

Through horses, CTRA brings us together in the spirit of growth, inclusion, and possibility.



Cowichan Therapeutic Riding Association

2017 ANNUAL REPORT

The **Cowichan Therapeutic Riding Association** provides equine-based wellness programs for persons with disabilities. CTRA serves as a community hub of inclusion and a catalyst for human potential, enriching the lives of countless individuals and supporting key social determinants of health in our community.

The association began in 1986 with a handful of volunteers, horses borrowed from the community, and an arena rented one night per week. Today, CTRA's multifaceted 6-days-a-week program welcomes hundreds each year and ranks as a national leader in the field.

ACTIVITY SUMMARY

The number of unique participants increased by 8% in 2017. The group method of CTRA's adapted equestrian vaulting service allows CTRA to accommodate additional participants with fewer resources due to a higher participant-to-horse ratio.

The number of participants referred to the program for mental health reasons (as either a primary or secondary diagnosis) continues to climb. **In 2017, mental health challenges comprised 67% of referrals**, an increase from 61% in 2016.

In response to this trend, CTRA instituted a "secondary" referral system in 2017 that allows educators, counsellors, social workers and other community navigators to refer participants to equine therapy for psycho-social concerns.

LOOKING FORWARD: CTRA will continue to respond to the growing demand within our community for mental health services (within our purview) from those suffering from anxiety, PTSD, and more.



REVENUE & SUSTAINABILITY

CTRA dove into social enterprise head first in 2017! The Jane James Used Tack Store opened in 2011. In 2016 the store was selected as a winner of the seCatalyst awards - an Island-wide Dragon's Den style competition recognizing exceptional social enterprises. In 2017, the renovation of the old Piggery building allowed for an expansion of this business, bringing with it an increase in publicity, traffic and sales.

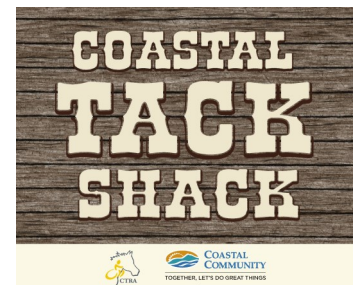
In 2017, CTRA's self-generated income (including user fees, fundraising, and social enterprise) **accounted for 33% of the organizations revenue.** The percentage of this income derived from social enterprise through the Jane James Used Tack Shop has risen 3% from 2016.

LOOKING FORWARD: An extremely generous inventory donation from Casagrande's Pets Plus, combined with increased visibility in the community, will boost the Tack Shop's sales for 2018.



We're taking it on the road! The **"Coastal Tack Shack"** was completed in 2017 thanks to support from Coastal Community Credit Union. This mobile kiosk is equipped with retail fixtures and loaded with used tack inventory from the Jane James Used Tack Shop, and can be set up at equine shows and events to expand our retail reach.

LOOKING FORWARD: The Coastal Tack Shack will be visiting a host of horse shows, fairs, and other community events in 2018 with the aim of increasing Tack Shop revenue and raising the visibility of CTRA's programs.



COMMUNITY COLLABORATIONS

In 2017, CTRA collaborated with the Hiiye'yu Lelum (House of Friendship) Society to integrate an equine-therapy component into an early parenting course for Aboriginal mothers. The group learned various aspects of horsemanship while a comfortable baby-minding space was made available for the participant's little ones.



A partnership was also formed with West Coast Vaulters (A Parksville-based Equestrian Vaulting group), funded by the Canadian Tire Jumpstart Program. This collaboration helps CTRA's participants access upper-level vaulting horses and instruction, and provides a wonderful professional development opportunity for CTRA instructors.

LOOKING FORWARD: Researchers from the University of Victoria's School of Exercise Science, Physical and Health Education will be undertaking 2 research projects to a) document the physical demands of adapted equestrian vaulting and b) examine CTRA's role in helping the social connectedness of families who attend the program regularly.



PERFORMANCE



CTRA riders were on the podium as they cleaned up on the fourth and final leg of the *2017 Para-Equestrian Video Competition Series*. CTRA riders compete under the **Sea-to-Sea Para-Dressage Program**, an inclusive, multi-level competition which invites riders from across Canada to submit video entries of "tests" (pre-determined patterns demonstrating graduated skills) which are judged against riders classified within the same grade (grades are based on functional abilities such as muscle power, joint range and coordination).

