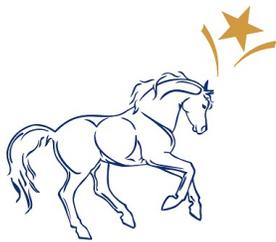


SHINING HOPE FARMS

Charting Impact Report * Prepared 06.20.2013

This report represents SHINING HOPE FARMS's responses to Charting Impact, a joint project of [BBB Wise Giving Alliance](#), [GuideStar USA Inc](#), and [Independent Sector](#). Charting Impact uses five simple yet powerful questions to encourage strategic thinking and help organizations share concise information about their plans and progress toward impact.



SHINING HOPE FARMS
PO Box 1036 Mount Holly, NC 28120

www.shininghopefarms.org

Mission:

Shining Hope Farms is a 501(c)(3) organization created for, but not limited to, providing therapeutic horseback riding to children and adults with disabilities.

- CEO Reviewed
- Board Chair Reviewed
- Not yet stakeholder reviewed

The content of this Charting Impact Report is the sole product and responsibility of SHINING HOPE FARMS. This report does not in any way represent an endorsement from Independent Sector, BBB Wise Giving Alliance, or GuideStar, nor does it represent fulfillment of the BBB Wise Giving Alliance's *Standards for Charity Accountability*. For more information on Charting Impact, visit www.ChartingImpact.org.



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1. What are we aiming to accomplish?

Our ultimate goal is to foster quality of life improvements for children and adults with special needs in Mecklenburg, Gaston, Lincoln, and Iredell Counties and to serve these individuals without discrimination, including of finances. Ultimately, we aim for 85% of these participants to make functional gains during their time in our programs.

The World Health Organization defines health by one's ability to participate in one's environment. Therefore, Shining Hope Farms' therapeutic programs and medical services, which are focused on functional occupations within a rich and meaningful environment, are based on "best practiced" models for therapy, and provide numerous benefits to our participants. Our goal is that through continuous Hippotherapy and Therapeutic Riding sessions children will be able to better function in their community environment helping them to become productive citizens. Additionally our goal is for children to be taught life skills equipping them to face the daily challenges in a positive way, enabling them to improve their test scores in school, and promote appropriate behavior in school and other community settings.

In the next three to five years, we will continue to admit and discharge participants into our programs as appropriate and continue to serve and foster quality of life improvements in our counties. It is our goal to always maintain a relationship with our participants and their families, and have them continue to come out to the farm to participate in enriching activities.

2. What are our strategies for making this happen?

Our strategies are to 1) Serve any person without discrimination of finances, race, religion, or ethnic background, 2) To be competent, by upholding the highest standards in the industry through proper certification and credentialing processes for the benefit of the participants (this includes adhering to all PATH Intl. and AHA standards), 3) To be compassionate, by providing a nurturing environment by building relationships with participants, their families, and community partners, and 4) To enhance the long-term sustainability of Shining Hope Farms and continue to build its capacity to be able to provide high quality services.

Near-term Activities that strengthen our strategic approach

- Continue to secure funding that will subsidize the cost to provide services to prevent the necessity of charging our participants an equine fee for the Hippotherapy (medical services) program.
- Recruit volunteers to be utilized whenever possible to cut down on wage expenses which keeps the program affordable.
- Stay current on staff credentialing and offer workshops for further training.
- Work towards developing a scholarship program for participants who cannot afford the fee for the Equine

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Assisted Activities Program or for their co-pays and deductibles for the Hippotherapy program. Aside, from enabling us to continue to service without discrimination of finances, it will enable us to continue our relationship with children who have reached their evaluation goals and need to be transitioned from the Hippotherapy program into the EAA Program.

- Continue to partner with community organizations by holding a Special Olympics Regional Invitational Show, participating and bringing participants to the Special Olympics State competition, by hosting the NC Lions Club Foundation's Camp Dogwood, and by hosting many community service projects connected to local businesses and organizations.
- In an effort to be sustainable and to continue to perform at a high level, there are several near-term capital improvements that SHF is eager to accomplish. The projects include:
 1. Securing funding to finish a clinic expansion at the Mecklenburg location, which would provide appropriate space for varied evaluation and treatment so that we can ensure we are helping our participants to achieve their treatment goals and make functional gains. Additionally, it will help to provide continuity in treatment when utilizing the horse is not an option such as during inclement weather.
 2. Securing funding to construct an indoor arena expansion at the Gaston location which will enable the farm to serve more than one client during inclement weather.
 3. Securing funding to build a handicap accessible playground at both locations. The playgrounds, like the clinic expansions, will serve as an alternative space for evaluation and treatment. However, the playground will also provide the ability to treat within the farm-rich environment when utilizing the horse is not an option.

3. What are our organization's capabilities for doing this?

Shining Hope Farms' internal and external resources provide a strong foundation from which we are equipped to achieve our goals.

