

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



Cowichan Therapeutic Riding Association 2020 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.

ACTIVITY SUMMARY

2020 was a challenging year for everyone, and for CTRA it was no exception. Many non-profits struggled to make ends meet during the pandemic—program-dependent funding was lost or redirected, financial strain took its toll on the community and the direct and indirect costs of COVID were realized in many forms.

However, CTRA made a decision early in the spring that we were NOT going to be a casualty of the pandemic. The majority of the CTRA team were laid off, except for the most critical barn staff. The staff continued to volunteer their time back and worked hard to fundraise and stay engaged with the CTRA community. Although our lessons had paused, there were horses to care for, a facility to maintain and relationships to preserve and foster. Keeping the herd in good shape both physically and mentally was a challenge but also a priority. Volunteer staff created a roster for exercising and training that allowed for COVID safety and kept the horses in shape, while others focused on administrative tasks (mostly from home) to keep things functioning in the office.

By July, we were able to bring back a few of our most independent riders and some community riders to give our horses some much-needed work, and get a little lesson revenue flowing in again. In August, we added a few more of our regular participants. By the end of the year, we had brought back almost 50% of our ridership while still maintaining safety protocols and

allowing for the necessary rigorous sanitizing, distancing, etc. Because CTRA falls under “sport” activities, as well as disability & wellness services, we answer to a variety of bodies for our safety and operating policies. It was tricky navigating all of these, but providing the safest environment possible to bring participants back to was, and still is, key.

During our shutdown, we held two COVID-safe outdoor events to allow our participants, volunteers and their families to come and visit the facility and spend some time with their ponies—something we felt was badly-needed in this strange, isolating time. One of these involved horses in costumes and was a big success!

LOOKING FORWARD:

2021 will likely still be a slow road to full recovery from the pandemic, and will continue to present funding and programming challenges. However, CTRA has an amazing community surrounding it, and a dedicated group of staff and volunteers to help out. We firmly believe that we will not only survive, but thrive, as time goes on.

Some of our focuses for 2021 are diversity and inclusion education, policy updating, bylaw review, and the beginning of work on our 5 year strategic plan. We may have halted a little over the last year, but we are marching steadily towards the future and have a very positive outlook for CTRA.

REVENUE & SUSTAINABILITY

Despite significant decreases in funding due to halted programming, and the inability to hold the usual in-person fundraisers, CTRA was able to hold its financial ground during 2020 thanks to incredible efforts by staff and supporters, and the help of our community. By staying as engaged as possible with our followers on social media, holding safe events (when possible), doing a massive summer-long bottle drive, and running our #KeepCTRStable fundraising campaign throughout the year, we ended the year in relatively good shape.

LOOKING FORWARD:

2021 will be a year of catching up and pivoting, with a focus on creative fundraising and adjusting to the “new normal”. Several of our instructors are embarking on training and certification in an exciting new area for CTRA which will allow us to better meet the growing needs of our community. Equine Facilitated Wellness and Equine Assisted Learning are areas quickly becoming recognized as effective ways of addressing many mental health challenges, PTSD, anxiety, etc. It is with these certifications that we are now able to pursue more First Nations directed programming.

THE POWER OF VOLUNTEERING

“Action and adaptability create opportunity.” Garrison Wynn

CTRA was started, and built upon, the support of passionate volunteers who were willing to commit time and energy to facilitate the promotion and use of horses for therapeutic activities. Year after year, volunteers join our team as horse handlers, side walkers, facility maintenance crews, and in the barn caring for our horses to ensure we can continue to provide access to quality therapeutic riding lessons and equine assisted activities.



In March 2020 we were thrown such a challenge with the COVID-19 pandemic that our volunteering was brought to a complete halt. As we all waited in uncertainty, it became very clear how much the volunteer community and joint efforts of this association was missed by all. There is nothing more heartbreaking than wanting to help in a time of crisis and not having any clear opportunity to do so as we complied with self-isolation and adherence to the regulations and restrictions outlined by the health authorities.



