



2012-2013

ANNUAL REPORT



PROFESSIONAL
ASSOCIATION OF
THERAPEUTIC
HORSEMANSHIP
INTERNATIONAL®

Recipient of the 2013 Equine Industry Vision Award

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Mission

Core Values

trust

PROFESSIONAL ASSOCIATION OF THERAPEUTIC HORSEMANSHIP INTERNATIONAL

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

Mission Statement

The Professional Association of Therapeutic Horsemanship International 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
- Innovation
- Integrity and accountability
- Professionalism
- Service
- Holism

PATH Intl. Officers

President

Jody Enget

Vice President

Jim Harlan

Secretary

Arlene Alen

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Past President

Kathy Alm

PATH Intl. Board of Trustees

Jeff Beck, Ross Braun, Holly Schmitt Fox, Tom Graf, Dr. Joahn Hall, Miyako Kinoshita, Allyn Mann, Jon Nelson, Dr. Carlene Taylor, Tom Winsor

PROFESSIONAL ASSOCIATION OF THERAPEUTIC HORSEMANSHIP INTERNATIONAL, *con't*

PATH Intl. Staff

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Kaye Marks

Director of Finance & Human Resources

Carolyn Malcheski

Director of Membership & Programs

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Membership Operations Manager

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Karen Province

Member Services Representative, Individuals

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Credentialing Programs Coordinator

Rachel Johnson

Member Services & Receptionist

Bev Reed

Administrative Assistant

Margo Parks

Executive Summary



leadership

STATE OF THE ASSOCIATION

Dear PATH Intl. Members, Supporters and Friends,

Once again PATH Intl. had a great fiscal year. The association continued its growth in 2012-2013 and was able to pay back its reserves for costs incurred for the association name change. A very important undertaking in 2012-2013 was the creation of a new three-to-five-year strategic plan. The planning process began in summer 2012 and the plan is now available online at www.pathintl.org. (Go to the About PATH Intl. page and click on Documents.) The strategic planning committee, board and staff all put a tremendous amount of time into the plan, which was driven by the data collected from member surveys and face-to-face focus groups held at the 2012 PATH Intl. Conference. The plan will certainly move the association forward to the next level of sophistication for our industry.

Following are some association highlights from 2012-2013:

Marketing and Communications (pg. 14)

- The spring 2013 issue of *PATH Intl. Strides* magazine was dedicated to PATH International Equine Services for Heroes, and we have had a great response to it.
- Despite Hurricane Sandy hitting the East Coast, attendance at the international conference in Bellevue, WA, had a very good turnout. Some members waited at airports for days to get to the conference, and we were so happy when they made it safely to the event.
- A new *PATH Intl. Parents and Professionals Guide* was created and distributed free of charge to member centers.
- The association's social media presence continues to grow and has been both fun and meaningful.

Membership (pg. 11)

- PATH Intl. membership numbers continued to grow. Individual membership, including PATH Intl. Certified Professionals, grew 1.7% in 2012/13 over the previous fiscal year. Center membership grew 1.3% during the same period.
- Community Connections, the association's own Facebook-like social network, saw an increase in member usage. The number of individual members who logged into the site has increased 53% and the number of times those members visited the site increased 104% over the 2011/12 fiscal year.
- A comprehensive membership survey was sent to all individual and center members. The feedback collected from the membership provided the association invaluable data and direction as work began on the strategic plan.

Programs (pg. 9)

- PATH Intl. increased the number and quality of interactive, online education and testing offerings.
- Site visit and accreditation processes continued to be reviewed and refined.
- Wounded Warrior Project continued to be an integral association partner helping to fund scholarships for PATH International Equine Services for Heroes participants at PATH Intl. Premier Accredited Centers.
- The PATH Intl. Master Instructor Certification and processes were updated and are available for qualified candidates.
- The faculty development work group, in collaboration with certification committees and other course work groups, compiled universal and course specific faculty requirements for all PATH Intl. courses to work toward cohesive association policies and to increase the pool of qualified PATH Intl. professionals.

STATE OF THE ASSOCIATION, *con't*

- Hundreds of committed volunteers donated their time and expertise to numerous certification and accreditation committees, task forces and work groups. THANK YOU!

Development (pg. 18)

- Wounded Warrior Project increased its grant to PATH Intl. in 2012-2013 for a total of \$450,000 over two years, which directly supports post 9/11 veterans' participation in therapeutic horsemanship at PATH Intl. Premier Accredited Centers.
- The association received a generous donation of \$72,548 from the Cynthia Ann Blake Trust, the association's largest bequest thus far.
- For the second year in a row, PATH Intl. increased its fundraising efforts and thus increased overall funds raised by 22% over the previous year.

Every year, the association strives to achieve better name recognition from the public at large. The *PATH Intl. Standards for Accreditation and Certification* and the unified commitment to providing the safest possible and most effective EAAT help differentiate PATH Intl. member centers and credentialed professionals from the "rest of the pack."

