

2009-2010 NARHA Annual Report

*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 and therapies.

Vision Statement

NARHA is the 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

NARHA Officers

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Member Services & Receptionist

Bev Reed

Standards & Education Division

The NARHA Standards & Education Division is responsible for administering center accreditation, instructor certification, standards development and educational support for all credentialing activities.

Programs & Standards

The Programs & Standards Oversight Committee recommended, and the NARHA Board of Trustees approved, two new standards for field test that have to do with the welfare of the equines in NARHA center programs. A Programs & Standards Committee and staff team effort resulted in improving consistency and clarifying some language in NARHA's *Standards for Certification and Accreditation Manual*.

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 excellence of NARHA Premier Accredited Centers.

In 2009-2010, NARHA accredited 37 centers—27 centers reaccredited and 10 centers became newly accredited as NARHA Premier Accredited Centers. A lead and associate site visitor traveled to each of these 37 centers during 2009–2010.



Northwest Therapeutic Riding Center

Site visitor training was conducted in conjunction with the Region 5 Conference at STAR in Lenoir City, TN, in August of 2009 and with the NARHA National Conference and Annual Meeting in Fort Worth, TX, in November of 2009.

Standards & Education Division

Certification Department

The NARHA Certification Department administers NARHA instructor workshops for riding, driving, interactive vaulting and the equine specialist and certifications for registered, advanced and master riding instructors; level I, II and III driving instructors; and interactive vaulting instructors. Over 550 members attended workshops in 2009-2010, almost all hosted by NARHA Premier Accredited Centers. Additionally, four mentor training workshops were held, supporting the effort to build the ranks and confidence of mentors to NARHA instructors-in-training.

In January 2010, the riding certification workshop was extended from two to two and one-half days and all candidates applying for registered instructor certification were required to have completed a horsemanship skills checklist. There were 53 registered riding workshops and certifications held in 2009-2010. One workshop and certification was again held in South Korea. Five advanced certifications were also held.

In 2009-2010, three driving workshops and three driving certifications were held, as well as one driving demonstration. The NARHA Driving Committee supported a driving demonstration at the 2009 National Conference in Ft. Worth, TX. During that same fiscal year, one interactive vaulting workshop and certification was held.

Three equine specialist workshops were held in 2009-2010. In addition, the Equine Specialist Certification Subcommittee finalized its approval for an equine specialist certification; the proposal was supported by Certification Oversight Committee and has since been recommended by Programs & Standards Oversight Committee and approved by the NARHA Board of Trustees. Faculty training and pilot certifications to sort out logistics are the remaining tasks to complete before launch.



Therapeutic Animal Partners

Standards & Education Division

NARHA Horses for Heroes

The transition of the NARHA Horses for Heroes Task Force to a standing committee has begun so that this needed area of EAAT will continue to receive the attention and resources of the association. The NARHA Horses for Heroes Task Force held a successful pre-conference workshop at the 2009 NARHA National Conference. The NARHA Horses for Heroes initiative has continued the successful partnership with the Department of Veterans Affairs, resulting in almost 50 Veterans Administration centers inquiring about EAAT. To date, the association has about 25 centers with a NARHA Horses for Heroes program serving as mentors to an estimated 40 centers working on starting a NARHA Horses for Heroes program.

Education Department

The NARHA Education Department coordinates education venues, oversees educational content and supports the abstract review process for NARHA's National Conference.

In 2009-2010 a task force began studying a process for ensuring that there are no conflicts of interest between certification and education functions within NARHA, in keeping with voluntary standards within the credentialing industry. A work group was created to review the process of training NARHA members, who then teach evaluators, site visitors, CAT course faculty, etc. to improve consistency and quality of training programs. In addition, the NARHA Health & Education Advisory Group reviewed nearly 90 abstracts



NARHA Horses for Heroes Equestrian of the Year Gregory Rodriguez, Region 7, BraveHearts Therapeutic Riding & Educational Center, Harvard, IL.

submitted and from those abstracts built a comprehensive and varied educational schedule for the 2010 NARHA National Conference. The reformulated NARHA Equine Welfare Task Force (originally the Equine Advocacy Task Force) gathered information from NARHA members about educational content needed with regard to the equine partners involved in EAAT work. The committee enlisted abstracts and presentations to be offered at the 2010 NARHA National Conference.

