content and facilitates the certification for students interested in becoming PATH Intl. certified instructors at these institutions. In 2010-2011, eight institutions joined PATH Intl. at the various higher education membership levels. The first PATH Intl. Higher Education Instructor Certification was held at the University of New Hampshire certifying seven PATH Intl. Registered Instructors.

Volunteer Recognition
Volunteers continue to deliver much of what PATH Intl. offers to its members, potential members, constituents and the industry. When all state, regional and national volunteers who work on behalf of PATH Intl. are counted, nearly 200 volunteers contribute over 20,000 hours directly to the association’s work in a multitude of conference calls and face-to-face meetings at regional and national conferences. These hours don’t include all of the side emails, phone conversations and barn aisle meetings that take place in moving the organization’s work forward.
The association continued the tradition launched in 2008 of recognizing the association’s volunteers through the PATH Intl. National Volunteer Recognition Awards. Volunteer leaders were nominated by PATH International’s staff, and the PATH Intl. Board of Trustees voted for winners. Volunteers were recognized in each of the areas of Programs and Standards, Education and Membership at the 2010 national conference in Denver, CO.

**Membership Retention**
The association continues to maintain a steady level of membership. Even in the challenging economic environment in which PATH Intl. and its members work, the association continues to retain members in its key categories with an instructor retention rate of 98% and a center retention rate of 89%.

**EFMHA Integration**
During 2010-11 EFMHA board members and committee members actively worked with the association’s volunteer leaders and staff on the details of fully integrating EFMHA’s mission, vision, strategies and activities with PATH Intl. The codes of ethics were integrated. Mental health representatives were recruited for all the association’s relevant committees and task forces. A task force was organized to ensure EFMHA members’ interests would continue to be advanced and served. The integration of EFMHA with PATH Intl. was formalized with a proclamation at the 2010 annual meeting in Denver, CO, in November.

**Rein Them In Member-Get-A-Member Drive**
The best source of new members is an association’s current members. PATH Intl. launched a member-get-a-member drive in the spring of 2011 with a grand prize of a spa weekend trip going to the member who recruited the most new members. As a result of this recruiting effort, almost 100 new members joined PATH Intl. Congratulations to Lorie Miller from Region 2 who won the spa weekend and, Anthony Busacca from Region 8 who won the second prize of a $100 gift card. All members who recruited new members were entered in to a drawing for a free conference registration, and Joyce Scott from Region 9 was the lucky winner.
A primary focus of the PATH Intl. Marketing Department was developing and then implementing rollout plans for the name change, which was first initiated by the membership and eventually finalized in June 2011 after months of extensive member feedback and surveying, testing and analysis by PATH Intl. task force members.

Successful Name Change Launch
The Professional Association of Therapeutic Horsemanship International was the overwhelming choice, and the Marketing Department received an extremely positive response to the new name and its successful publicity launch, which included (1) a communications plan addressing all stakeholders, members and non-members; 2) extensive technological updates; (3) marketing, branding and advertising strategies; and (4) a major public relations campaign.

Not only were all stakeholders and members notified through eNews before the public launch but certified instructors also received a name change tool kit binder, which included business cards, a new member pin and membership card, plus a fact sheet that included tips for making the transition. “I know it will take me a while to get used to it but GOOD job folks on the new name,” was typical of the enthusiastic responses received. Member centers received a fact sheet with transition suggestions and a new metal facility sign—a first for the association. One executive director was understandably concerned about the effects on her center, and it gave the department the opportunity to clear up misconceptions and provide further tips on minimizing the impact.

Members continued to see changes to association publications, educational materials and the website as the rollout continued.

The legal process of trademarking and registering the new graphic mark (logo), word marks (Professional Association of Therapeutic Horsemanship International, PATH International) and tagline (Ensuring excellence and changing lives through equine-assisted activities and therapies) is an important part of the changeover. To protect the association’s new intellectual property, the Marketing Department and its attorneys have been processing and filing all of the above in multiple classes in many countries worldwide. The NARHA registered marks will also be maintained.

