



2021-2025 Strategic Plan

Fieldstone Farm Mission: Fieldstone Farm engages the therapeutic power of our horses to discover and nurture the special abilities of individuals, families and communities.

GOALS			
OFFER CHAMPIONSHIP PROGRAMS	SUPPORT A TRIPLE CROWN TEAM	BE THE FRONT RUNNER	GALLOP TOWARD THE FUTURE
Expanded and adaptable programming to best serve Fieldstone Farm families and the community	Employee, volunteer and equine excellence to drive a consistently high-quality experience	Increase program exposure to maximize resources and meet expanding community needs	Ensure financial sustainability to achieve long term strategic plans and continued responsible growth
STRATEGIES			
Broaden the types of services offered and engage in productive external partnerships	Focus on quality, skills, diversity, equity and inclusion	Increase awareness and community interaction	Enhance interaction and engagement with donor community
Enhance technology-focused programming	Offer ongoing learning opportunities for staff and volunteers	Establish clear and effective student and community needs assessment to drive priorities	Evaluate additional income opportunities through various programming channels, including virtual engagement services and opportunities
Facilitate expansion of Gaitway opportunities	Ensure targeted Board development and engagement	Explore creative ways to utilize Fieldstone Farm facilities	
	Identify and implement healthy and happy herd initiatives	Evaluate and utilize appropriate emerging mediums	