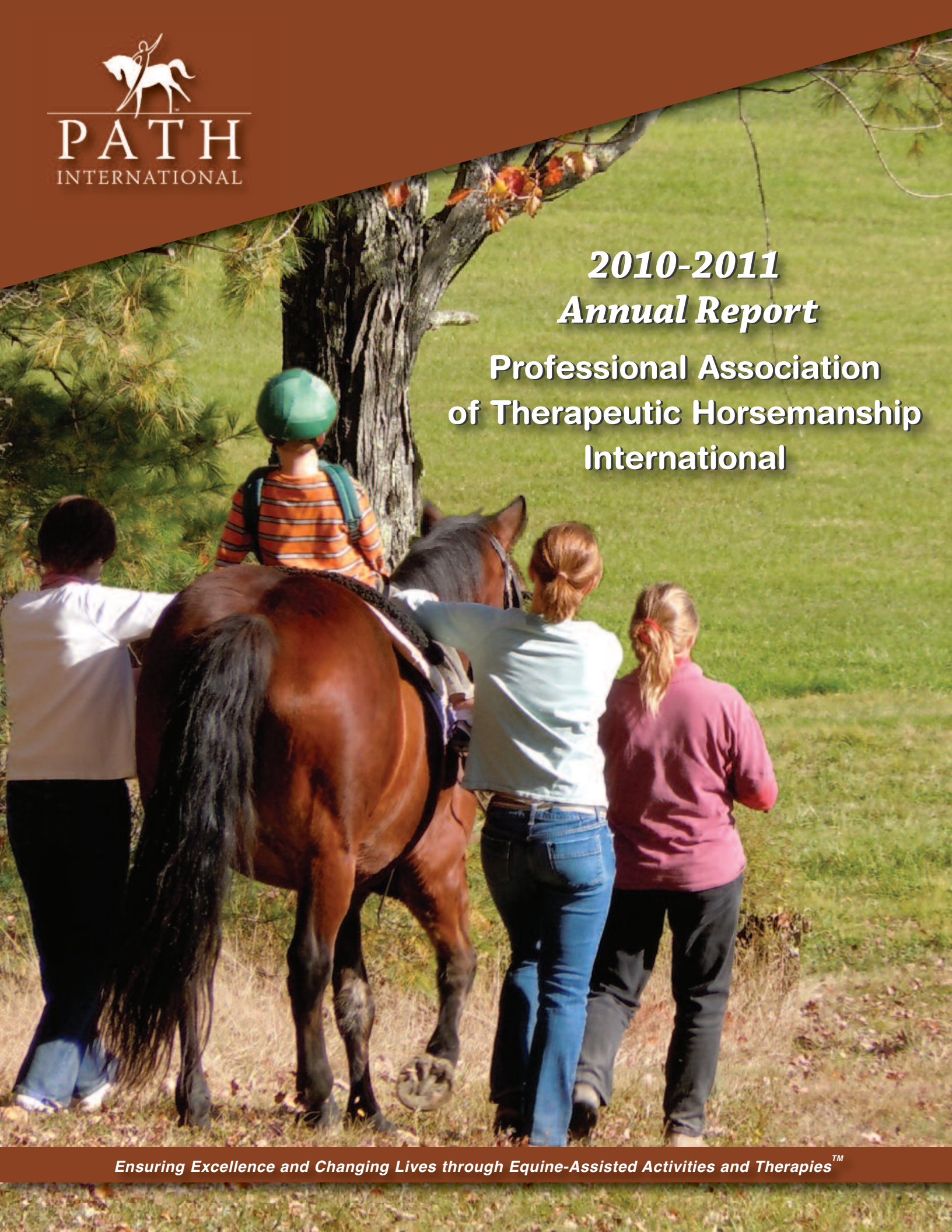




PATH
INTERNATIONAL

2010-2011
Annual Report

**Professional Association
of Therapeutic Horsemanship
International**



Ensuring Excellence and Changing Lives through Equine-Assisted Activities and Therapies™

Table of Contents

Standards & Education Division

Accreditation Department	4
Certification Department	4

Membership Division

Higher Education Membership Created	6
Volunteer Recognition	6
Membership Retention	7

Marketing & Communications

Successful Name Change Launch	8
National Exposure	9
Improving Member Communications	10
2010 PATH Intl. National Conference	10
2010-2011 Regional Conferences	11

Development Division

PATH Intl. Restricted Funds	13
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Administration

PATH International Affiliate Partner Program

American Hippotherapy Association	15
American Quarter Horse Association	15

Financial Report

PATH Intl. Financial Position	16
PATH Intl. Operating Results	17

Your Gifts

Society of Visionaries	18
Contributions from Corporations, Nonprofits, Foundations & Centers	21

PATH Intl. Life Members

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Cover photo courtesy of Richard Terhune.