From a technology standpoint, all email addresses and domain names needed updating and redirecting. The change involved updating more than 1,000 uses of NARHA on every page of the website and on all forms, applications, PDFs and contact links, redirecting all old URLs. NARHA News became PATH Intl. eNews with its June 21st edition and acquired a new banner. Phone tree recordings and on-hold messaging needed to be
changed. Then there are the production jobs! In anticipation of the name change, the association was mindful of exhausting supplies of printed materials knowing that everything with a logo or a mention of the association name would need to be recreated. Nothing would go untouched. From the sign on the office front door to each and every application booklet and workshop manual, everything would need to be redone. Each and every staff person was affected by this process, and the work will continue well into next year as the budget allows.

The marketing and branding strategy started at the grassroots level by encouraging instructors and centers to use the name change as an opportunity to explain to the community the association’s high standards, professionalism and best practices. A two-page article on the name change appeared in the *PATH Intl. Strides* summer issue with a poly-bagged announcement postcard and new logo window decal.

In June, the Marketing Department began using a public relations software package to send the name change announcement to thousands of magazine and website editors in the equine, disabilities, sports and recreation, military, mental health and medical communities, as well as general-interest publications. This is being followed by compelling, publication-specific story pitches and phone contact with editors. Already many online magazines and equine journals have picked up the release, and a number of print publications are planning stories on EAAT.

A new print advertising campaign will launch in equine publications in late 2011/early 2012.
National Exposure
By invitation, a PATH Intl. representative spoke at a webinar hosted by Autism Now about the types of EAAT offered at PATH Intl. Centers for individuals with autism. In addition, PATH Intl. was represented at the American Hippotherapy Association, the Rocky Mountain Horse Expo in Denver and the Kentucky Agricultural Council in Lexington. PATH Intl. Instructor Diane Holmes and PATH Intl. Horse Ambassador Nevada Joe represented the association at the Columbus, OH Equine Affaire and continue to educate the public about EAAT through demonstrations, including cross-purpose events such as the Make a Wish Foundation.

The photo contest that was initiated in the 2010-2011 fiscal year extended its deadline to July 26th. The contest is an invaluable source of images for marketing in PATH Intl. Strides, brochures, websites, etc., and this year’s contest appears to be on target with a record number of high-quality photos that capture the breadth and spirit of EAAT across the nation.

Improving Member Communication
Unable to re-assign the old Facebook page, staff had to recreate a new one. Although directed by the NARHA Facebook site to the new PATH Intl. page, the switch resulted in the loss of 3,000 fans. By instituting a promotion tied to the movie Buck and a request for fans in a membership broadcast, the department is successfully rebuilding the association’s fan base.

The Marketing Department also launched Twitter, and PATH Intl. electronic broadcasts and e-newsletters have been designed so that Facebook and Twitter are automatically updated when one is sent out. Both the Higher Ed membership and international web pages have been published along with numerous equine-facilitated psychotherapy and equine-facilitated learning changes to the website to reflect the integration of EFMHA with PATH Intl.

The spring issue of Path Intl. Strides included a donation envelope at minimal cost, and the summer issue was poly-bagged with the international conference registration booklet.

2010 NARHA National Conference
A very successful 2010 NARHA National Conference and Annual Meeting drew 675 attendees, including 201 first-time participants. Attendees came to Denver, CO, from the United States and 13 other countries. Thanks to the dedication and hard work of the health and education advisory committee and the staff, approximately 94% of survey respondents rated the session content as current and informative.
The 2010 conference marked the final chapter in the integration of PATH Intl. and EFMHA to create a more efficient organization. A proclamation was signed exemplifying the association’s commitment to serve the whole person within the EAAT field and promote further inclusion.

Once again, both the 2010 NARHA Horse Expo, with headliner clinician Julie Goodnight, held at the National Western Complex, and Saturday night’s banquet drew rave reviews. During the inspirational banquet, the first NARHA Horses for Heroes Equestrian of the Year award was presented. Despite the continued economic downturn, the conference was able to stay within 1.5% of the budgeted projection.