Membership Division

Online Launches

Much of the NARHA Membership Division's efforts in 2009-10 focused on preparing for the launch of NARHA's new website with a new web-based database operating in the background—enabling members to access and update their own accounts and access a comprehensive online membership directory. The official launch will be recorded in the 2010-2011 fiscal year during which continuous improvements for efficiency are being incorporated in day-to-day operations.

NARHA created a Facebook™ page in April of 2010, boasting almost 2,000 fans by the end of the 2009-2010 fiscal year, and the number continues to grow. The NARHA Facebook™ page has expanded interaction with association members as well as participants at centers and those interested in becoming participants. It is a great venue to share stories, photos and links to websites that are of interest to NARHA members.

The Membership Oversight Committee approved a new NARHA Horses for Heroes Equestrian Award proposed by the NARHA Horses for Heroes Task Force. The committee also updated the criteria for the regional and national instructor awards. The committee members' efforts in 2009-2010 focused

on enhancing resources for NARHA State Chairs for use in facilitating member connections and outreach to members at the state level.

NARHA introduced a higher education membership in May 2010. Since the approval by the NARHA Board of Trustees, efforts have focused on establishing processes, creating a simple but clear application process and developing marketing materials for the membership category. This membership offers universities, colleges and other institutions that offer educational content an opportunity to align curricula with NARHA's educational content and facilitates the certification for students interested in becoming NARHA certified instructors at these institutions.

Manage My Account

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My Information

To edit your personal contact information, including address, email, phone number and to specify the information shared in the member directory, click on the Edit Information link below. To change your password click on the Change Password link below.

To edit your center information you must be either the primary contact or executive director. Click on the center's name under Employer Information.

NARHA Staff
Customer ID: 5066020

Profile Information | [[Edit Information](#)] [[Change Password](#)]

NARHA Staff
NARHA
7475 Dakin St Ste 600
Denver, CO 80221

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E-mail: naha@narha.org
Web Site: (Not available)

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Denver, CO 80221

Phone: (303) 452-1212
Fax: (303) 252-4610
E-mail: naha@narha.org
Web Site: <http://www.narha.org>
Primary Contact: [Camie Garnett](#)

Have you changed your employer, or is this not your employer? [Click here.](#)

Linked Organizations Information

Membership Division

Volunteer Recognition

Volunteers continue to deliver much of the output NARHA offers to its members, potential members, constituents and the industry. When all state, regional and national volunteers that work on NARHA's behalf 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 established in 2008 of recognizing the association's volunteers through the NARHA National

Volunteer Recognition Awards. Volunteer leaders were nominated by NARHA's staff, and the NARHA Board of Trustees voted for the winners who were recognized in each of these areas of programs and standards, education and membership at the 2009 NARHA National Conference held in Ft. Worth, TX.

Membership Retention

The association continues to maintain a steady level of membership. The lag effect of the recession on nonprofits and many NARHA member centers is felt in some of the non-dues activity of the association. However, NARHA continues to retain members in its key categories with an instructor retention rate of 98% and a center retention rate of 91%.

Individual Membership

	2006	2007	2008	2009	2010*
Individuals	5907	6437	6395	6,162	6,353
Instructors	2878	3286	3486	3,488	3,637

Center Membership

	2006	2007	2008	2009	2010*
Premier Accredited Center	217	225	230	232	230
Center	474	498	543	550	535
Non-compliant	28	17	8	0	3
Total	719	740	781	787	768

*Figures through June 30, 2010

The full integration of EFMHA members, programs and its volunteer leadership, as announced last year has been the focus of staff and volunteers in 2009-2010. The commitment made to approach equine assisted activities and therapies in a manner in which the whole person is being served through partnering with the whole horse is being integrated into many of the association's activities and philosophies.

