



Big Hoof Foundation

501(c)(3) non-profit Organization

140 E. Business 40 Amarillo, TX 79108

(806) 220-8821 | bighooffoundation@gmail.com

Strategic Plan for Big Hoof Foundation

Horse Rescue, Rehabilitation & Advocacy

2025 – 2030

1. Executive Summary Introduction

The **Big Hoof Foundation** is dedicated to rescuing abused, neglected, abandoned, and unwanted horses giving them not just shelter, but a second chance at life filled with safety, dignity, and compassion. By providing expert care, rehabilitation, and a forever home at our sanctuary, we give each horse the chance to heal and thrive.

But our work doesn't stop at rescue. We are equally committed to being educators, advocates, and leaders in the broader movement for **equine welfare and responsible horse ownership**. Every horse we save tells a story and each one is part of a much larger effort to change the systems and beliefs that allow animals to suffer in silence.

This **Strategic Plan** lays out a bold, focused roadmap for the next phase of our growth. It defines our vision, strengthens our core values, and sets specific, measurable goals across key areas of our organization including rescue operations, financial sustainability, community engagement, advocacy, and education.

Through this plan, we aim to:

- **Expand our rescue and sanctuary capacity** so more horses can be saved and cared for responsibly.
- **Increase our long-term financial resilience** through diversified fundraising and partnerships.
- **Grow public understanding** of horse welfare issues, from overbreeding to slaughter.
- **Create meaningful programs** that connect people and horses including therapy and youth education.
- **Build a compassionate, informed community** that becomes part of the solution.

With clear goals, committed action, and the support of our donors, volunteers, and partners, the **Big Hoof Foundation** is poised to lead with both heart and strategy, making a lasting difference in the lives of horses and the people who care about them.

Together, we are not only saving horses we are creating a future where they are no longer at risk.

2. Mission Statement

At the Big Hoof Foundation, we are devoted to rescuing and protecting Draft Horses who have given their strength and loyalty through years of service only to be cast aside, neglected, or sent to slaughter when they could no longer work. These gentle giants, after a lifetime of unwavering commitment, deserve compassion, dignity, and peace, not abandonment or suffering.

With the support of our dedicated volunteers, board members, and veterinarians, we provide these majestic horses with a second chance. We rescue, rehabilitate, and offer them a peaceful, permanent sanctuary where they can enjoy retirement with compassion and rest. Most of the horses in our care are seniors with medical conditions and physical ailments that make rehoming no longer a viable option.

Our commitment to them is lifelong. We ensure they receive the highest quality care both medical and alternative therapies, so they can live free from pain, fear, and hardship. Through education, outreach, and advocacy, we aim to inspire lasting change in how Draft Horses are valued and treated.

We believe every horse deserves a lifetime of love, care, and protection. To us, every horse is worthy of being seen, loved, and safeguarded, not just for a moment, but for a lifetime.

3. Vision Statement

A world where every horse is treated with dignity, respect, and compassion, free from neglect, abuse, and abandonment.

We envision a future where horses are no longer seen as disposable commodities, but as sentient beings worthy of lifelong care and protection. In this world, no horse is subjected to cruelty, neglect, or exploitation. Every horse has a purpose, whether as a companion, a working partner, or simply a life deserving of peace and safety.

We are committed to building a world where no horse is ever sent to slaughter. We reject the inhumane practice of auctioning, transporting, and killing horses for meat and profit. Our vision includes the end of the horse slaughter pipeline through education, advocacy, and policy changes.

This is a world where:

- **Abandoned horses are rescued, not discarded.**
- **Elderly and injured horses are supported, not euthanized for convenience.**
- **Overbreeding is replaced by responsible ownership.**
- **Transport laws protect horses, rather than endanger them.**
- **Kill pens are replaced by sanctuaries.**

Through community action, education, rehabilitation, and rescue, we believe this vision is not only possible, it is necessary. Big Hoof Foundation exists to lead the charge toward this compassionate future.