Video competitions are an innovative solution that allows riders with special needs to experience the thrill of national competition within the supportive environment of their home centre (using familiar volunteer teams, dedicated therapy horses, and specialized tack) and without the prohibitive expense of travel.

Nine CTRA riders competed, with 5 achieving first place in their grade! These latest achievements clinched CTRA the title of High Point Therapeutic Riding Centre for the 2017 Sea-to-Sea Competition! This is the second year in a row that CTRA has been honoured with this distinction.

FINANCIALS

CTRA survives and thrives on the support of our community. We value every penny entrusted to us and work hard to ensure financial responsibility at all times.

Expenses	Budget	Actual
Facility	36,150	32,996
Horse Care & Upkeep	126,800	131,026
Programs	127,500	145,499
Administration	70,700	81,423
Fundraising	12,145	15,408
Capital	35,000	0
Total Expenses	408,295	406,352

Revenue	Budget	Actual
Grants	171,000	173,635
Service Fees	128,500	116,902
Fundraising Events/Initiatives	26,500	32,167
Donations	82,295	84,435
Total Revenue	408,295	407,139

Revenue Over Expenses	0	*787
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*Forecast does not include year-end adjustments or amortization

In-Kind Contributions

Volunteerism	101,921
Donated Goods/Services	78,676
Facility Subsidy	10,000
Total In-Kind Contributions	190,597

We wish to thank

All who pledged participants and donated in support of our 2017 Ride-a-Thon fundraiser

All who contributed equipment, tack and other in-kind gifts in support of our program

All who donated to, and purchased from, the Jane James Used Tack Shop

Our hard-working CTRA staff members who are so dedicated to their jobs

The Vancouver Island Providence
Community Association for decades of
partnership.



The Sisters of St Ann for the legacy of our
community.



SUPPORTERS

From regular monthly donations to project-specific sponsorships that allow us to erect walls, CTRA relies on a generous community of donors and sponsors. Our supporters all believe in the power of equine-based wellness programs and know just how much our participants benefit from what we offer. We cannot thank everyone enough for helping us to be a catalyst for human potential.

Community Partners

Canadian Tire Jumpstart Program
Children's Health Foundation of
Vancouver Island
Coast Capital Savings Credit Union
Province of BC
Sisters of St Ann
Victoria Foundation

Diamond Sponsors

Black Horse Productions—What's
On Digest
Coastal Community Credit Union
CVRD
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Platinum Sponsors

Horse Council of BC
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Gold Sponsors

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Fraternal Order of Eagles 4400 -
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Thrifty Foods

Silver Sponsors

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Challenge
Cal Kaiser Home Team
Cowichan Bay Fire Rescue -
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Cowichan District Riding Club
Lions Club of Cedar
Rotary Club of Chemainus

Bronze Sponsors

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Horse Community Journals
Ruth & John Howells
Elizabeth James
Lynn James
Joan Kelly
Susan Lake
Anne Macaulay
Patty McKenna
Pawli Model
Kate Morrow
Sunny Mowat
Anne Muir
Ybo Plante
Pat Rankin
Eveline Schuler
George Seymour
Test Right Riggins Ltd
Percy Tipping
Joanne & Michael Osborne
Vimy Western Riding Club
Delia & Douglas Wellwood
Allan Wilson

**A very special thanks also goes to
long-time volunteer and friend,
Laura Ferreira**

VOLUNTEERS — OUR LIFE BLOOD

CTRA is the stomping ground and Volunteers make it possible! It is the collective power of our volunteer personnel that enables CTRA to continue building brighter futures. There are numerous ways our volunteers are involved, whether it is directly assisting with therapeutic services, helping out around the stables, facilities and grounds, or serving on the board and other committees.

A COMMUNITY...

About 100 CTRA Volunteers connect with each other, enjoy mind and body benefits and are fulfilled through a sense of common purpose and fun! Our Volunteer events such as our Country Western Holiday Party are always well-attended!



BUILT ON CARING...

From every fence post fixed, bucket of water carried, horse groomed, rider supported and encouragement given, Volunteers are the groundwork for every CTRA program. **Over 5200 hours of volunteer caring were spent at CTRA in 2017!**

USING HORSEPOWER...

Volunteers partner with our amazing therapy horses to deliver more than **3800 therapy lessons and 30 days of horse camp year round**, for a result that is immeasurable!



TO EMPOWER PEOPLE.

Within and outside of the program, inside the ring or out in the paddocks, empowering people is the bottom line.