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Professional Association of Therapeutic Horsemanship International

Ensuring excellence and changing lives through equine-assisted activities and therapies™

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

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Member Services & Receptionist

Bev Reed

Standards & Education Division



Mary Ohl/Charleston Area Therapeutic Riding

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

Standards & Education Division

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 Subcommittee 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.



Fundacio Teràpia A Cavall

Membership Division



Windle McQuaig/Beyond Wishes Therapeutic Riding Program, Inc.

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.

Membership Division

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.

Individual Membership

	2006	2007	2008	2009	2010	2011*
Individuals	5,907	6,437	6,395	6,162	6,353	7,095
Instructors	2,878	3,286	3,486	3,488	3,637	3,923

Center Membership

	2006	2007	2008	2009	2010	2011*
Premier Accredited Center	217	225	230	232	230	226
Center	474	498	543	550	535	566
Non-compliant	28	17	8	0	3	—
Total	719	740	781	787	768	792

Marketing & Communications Division

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

Marketing & Communications Division

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.



**NARHA is now the
Professional
Association of
Therapeutic
Horsemanship
International**

www.pathintl.org

**Ensuring excellence and changing lives through
equine-assisted activities and therapies**

PATH
INTERNATIONAL
Professional Association of Therapeutic
Horsemanship International

Marketing & Communications Division

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.

Marketing & Communications Division

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.



2010 Child Equestrian of the Year Evan Dustan and his mom.



2010 James Brady Professional Achievement Award winner Molly Sweeney, center, with Kathy Alm, left, and Kay Green.

Development Division

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 scholar-

ships 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,



Lindsay Mohr/Exceptional Equestrians

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.



Administration



Audry Adamson

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.

PATH International Affiliate Partner Program



Lee Ruonavaara/JoyRide Center

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

	June 30, 2011 <i>Un-Audited</i>	June 30, 2010 <i>Audited</i>	June 30, 2009 <i>Audited</i>
ASSETS			
Current Assets:			
Cash & Cash Equivalents	528,749	638,518	784,804
Accounts Receivable	35,249	43,505	40,339
Inventory	41,470	44,171	47,257
Prepaid Expenses and/or Deposits	57,828	58,319	19,864
Total Current Assets	663,296	784,513	892,264
Other Assets			4,486
Intangible Asset - Trademarks	65,413	6,165	1,679
Property/Equipment, Net of Depreciation	46,706	49,337	13,942
TOTAL ASSETS	775,415	840,015	912,371
LIABILITIES AND NET ASSETS			
Current Liabilities:			
Accounts Payable	86,868	28,948	56,753
Accrued Liabilities	35,593	23,399	29,450
Deferred Revenues - Member Dues	423,913	399,262	380,608
Other Deferred Revenues	83,595	48,550	62,202
Total Current Liabilities	629,969	500,159	529,013
Other Liabilities:			
LT Portion – Lifetime Member Dues	90,315	87,617	88,909
Total Liabilities	720,284	587,776	617,922
Net Assets:			
Unrestricted	(50,453)	112,650	136,461
Temporarily Restricted	105,585	139,589	157,988
Permanently Restricted			
Total Net Assets	55,131	252,239	294,449
TOTAL LIABILITIES AND NET ASSETS	\$775,415	840,015	\$912,371

PATH Intl. Operating Results

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

	June 30, 2011 <i>Un-Audited</i>	June 30, 2010 <i>Audited</i>	June 30, 2009 <i>Audited</i>
Support and Revenue:			
Membership Dues	844,225	783,434	784,644
Program Accreditation/Certification	344,755	271,642	297,625
Conference Revenues	447,565	469,099	480,999
Contributions	115,903	92,109	151,538
Merchandise Revenue	70,400	80,578	122,567
Investment Income	3,381	3,912	8,118
Miscellaneous	3,462	37,507	20,089
In-Kind Support	8,400	3,000	30,175
Total Support and Revenue	1,838,091	1,741,281	1,895,755
Expenses:			
Program Services			
Equine-Assisted Activities	1,453,855	1,362,830	1,377,756
Supporting Services			
Fundraising	139,504	127,685	171,548
General and Administrative	318,865	292,976	325,768
Name Change	80,692		
Total Supporting Services	539,061	420,661	497,316
In-Kind Expense			
Total Expenses	1,992,916	1,783,491	1,875,072
TOTAL INCOME/(EXPENSE)	(\$154,825)	(\$42,210)	\$20,683

Your Gifts

*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

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