4. Core Values

At The Big Hoof Foundation, our work is guided by a set of core values that reflect our deep commitment to equine welfare and ethical leadership. These values shape every decision we make from daily horse care to long-term organizational growth and serve as the foundation for our mission and vision.

- ***Compassion – Every horse deserves care and kindness.***

We approach each horse with empathy and patience, understanding that many come from backgrounds of trauma, neglect, or abuse. We meet them where they are physically and emotionally and tailor their rehabilitation with individualized care. Compassion also extends to how we treat people: volunteers, donors, and partners. ***Kindness is the heart of all we do!***

- ***Integrity – We operate with honesty and transparency.***

We are committed to doing what's right, even when it's hard. Our supporters trust us to care for animals and being transparent in our operations. We communicate openly about our successes and our challenges, maintaining the trust of our community through ethical practices and accountability.

- ***Stewardship – We are responsible and sustainable in our use of resources.***

We recognize that the ability to rescue and care for horses depends on how wisely we manage our land, finances, and time. As stewards of both the animals and the mission, we work efficiently, plan thoughtfully, and always strive to do more with less. We invest in solutions that are humane, sustainable, and community-focused.

- ***Community – We believe in partnerships and collaboration.***

Rescue work doesn't happen in isolation. We thrive through meaningful relationships with volunteers, veterinarians, schools, donors, and other organizations. Together, we create a network of support that extends beyond our fences, building a compassionate movement for equine welfare.

- ***Education – We advocate for informed and humane horse ownership.***

Education is key to preventing neglect, abandonment, and abuse. We empower current and future horse owners with the knowledge and tools they need to care responsibly. Through future programs, outreach, and advocacy, we promote a culture of respect, lifelong learning, and compassionate horsemanship.

5. Strategic Goals & Objectives

Goal 1: Strengthen Rescue & Rehabilitation Operations

- Increase capacity to house and rehabilitate horses.
- Improve medical and behavioral rehabilitation protocols.
- Establish a trained volunteer program to support daily operations.

Key Actions:

- Expand barn and pasture facilities by 2027 to accommodate more rescued horses and improve rotational grazing.
 - Enhance coordination with our on-call veterinary partner to ensure continued access to quality care, including scheduled wellness visits, emergency protocols, and streamlined treatment procedures.
 - Develop and implement a comprehensive volunteer training curriculum focused on equine care, safety, and rehabilitation to support daily operations and improve overall horse well-being.
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Goal 2: Ensure Financial Sustainability

A sustainable, resilient financial foundation is critical to the long-term success of Big Hoof Foundation. To provide consistent, high-quality care for rescued horses, expand operations, and grow our advocacy efforts, we must invest in building diversified revenue streams, reliable donor relationships, and a culture of philanthropy within our community.

By taking a proactive, mission-driven approach to fundraising and financial management, we can reduce risk, plan long-term, and focus more of our energy on what matters most — saving horses.

Objectives:

- Develop and maintain diverse income streams, including individual donors, grants and sponsorships.
 - Establish financial reserves to ensure stability during emergencies or economic fluctuations.
 - Build and nurture long-term donor and sponsor relationships through transparency, engagement, and recognition.
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Expanded Key Actions:

- **Launch the "Hoof Healers" Monthly Giving Program (2026):**
Introduce a recurring donor program to provide consistent, predictable income. Supporters will receive exclusive updates, early access to events, behind-the-scenes stories, and personalized recognition. Marketing efforts will include social media promotion, email campaigns, and donor spotlights to build momentum and community buy-in.
- **Organize Two Annual Fundraising Events:**
Host two signature events each year. One major benefit dinner and one family-friendly event such as an open barn day, or horse-themed festival. These events will serve not only as fundraisers but also as community engagement tools, donor cultivation opportunities, and platforms to raise awareness of the foundation's mission.
- **Apply for Five New Grants Per Year:**
Establish a grant calendar and dedicate time to researching and applying to local, regional, and national grant opportunities. This includes foundations focused on animal welfare, rural development, youth education, and community impact. Where possible, build relationships with program officers to strengthen applications.
- **Develop Corporate Sponsorship Opportunities:**
Create tiered sponsorship packages for local businesses and equestrian-related companies to support events, horse care, and educational programs. In return, sponsors receive recognition in marketing materials, signage, and social media, reinforcing their community commitment.

