





Annual



REPORT $\frac{1}{PATH} = \frac{1}{2022} - \frac{2023}{2023}$

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2022-2023 CEO LETTER

Strategically Fulfilling our Commitments

Dear PATH Intl. Members, Certification Holders, Partners, Donors and Friends,

In the 2022-2023 fiscal year, PATH Intl. continued to progress and produce impactful work to realize the established strategic plan

priorities, goals and objectives. It was a year of significant achievements, agility and challenges. I invite you to scroll through this report for a quick overview, and to dive deeper into some of the exciting accomplishments across our priority areas as we continue to meet the industry's evolving needs.

Some key takeaways from the following pages include continued financial stability (page 20). Despite global uncertainties, we held steady compared to the previous year. Our expense management, and interest rates trending higher, helped to strengthen our financial position. Throughout the year, we remained committed to our strategic priorities. These included **investments in technology** such as celebrating the **new website's** enhancements and investing in personnel who help us to better serve members and certification holders, while also improving operational efficiency, and user-experience enhancements. We continued to educate about the industry's **optimal terminology** and joined forces with Temple Grandin Equine Center to develop an **assessment protocol** for measuring and collecting data on therapeutic riding outcomes. The world faced numerous challenges in 2023—geopolitical tensions, ongoing conflicts, changing job markets and economic uncertainties tested the industry's resilience. However, we also saw opportunities for growth, especially around diversity, equity and inclusion work and the **accreditation of the PATH Intl. CTRI®** certification.

As you read through this annual report to examine points such as association assets and liabilities, it's important to note that PATH Intl. members, certificants and volunteers, including the board of trustees, are truly the organization's greatest assets. Furthermore, The PATH Intl. staff is a great asset to all. Their dedication, creativity and adaptability are instrumental in our success. We continued to invest in their development and well-being, recognizing that a motivated workforce drives our achievements.

Looking ahead as we move into the next fiscal year, we remain optimistic. Our focus will continue to be on innovation, member/certification holder-centric solutions and benefits, professionalization of the industry, and outreach focused on awareness for the organization and industry. We are committed to creating long-term value for everyone aligned with PATH Intl.

As always, a key theme in all our endeavors is cooperation with those with whom we are aligned. We're profoundly grateful for our members, certification holders, association volunteers, partners, donors and friends who drive everything we do, as well as our outstanding staff making it happen. A special thank you goes to the exceptional leaders on the PATH Intl. Board of Trustees, whose strategic vision and commitment are ensuring we navigate change, position ourselves for success, and build an even stronger future.

Thank you for your continued trust and support,

Kathy Alm Chief Executive Officer, PATH Intl.

PATH INTL. MISSION, VISION & VALUES

PATH Intl. Mission

We lead the advancement of professional equineassisted activities and therapies by supporting our members and stakeholders through rigorously developed standards, credentialing and education.

PATH Intl. Vision

To ensure universal recognition of professional equine-assisted activities and therapies and their transformative impacts that enrich lives.

Core Values

ACCESS AND INCLUSION

promoting diversity and opportunity in equine-assisted activities and therapies

COMPASSION AND CARING

providing a culture of safety, understanding and ethical treatment of humans and horses engaged in equine-assisted activities and therapies

COOPERATION AND COLLABORATION

connecting and partnering with those who share the PATH Intl. Vision in a mutually beneficial manner

EDUCATION

sharing valued knowledge with our constituents to facilitate their success

EXCELLENCE

promoting quality in all undertakings

INNOVATION

encouraging and supporting creativity, inquiry and cutting-edge research

INTEGRITY AND ACCOUNTABILITY

ensuring that all business is based on ethical principles and conducted with transparency

PROFESSIONALISM

enhancing the value and credibility of the industry

SERVICE

providing effective and responsive information and programs to our constituents

HOLISM

promoting an awareness of body, mind and spirit in equine-assisted activities and therapies

2022-2023 BOARD & COMMITTEES

2022-2023 Board of Trustees Executive Committee

PRESIDENT Ed Milford, Clermont, FL

SECRETARY Jessica Normand, Three Forks, MT

PAST PRESIDENT Susan Becklenberg, Leeton, MO **TREASURER AND PRESIDENT-ELECT Scott Carver,** Ambler, PA

OFFICER AT LARGE Brandan Montminy, Dallas, TX

The DEI committee, board and staff developed action plans for each objective and have begun working on these tasks in order to reach the stated goals.