To help emphasize that reputation for excellence within the medical community, and to broaden its awareness of therapeutic horsemanship, the PATH Intl. Medical Outreach Advisory was established. The advisory, comprised of medical professionals, will help strategize impactful national-level tactics and methods of reaching this crucial audience.

In the interest of promoting the therapeutic horsemanship industry, PATH Intl. is actively working with a number of groups to pass H.R. 1705, "Kaitlyn's Law," which would provide insurance coverage for

military families benefiting from physical therapy using horses. The American Horse Council (AHC) has been very helpful in this effort. I presented to the AHC members at their conference this year, and the horse council has begun to recognize and appreciate what PATH Intl. contributes to the horse industry.

The association is working on partnerships with US Pony Club, United States Equestrian Federation (USEF) and continuing our great relationships with American Quarter Horse Association (AQHA), American Morgan Horse Association (AMHA) and American Association of Equine Practitioners (AAEP).

A highlight of the year was the association's receipt of the prestigious 12th Annual Equine Industry Vision Award sponsored by Zoetis, formerly Pfizer Animal Health, and presented by American Horse Publications. The award is intended to recognize innovation, leadership and service in the equine industry. Congratulations to all PATH Intl. Centers and Professionals. The equine industry has taken notice of your hard work, innovation and dedication!

PATH Intl. is committed to making sure that whenever any person becomes interested in all aspects of therapeutic horsemanship, they think of PATH Intl. Centers and Certified Professionals first and foremost.



Respectfully Submitted,

A handwritten signature in black ink that reads "Kay". The signature is written in a cursive, flowing style.

Kay Marsh Green
PATH Intl. CEO

**Committees
and Task
Forces**

expertise

2013 COMMITTEES AND TASK FORCES

Accreditation Subcommittee

Michelle Weed (Chair)
Ainslie Kraeck
Kristin Sanders
Stefani Viktora

Certification Oversight Committee

Marsha Anderson (Chair)
Ann Alden
Anja Cain
Amy Causey
Susan Grant
Amanda Hogan

Certification Review and Development Task Force

Teresa Morris (Chair)
Marsha Anderson
Tina Bennett
Patti Coyle
Susanne Haseman
Lynn Petr
Alison Plaza
Lorrie Renker
Memree Stuart
Sandy Webster
Janet Weisberg

Driving Certification Subcommittee

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Tina Bennett (Advisor)
Tammy Crowder
Lauren Fitzgerald
Susan Grant
Sue Guinan
Boo Martin

Education Oversight Committee

Lynn Petr (Chair)
Kristin Mason
Patricia McCowan
Susan M. Rugari

Equine Specialist Certification Subcommittee

Amanda Hogan (Chair)
Debbie Anderson
Joseph Callan
Rev. Kristen Batchelor DeBolt
Maurette Hanson
Marcia Lavar
Marilyn Sokolof
Memree Stuart

Equine Welfare Committee

Kristin Mason (Chair)
Brittany Aspen
Patty D'Andrea
Marci Ehrman
Cathy Languerand
Grant Myhre
Jayna Wekerman
Leanne Hatch
Emily Wygod

Faculty Development Work Group

Patricia McCowan (Chair)
Jenna Encheff
Mary Gwinner
Lindsey Jameson
Lynn Petr
Asa Raymond

Health & Education Advisory Group

Susan M. Rugari (Chair)
Karolyn Diamond-Jones
Gina Taylor

2013 COMMITTEES AND TASK FORCES, *con't*

Membership Oversight Committee

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Erin Bevington
Octavia Brown
Paulina Cohen
Kate Davis-McKelvy
Bill Lavin
Susan Lutz
Jenny Nell
Carol Petitto
Nancy Pickering
Bette Shipley
Malinda Smith
Sandy Webster

PATH International Equine Services for Heroes

Jon Nelson (Chair)
Mary Jo Beckman (Advisor)
Joan Cutler
Martha Dubensky
Megan Ellis
Debbie Fisher
Megan Hill-McQueeney
Robin Kilcoyne
Martha McNiel
Marsha Mills
Paul Spiers

Program and Standards Oversight Committee

Teresa Morris (Chair)
Marsha Anderson
Sharon Butler
Susan M. Rugari
Michelle Weed

Riding Certification Subcommittee

Amy Causey (Chair)
Sue Adams (Advisor)
Erika Berg
Melissa Conner
Heather Hernandez
Shelby Nicoletti
Shelley Rose
Sandy Webster

Standards Task Force

Sharon Butler (Chair)
Ainslie Kraeck
Catherine McKinnon
Kristin Sanders

Vaulting Certification Subcommittee

Dale Perkins (Chair)
Gisela Heimsath-Rhodes (Advisor)
Liz Adams
Anja Cain
Elizabeth Capalbo
Elizabeth Harris
Terri Knauer
Heidi Maloy
Alison Plaza

**Standards
& Education
Division**

safety

STANDARDS & EDUCATION DIVISION

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

Accreditation Department

The PATH Intl. on-site accreditation process encourages PATH Intl. member centers to strive for the highest level of safety and organizational proficiency and verifies alignment with PATH Intl. standards through the accreditation process. This peer review process, in which volunteer PATH Intl. Site Visitors evaluate centers in accordance with the association's standards, recognizes the excellence of PATH Intl. Premier Accredited Centers.

