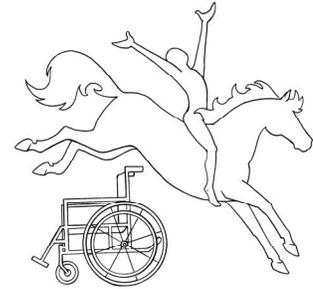




Ride On

Therapeutic Horsemanship



401 Ronel Court, Thousand Oaks, CA 91320 (805) 375-9078 Fax (805) 375-8640

Founder's Forum:

A workshop for anybody who is with their organization for the long haul.

How do you realize the vision, the passion that you see? How do you avoid the common fate of most nonprofits.....unrealized potential? How do agencies grow to reach the pinnacle of success in their fields? Ride On has gone from zero to 43,000 lessons given and zero to \$6 Million raised with its founding generation of leadership. How do you do it and stay around to enjoy the success you worked so hard for?

Running a nonprofit is amazingly complex. Having good intentions is not enough; knowing your program operations is not enough; even having business and management skills is not sufficient. There is a subtle layer of organizational and human dynamics that must be incorporated into your nonprofit for long-term success. This workshop will give you basic business tools you can use and an understanding of these often-overlooked roadblocks to long-term growth and success.

This two-day workshop includes required reading material beforehand and an overnight work project. Each session will look first at current theory and experience from outside our industry and then look at practical, simple and effective ways to apply this to your nonprofit. It draws on material presented at the Stanford Graduate School of Business, the UCLA Leadership Institute and over 20 years of experience in therapeutic riding. We will discuss:

- Setting up internally consistent, mutually reinforcing systems and messages
- Are you the problem? Understanding your personal weaknesses and their impact
- Customers - did you know you had them and what difference does it make?
- Power in a nonprofit.
- Fear: How to reduce its debilitating impact.
- Examining your organization's weaknesses and barriers to change
- Building a team around mutual commitment and accountability
- Finding your core values and aligning the entire organization to support those values
- Separating the strategic forest from the day-to-day trees
- Investing in your nonprofit for the long-haul

There is a simple, common sense way to begin building your organization before you open your doors or re-building your center going forward. How to craft a strategic plan that won't be forgotten as soon as it's printed; how to simultaneously keep the big picture in front of you while dealing with the daily distractions; why an independent, empowered board is critical to your success and how to build one without getting yourself fired. Success is the product of core values rooted in basic business common sense which have been implemented consistently and tirelessly. With the knowledge you gain at this workshop, success can be replicated even faster at your agency.

Price: \$375 includes reading materials, lunch and refreshments
Faculty: Bryan McQueeney
For more information contact Bryan@rideon.org or call 805.375.9078

Bryan is the co-founder of Ride On and volunteered for seven years before being hired as its Executive Director. With over 23 years experience in nonprofits, he has lectured, written and consulted nationally on a wide variety of program development, grant writing, finance, board performance and human resource issues. He is a past Region 11 representative for the national organization, NARHA, and President of the state networking association, CALNET. He has also served on the NARHA Administrative Committee and remains active in an advisory role with other centers. Bryan is an active horseman who enjoys trail riding and horse camping. He has a degree in economics and political science from Occidental College.

Ride On provides a unique combination of horseback riding instruction and therapy to individuals with disabilities in Southern California. Over the last 14 years we have given over 43,000 lessons and physical therapy treatments to children and adults with a wide range of disabilities. We currently serve over 180 families each week at two ranches in Los Angeles and Ventura counties. Our annual budget is \$900,000; our financial statements are audited and posted on our website, along with our IRS Form 990, at www.rideon.org. Last year, we provided 6,035 lessons between our two ranches in Newbury Park and Chatsworth. Lessons are provided by a team of 16 highly experienced physical/occupational therapists and certified instructors assisted by 30 carefully trained, tolerant and well-loved equines.

REGISTRATION

E-mail this form to bryan@rideon.org or fax to 805-375-8640.

Make checks payable to "Ride On" and mail to Ride On at 401 Ronel Court, Newbury Park CA 91320

Name: _____

Address: _____

E-mail: _____

Phone: _____

Pay by: Check _____

Credit Card: Visa _____ Mastercard _____

Credit Card #: _____

Security Code#: _____ Expiration date: _____

Billing Address (if different from above. Please include zip): _____