- **Implement a Donor Stewardship Plan:**
Maintain donor retention through thoughtful stewardship. This includes personalized thank-you letters, annual impact reports, donor appreciation events, and regular communication highlighting how contributions make a difference.
 - **Launch an Online Giving Campaign Each Quarter:**
Develop quarterly digital fundraising campaigns around specific themes (e.g., winter hay drive, spring care, end-of-year giving). Use storytelling, visuals, and progress tracking to drive engagement and conversions.
 - **Create a Planned Giving Program (by 2028):**
Begin laying the foundation for legacy gifts by educating supporters on how to include Big Hoof Foundation in their estate planning. Offer guidance on bequests, beneficiary designations, and gifts of stock or property.
 - **Build a 6–12 Month Operating Reserve:**
Set aside funds each year to establish and grow a reserve that can cover essential operating expenses in the event of unforeseen disruptions. This will ensure continuity of care and operations during lean periods.
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Goal 3: Grow Community Engagement & Education

Community support is essential to the long-term success of the Big Hoof Foundation. By educating the public, fostering empathy, and building meaningful partnerships, we can increase awareness of equine welfare, drive advocacy, and inspire lifelong supporters.

We aim to become a central hub for equine education and engagement in our region, a place where individuals, families, and organizations learn the value of compassionate, responsible horse care and the realities horses face in rescue situations. We will expand our outreach through programs that connect with youth, schools, equestrian clubs, and the broader animal welfare community.

Objectives:

- Raise public awareness of the challenges faced by neglected and at-risk horses, including the threat of slaughter, abandonment, and improper care.
- Build strong and lasting partnerships with local schools, veterinary offices, equestrian organizations, and other animal welfare groups to amplify our impact.
- Offer on-site and virtual educational programs and tours that inspire and inform the next generation of horse advocates.

Expanded Key Actions:

- **Launch “Horse 101” Youth Program by 2026:**
A hands-on, age-appropriate educational series for students and youth groups that teaches the basics of horse behavior, care, rescue stories, and advocacy. The program will include interactive activities, live demonstrations, and take-home resources to encourage continued learning and compassion.
- **Partner with 10 Local Organizations by 2027:**
Establish strategic partnerships with schools, scouting groups, vet offices, riding clubs, and community organizations to host joint events, sponsor educational initiatives, and expand our reach into diverse audiences. Partnerships may include field trips, guest speakers, or co-branded campaigns.

- **Increase Social Media Engagement by 50% Year-over-Year:**
Use storytelling and transparency to connect with supporters across platforms like Instagram, Facebook, and TikTok. Content will focus on rescue stories, behind-the-scenes care, educational reels, and myth-busting facts about horse welfare. We'll also create a content calendar with scheduled campaigns, hashtags, and user-generated content to drive steady growth.
 - **Host Quarterly Community Events and Open Barn Days:**
Invite the public to meet the horses, tour the facility, attend workshops, and learn about rescue and rehabilitation. These events will build trust, promote our mission, and attract volunteers and donors.
 - **Develop a School Outreach Toolkit:**
Create a set of educational materials (digital and print) for teachers and youth leaders, including lesson plans, activity sheets, and information on how students can get involved in horse advocacy.
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Goal 5: Advocate for Equine Welfare

Advocacy is a vital pillar of the Big Hoof Foundation's mission. While rescue and rehabilitation help horses one by one, lasting change depends on transforming the systems and mindsets that put horses at risk in the first place.