In 2012-2013, PATH Intl. accredited 62 centers; 47 centers were reaccredited and 15 centers became newly accredited as PATH Intl. Premier Accredited Centers. Site visitors traveled to all 58 centers during 2012-2013.

In addition, all active site visitors completed their online site visitor update that focused on the reorganization and changes to the *PATH Intl. Standards for Certification and Accreditation (Standards Manual)* via the new PATH Intl. webinar system. In the summer and fall of 2012, the dedicated members of the Standards Course created the new PATH Intl. Standards Task Force. The revised course was offered for the first time at the 2012 PATH Intl. Conference in Bellevue, WA, in November 2012. The new standards course is available online.

Certification Department

The certification department administers PATH Intl. instructor workshops and certifications for riding instructors (registered, advanced and master), driving instructors (levels I, II and III), interactive vaulting instructors and equine specialists in mental health and learning. In 2012-2013, 1091 members attended workshops and 665 attended certifications hosted by PATH Intl. Premier Accredited Centers.

PATH Intl. Centers held a total of 76 workshop and certification events in 2012-2013. This included 47 workshops and certifications for registered instructors, 11 for advanced instructors, one for vaulting instructors, two for driving instructors and six for equine specialists in mental health and learning. PATH Intl. also hosted five mentor trainings, which continued to contribute to candidates' success rate in passing their certifications. Higher education held two successful certifications.

The PATH Intl. Master Certification was reintroduced, and new master certification booklets were completed for the candidate, the panelists and the office.

The certification department along with the PATH Intl. Riding Subcommittee introduced new score forms and criteria for evaluating the candidates. The certification department completely revised the *Evaluator Training Manual* and edited and updated several of the specialty certification resources.

community

**Membership
Division**



MEMBERSHIP DIVISION

The PATH Intl. web-based database operating behind the scenes of the PATH Intl. website enables members to update contact information, renew memberships online and track the status of certifications. Members can connect with committee chairs and members, access their committee's information and use the membership directory to find other members.

Higher Education Membership

The PATH Intl. Higher Education Membership offers universities, colleges and other institutions offering educational content an opportunity to incorporate PATH Intl. educational content into curricula and facilitates the certification for students interested in becoming PATH Intl. certified

instructors at these institutions. In 2012-2013, PATH Intl. had nine institutions at the various higher education membership levels. There were 40 student members at the nine PATH Intl. Higher Education Member institutions. Ten students from member institutions became PATH Intl. Certified Registered Instructors.

"Rein Them In" Member-Get-A-Member Drive

The best source of new members is an association's current members. The third PATH Intl. member-get-a-member drive was launched in the spring of 2013 with a grand prize of a pick-a-trip weekend going to the member who recruited the most new members. As a result of this recruiting

effort, over 180 new members joined PATH Intl. Congratulations to Cindy Joyce from Region 1, who won the pick-a-trip weekend, and to Healing Strides of VA from Region 3, the winner of the second prize of a \$100 gift card. All members who recruited new members were entered into a drawing for a free conference registration, and Helen Jennings from Dubai was the lucky winner.

Membership Growth

PATH Intl. membership numbers continue to grow. Individual membership, including certified professionals grew 1.7% in 2012-2013 over the previous fiscal year. Center membership grew 1.3% during the same period.

	2006	2007	2008	2009	2010	2011	2012	2013
Individuals	5,907	6,437	6,395	6,162	6,353	7,095	7,479	7,609
Certified Professionals	2,878	3,286	3,486	3,488	3,637	3,923	4,158	4,247
Center Membership	2006	2007	2008	2009	2010	2011	2012	2013
Premier Accredited Centers	217	225	230	232	230	226	227	234
Centers	474	498	543	550	535	566	570	586
Non-compliant Centers	28	17	8	0	3	0	12	0
Total	719	740	781	782	768	792	809	820

MEMBERSHIP DIVISION, *con't*

PATH Intl. Community Connections

Since its launch in November 2011, more than 2,697 members logged in to PATH Intl. Community Connections to discuss topics, share resources and support each other and the EAAT industry on this Facebook-like social network. This is an increase of 931 logged-in members from the previous year. Members joined one or many of the site's community groups based on their interests and geographic locations to discuss lesson plans, policies and other topics of interest. The following numbers reflect the growth of the site:

- Number of log-ins to Community Connections: 15,475 (up 9,062 from the previous year)
- Number of topical resources added to Community Connections: 64
- Number of members in each public community group:
 - ◆ Administrative - 275
 - ◆ Driving - 49
 - ◆ EFL - 278
 - ◆ EFP - 148
 - ◆ Equine Services for Heroes - 143

