



Strategic Plan

2016-2019





The Barn at Spring Brook Farm is celebrating its 10th anniversary in 2016. For the next three years, we will continue to provide high quality animal-assisted services, strengthen the internal operations of the organization, and make a measurable impact on the lives of children with disabilities and their families.

Mission, Vision and Guiding Principles

Mission:

To enrich the lives of children with disabilities through animal-assisted activities.

Vision:

A caring community where children with disabilities and their families thrive.

Guiding Principles:

- *Integrity* – We are honest and ethical in management practices, stewardship of resources and programming for children, families and volunteers.
- *Quality* – We engage in continuous learning about children with special needs and animal-assisted activities, and we provide a safe environment for our animals, staff, volunteers, children and families.
- *Impact* – We strive to make a measurable difference in our community and hold ourselves accountable to all we serve.
- *Equity* – We treat all children as individuals with unique qualities and unrealized potential.
- *Respect* – We treat all individuals with dignity and compassion.
- *Confidentiality* – We restrict access to information about children, their families and our donors.
- *Passion* – We believe deeply in the unique bond between animals and children.





**Strategic Planning Initiatives
2016 - 2019**

Goal 1: Formalize a continuous improvement plan to ensure all programs are meeting the needs of children and their families.

- Objective 1: Develop and implement a process for input from families assessing the impact on children attending The Barn's programs (qualitative assessment).
- Objective 2: Continue to work with academic and other external organizations to develop measurable strategies to assess impact (qualitative and quantitative).

Goal 2: Review and refine administrative policies and procedures according to established best practices.

- Objective 1: Continue to review and refine internal procedures for managing human resources, financial aid, financial reporting, budgeting, and other procedures.
- Objective 2: Develop a Business Continuity Plan including, but not limited to policies for child safety, animal welfare, and emergency procedures.
- Objective 3: Develop a policy for acceptance of non-cash gifts, including, but not limited to equipment and animals.
- Objective 4: Review and update organizational Bylaws.

Goal 3: Expand awareness and visibility of The Barn through multiple channels.

- Objective 1: Develop a Marketing Plan that includes strategies for further promoting The Barn to individuals to be involved as donors, supporters, volunteers or participants.
- Objective 2: Continue to maintain an updated presence in print media, on social media and on an enhanced website.
- Objective 3: Strengthen relationships with local school districts, Intermediate Units, and universities.
- Objective 4: Develop formal collaborative and referral relationships with health care organizations.



Goal 4: Continue to enhance our Volunteer Program.

- Objective 1: Develop a written policy for volunteer recruitment, retention, training, and appreciation.
- Objective 2: Review strategies for managing and enhancing the Volunteer Program.

Goal 5: Continue to enhance Board effectiveness.

- Objective 1: Identify additional skill sets needed to fill functional gaps at the Board level, including funds development.
- Objective 2: Identify a diverse and inclusive group of individuals to consider for Board membership.
- Objective 3: Maintain and enhance existing Board committees including: Program, Finance, Development, and Nominating/Governance.

Goal 6: Continue to ensure a strong financial base for The Barn.

- Objective 1: Enhance the annual development plan including targeted grants, donor relations, and special events.
- Objective 2: Cultivate donors from a range of financial backgrounds through site visits and other means.





Board of Directors

Susan Elko, President
Mary Beth Drobish, Founder
August Gerhardt, Treasurer
Alanna Piser, Secretary
Carol Atterbury
Catherine Bowen
A. Duie Latta
Ann Lim
Lauren Powelson
Kevin Ryan

Advisory Board

Franny Abbott
Peggy Conaway
Alan Elko
Craig Kalemjian
John Lee
Suzanne Levy
Robert McNeil
John Milner

Staff

Emily McClure, Executive Director
Laura Feininger, Program Manager
Christopher Guldin, Facilities Manager

Contact information

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