The NARHA Integration Steering Committee merged NARHA's and EFMHA's vision and mission statements into unified statements and are continuing to work on fully integrating the codes of ethics. This committee continues to address opportunities, issues and concerns from all association members as the process of integration moves forward.

The effects of this process are already being felt as members representing equine facilitated psychotherapy (EFP) and equine facilitated learning (EFL) are now participating on almost all association committees. Standards are in field test addressing the welfare of equines in NARHA center programs. A system for ensuring that EFP/EFL articles, presentations and other content continue to be submitted for publication, presentation and distribution has been implemented so that all members can benefit.

EFMHA section membership declined in 2009-2010.



Saddle Up!

EFMHA Section Members

2007	2008	2009	2010
721	752	674	651

**Figures through June 30, 2010*

Marketing & Communications

Although the economic recovery continued to falter throughout 2009-2010, the NARHA Marketing Division took steps to (1) strengthen NARHA's fundraising capabilities (2) facilitate the design and the launch of a new website with the capacity to enhance social networking and online marketing efforts and (3) increase the visibility, branding recognition and leadership role of NARHA both at home and abroad.

Fundraising & Marketing Alliances

During the fiscal year 2009-2010, the Marketing Department forged an alliance with Equestrian Collections, one of the world's largest equestrian web stores in connection with HorseBooksEtc.com. Equestrian Collections built a new NARHA store on their site and an EAAT-focused products area which allows NARHA to market its educational materials and logo merchandise in a very professional manner. In addition the partnership resulted in the development of the CLICK4CASH program which was launched and offered to NARHA centers at the 2009 conference. The free program returns a percentage of each order placed through a center's website Shop & Change a Life button. Over 60 centers had joined in the first months and are marketing the idea in their communities to reap the rewards. Equestrian Collections has devoted a full-time staff member who promotes the program and encourages centers to sign up.

NARHA also partnered with Capital One® Card Lab Connect to offer a special Visa® Platinum credit card to NARHA members and supporters. One percent of every purchase a cardholder makes is automatically donated to



NARHA, as well as a one-time donation of \$50 upon a cardholder's first purchase.

Throughout this fiscal year, the Marketing Department has been actively promoting a grassroots fundraiser, The NARHabar Program. This partnership is designed to give centers a quick revenue boost by actively engaging families in supporting their centers through the sale of quality chocolate bars.

In January 2010, NARHA filled a newly created corporate and individual partnerships coordinator position with an in-house person with prior experience in fundraising. This has allowed NARHA to lend consistency and

Marketing & Communications

a focused effort in supporting sponsors, exhibitors and corporate partners and approaching donors.

Improved Member Communications

The NARHA marketing staff led the building of the architecture for and aesthetics of the new NARHA website. Starting with over 200 pages, the redesign and remapping of so much information was daunting but long-needed and very exciting. Staff committee liaisons worked hard with each committee to make sure their content was represented as they wished.

Once the structure was built and the content was ready, a team of programmers worked to build the site and integrate it seamlessly with the new NARHA database. The actual launch occurred in fiscal year 2010-2011; however, the entire NARHA staff participated in one way or another with the new site in 2009-2010 with resounding success. NARHA's online audience continues to grow with an impressive 15,401,421 website visits with the Find a Center link and classified ads sections leading the number of visits.

NARHA's Marketing and Communications Department continues to keep members abreast of the latest news within the EAAT community and enhance members' professional development with e-mail blasts, bi-monthly *NARHA News*, online section news-

letters and *NARHA's Strides*. By adhering to a more cost-efficient 48-page magazine whenever possible, *NARHA's Strides* has been able to trim costs while adding 4-8 pages per issue.

National & International Exposure

NARHA was represented at the Rocky Mountain Horse Expo and several Equine Affaires. In January, the National Western Stock Horse Show in Denver, CO, which draws close to 700,000 spectators annually, held a therapeutic riding demonstration thanks to Praying Hands Ranch, The Right Step and NARHA Horse Ambassador, Nevada Joe.

