

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



## Cowichan Therapeutic Riding Association 2019 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

CTRA experienced an exciting year in 2019. We delivered over 3500 lessons and added several new programs. We had multiple film projects on the go, several vet workshops, enjoyed a successful Burger & Beer fundraiser, and our Ride-a-Thon was the biggest ever.

Starting a hippotherapy program has long been on our radar and we were thrilled to pilot it this year.

Physiotherapist Stephanie Bergman has partnered with CTRA to use the 110 multi-dimensional movements of a horse as a treatment tool.



Our Jane James Used Tack Shop was the instrument for several Vocational students to learn the ropes of retail and has continued to grow in sales and popularity. An increase of 26% in sales was a direct result of the hard work of our Tack Store Coordinator Steph Olson. Donations of used tack have continued to pour in from the riding community and we are frequently putting new items out for our happy customers.

A February Vaulting show held at CTRA gave our own Warmland Vaulters a chance to really showcase their skills. This inclusive program continues to grow and thrive under the direction of Head Vaulting Instructor Helgi Sangret and her team.

2019 was a summer of film crews at CTRA! Everyone was giddy with excitement when the FEI (International Federation for Equestrian Sports) came to produce a two-part series on CTRA's therapeutic riding program. With a reputation for high-quality productions, the film crew wowed everyone with their down-to-earth professionalism and we enjoyed hosting them. CTRA also welcomed Accessibility Inc to film a piece for their TV channel. Their great crew were also good fun to work with. The ponies certainly enjoyed their screen time this year!

In June we held a special Horse Handling clinic with local RCMP officers as a segue into future PTSD programming with First Responders. Therapeutic programming with animals is fast becoming an important tool in helping First Responders deal with the trauma and stress of their vital jobs. We are happy to be able to add to that toolbox with our facility and horses.

#### LOOKING FORWARD:

CTRA is excited to continue and expand the Hippotherapy Program, PTSD Programming and to seek out partnerships with other community agencies to deliver our programs.

Our Instructors look forward to educational opportunities to hone their skills, and we are excited to take part in the Thriving Non-Profits course offered by the Victoria Foundation in 2020 to strengthen our connection with other agencies and learn new ways to be sustainable and successful.



Dr Ann Worth  
Charitable  
Foundation



## REVENUE & SUSTAINABILITY

We thought the Jane James Used Tack Shop might have reached a plateau in 2018, but we were wrong! The addition of our Tack Store Coordinator, Steph Olson, in 2019 has taken our little store to new levels. Steph has increased our online presence, built a community of remote shoppers and has organized the operation into a smooth, successful machine. Customers are enjoying Steph's level of knowledge and efficiency, helping them find just what they need.

Ride-a-Thon 2019 was a fantastic event. A fun rodeo theme had everyone donning their cowboy hats and bandanas as they rode, vaulted, volunteered and instructed. RBC volunteers helped us with the Annual Picnic and a whopping total of over \$25,000 brought huge cheers from the crowd!

October brought a super-successful Burger & Beer fundraiser at the newly rebuilt Cobblestone pub in Cobble Hill. The place was

packed and a jovial crowd of about 150 people helped us raise almost \$8000!

### LOOKING FORWARD:

We aren't sure we can top the successes of 2019, but we sure plan to try. Plans for an even bigger Ride-a-Thon are underway already and we expect the Tack Shop to continue growing exponentially as we increase our online presences and sales. Another public fundraiser such as a Burger and Beer is almost certainly in the works, and our social media presence promises a great relationship with our donors throughout the year.

As always, our goal is to look for ways to be self-sustaining with an eye to creating successful partnerships in our community. We hope that 2020 will be a continuation of our strong 2019 and open new doors for collaboration and creativity.

## COMMUNITY COLLABORATIONS

Working in tandem with other service providers and educational institutions is vital to strengthening CTRA's programs and extending our knowledge and expertise to the community at large. In 2019, CTRA hosted four university practicum students, three high school work experience placements, several school service projects, and continued a relationship with Hiiye'yu Lelum (House of Friendship) Society.

CTRA also partnered with Work BC to help facilitate job development skills with short term placements for persons with diagnosed challenges. The response to the first two placements was positive, and we look forward to continuing our collaboration when possible.

CTRA has been a host to some exciting research and development of equine-assisted activities. Last year, the University of Victoria (UVic) used CTRA as a case study for 'Social connectedness through therapeutic riding.' The thesis work has been submitted to the Journal of Child and Family Studies. Partnering with the War Horse Awareness Foundation, CTRA developed a workshop focused on the well-being and mental health for first responders from our community. These workshops will provide engaging equine activities that help identify and mitigate the effects of high-stress jobs, trauma and burnout experienced by frontline service providers.



As part of the Cowichan Service Provider Network, CTRA realizes that collaboration is a key to meeting so many needs that might fall in between organizations and that working together creates exponential potential.

## THE POWER OF VOLUNTEERING

"Great things are done by a series of small things brought together." – Vincent Van Gogh

Woven through every aspect of CTRA's programs are the volunteers who support and enable what we accomplished in 2019. Over 4000 hours of time commitment was given in the ring with horse handlers and side walkers, working in the barn, around the stable, in the Tack Shop, and promoting therapeutic riding at various events. We held 9 orientation workshops, as well as a number of one-on-one training sessions, which brought 38 new members on to our volunteer team. The stats that cannot be compiled are the connections that were made, goals met, challenges overcome, and the measure of personal growth. It is this list and more that are the returns of the individual investments made by our volunteers. Our volunteer power is the foundation of CTRA, a community built on caring and using horsepower to empower people!



# 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.

<b>Expenses</b>	<b>Budget</b>	<b>Actual</b>
Facility	38,000	38,512
Horse Care & Upkeep	149,265	160,665
Programs	156,987	164,644
Administration	92,140	75,713
Fundraising	21,669	26,080
Capital	5,000	0
<b>Total Expenses</b>	<b>463,061</b>	<b>465,614</b>
<b>Revenue</b>	<b>Budget</b>	<b>Actual</b>
Grants	188,900	176,603
Service Fees	132,500	122,395
Fundraising Events/Initiatives/Tack Sales	56,700	70,372
Donations	84,961	100,055
<b>Total Revenue</b>	<b>463,061</b>	<b>469,425</b>
<b>Revenue Over Expenses</b>	<b>0</b>	<b>*3811</b>

\*Forecast does not include year-end adjustments or amortization

\* Actual does not include amortization or write downs

## **In-Kind Contributions**

Volunteerism	117,062
Donated Goods/Services	65,080
Facility Subsidy	10,000
<b>Total In-Kind Contributions</b>	<b>192,142</b>

## We wish to thank

All who pledged participants and donated in support of our 2019 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 & Coastal Tack Shack

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

Long time Volunteer and Friend Laura Ferreira

The Vancouver Island Providence  
Community Association for decades of  
partnership.



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



SISTERS  
OF ST. ANN  
PACIFIC NORTHWEST

# 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  
 Dr Ann Worth Charitable Foundation  
 Laura Ferreira  
 Province of BC—Gaming  
 Sisters of St Ann  
 Victoria Foundation  
 What's On Digest

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&

The Many "Friends of CTRA"