- ◆ Equine Welfare - 91
- ◆ Higher Ed - 50
- ◆ International - 40
- ◆ Instructor - 435
- ◆ Interactive Vaulting - 30
- ◆ Marketing - 47
- ◆ Region 1 - 66
- ◆ Region 2 - 29
- ◆ Region 3 - 36
- ◆ Region 4 - 34
- ◆ Region 5 - 27
- ◆ Region 6 - 17
- ◆ Region 7 - 19
- ◆ Region 8 - 58
- ◆ Region 9 - 32
- ◆ Region 10 - 49
- ◆ Region 11 - 18

Volunteers

The dedication and contributions of volunteers make the work of PATH Intl. possible. From the incredible quality and quantity of work of the PATH Intl. Certification Review and Development Task Force to the changes in the processes of scheduling a site visit led by the

Accreditation Subcommittee, the association is guided by the skills, experience and passion of its volunteers. The equine-facilitated learning manual, *How to Start an EFL Program*, was published last year and is now available on the PATH Intl. website as a result of the Membership Task Force.

PATH Intl. staff recognized significant contributions by the association's active members by awarding Volunteer Leadership Awards at the 2012 PATH Intl. Conference and Annual Meeting in Bellevue, WA. The winners were Sharon Butler, Programs and Standards; Michelle Weed, Education; and Lesley Shear, Membership.

Thank you to the Member Services team led by Carrie Garnett, membership operations manager, Karen Province, Amanda Walters, Rachel Davis, Jorian Stuckey and Bev Reed. Thank you to the Programs Department led by Jeff Kelling, programs and education manager, and Denise Fager. These dedicated professionals all contribute to the success and forward progress of the association.



**Marketing &
Communications
Division**

recognition

MARKETING & COMMUNICATIONS DIVISION

Ongoing print and electronic ad campaigns, outreach at tradeshow, the development of key presentations, contributions to the strategic plan, association publications, regional and annual conference preparation and future site negotiations rounded out a busy year. Following the successful promotion and branding of the association's name change initiated in 2011, the division continued its trademark work in conjunction with the legal team. The creation of customized promotional videos coupled with the implementation of strategies to optimize social media channels contributed to the goal of positioning PATH Intl. as a global leader and resource in EAAT.

Presentations

In the fall of 2012, the division researched the history of NARHA/PATH Intl. and gathered statistics to produce a comprehensive PowerPoint presentation and speech for PATH Intl. President Jody Enget to give at an event in South Korea. It highlighted some of the association's more interesting benchmarks and detailed how its programs were developed, current association offerings and a look to the future.

A presentation was also created for PATH Intl. CEO Kay Green and board of trustees member Dr. Joahn Hall to show at a meeting with the American Association of Family Practitioners (AAFP) in Kansas City, MO. The overview of EAAT included a sampling of scientifically referenced benefits and served as an introduction to the field for medical professionals.

Health and Wellness Outreach

Reaching medical professionals for the purpose of expressing the importance of referring patients to a PATH Intl. center and/or professional has been an association goal for many years. Past efforts have included making available the *PATH Intl. Parents and Professionals Guide* for distribution in communities.

Wishing to expand this reach requires strategy, and to that end the PATH Intl. Medical Outreach Advisory was established with the following purpose: The PATH Intl. Medical Outreach Advisory helps to identify target audiences for association outreach to the medical and health-and-wellness markets; helps craft impactful/

appealing messaging that will be meaningful to individuals within those industries; helps to identify outreach tactics that would deliver the best return on investment; and establishes near-future and long-term objectives for the advisory and association. The advisory's members are: PATH Intl. board member Johann Hall, MD; Theresa Chase, MA, ND, RN; Suzanne Cleland-Zamudo, MD; and Robin L. Gabriels, PsyD.

PATH Intl. Parents and Professionals Guide

This popular member benefit gives an all-encompassing, easy-to-digest snapshot of EAAT. PATH Intl. Centers can customize this printed piece with their contact information and then distribute to parents, local physician's offices, rehab facilities, schools, mental health therapists, PTs, OTs and SLPs. Copies were sent to each center with their renewal packets, and a quantity was made available free of charge. Supplies were depleted quickly, but thanks to a pledge from Purina, who underwrote the production of the piece, more will be printed. The piece was designed to unfold into a poster that we are hoping many have displayed.

MARKETING & COMMUNICATIONS DIVISION, *con't*

PATH Intl. Media

New ads were designed for use in Equine Network publications and other publications including AQHA and AHA member magazines. The ads have been posted online and linked to press releases for publications to run as filler as space becomes available. All ads, which have been targeted to equine, family and mental health publications or are PATH International Equine Services for Heroes specific, carry a call to action. In addition, all association collateral materials have been updated.

According to the 2012 member survey, members find PATH Intl. publications, such as *PATH Intl. Strides* magazine, rich sources of news, education and inspiration. Issues continue to offer peer-to-peer instructor, administration and equine management education. They regularly provide knowledge and insight about the challenges and successes in the EAAT field and keep readers informed of association events and programs. The first-ever veteran participants themed issue drew exceptionally high praise from longtime members. Meanwhile, *PATH Intl. eNews* continues to reach more than 9,500 active email addresses twice a month.