Volunteers, their families, friends and neighbors rallied to ‘Keep CTRA Stable’ by donating to our campaign. CTRA’s bottle drive kicked into high gear and our used tack store donations and sales continued steadily. With a unique opportunity to manage the Sassy Lion thrift store on Saturdays, CTRA volunteers came together and adapted to run the operations over the summer months and into the Fall, with partial proceeds being donated to our program. In October, carefully following ‘Back to Sport’ protocol, we were able to allow horse handling volunteers to return to their duties. Barn volunteers were then allowed to re-engage as well with proper PPE. As we wrapped up the year we still couldn’t invite our side walking volunteers back but had to train family members and caregivers to keep exposure ‘bubbles’ as small as possible.



What has kept my spirit strong, as a volunteer coordinator, has been the outpouring of love and support the CTRA volunteer base has shown throughout this difficult time. The needs in our community for equine facilitated wellness and therapeutic riding at the present are great and so the need for committed volunteers will be even greater. We are excitedly looking forward to and anticipating a joyful return to a full volunteer base in the Fall of 2021!

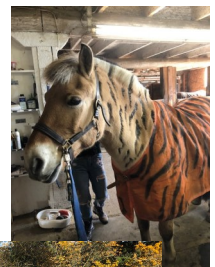
THANK YOU
Volunteers!
We couldn't do it without you



COMMUNITY CONNECTIONS

Keeping in touch with our community of participants, families, supporters, and donors is always important to us, but this last year it was essential. We tried hard to stay connected with social media, emails, phone calls and, when possible, events. Allowing our participants and families to see the horses in the middle of a pandemic wasn’t easy, but it was fun!

We held two safe-distanced events. One was a drive through “Pony Parade” — a carefully constructed schedule (and plenty of sanitizing) gave everyone a chance to drive around the facility, have a quick visit and drop off some treats for their therapy horses that many had not seen for months. The next event was an expanded version of this parade. “Nicker Treat” was a Halloween-themed, timed walk-through event that offered the same safe visiting opportunities, but with the added fun of horses in costumes, elaborate decorations and treat bags to amuse all! It was a “howling” success!



On social media, we posted hilarious horse bios, funny pictures and more to give our followers a sense of what it was like to be a horse on lock down. Many of our ponies wondered where everyone had gone and why the only people they saw were staff! And we all really missed our participants and volunteers so it was a good way to reach out to them.

Throughout the year, we strove to keep support coming in with our fundraising initiatives. Our community responded with huge quantities of returnables for our bottle drive, donations for our #KeepCTRASable campaign and plenty of other general support. We are grateful to everyone for remembering us at a time when life was hard for all.



2020 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	41,000	37,104
Horse Care & Upkeep	132,504	147,718
Programs	162,858	92,278
Administration	70,248	47,405
Fundraising	70,556	26,410
Capital	13,500	0
Total Expenses	490,666	350,915
Revenue	Budget	Actual
Grants	180,000	257,329
Service Fees	138,750	50,936
Fundraising Events/Initiatives/Tack Sales	58,200	29,843
Donations	113,716	91,427
Total Revenue	490,666	429,535
Revenue Over Expenses	0	*78,620

*Actual does not include year-end adjustments or amortization

In-Kind Contributions

Volunteerism	77,179
Donated Goods/Services	41,574
Facility Subsidy	10,000
Total In-Kind Contributions	128,753

100 Men Who Care Cowichan Valley donated over \$11,000 to CTRA in 2020! Championed by Dr. Martin Model, CTRA was very excited to learn that we were in the running for this amazing prize late in 2020. We were bowled over by the generosity of more than 100 community-minded men who wrote their cheques to us!

We love the 100 Men and Women
Who Care in our community!