We are committed to being a strong, compassionate voice in the fight against equine abuse, slaughter, overbreeding, and neglect. By engaging in legislative efforts, participating in coalitions, and educating the public, we will work toward a future where equine welfare is prioritized in laws, communities, and culture.

Objectives:

- Promote and support stronger local, state, and national laws that protect horses from abuse, abandonment, and slaughter.
- Raise public awareness about the widespread issues affecting equines, including kill pens, auction pipelines, irresponsible breeding, and lack of medical care.
- Collaborate with like-minded organizations to create a united, effective voice for horses in need.

Expanded Key Actions:

- **Publish Two Advocacy Campaigns per Year:**
Design and launch two high-impact advocacy campaigns annually focused on key issues such as ending horse slaughter, halting illegal transport, overbreeding, and responsible ownership. These campaigns will include educational articles, social media toolkits, petitions, community calls to action, and collaboration with local media to amplify the message.
- **Host an Annual Equine Welfare Awareness Month:**
Launch an annual awareness campaign (e.g., every May or September) dedicated to equine welfare, including themed events, guest speakers, educational webinars, community challenges, and spotlight stories of horses who've survived the odds. This month-long initiative will position Big Hoof Foundation as a local leader in advocacy and education.
- **Develop Advocacy Toolkits for the Public:**
Equip supporters with factsheets, templates, and action guides to contact legislators, write letters to the editor, and engage on social media about issues like slaughter and abuse. This grassroots approach will empower our community to speak up for horses and expand our impact.

- **Engage with Policymakers and Lawmakers:**
Build relationships with local and state officials to encourage stronger protections for equines. Schedule meetings, provide testimony when relevant, and support humane legislation. Position the foundation as a trusted source of information on equine welfare issues.
- **Collaborate with Other Animal Welfare Organizations:**
Work alongside shelters, sanctuaries, and advocacy groups to share knowledge, co-host events, and run joint awareness campaigns. Building alliances helps unify efforts and reach broader audiences.

Goal 6: Equine-Assisted Therapy Program for People with Disabilities

As the Big Hoof Foundation grows, we recognize the incredible potential for rescued horses to become not only survivors but healers. By establishing an **Equine-Assisted Therapy Program**, we aim to create a bridge between horse rehabilitation and human well-being, offering therapeutic services to individuals with physical, cognitive, emotional, or developmental disabilities.

This program will serve as a natural extension of our mission: to honor the dignity of horses and the humans who connect with them. It will also offer new avenues for community engagement, partnership, and long-term sustainability.

Program Vision

To provide a safe, inclusive, and healing environment where individuals with disabilities can experience the emotional, physical, and psychological benefits of working with horses, many of whom have overcome hardship themselves.

Objectives

- **Create meaningful, adaptive activities** that promote mobility, confidence, emotional regulation, and communication skills through guided interaction with horses.
 - **Foster mutual healing**, allowing rescued horses to take on new roles as trusted companions and therapy partners.
 - **Build community inclusion** by serving children, teens, and adults with disabilities and offering volunteer opportunities for individuals of all abilities.
 - **Expand program offerings** that align with our mission and generate earned income to support the rescue's sustainability.
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Key Components & Actions

1. Facility & Accessibility Readiness

- Build a new barn facility designed to accommodate therapy program needs, ensuring safety, comfort, and accessibility for both participants and horses.
- Ensure barns and arenas are equipped for safety, supervision, and comfort for participants with diverse needs.

2. Program Development & Curriculum

- Design a tiered program structure that includes:
 - **Ground-based activities** (grooming, leading, bonding)
 - **Therapeutic riding lessons** focused on posture, coordination, and independence
 - **Equine-assisted learning** for emotional and cognitive support
- Partner with **certified therapeutic riding instructors** (PATH Intl. or equivalent) and **licensed therapists** where applicable.