Social Media

PATH Intl. continued to carefully cultivate a smart presence in social media outlets, as it investigates future trends to strategize how to best present PATH Intl. to new users while maintaining links with its current “organic” social media base (people who see the story in their newsfeed, i.e., people who like our page).

In March 2013, Kaye Marks and Cher Smith eagerly attended the EquestrianProfessional.com Social Media Boot Camp, an extremely useful seven-day series of live, interactive webinars, whose enrollment was graciously underwritten by EquestrianProfessional.com. Modules included how to take the best advantage of social media marketing channels and tap the hidden potential of Facebook, YouTube, video marketing and LinkedIn. It helped the association target which of the thousands of social media platforms were most beneficial to the organization's goals.

As of June 30, 2013, the PATH Intl. Facebook page counted more than 4,783 fans. In addition to enjoyable posts meant to keep

fans engaged, the association continued to see the page as an important business tool and used it more for projects such as limited-time conference registration promotions, sponsor promotions, marketing PATH Intl. webinars, as well as for supporting the holiday appeal and other giving campaigns. A Helen Keller quote, along with a picture of an empty wheelchair and a horse and rider in the background was the most popular Facebook post between October 1 and December 31, 2012 (and the second most popular post ever). The post exceeded the totals “likes” of the previous week combined and eventually generated 679 “likes” and 245 “shares.”

PATH Intl. continued to explore the benefits of Twitter including ways to tweet to conference attendees. There is great potential in utilizing LinkedIn to help the association maintain a professional appearance and link with professionals from all industries including therapists, instructors, medical doctors and researchers.

MARKETING & COMMUNICATIONS DIVISION, *con't*

Trade Shows

PATH Intl. had a trade show presence at the annual meetings of the Arabian Horse Association and the US Pony Club. Both were held in Colorado and offered at no charge to the association. While attendance was small at both compared to PATH Intl. events, enthusiasm for the mission of the association and for EAAT was high.

Promotional and Educational Videos

In 2012, video shoots with interviews were held at two very gracious premier accredited centers. Western-centric All Star Equestrian, in Burleson, TX, and English-centric Fieldstone Farm Therapeutic Riding Center in Chagrin Falls, OH, let the film crew have run of their centers, and we thank them very much. The videos will be used on a YouTube channel linked from pathintl.org to create new outreach, as well as fundraising and instructional tools. The footage, which was also filmed at the PATH Intl. 2012 Conference, will replace incredibly outdated resources. Hundreds of still shots captured simultaneously have been extremely useful in a wide variety of internal and external marketing purposes.

2012 PATH Intl. Conference

Close to 670 EAAT professionals attended the PATH Intl. Conference and Annual Meeting in Bellvue, WA. This included 22 registrants from Bosnia, Canada, Finland, France, Malaysia, Mexico and the United Kingdom, as well as 193 first-time attendees. Members received valuable continuing education hours and commented how the smaller attendance, compared to 2012 in Lexington, made the conference feel more relaxed and personal. Many comments from the post-conference survey indicated that the PATH Intl. Horse Expo, held at Little Bit Therapeutic Riding Center, was the best ever.

Also popular was the PATH Intl. Community Connections Day. Held for the first time, it added other "communities," such as marketing, to the already popular lineup. In addition, EFP/EFL and PATH International Equine Services for Heroes pre-conference workshops were offered. All total, 81% of those who attended found the content to be informative while 82% of those who attended reported that overall they were pleased with the event.

2013 Region Conferences

In 2013, PATH Intl. region conferences hosted 1,098 attendees, an increase of 33% over the previous year. Region conferences continued to be a popular point of connection for members. The region conferences are an excellent way for members to earn continuing education hours and give feedback to PATH Intl. Region Representatives and State Chairs through standards hearings, interactive PATH Intl. updates and state meetings.

Thank you to Jaime Covington, conference and events coordinator; Cher Smith, communications coordinator and webmaster; Karen Karvonen, *PATH Intl. Strides* editor; and Joan Pacos, *PATH Intl. Strides* graphic designer who, in conjunction with volunteers, vendors and independent contractors work tirelessly to deliver the great volume and quality of work and customer service the PATH Intl. Marketing and Communications staff produces to support the mission and objectives of this fine association.

resources

**Development
Division**



DEVELOPMENT DIVISION

The PATH Intl. Development Division thanks the association's many individual donors, sponsors, foundations and partners for helping PATH Intl. to raise more than \$300,000 from July 2012 through June 2013. Through the generosity of these patrons, PATH Intl. was able to offer hundreds of scholarships for wounded warriors, provide a Riders Assistance Fund Scholarship for a child to participate in therapeutic horsemanship at a PATH Intl. Premier Accredited Center, help a center return to business after Hurricane Sandy and underwrite the costs of both center accreditation and instructor certification.