Trustees

Marianne Collins, Needham, MA

Adam Daurio, Fort Collins, CO

KC Henry, Chagrin Winters, OH

Lili Kellogg, Dallas, TX **Robin Krueger,** Eatonville, WA

Veronica Lac, Orlando, FL

Lynn K. Petr, Lenoir City, TN

Ashley Phelps-Dunn, Westfield, IN **Christina Sorensen,** Great Falls, VA

Aviva Vincent, Chagrin Falls, OH

Board Finance Committee

Scott Carver Marianne Collins Tom Cramer KC Henry Lili Kellogg

Robin Krueger Katie Vachris

Board Governance Committee

Alan Dorantes Lili Kellogg Veronica Lac Brandan Montminy Jessica Normand Lynn Petr

Ashley Phelps-Dunn Christina Sorensen

PATH Intl. Credentialing Council

Steven Arnold Public Member

Julie Broadway Public Member **William Lavin** Lead Site Visitor Representative

Debbie Mogor Representative at Large Ace Raymond Therapeutic Driving Instructor – Level 1

Sanna Roling Therapeutic Riding Instructor – CTRI level

Equine Specialist in Mental Health and Learning Certification Subcommittee

Nancy Beers, Chair

Melissa Abbey

Equine Welfare Committee

Emily Kieson, Chair 2022

Christine Rudd, Chair 2023

Dr. Ellen Rankins Dr. Leanne Nieforth Christie Schulte-Kappert Bethany Baxley Holly Sundmacker Miyako Kinoshita Fran Jurga

Dr. Rebecca Husted Brigid Ripley Dr. Sharon Butler Leslie McCullough Nancy Van Wyk

PATH International Equine Services for Heroes® Committee

Michael Higgins Michele Kane Shellie Kwitkowski Tara Mahoney Kristen Marcus Leanne Nieforth Vera Remes Jeanna Sorgani Gary Tuttle Eileen White

Equine Welfare Committee

Emily Kieson, Chair 2022

Christine Rudd, Chair 2023

Dr. Ellen Rankins

Dr. Leanne Nieforth Christie Schulte-Kappert **Bethany Baxley** Holly Sundmacker Miyako Kinoshita

Fran Jurga **Dr. Rebecca Husted Brigid Ripley Dr. Sharon Butler**

Health and Education Advisory

Michelle Weed, Chair 2022

Chair 2023

Dr. Amanda Lamp,

Dr. Terry Chase Ellen Davis

Linda Moran Dr. Hallie Sheade

Interactive Vaulting Certification

Subcommittee

Ashley Smith-Ragans, Liz Adams Chair

Anja Cain

Riding Certification Subcommittee

Amy Causey, Chair **Karen Brittle**

Heather Hernandez Samantha Schaubroeck

Lindsey Wood

RDEI Committee

Michael Kaufmann, Chair Nichole Boyd Veronica Lac Merriam Mashatt Lena Masri Pat Sayler

Hallie Sheade Leilani Warrick Veronika Williams Cliff Williamson Kath Alm, Staff Brittney Holdman, Staff Kaye Marks, Staff Anna Warbritton, Staff Rain Wheeler, Staff

Region Outreach Committee

Region One

Sarah Bronson

Region Five Robin Bramson

Region Two

Major George Paffendorf

Region Six Open

Region Three Caroline Ferguson

Region Seven Open

Region Nine

Karen Tanchak (250) 832-1596

Region Ten

Marci Bender

Region Eleven

Courtney Mellor

Region Four

Brooke Archer

Region Eight MG Tindall

Therapeutic Driving Certification Subcommittee

Sarah Miller, Chair Joan Cutler

Tracy Shaw Garry Stauber George Stoltz

8

2022-2023 PATH INTL. BOARD

The officers for the board of trustees continued their tenure for a second term with Ed Milford as president, Jessica Normand as Secretary, and Brandan Montminy as Officer-at-Large. Scott Carver continued as Treasurer and was also elected President-elect. The board also welcomed new trustees Veronica Lac, Christine Sorenson and Marianne Collins.

The board had a very busy year leading PATH Intl. They approved a \$500,000 board designated endowment fund whose proceeds are to be spent on membership benefit(s). They continued their DEI work, facilitated by Point(b) and established a DEI scholarship fund. Four scholarships were awarded for the 2023 PATH Intl. national conference.