2010-2011 Regional Conferences

In 2010-2011, PATH Intl. regions hosted 800 participants at conferences around the U.S. These regional conferences are a popular way for members to earn continuing education hours, network with their peers at the local level and give feedback to PATH Intl. Regional Representatives and State Chairs through standards hearings, PATH Intl. updates and state meetings. As part of the member-get-a-member campaign, several regions hosted non-member receptions. With funding from the regions that was matched by PATH Intl., the Marketing Department received much needed help from a Colorado State University equine science major intern who worked during the region conference season’s busiest two months.
The Development Division thanks the many PATH Intl. individual donors, sponsors, foundations and exhibitors who helped PATH Intl. raise more than $150,000 in 2010-2011. Through the generosity of these patrons, funding provided scholarships for members to attend the PATH Intl. Conference and Annual Meeting, helped centers when a disaster struck and provided essential benefits to individuals and center members.

This fiscal year has brought much change to the department. A new sponsorship and development manager position was created in January 2011 and filled in March. To take advantage of the many foundation and government opportunities available, grant writing was outsourced to a contract grant writer in February 2011.

With the growth of the EAAT industry, PATH Intl. changed its sponsorship program from focusing on the annual conference to encompassing year-round possibilities. This change has led to increased sponsorship funding from many long-time sponsors, as well as from new sponsors who joined in 2010-2011. Major sponsors include: Adequan, Breyer, DonorPro by Towercare Technologies, Equine Network, Equisure, EquuSpeak, Farnam, Fine All Corporation, Horsepowered Dreams, Markel, Platinum Performance, Purina, Rod’s Western Palace, Show-Me Animal Products and Triple Crown Nutrition.

Grants and nonprofit partners included: AAEP Foundation, American Paint Horse Association, American Quarter Horse Association, Certified Horsemanship Association, Combined Federal Campaign, Craig Hospital, FRDI/HETI, Hendricks County Community Foundation, Lovinger Family Foundation, Shenandoah Foundation and the Western and English Sales Association (WESA).

This year PATH Intl. started the Society of Visionaries, a group of benefactors who contribute at least $1,000 annually. In its inaugural year, 12 members are helping to ensure the future of the industry. Lastly, PATH Intl. is fortunate to count itself among the 56% of nonprofit organizations in which every member of the board of trustees made an individual contribution during the fiscal year. We look forward to raising even more funds next year from generous donors and patrons who are helping to ensure the excellence of PATH Intl. and all its programs.
PATH International Restricted Funds

These funds are restricted to the following purposes:

**Bliss Brown Memorial Scholarship Fund** assists instructors with the cost of pursuing PATH Intl. Master certification. It is for PATH Intl. Advanced Certified Instructors who want to improve their expertise and become PATH Intl. Certified Master Instructors.

**Marjorie V. Kittredge Equine Facilitated Psychotherapy and Learning Scholarship Fund** assists PATH International EFP/L members to attend the industry’s premier educational event, the PATH International Conference and Annual Meeting.

**Pat and Jackie Mullins National Conference Scholarship Fund** assists PATH International members to attend the industry’s premier educational event, the PATH International Conference and Annual Meeting.

**Margo O’Callaghan Competition Fund** assists riders with disabilities whose goal is to compete in horse shows at a national and international level.

**PATH International Disaster Relief Fund** assists PATH Intl. centers in good standing to fund expenses for immediate needs not normally covered by operating insurance after natural or man-made catastrophic disasters.

**PATH International Horses For Heroes Fund** supports start-up and ongoing Horses For Heroes programs at PATH Intl. centers.

**PATH International Rider’s Assistance Fund** provides monetary assistance so that a child who would not otherwise be financially able, might participate in an EAAT program at a PATH Intl. Premier Accredited Center.
The PATH Intl. administration works in conjunction with the PATH Intl. Board of Trustees to determine the focus and vision for the year. This follows the strategic plan and takes into account new challenges and opportunities around the world.