NARHA played an even more prominent leadership role in the global EAAT community when FRDI/HETI welcomed Gisela Heimsath-Rhodes as its new executive director in 2009.



Marketing & Communications

Gisela has served on the boards of both FRDI/HETI and NARHA, and has been an active committee member in both organizations. NARHA's Marketing and Communications Director was also appointed by the FRDI/HETI Executive Committee to a task force for the planning and implementation of the 2012 Congress. In August 2009, NARHA exhibited at the FRDI/HETI Congress in Germany, which drew 660 attendees from 39 countries, furthering NARHA's goal to become a bigger player within the international EAAT community.

2009 NARHA National Conference

A very successful 2009 NARHA National Conference and Annual Meeting drew 650 attendees and another record-setting 222 first-time participants. Attendees came to Fort Worth, TX from the United States and 11 other countries. Thanks to the dedication and hard work of the host committee and the NARHA staff, approximately 95% of survey respondents rated the session content as current and informative and appraised the Funders' Forum as valuable and enjoyable.

Attendees appreciated the chance to choose from five tracks during each educational session and having the annual meeting and committee updates scheduled in the morning over breakfast. Once again, both

the 2009 NARHA Horse Expo, held at the Cowtown Coliseum, and Saturday night's inspirational banquet drew rave reviews. Despite the continued economic downturn, NARHA exceeded budget projections by nearly 7.2%.

2009-2010 Regional Conferences

In 2009-2010 NARHA's regions hosted nearly 1,000 participants at conferences around the U.S. These regional conferences are a very cost-effective way for members to earn continuing education hours, network with their peers at the local level and give feedback to NARHA Regional Representative and NARHA State Chairs through standards hearings, NARHA updates and state meetings. This year each region was asked to host a "World Café" style discussion about what NARHA means to them and the association name change.



Andrew Wash, 2009 NARHA Youth Equestrian of the Year with Alice Christian, Sandy Rafferty and Teresa Morris, past NARHA Board President.

Development Division

The Development Division has been supporting, tracking and following up with existing donors, sponsors, exhibitors and corporate partners. At the same time, it has been targeting new supporters and avenues for cause-related marketing through grant writing and donor appeals and soliciting corporate sponsorships and advertising that support the association's priorities.

In September 2009, NARHA was pleased to announce a three-year agreement with long-time corporate friend Purina, engaging the company as a national sponsor. Just before the fiscal year's end, Purina included NARHA in an online promotion (in addition to the sponsorship contract) which qualified Purina to be the Title Sponsor of the 2010 NARHA National Conference, scheduled November 3-6, 2010 in Denver. The American Quarter Horse Association also began to operate under a two-year sponsorship agreement with NARHA.

The 2009 NARHA National Conference enjoyed support from the following business sponsors and organizations: Purina, American Quarter Horse Association, Luitpold (Adequan), Farnam, Markel Insurance Company, Cinch, Professional's Choice, Triple Crown, Arenus and High Hopes Therapeutic Riding, Inc. The Equine Network again graciously gave advertising space in its publications, and Platinum Performance provided attractive cloth grooming totes for all conference attendees.

Grants and major donations were received from these organizations: American Association of Equine Practitioners, American Paint Horse Foundation, American Quarter Horse



Northwest Therapeutic Riding Center

Foundation, Animal Assistance Foundation, Breyer Animal Creations, Venoco Community Partnership and the Western and English Sales Association.

NARHA signed on for cause-related marketing programs with Horse Powered Dreams (NARHA bar), Manna Pro (horse treats), Capital One (NARHA Visa card), Equestrian Collections (online store) and TowerCare Technologies, Inc. (Donor Pro fundraising management software).

In January 2010, in an effort to enhance organization, communication and continuity in its development activities NARHA assigned the grant writing, fundraising, cause-related marketing, sponsor development and exhibit sales to an in-house marketing department position.