Sponsors and Corporate Members

During fiscal year 2012-2013, the development division focused on recruiting new sponsors while maintaining relationships with current and past year's sponsors. PATH Intl. continued to expand its sponsorship efforts into a year-round program, while beginning to seek sponsorships from outside the equine industry. Sponsors and corporate members include: Adequan, Ariat, Bayer Healthcare Animal Health, Bimeda/Equimax, Breyer, Certifiedbackground.com, Equine Network/ AIM, Equisure, Horse Sense of the Carolinas, Markel, Populous, Purina Animal Nutrition, Rod's Western Palace, SureHands Lift & Care Systems, Tekna Saddles and Triple Crown Nutrition.

Foundation and Nonprofit Partners

The Wounded Warrior Project/PATH Intl. partnership continued to directly support PATH Intl. Centers in 2012-2013. This year, PATH Intl. also received generous support from many American Paint Horse Association clubs as part of American Jr. Paint Horse Association President Colt Cumpton's Paint Our Country Proud Campaign, which raised money for veterans served through PATH International Equine Services for Heroes. This year's foundations and nonprofit partners include: AAEP Foundation, American Quarter Horse Association, Ark La Texa Paint Horse Club, Atlanta International School, Bates County Jr. Cattlemens, Combined Federal Campaign, Community First Foundation, Equus Foundation, Hendricks County Community Foundation, Jocarino Fund, Lovinger Family Foundation, Norge Saddle Club, Oklahoma Paint Horse Club, Shenandoah Foundation, Western & English Sales Association, Wounded Warrior Project and Zone 6 Coordinating Committee.

Member Donations

Building on last year's success, the Society of Visionaries—individual donors of at least \$1,000 per year—increased its membership to 22 individuals focused on ensuring the future of the therapeutic horsemanship industry. PATH Intl. members also continue to give generously with their individual, center and instructor memberships, comprising the core of our donations and totaling more than \$40,000.



DEVELOPMENT DIVISION, *con't*

For the third year in a row, every member of the PATH Intl. Board of Trustees made an individual contribution during the fiscal year, increasing their total giving by 17 percent. We look forward to raising even more funds next year to continue the success of PATH Intl. and all its programs.

PATH Intl. Restricted Funds

These funds are restricted to the following purposes:

Bliss Brown Memorial Scholarship Fund assists PATH Intl. Certified Advanced Instructors with the cost of pursuing master certification.

Disaster Relief Fund helps 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.

Equine Services for Heroes Fund assists PATH Intl. centers in their efforts to serve wounded veterans and service personnel through equine-assisted activities and therapies.

Marjorie V. Kittredge Equine-Facilitated Psychotherapy and Learning Scholarship Fund helps PATH Intl. EFP/L members to attend the industry's premier educational event, the PATH Intl. Conference and Annual Meeting.

Pat and Jackie Mullins PATH Intl. Conference Sponsorship Fund assists PATH Intl. members to attend the industry's premier educational event, the PATH Intl. 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.

Regional Speakers Fund underwrites high-quality presenters for PATH Intl. Regional Conferences.

Rider's Assistance Fund provides monetary assistance so that a child who would not otherwise be financially able can participate in a therapeutic horsemanship program at a PATH Intl. Premier Accredited Center.



networking

**Affiliate
Program**



PATH INTL. AFFILIATE PARTNER PROGRAM

This program is designed to create partnerships between PATH Intl. and non-commercial organizations that share the PATH Intl. vision and support the PATH Intl. mission.

American Hippotherapy Association

The American Hippotherapy Association was the 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 for scholarships to far-reaching exposure through the *AQHA Journal*, which inspires and educates their considerable membership about PATH Intl.





Financials

success

PATH INTL. FINANCIAL POSITION

Three-year Comparison

Fiscal Years ending June 30, 2013, 2012, 2011

	Unaudited June 30, 2013	Audited June 30, 2012	Audited June 30, 2011
ASSETS			
Current Assets:			
Cash & Cash Equivalents	641,076	585,206	528,749
Accounts Receivable	113,978	44,251	35,249
Inventory	41,835	40,242	41,470
Prepaid Expenses/Deposits	52,074	40,055	52,589
Total Current Assets	848,963	709,754	658,058
Other Assets:			
Intangible Asset - Trademarks	93,025	93,025	52,589
Property/Equipment, Net of Depreciation	34,612	29,333	42,898
TOTAL ASSETS	976,600	832,112	753,545
LIABILITIES AND NET ASSETS			
Current Liabilities:			
Accounts Payable	56,157	53,710	93,541
Accrued Liabilities	162,182	48,034	36,851
Deferred Revenues & Member Dues	541,360	590,945	511,976
Total Current Liabilities	759,699	692,689	642,368
Other Liabilities:			
LT Portion-Life Member Dues	90,733	89,403	86,842
Total Liabilities	850,432	782,092	729,210
Net Assets:			
Unrestricted	8,804	(67,344)	(93,153)
Temporarily Restricted	117,364	117,364	117,488
Permentantly Restricted			
Total Net Assets	126,168	50,020	24,335
TOTAL LIABILITIES AND NET ASSETS	976,600	832,112	753,545