3. Staff & Volunteer Training

- Train staff and volunteers in disability awareness, trauma-informed care, and equine-assisted therapy techniques.
- Develop clear safety protocols, emergency procedures, and participant support systems.

4. Outreach & Partnerships

- Establish referral partnerships with:
 - Local schools and special education programs
 - Disability service organizations and advocacy groups
 - Physical and occupational therapists
 - Veteran support groups (for future PTSD programs)
- Offer sliding-scale or sponsored sessions to ensure equitable access.

5. Pilot Program Launch & Evaluation

- Begin with a small-scale pilot serving a limited number of participants to assess outcomes, gather feedback, and refine programming.
- Track key indicators such as participant progress, satisfaction, and engagement.
- Evaluate the horses' readiness, temperament, and stress levels to ensure ethical and humane involvement.

Anticipated Outcomes

- Enhanced physical, emotional, and social well-being for individuals with disabilities.
- Empowerment of rescued horses through positive, purpose-driven relationships.
- Increased community visibility and impact of the Big Hoof Foundation.
- Long-term sustainability through program fees, sponsorships, and grants specific to adaptive recreation and therapy.

Long-Term Vision

As the program grows, the Big Hoof Foundation will explore the possibility of expanding into related therapeutic areas, such as programs for veterans with PTSD, at-risk youth, and trauma survivors, further cementing our role as a sanctuary for both horses and humans in need of healing.

6. Organizational Development

To ensure the Big Hoof Foundation can meet its growing goals and responsibilities, we must invest in building a strong internal infrastructure, one that supports efficiency, accountability, and mission-aligned growth. As we expand our rescue capacity, community programs, and advocacy efforts, a strong foundation of staffing, leadership, and technology will be essential to our success.

This section outlines how we will strengthen our team, leadership, and systems to support the next phase of impact.

Staffing: Building a Dedicated, Skilled Team

To support expanding operations and programmatic work, we will increase our core staff by adding key positions by 2027:

- **Fundraising Manager:**
Responsible for donor relations, grant writing, events, and overall fundraising strategy. This role will lead efforts to build a diverse revenue portfolio and ensure year-round financial stability.
- **Outreach & Education Coordinator:**
This individual will manage community engagement, school partnerships, tours, educational content, and public programming. They will be instrumental in expanding awareness and deepening our impact beyond direct rescue.
- **Full-Time Barn Manager:**
As we increase the number of horses in care, this position will oversee daily barn operations, coordinate with the veterinary partner, supervise volunteers, and ensure a safe, organized environment for the horses and team.

Each role will come with detailed onboarding, clear performance goals, and opportunities for professional development. In time, we may also consider part-time or seasonal support staff based on growth.

Board Development: Expanding Leadership Capacity

A strong, diverse, and active board of directors is crucial to strategic oversight, fundraising success, and legal governance. Over the next three years, we will:

- **Recruit New Board Members** with specific expertise in:
 - **Finance/accounting** - to oversee budget development, audits, and long-term planning.
 - **Veterinary care or equine science** - to strengthen our credibility and care standards.
 - **Law/nonprofit compliance** - to guide risk management and legal matters.
 - **Marketing and communications** - to support outreach and branding.
 - **Strengthen Board Engagement** by implementing:
 - Annual board retreats or strategic planning sessions.
 - Board training on nonprofit governance and fundraising.
 - Clear expectations for board giving, involvement, and committee participation.
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Technology: Enhancing Systems for Growth

As the organization grows, so must the tools we use to manage information, communications, and data.