Administration

The NARHA Administration works with the NARHA Board of Trustees to determine the vision, and strategic plans for the year. During 2009-2010, many of the objectives of the strategic plan have been met. The website is completely revamped and the database is new, allowing members to personally manage their data and make changes, and NARHA has taken a major step in strengthening its fund development capabilities.

Alliances & Fund Development

With the hiring of a new CEO with 30 years in fundraising development and strategic planning, five years experience in the EAAT industry as an executive director of a

NARHA Premier Accredited Center and six years of service on the NARHA board, the association has taken a giant leap forward in ensuring its fiscal sustainability. This has been further enhanced by the creation of a corporate and individual partnerships coordinator position whose duties include grant writing and fund development.

The NARHA Administration will oversee a fund development plan to create new funding sources and capitalize on existing ones. NARHA will continue to build and oversee alliances with key organizations that share the organization's vision and support its mission.



Heartland Equine Therapeutic Riding Academy

NARHA's 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.



Marianna Greene Henry Special Equestrians

Financial Report

NARHA strives to maintain its level of activities and benefits for its membership while carefully administering its funds. To this end, NARHA closed the 2009-2010 fiscal year with an unaudited profit of \$13,427, a very good report in an unsettled economy.

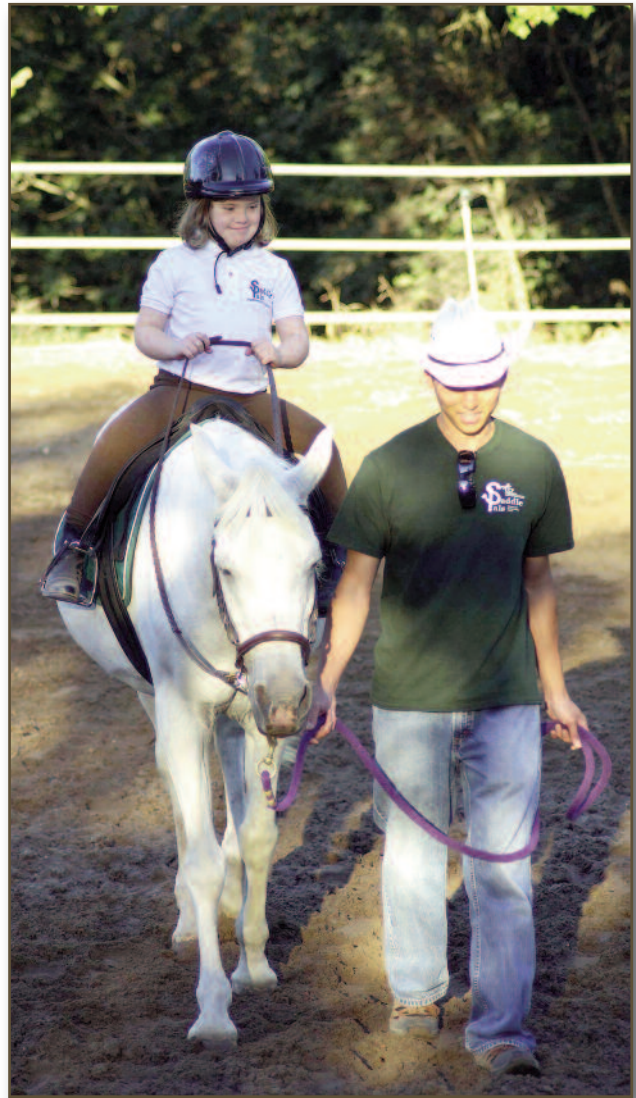
Additionally, 73% of all expenditures were directly spent on NARHA membership and programs. The National Charities Information Bureau (NCIP) recommends a minimum of 60% be directed to program use.

The NARHA Board of Trustees recently approved the budget for 2010-2011 at \$1.9 million. The emphasis will again focus on membership benefits and broadening our base by increasing membership.

As a part of member support, NARHA purchased a new phone system and new server to improve services to members through better phone communications and computer usage. The new database and website were scheduled to launch at the beginning of the 2010-2011 fiscal year and have been a huge improvement.