PATH INTL. OPERATING RESULTS

Three-year Comparison

Fiscal Years ending June 30, 2013, 2012, 2011

	Unaudited June 30, 2013	Audited June 30, 2012	Audited June 30, 2011
SUPPORT AND REVENUE:			
Membership Dues	962,752	897,481	855,720
Program Accreditation/Certification	332,838	360,309	313,749
Conference Revenues	469,029	539,706	437,341
Contributions	388,570	153,749	115,172
Merchandise Revenue	72,758	24,582	70,401
Investment Income	1,145	2,478	3,381
Miscellaneous	1,662	78,040	26,249
In-Kind Support	6,750	9,810	8,400
Total Support and Revenue	<u>2,235,504</u>	<u>2,066,155</u>	<u>1,830,413</u>
EXPENSES:			
Program Services			
Equine-Assisted Activities	<u>1,770,667</u>	<u>1,661,124</u>	<u>1,691,222</u>
Supporting Services			
Fundraising	<u>107,968</u>	<u>105,761</u>	<u>100,203</u>
General and Administrative	<u>280,716</u>	<u>273,585</u>	<u>266,892</u>
Total Supporting	<u>388,684</u>	<u>379,346</u>	<u>367,095</u>
Total Expenses	<u>2,159,351</u>	<u>2,040,470</u>	<u>2,058,371</u>
TOTAL INCOME/(EXPENSE)	<u>76,153</u>	<u>25,685</u>	<u>(227,904)</u>



Your Gifts

legacy

YOUR GIFTS

**Your loyal generosity helps
PATH Intl. meet its mission
and reach for its vision.
THANK YOU.**

Individual Gifts

\$1,000+ (Society of Visionaries)

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Anonymous

In Memory of Sherry Psaki
Anonymous

In Memory of Rita Rutledge
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In Memory of Jackie Sourini
Anonymous (3)
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continued on page 34

YOUR GIFTS, *con't*

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The following individuals have generously included PATH Intl. in their estate plans.

Cynthia Ann Blake (deceased)
Brian P. Howey
Ainslee Kraeck
Catherine McKinnon and
Tom Anderson
Pat Mullins
Dr. Carlene Taylor and Ron Smith
Sara Williamson

PATH Intl. has made a sincere effort to accurately honor each and every donation received in the PATH Intl. office from July 1, 2012 to June 30, 2013. If you notice an error, please accept our apology and let us know. Please contact Megan Ream Ferry at mferry@pathintl.org or (303) 452-1212 if you would like to donate and see your name on this list in the future.



YOUR GIFTS, *con't*

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Region 7
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Life
Members



sustainability

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loyalty

Longevity

PATH INTL. MEMBER & CENTER LONGEVITY

PATH Intl. would like to recognize the individuals and centers with the greatest longevity as members of the association. This list was compiled from data collected June 30, 2012. If you see a discrepancy or feel there is an omission, please contact the following individuals at (800) 369-7433: Individuals – Jorian Stuckey, ext. 119; Centers - Karen Province, ext. 111.

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Friends For Therapeutic Equine Activities, Warrenville, IL
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Therapeutic Riding of Tucson, Tucson, AZ
THORNCROFT Therapeutic Horsebackriding, Inc., Malvern, PA
Three Gaits, Inc., Oregon, WI
Valley Riding, Inc. a Cleveland Metropks Affiliate, Cleveland, OH
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Always Wanted A Riding Experience, San Marcos, TX
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Butte Special Riders, Butte, MT
Camp Berachah, Auburn, WA
CARE-ousel Therapeutic Riding, Marsing, ID
Cedar Creek Therapeutic Riding Center, Columbia, MO
Champlain Adaptive Mounted Program, South Hero, VT
Chariot Riders, Inc., Manchester, NJ
Charleston Area Therapeutic Riding, Inc., Johns Island, SC
Cincinnati Therapeutic Riding & Horsemanship, Milford, OH
Cochise Area Network of Ther. Equest Resources, Sierra Vista, AZ
Coffee Creek Riding Center for the Handicapped, Edmond, OK
Coweta Organization for Riding, Rehabilitation and Learning, Newnan, GA

Dr. Franklin Perkins School, Lancaster, MA
Eagle Mount—Bozeman, Bozeman, MT
Equest Center for Therapeutic Riding Inc., Rockford, MI
EQUI-KIDS Therapeutic Riding Program, Virginia Beach, VA
Equi-librium, Inc., Sciota, PA
Equus Therapeutic, Inc., Lanesboro, MA
Exceptional Equestrians of the Missouri Valley, Inc., Washington, MO
Exceptional Horseback Riders of Saginaw County, Freeland, MI
Flying High Equestrian Therapy, Inc., Collegeville, PA
Free SPIRIT Riders, Inc., Fond Du Lac, WI
Front Range Exceptional Equestrians, Fort Collins, CO
Gaits to Success Inc., Kiln, MS
Giddy Up 'N Go, Lawton, OK
Golden Eagles, Colorado Springs, CO
Great Strides Therapeutic Riding Program, Shelbyville, TN