The major accomplishment for 2010-2011 is, of course, the name change, which consumed a lot of staff time and effort. The results are outstanding and well received. The PATH Intl. management team developed a business plan and is in the process of implementing as much of it as possible, given resource consideration, for the benefit of members and centers.

PATH Intl. has moved into the 21st century with its transition from working with hard copies of incoming membership and other paperwork to a system of scanning and filing electronically all documents that must be maintained for record-keeping.

The PATH Intl. staff worked hard to deliver excellent service, and we all appreciate the amazing contributions of our volunteers.
This program is designed to create partnerships between PATH Intl. and non-commercial organizations that share PATH Intl.’s vision and support PATH Intl.’s mission.

**American Hippotherapy Association**
The American Hippotherapy Association was PATH Intl.’s first nationally recognized Affiliate Partner, and we continue to enjoy a mutually beneficial relationship.

**American Quarter Horse Association**
PATH Intl. continues its marketing alliance agreement with the American Quarter Horse Association. This agreement has already benefited PATH Intl. and its member centers in many ways, from centers receiving America’s Horse Cares grants to far-reaching exposure through the *AQHA Journal*, which inspires and educates a new audience about PATH Intl.
### PATH Intl. Financial Position

#### Three-Year Comparison

*Fiscal Years ending June 30, 2011, 2010 and 2009*

<table>
<thead>
<tr>
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<tbody>
<tr>
<td><strong>ASSETS</strong></td>
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<tr>
<td><strong>Current Assets:</strong></td>
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<td>Cash &amp; Cash Equivalents</td>
<td>528,749</td>
<td>638,518</td>
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<td>Accounts Receivable</td>
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<td>Inventory</td>
<td>41,470</td>
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<td>Prepaid Expenses and/or Deposits</td>
<td>57,828</td>
<td>58,319</td>
<td>19,864</td>
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<td><strong>Total Current Assets</strong></td>
<td>663,296</td>
<td>784,513</td>
<td>892,264</td>
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<td><strong>Other Assets</strong></td>
<td>4,486</td>
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<td>Intangible Asset - Trademarks</td>
<td>65,413</td>
<td>6,165</td>
<td>1,679</td>
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<td>Property/Equipment, Net of Depreciation</td>
<td>46,706</td>
<td>49,337</td>
<td>13,942</td>
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<td><strong>TOTAL ASSETS</strong></td>
<td>775,415</td>
<td>840,015</td>
<td>912,371</td>
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<tr>
<td><strong>LIABILITIES AND NET ASSETS</strong></td>
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<td></td>
</tr>
<tr>
<td><strong>Current Liabilities:</strong></td>
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<tr>
<td>Accounts Payable</td>
<td>86,868</td>
<td>28,948</td>
<td>56,753</td>
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<td>Accrued Liabilities</td>
<td>35,593</td>
<td>23,399</td>
<td>29,450</td>
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<td>Deferred Revenues - Member Dues</td>
<td>423,913</td>
<td>399,262</td>
<td>380,608</td>
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<td>Other Deferred Revenues</td>
<td>83,595</td>
<td>48,550</td>
<td>62,202</td>
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<td><strong>Total Current Liabilities</strong></td>
<td>629,969</td>
<td>500,159</td>
<td>529,013</td>
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<td><strong>Other Liabilities:</strong></td>
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<td>LT Portion – Lifetime Member Dues</td>
<td>90,315</td>
<td>87,617</td>
<td>88,909</td>
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<td><strong>Total Liabilities</strong></td>
<td>720,284</td>
<td>587,776</td>
<td>617,922</td>
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<td><strong>Net Assets:</strong></td>
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<tr>
<td>Unrestricted</td>
<td>(50,453)</td>
<td>112,650</td>
<td>136,461</td>
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<tr>
<td>Temporarily Restricted</td>
<td>105,585</td>
<td>139,589</td>
<td>157,988</td>
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<tr>
<td><strong>Permanently Restricted</strong></td>
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<tr>
<td><strong>Total Net Assets</strong></td>
<td>55,131</td>
<td>252,239</td>
<td>294,449</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES AND NET ASSETS</strong></td>
<td>$775,415</td>
<td>$840,015</td>
<td>$912,371</td>
</tr>
</tbody>
</table>
PATH Intl. Operating Results