The 2009-2010 audit will be completed in October with the annual 990 tax return available in early November.

NARHA staff, volunteers and management have worked hard to continue to fulfill our mission and provide a consistent level of service and benefits to its membership. At the same time, NARHA has been making improvements to its infrastructure that will



Saddle Pals Therapeutic Center

make it possible to ensure sustainable fiscal growth and position us to support our strategic plan.

Our particular thanks go to the continued dedication of the NARHA Finance Committee who have devoted many volunteer hours to make sure that NARHA meets its financial goals.

NARHA Financial Position

Three-Year Comparison Fiscal Years ending June 30, 2010, 2009 and 2008

	June 30, 2010 <i>Un-Audited</i>	June 30, 2009 <i>Audited</i>	June 30, 2008 <i>Audited</i>
ASSETS			
Current Assets:			
Cash & Cash Equivalents	639,153	784,804	692,255
Accounts Receivable	81,141	40,339	5,892
Inventory	44,136	47,257	49,778
Prepaid Expenses and/or Deposits	67,419	24,350	65,938
Total Current Assets	831,849	896,750	813,863
Other Assets:			
Intangible Asset - Trademarks	1,679	1,679	
Property/Equipment, Net of Depreciation	69,680	13,942	19,994
TOTAL ASSETS	903,208	912,371	833,857
LIABILITIES AND NET ASSETS			
Current Liabilities:			
Accounts Payable	21,270	56,753	32,405
Accrued Liabilities	22,174	29,450	28,334
Deferred Revenues - Member Dues	396,909	380,608	358,867
Other Deferred Revenues	64,140	62,202	61,267
Total Current Liabilities	504,493	529,013	480,873
Other Liabilities:			
LT Portion – Lifetime Member Dues	90,842	88,909	79,218
Total Liabilities	595,335	617,922	560,091
Net Assets:			
Unrestricted	169,888	136,461	121,615
Temporarily Restricted	137,985	157,988	152,151
Permanently Restricted			
Total Net Assets	307,873	294,449	273,766
TOTAL LIABILITIES AND NET ASSETS	\$903,208	\$912,371	\$833,857



NARHA Operating Results

Three-Year Comparison Fiscal Years ending June 30, 2010, 2009 and 2008

	June 30, 2010 <i>Un-Audited</i>	June 30, 2009 <i>Audited</i>	June 30, 2008 <i>Audited</i>
Support and Revenue:			
Membership Dues	774,656	784,644	765,011
Program Accreditation/Certification	280,394	297,625	259,032
Conference Revenues	497,423	480,999	550,275
Contributions	94,554	151,538	112,298
Merchandise Revenue	99,362	122,567	110,279
Investment Income	3,912	8,118	16,684
Miscellaneous	4,135	20,089	1,709
In-Kind Support	29,728	30,175	31,350
Total Support and Revenue	1,784,164	1,895,755	1,846,638
Expenses:			
Program Services			
Equine-assisted Activities	1,299,855	1,377,756	1,342,717
Supporting Services			
Fundraising	174,400	171,548	187,127
General and Administrative	296,482	325,768	324,046
Total Supporting Services	470,882	497,316	511,173
In-Kind Expense			
Total Expenses	1,770,737	1,875,072	1,853,890
TOTAL INCOME/(EXPENSE)	\$13,427	\$20,683	(\$7,252)

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, 2009 and June 30, 2010. If you notice an error, please accept our apology and notify byost@narha.org so that we may correct the error and our records.



Rose of Sharon Equestrian School

\$5,000+

Elizabeth
Haartz, PT
United States
Combined
Federal
Campaign

David & Stephanie
Leasure
Joan Liess
Ursula Lorato
Teresa Morris
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\$1,000-\$2,499

Northeast
Regional
Adult Amateur
Dressage
Championships
Signa Lynch Read
Sarah Timms

William Prezant
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\$100-\$249

Anonymous
Margery Ablon
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