

Planning to Thrive

Strategic planning is essential for all organizations, including the Reining Horse Foundation (RHF). The vision of those who created this charitable organization is alive in today's mission: RHF cares for and honors our reining community. Past hard work put this foundation on its road of success, and we're not slowing down!

During a recent Board of Directors strategic planning workshop, we reviewed plans from 2016 and 2019. With the help of facilitator Molly Helm from Purple Ink Consulting, we asked ourselves, "Have we accomplished our goals? Did we stay on track? Are we relevant? Did we follow our mission using our core values?" Then we tasked participants to create a new plan that will guide the RHF Board of Directors and small staff.

So, what are some key directions for the next 12 to 36 months?

We want to be "staffed" to thrive. Staff keeps us on track, reminds volunteer leaders of our duties and keeps the wheels turning. Without our fantastic executive director, Leslie Baker, in the background, we would be lost. We also appreciate Hannah Smith, our new part-time RHF development associate, and other NRHA staff who step up to help in many ways. Please know we APPRECIATE each of you.

It takes a competent, diverse group of volunteers to work together — alone and on teams — to accomplish our mission. Your time and talent make the RHF successful.

During the workshop, we brainstormed new ideas and

opportunities, setting specific goals with deadlines. Because fundraising is ongoing, we also reviewed previous revenue streams to develop a plan to stay strong and continue building.

The RHF's recent years have been successful. It is exciting to have the Crisis Fund well-funded and have the ability to expand the RHF's scholarship programs. More scholarships in higher amounts are possible thanks to increased donor support.

Our reining industry is growing, and it is exciting to be part of such a vibrant community of horse enthusiasts. Fellowship and camaraderie are evident on the RHF Board and in the goals we are able to achieve.

We're excited to watch 2022 unfold with a bright future ahead. With a confident board, supporters, owners, professionals, competitors, fabulous youth leaders and all the fans of this amazing industry, there are no limits!



Loren Booth

RHF Vice President

To donate, visit reiningfoundation.com, email rhf@nrha.com or contact RHF Executive Director Leslie Baker at 405-946-7400, ext. 106. You can also donate by texting "RHF" to 405-300-5919.



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