- **Donor Management System (CRM):**
Implement a CRM like Bloomerang, Kindful, or Little Green Light to track donor relationships, giving history, outreach campaigns, and grant deadlines. This will streamline fundraising and improve donor retention.
 - **Volunteer Management Tools:**
Adopt a system to track volunteer hours, shifts, onboarding, and communication making scheduling and engagement more efficient.
 - **Internal Collaboration and Communication Platforms:**
Use tools like Google Workspace, Slack, or Asana to improve team communication, task tracking, and project management, especially as the team grows and roles become more specialized.
 - **Website and Social Media Optimization:**
Ensure the website is regularly updated, mobile-friendly, and optimized for fundraising, education, and engagement. Implement tools to schedule and analyze social media performance to maximize reach and impact.
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Outcome:

By investing in these areas, the Big Hoof Foundation will be better equipped to operate efficiently, support staff and volunteers, make data-informed decisions, and scale operations without compromising the quality of care or integrity of the mission.

7. Evaluation & Metrics

To ensure transparency, accountability, and continuous improvement, the Big Hoof Foundation is committed to regularly evaluating our impact, operations, and strategic progress. Clear, measurable metrics allow us to assess what's working, identify challenges early, and adjust course when needed, while also demonstrating results to donors, partners, and the broader community.

Key Performance Indicators (KPIs)

We will use both **quantitative** and **qualitative** data to measure success across all major areas of the organization:

Program Impact Metrics

- **Number of Horses Rescued:**
Total number of horses taken into our care each year, with categories for emergency intakes, surrenders, and cruelty cases.
 - **Number of Horses Rehabilitated:**
Track successful rehabilitation cases, with follow-up outcomes.
 - **Average Rehabilitation Time per Horse:**
Helps assess resource allocation and operational efficiency over time.
 - **Equine Health Outcomes:**
Monitor improvements in condition scores, medical treatments completed, and behavioral progress.
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Fundraising & Donor Metrics

- **Donor Growth:**
Track new donor acquisition and repeat donor retention year-over-year.
 - **Monthly Giving Program Participation:**
Monitor growth and engagement in recurring giving (e.g., "Hoof Healers").
 - **Average Gift Size & Donor Lifetime Value:**
Assess donor capacity and engagement.
 - **Fundraising ROI:**
Analyze return on investment for campaigns, events, and grants to refine strategies.
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Community Engagement Metrics

- **Event Attendance:**
Record attendance for all on-site and off-site events, with feedback surveys to assess impact.
- **Social Media Reach & Engagement:**
Use analytics tools to track followers, likes, shares, comments, and content reach across platforms.
- **Website Traffic and Conversion Rates:**
Monitor visitors, time spent, and donations generated through digital platforms.
- **Newsletter Open & Click-Through Rates:**
Evaluate effectiveness of email outreach and communication.

Volunteer Program Metrics

- **Total Volunteer Hours Logged:**
Assess labor support and areas of need in operations and events.
- **Volunteer Retention Rates:**
Gauge satisfaction and consistency of engagement over time.
- **Volunteer Feedback:**
Conduct annual surveys to understand volunteer experiences and gather suggestions.
- **Training Completion Rates:**
Track how many new volunteers complete onboarding and advanced training programs.

Financial Oversight

- **Annual Financial Reports & Third-Party Audits:**
Provide transparent and professionally reviewed financial documentation each fiscal year.
- **Budget Variance Tracking:**
Compare actual spending to budget forecasts quarterly to monitor fiscal discipline.
- **Operating Reserve Ratio:**
Track the percentage of annual operating expenses held in reserve.

Strategic Review Process

- **Quarterly Progress Check-Ins:**
Program and administrative leads will review progress toward their goals quarterly, ensuring alignment with the larger mission and identifying any support or adjustment needs.
- **Board Oversight:**
The board will receive regular updates on performance metrics and financials to maintain transparency and support governance.

Outcome:

By systematically measuring outcomes, the Big Hoof Foundation ensures we remain mission-focused, data-driven, and accountable to our supporters and the horses we serve. Evaluation is not just a reporting task, it's a compass guiding us toward ever-greater impact.