Three-Year Comparison
Fiscal Years ending June 30, 2011, 2010 and 2009

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Support and Revenue:</td>
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<tr>
<td>Membership Dues</td>
<td>844,225</td>
<td>783,434</td>
<td>784,644</td>
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<tr>
<td>Program Accreditation/Certification</td>
<td>344,755</td>
<td>271,642</td>
<td>297,625</td>
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<td>Conference Revenues</td>
<td>447,565</td>
<td>469,099</td>
<td>480,999</td>
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<td>Contributions</td>
<td>115,903</td>
<td>92,109</td>
<td>151,538</td>
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<td>Merchandise Revenue</td>
<td>70,400</td>
<td>80,578</td>
<td>122,567</td>
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<td>Investment Income</td>
<td>3,381</td>
<td>3,912</td>
<td>8,118</td>
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<tr>
<td>Miscellaneous</td>
<td>3,462</td>
<td>37,507</td>
<td>20,089</td>
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<tr>
<td>In-Kind Support</td>
<td>8,400</td>
<td>3,000</td>
<td>30,175</td>
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<tr>
<td>Total Support and Revenue</td>
<td>1,838,091</td>
<td>1,741,281</td>
<td>1,895,755</td>
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</table>

Expenses:

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Program Services</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Equine-Assisted Activities</td>
<td>1,453,855</td>
<td>1,362,830</td>
<td>1,377,756</td>
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<tr>
<td>Supporting Services</td>
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<tr>
<td>Fundraising</td>
<td>139,504</td>
<td>127,685</td>
<td>171,548</td>
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<tr>
<td>General and Administrative</td>
<td>318,865</td>
<td>292,976</td>
<td>325,768</td>
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<tr>
<td>Name Change</td>
<td>80,692</td>
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<tr>
<td>Total Supporting Services</td>
<td>539,061</td>
<td>420,661</td>
<td>497,316</td>
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<tr>
<td>In-Kind Expense</td>
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<tr>
<td>Total Expenses</td>
<td>1,992,916</td>
<td>1,783,491</td>
<td>1,875,072</td>
</tr>
</tbody>
</table>

TOTAL INCOME/(EXPENSE)  
($154,825)  ($42,210)  $20,683
Your loyal generosity helps
PATH Intl. lengthen its stride.

THANK YOU.

PATH Intl. has made a sincere effort to accurately honor each and every donation received in the PATH Intl. offices from July 1, 2010 to June 30, 2011. If you notice an error, please accept our apology and let us know. Please contact Megan Ream at mream@pathintl.org or (303) 452-1212 if you'd like to donate and see your name on this list in the future.

$500-$999
- Ann Alden
- Ross Braun
- Michael Darter
- Charles Elberston
- Sara Fooscz
- Jim Harlan
- Nancy Heller
- Ursula Larato
- Allyn G. Mann
- Suzanne Marquard
- Teresa Morris
- John Schlossman
- Harry Swimmer
- Carlene Taylor
- Teresa Thompson
- Tom Winsor

$100-$249
- Arlene Alen
- Alisa Allen
- Sarah Beetch
- Shirley Berry
- Alice Bischoff
- Cristina Boggio
- Margaret Brantley
- Dale Brown
- Laurie Carlson
- Becky Cobb
- Laura Corsun
- Patti Coyle
- Monica Fiedler
- Michael A. Fusco
- Nancy Galdi
- Sean Gallagher
- Mary Ginther
- Terri Glenn
- Sally Goodall
- Brandon Hartein
- Susanne Haseman
- Cheryl Heffernan
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