Internal Resources:

Staff - In an effort to sustain our goal of excelling in competency and upholding the highest standards in the industry we require our staff to have all required certifications and maintain proper credentials. All our instructors are PATH Intl. Registered or Advanced Level Riding Instructors. Additionally, all of our therapists are either Level 1 or Level 2 AHA Inc. (American Hippotherapy Association) certified, one of whom is only one of two PATH Intl. Registered Occupational Therapists in the state, and another is one of only six PATH Intl. Registered Physical Therapists in the state.

Budget - Our budget is at the core of our goal to have the financial provision to take care of the poor and needy families desiring enrollment into the programs and to not discriminate based on finances. As of our last audit (2011), it was determined that 92 cents of every dollar went to our programs. We continue to keep administrative costs at a minimum for the benefit of the program and its participants.

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Expertise - Our riding instructors have long history with working with equines, including our equine specialist who is an HA graduate of the United States Pony Club.

External Strengths:

Partnerships - We partner with many organizations for the benefit of the consumers that we serve, to build relationships, to broaden the scope of individuals we are able to serve, as well as to ensure there is no duplication of services across organizations.

One such organization is the NC Lions Club Foundation's Camp Dogwood located in Sherrills Ford, NC. Through this partnership we provide recreational riding to approximately 110 adults who are visually impaired that come from all across the state to attend.

We also partner with the Special Olympics of Mecklenburg and Gaston Counties for equestrian competitions. The children and adults come to the farms for training to participate in a Regional Invitational Horse Show as well as the State Competition.

For our Community Service Program we partner with the following groups: Hands-on-Charlotte (a local chapter of the national Hands On Network), Wells Fargo, BB&T, Bank of America, SAP Corporation, Premier Inc., The Boy Scouts and Girl Scouts of America, local churches, civic organizations, and public and private schools and colleges.

Influence: SHF is a key influencer of other nonprofits that perform or wish to perform similar work. To date, Shining Hope Farms has helped nine organizations in the vicinity to establish or enhance their programs. We also host national training workshops. Our program directors have been active in assisting attending organizations by consulting with them and doing site visits to establish effective programs. Further, SHF staff have been presenters at the PATH Intl. conference—the premier conference for Equine Assisted Activities.

4. How will we know if we're making progress?

Milestone 1

75% of youth participants at all locations will show an increase in confidence and self-esteem from participating in the program that will be reflected in their behavior in various settings i.e. home, school, and community environments.

Indicator: Improved school attendance and parent observation of increased motivation to accomplish goals of becoming productive citizens in the community will be our primary indicator.

Target: 75%

How Measured: Survey

Milestone 2

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Expansion of facilities will be funded through grants received and fundraising events.

Indicator: VISTA will apply for 3 capital improvement grants.

Target: 3

How Measured: Self-assessment

Milestone 3

30 new volunteers will be recruited and trained at each locations to safely assist in these programs quarterly.

Indicator: The number of new volunteers that have been through an organized training session will be recorded.

Target: 30

How Measured: Self-assessment

Description of Data Collection: The volunteer coordinator will report the number of new volunteers brought in and trained quarterly.

Milestone 4

85% of clients who participate in programs at Shining Hope Farms will maintain functional gains that allow them to succeed in their daily lives.

Indicator: 85% of clients who participate in our programs will show progress in 3 following: attention span, motivation, vocabulary, memory, concentration, or their transition into daily settings.

Target: 85%

How Measured: Pre/Post Test

Description of Data Collection: A 3-month follow up evaluation will be conducted by a Therapist along with a parent/caregiver report.

Milestone 5

50% of funds will be raised to construct a covered arena for Shining Hope Farms allowing for continuous therapy uninhibited by weather.

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Indicator: We expect that the VISTA will raise \$37,500 of the \$75,000 required for the construction of a covered arena at Shining Hope Farms' Mount Holly location.

Target: 50% Self-assessment

How Measured:

Description of Data Collection: We will record in a separate category in QuickBooks Pro software the specific amount raised by the VISTA for the Covered Arena Expansion Project at Shining Hope Farms.

5. What have and haven't we accomplished so far?

Progress towards Milestone 1: Students are demonstrating improvements in the areas of confidence and self-esteem.

Progress towards Milestone 2: VISTA has currently applied for four capital improvement grants that are pending responses.

Progress towards Milestone 3: We continue to meet and exceeded the mark for this milestone. Volunteers are being recruited, trained, and are working effectively in the programs.

Progress towards Milestone 4: Children enrolled have met the majority of their individualized goals and new goals have been established to help with other deficits/weaknesses.

Progress towards Milestone 5: The VISTA member working on this milestone began her year of service in November 2012. While she is diligently working on this goal, we have not had results from her efforts yet to report during this time period.