8. Risk Management & Sustainability

To ensure the long-term stability and ethical integrity of the Big Hoof Foundation, we must proactively manage risks and operate in a way that protects our animals, staff, volunteers, and resources, now and in the future. By building strong preparedness systems, maintaining legal compliance, and committing to environmentally sustainable practices, we strengthen our ability to respond to challenges while staying aligned with our mission.

Emergency Preparedness

Horses and humans alike depend on our ability to act quickly and effectively during emergencies. As climate events and health crises become more frequent, developing a comprehensive disaster response strategy is critical.

Key Actions:

- **Develop and implement a written Emergency Response Plan** by 2026 covering scenarios such as:
 - Wildfires or natural disasters
 - Power outages or water shortages
 - On-site injuries or accidents
 - **Establish evacuation procedures** for all horses, including transportation partners, emergency stabling locations, and documented handling protocols.
 - **Train all staff and volunteers** in emergency protocols, with regular drills.
 - **Build and maintain a 72-hour emergency supply stockpile**, including feed, medications, water, medical supplies, and fuel.
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Legal Compliance & Liability

Operating within all relevant legal frameworks not only protects the foundation but ensures the welfare of our horses and the safety of everyone involved. As we expand, we must regularly evaluate our legal compliance and risk mitigation strategies.

Key Actions:

- **Maintain up-to-date licensure and permits** for animal care, facility use, nonprofit status, and any public programming.
 - **Ensure full compliance with local, state, and federal animal welfare regulations**, including veterinary care standards and facility maintenance.
 - **Review and update liability insurance coverage annually**, including general liability, volunteer coverage, and special events.
 - **Implement and enforce waivers, release forms, and safety policies** for all volunteers, visitors, and participants in programs.
 - **Stay informed about changing legislation** that may impact equine rescue operations, nonprofit law, or farm-based safety protocols.
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Environmental Sustainability

As stewards of both animals and land, the Big Hoof Foundation is committed to minimizing our environmental impact and maintaining a healthy, regenerative environment for the horses and the community.

Key Actions:

- **Enhance waste management systems**, including regular removal of manure, composting where possible, and appropriate disposal of medical waste.
 - **Optimize pasture management** through responsible grazing rotation, reseeded, and erosion control to promote long-term soil and pasture health.
 - **Adopt sustainable feed sourcing practices**, favoring local hay and grain providers, organic or regenerative farms, and bulk purchasing strategies that reduce transportation impact.
 - **Explore renewable energy options**, such as solar-powered fencing or water systems, as long-term investments in reducing operational costs and carbon footprint.
 - **Reduce plastic and chemical use** by implementing eco-friendly cleaning and barn maintenance practices.
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Ongoing Monitoring & Accountability

To ensure the effectiveness of these risk and sustainability strategies:

- Conduct **annual reviews of emergency protocols, legal compliance, and environmental practices**, with input from board members, veterinarians, and relevant experts.
 - Include **risk assessments in all major program planning** (e.g., events, construction, new animal intakes).
 - Maintain a **designated Risk & Compliance Officer** (or board committee) to oversee implementation and updates to policies and procedures.
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Outcome:

By prioritizing risk management and environmental sustainability, the Big Hoof Foundation protects the well-being of our horses, people, and planet, ensuring that our mission can continue safely, ethically, and responsibly for years to come.

9. Branding & Public Relations

A strong, consistent brand is essential to building public trust, raising awareness, and attracting support. At the Big Hoof Foundation, our brand is more than a logo, it's a reflection of our values, our horses, and the impact we make together. Through clear messaging, powerful storytelling, and strategic media presence, we will cultivate a recognizable and respected public image that draws in donors, volunteers, adopters, and advocates.

We aim to position the Big Hoof Foundation as a regional leader in horse rescue and a national voice in equine welfare, rooted in compassion, credibility, and community connection.