Greater New Orleans Therapeutic Riding, Inc., New Orleans, LA
Greenlock Therapeutic Riding Center, Rehoboth, MA
H.O.P.E., Langley, WA
Happy Trails Riding Academy, Visalia, CA
Happy Trails Therapeutic Horsemanship Center, Inc., Franklinton, LA
Harmony Farms, Inc., Rockledge, FL
Heartland Equine Therapeutic Riding Academy HETRA, Valley, NE
Heartland Therapeutic Riding, Inc., Stilwell, KS
Hearts Therapeutic Equestrian Center, Santa Barbara, CA
High Horses Therapeutic Riding Program, Norwich, VT
Horse Power at Touchstone Farm, Temple, NH
Horsepower, Inc., Castle Rock, CO
Horses for Healing, Bentonville, AR
Horses Help, Phoenix, AZ

HorseSense for Special Riders, La Crosse, WI
InStride Therapy, Inc., Nokomis, FL
J.F. Shea Therapeutic Riding Center, San Juan Capistrano, CA
Jackson Hole Therapeutic Riding Association, Teton Village, WY
Kent Association of Riding Therapy, Inc., Worton, MD
Lenawee Therapeutic Riding, Adrian, MI
Long Island Riding for the Handicapped Association, Glen Head, NY
Lovelane Special Needs Horseback Riding Program, Lincoln, MA
M.A.R.E. Therapeutic Riding Center, Bakersfield, CA
Main Stay Therapeutic Riding Program, Richmond, IL
Marion Therapeutic Riding Association, Inc., Ocala, FL
Methow Valley Riding United, Winthrop, WA
Miracles in Motion Therapeutic Equestrian Center, Cedar Rapids, IA

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Mounted Angels Therapeutic
Horsemanship, Pearl, IL
Mounted Eagles, Inc.,
Nisswa, MN
New Kingdom Trailriders,
Moline, IL
Newaygo County 4-H Special
Riding Program, Fremont, MI
Northwest Therapeutic Riding
Center, Bellingham, WA
Palouse Area Therapeutic
Horsemanship, Pullman, WA
Pegasus Farm, Hartville, OH
Prancing Horse Inc.,
Southern Pines, NC
Praying Hands Ranches,
Parker, CO
Progressive Equestrian
Therapeutic Service, Inc.,
Upper Marlboro, MD
Project ASTRIDE,
Saint Joseph, MN
Project Stable Foundation,
Southwest Ranches, FL
Rainbow Center 4-H Therapeutic
Equest. Prog. Inc.,
Haymarket, VA
Reins of Hope, Inc., Elmira, NY
Ride On, Inc., Richmond, TX

Ride With Pride, Inc.,
Staunton, VA
Riding Institute for Disabled
Equestrians, Silt, CO
Riding Unlimited, Ponder, TX
Rio Bravo Therapy Services
Therapeutic Horsemanship,
El Paso, TX
Riverview Farm, Uncasville, CT
Rocking Horse Ranch
Therapeutic Riding Program,
Greenville, NC
Rocky Mountain Riding Therapy,
Louisville, CO
Rocky Top Therapy Center,
Keller, TX
Saddle Light Center, Selma, TX
Saddle Up!, Franklin, TN
Sarasota Manatee Association for
Riding Therapy, Bradenton, FL
Shangri-La Therapeutic Academy
of Riding, Lenoir City, TN
SMILES, Darien, WI
Special Equestrian Riding
Therapy, Moorpark, CA
Special Equestrians of the
Treasure Coast, Vero Beach, FL
Special Equestrians, Inc.,
Fort Myers, FL

Special Equestrians, Inc.,
Indian Springs, AL
Special People United to Ride,
Inc., Lincroft, NJ
Stable Hands Equine Therapy
Center, Wausau, WI
Stepping Stones Therapeutic
Riding Inc., Monroe, MI
T.H.E. Center, Inc., Hemet, CA
Talbot Special Riders, Inc.,
Easton, MD
The Bridge Center,
Bridgewater, MA
The Learning Clinic Inc.,
Brooklyn, CT
The Riding Therapy Center,
Nursery, TX
Therapeutic & Recreational
Riding Center, Inc.,
Glenwood, MD
Therapeutic Equestrian Center,
Inc., Holyoke, MA
Therapeutic Riding Center
of Huntington Beach, Inc.,
Huntington Beach, CA
Therapeutic Riding Institute, Inc.,
Dayton, OH
Therapeutic Riding of Texas,
Waxahachie, TX

Therapeutic Riding, Inc.,
Ann Arbor, MI
UCP of Greater Sacramento
Saddle Pals, Sacramento, CA
University of New Hampshire
Therapeutic Riding Program,
Durham, NH
Windridge Therapeutic
Equestrian Center of East TX,
Longview, TX
Windrush Farm Therapeutic
Equitation, Inc.,
North Andover, MA
Xenophon Therapeutic Riding
Center, Orinda, CA