

Planning to Succeed

If you've been following Reining Horse Foundation (RHF) efforts, you've likely noticed we're growing up. Like a young horse with good bloodlines and solid training, we're hitting our stride. There's probably no more exciting example of this than our new strategic plan.

In late March, members of the RHF Board met with professional facilitator Molly Helm to help us evaluate our mission, values, and goals. It's an exercise we completed three years ago, and it was time to take measure.

The plan developed in 2016, when we defined our mission and spelled out our goals, has everything to do with recent growth and expansion in RHF. There's been a lot of success. A big thank you goes to donors who've demonstrated their passion for the reining community and RHF's core programs.

This year, Molly helped our small nonprofit organization build another road map for where we want to be in three years. It's hard for a bunch of reining enthusiasts not to jump ahead, but we know how to dream big while beginning steps toward realistic growth.

We believe in big things for RHF's future. We have polished and tightened up our mission. Put simply: we care for and honor our reining community.

Our strategic goals for the next three years are to expand awareness of RHF, increase giving, define program growth, and raise \$250,000 for an endowment. Success will give us the power to continue supporting reiners through scholarships and the Dale Wilkinson Memorial Crisis Fund while also honoring our sport's history through the NRHA Hall of Fame.

The committed volunteers who serve on the RHF Board of Directors play a key role. We have built a culture of respect while championing integrity, professionalism, and transparency for RHF. Under bylaws adopted in 2017, we established term limits for board members. Beginning in 2020, we'll have a handful of open seats to fill. If you think you could make a difference for your reining community in this capacity, please reach out to RHF Vice President Tim Anderson or any board member (listed at right). Maintaining a diverse group of committed individuals is important to our future success.

In the next 12 months, watch for fresh work on communications and marketing, fundraising, and organizational health—the ingredients for a strong nonprofit. I hope you'll come along on this ride with us. It's an exciting time to be connected to the Reining Horse Foundation! ❖



Mark A. Blake,
RHF board president

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