Website & Digital Presence

Redesign the Big Hoof Foundation Website (by 2026):

We will modernize our website to ensure it is:

- **Visually engaging**, with high-quality images, videos, and a clear visual identity.
 - **Easy to navigate**, with intuitive menus and mobile responsiveness.
 - **Accessible**, meeting ADA and web accessibility standards for all users.
 - **Mission-driven**, with clear calls to action (donate, volunteer, learn).
 - **Story-centered**, featuring profiles of rescue horses, volunteers, and donor impact.
 - **Optimized for SEO and fundraising**, with embedded donation forms, email sign-up options, and integration with donor and volunteer management systems.
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Newsletters & Donor Communications

Publish Regular Newsletters and Email Updates:

Consistent, engaging communication is key to keeping our community informed and emotionally invested. We may:

- Send **monthly digital newsletters** featuring updates, rescue stories, upcoming events, advocacy news, and donor spotlights.
 - Develop **donor-specific updates** to show the impact of giving and cultivate long-term relationships.
 - Create a **“From the Barn” update**, a brief, behind-the-scenes look into daily life at the sanctuary to create a personal connection with readers.
 - Use **seasonal appeals** (e.g., “Hay for the Holidays” or “Spring Feed Fund”) to engage donors at key giving times.
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Media Relations & Storytelling

Leverage Success Stories in Media and Outreach:

The heart of equine rescue is in the transformation and those stories have the power to move people to action.

Key Actions:

- **Create a storytelling library** with professional photos and bios of rescued horses (before and after), along with volunteer profiles.
 - **Pitch success stories** to local newspapers, radio stations, equestrian magazines, and animal welfare blogs.
 - Develop **press kits** for media outlets with background on the foundation, leadership bios, statistics, and high-res visuals.
 - Respond to **relevant news topics** with expert commentary or op-eds on horse welfare, creating a public voice for change.
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Social Media Strategy

Enhance Social Media Engagement and Consistency:

Build a loyal online community through a blend of heartwarming, educational, and advocacy-focused content.

Key Actions:

- Develop a **content calendar** with weekly themes (e.g., #TransformationTuesday, #HorseHealthTips, #VolunteerVoices).
 - Use **short-form video** (e.g., Instagram Reels, TikTok) to showcase horse stories, barn life, and events.
 - Encourage **user-generated content** by asking followers to share experiences on the farm or why they support the Big Hoof Foundation.
 - Monitor performance analytics to refine and improve content strategy over time.
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Brand Identity & Messaging Consistency

- Refresh all branded materials (brochures, signage, event collateral, business cards) to reflect a **unified look and tone**.
 - Create a **Brand Style Guide** including logo usage, color palette, fonts, photography style, and messaging pillars.
 - Ensure that every public-facing communication from a volunteer flyer to a grant proposal, is rooted in the Big Hoof Foundation's mission, tone, and values.
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Outcome:

A strong and consistent brand will build recognition, trust, and emotional connection. By telling our story online, in the press, and in our community, we will inspire deeper engagement and ensure that the voice of the horse is heard far and wide.

10. Conclusion: A Vision in Motion

With this strategic plan, the **Big Hoof Foundation** sets a bold yet deeply grounded course for the years ahead. Our mission is clear: to rescue more horses from neglect, abuse, and abandonment; to give them not just shelter, but healing and purpose and to share their stories in a way that educates, inspires, and unites our community.

This plan outlines more than goals, it reflects a deep commitment to **systemic change**, rooted in compassion, accountability, and collaboration. From expanding our rescue capacity and launching life-changing equine therapy programs, to advocating against slaughter and educating future generations, every action we take is a step toward a more humane world.

We believe that **lasting impact happens one hoof at a time!** Through consistent care, powerful storytelling, and collective action. As we look ahead, we invite individuals, families, and partners to join us on this journey. Together, we can build a future where every horse is treated with dignity, and where their resilience helps heal and inspire the humans who care for them.

The road is long, but the mission is worthy. And every step forward, every life saved, brings us closer to the world we know is possible.