During our shut down and into subsequent slow restart, CTRA Volunteers gave their time in a very different way! Along with some CTRA Staff Members, CTRA took over the Saturday shifts at The Sassy Lion Thrift Store as a fundraiser!

This fun partnership with the Duncan Lions brought in over \$3000 for CTRA, and developed some great relationships along the way. What a bargain!



We especially wish to thank

All who pledged participants and donated in support of our #KeepCTRAStable campaign

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

Long time Volunteer and Friend Laura Ferreira

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

100 Men Who Care Cowichan Valley
Children's Health Foundation of
Vancouver Island
Dr Ann Worth Charitable Foundation
Laura Ferreira
Province of BC - Community Gaming
Sisters of St. Ann
The All One Fund Foundation

Diamond Sponsors

BC Therapeutic Riding Association
Duncan Dabbers Bingo Society
Island Return It - Duncan Depot
Lions Club of Duncan

Platinum Sponsors

Fritz, Danielle
Ladysmith Health Care Auxiliary
Lions Club of Malahat
Purica
The Hamber Foundation
Victoria Foundation

Gold Sponsors

City of Duncan
Hull Family Fund
Johns, Southward, Glazier, Walton &
Margetts
Rotary Club - Chemainus
TD Bank

Silver Sponsors

Blair, Patricia
Cowichan District Riding Club
CUPE Local 358
Provincial Employees Community
Services Fund
Thrifty Foods

Bronze Sponsors

Cowichan Petroleum Sales Ltd.
Creative Custom Services
David Coulson Design Ltd
Dickson and Fraser Auto Repairs
Elmworth Construction Ltd.
Lions Club of Cedar
Lions Club of Ladysmith
Mid Island Ink Depot
Roome, Kate
The Cridge Centre for the Family
Western Coast Insurance
Woodworks Renos

Gold Donors

James, Lynn
Grey River Netting Inc
Lindwall, Ann
Taylor, Kimberly
Fraser, Ghislaine
Summerside Tack and Equestrian
Wear
Doran, Jennifer
Dous, Diane
Salt, Philip

Silver Donors

Vander Hoek, Ellen
Howells, Ruth & John
Carroll, Doug
Elzinga, Sheila
Usborne, Michael
Wells, Norman
Potter, Geoffrey
Bone, Jennifer
Argo, Shauna
Campbell, Candice
Dargatz, Anne
Morrow, Kate
Reed, Dave & Wendy
Tipping, Percy

Bronze Donors

Muir, Anne
Roy, Raymond
Campbell, Candice
Jamieson, Donna
Garlick, Joan
United Way - Victoria
Barclay, Janet
Hayes, Marlene
Heath, Brent
Mitchell, Violaine
Roome, Julie
Waldron, Trevor
Youngson, Nadia
Fuoco, Giuseppe
McDonald, Kaitlin
McLennan, Peggy
Nilsen, Deborah
Stephensen, Penny
Unguran, Carreen
Koch, Coleen
Birch, Carol
Grimes, Richard
James, Elizabeth J.
Jeziarski, Rosalie

Matthews, Joy & Glenn
Smith, Marlana
Stone, Jane
Walczak, Janet
Cutler, Anne
Van Elk, Kathleen
Grahame, Kim
Gregory, Marilyn
Howery, Kathy
Kinvig, Denise
Lake, Susan
Park, Danielle
Tulip, Dian
Janson, Julie

Sampson, Jill & Mark
Barnes van Elk, Jennifer
Bird, Lisa
Bjornson, Jocelyn
Brownlow, Jennifer
Carruthers, Julia & Chris
Cline, Gary
Common, Dianne
Debeck, Michael and Charlotte
Fugard, Melanie
Hutchison, Barbara
Jacobson, Olivia
Jamison, Diana
Lapointe-Turk, Corinne
Mathieson, Bev & Ron
McKinnon, Teresa
Mosley, Leo
Westhaver, Pamela

&

The Many "Friends of CTRA"