The board also established goals for the year including: each trustee furthering their education of EAS, trustees connecting directly with PATH Intl. members at conferences or center visits, and trustees acting as ambassadors by hosting an event or disseminating information.



In addition, the board spent their May retreat setting priorities for the organization. These priorities were based on feedback from the membership. They range from a focus on supporting individuals and centers through the CTRI process, to creating a CTRI Prep workshop, as well as new member onboarding, a focus on social media strategy, and membership retention and reactivation.

2022-2023 PATH INTL. STAFF

Kathy Alm Chief Executive Officer

Carrie Garnett Director of Membership and Operations

Bret Maceyak Director of Credentialing

Kaye Marks Director of Marketing and Communications

Melissa Neal Credentialing Manager

Peggy Coolehan Senior Accountant

Melissa Neal Credentialing Manager

Adria Peterson Membership Manager

Marsha Anderson Region Conferences Coordinator

Sara Conant Communications and Marketing Coordinator

Jose Macias Accounting Coordinator

Danielle Seybert Programs Coordinator

Rain Yates Education Coordinator

Amanda Walters Credentialing Event Coordinator **Anna Warbritton** Executive Services Coordinator

Brittney Holdman Credentialing Support Specialist

Allison Gleaton Certification Support Representative

Brandy Kemper Education Representative

Alyson Thrasher Membership and Education Representative

Karen Province Lead Member Services Representative – Centers/Database

Brittney Kemper Member Services Representative – Individuals

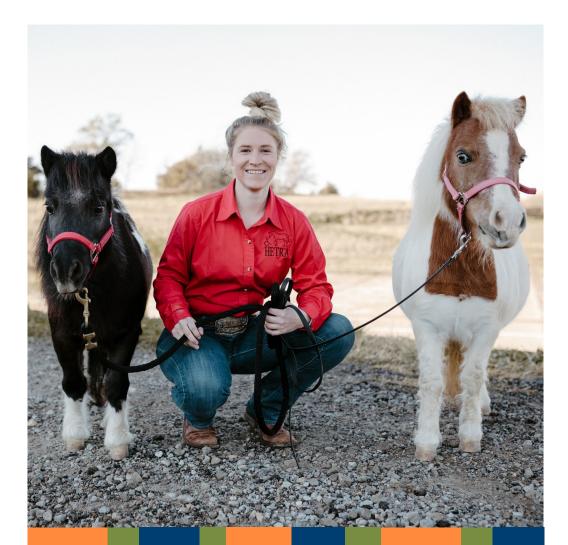
Matt Wilmoth Database Specialist

EDUCATION DEPT.

The PATH International Conference was held in St. Louis, Missouri the weekend of October 28-30, 2022. The staff was happy to be back in person with **430 members** and certified professionals registered to join!

There were 5 pre-conferences and 55 concurrent sessions for each person to select from.

The virtual conference was held over three days, April 25, 26 and May 1, 2023. There were three different topics, **Equine Welfare**, **Disability Education** and a **PATH Intl. CTRI® Preparation Workshop**. On April 25 and 26 there were five, one-hour sessions each day, awarding 10 CEU credits to those who attended. On May 1 we had a collaborative effort to present CTRI prep information and attendees for this day were awarded 5 CEU credits.



MEMBERSHIP DEPT.

4,133 total individual members 501

TOTAL

MEMBER

CENTERS



In January 2023 PATH Intl. launched an updated member/customer portal in response to member feedback. The updates included a more user-friendly view, searchable items in downloaded education purchased and a single sign on to PATH Intl. Member Connection.

PATH Intl. partnered with the United States Equestrian Federation (USEF) to provide USEF membership for PATH Intl. Professional Plus members to receive access to highly discounted, affordable health insurance. Several months after the launch of this new member benefit, 61 individuals either upgraded their membership or joined as a professional plus member.

Individual and center member numbers remained steady between July 2022 and July 2023.



MEMBERSHIP DEPT. (CONT.)

ACCREDITATION

Accreditation site visits resumed after the pandemic hold. There were **34 total visits** completed with 28 of those visits completed virtually and six in-person.

REGION CONFERENCES

There were eight PATH Intl. Region Conferences held that provided education and networking for **665 registrants**. The eight conferences offered a total 95 continuing education hours. The three remaining regions each held state meetings to offer education and networking locally.



VETERANS PROGRAMMING

Wounded Warrior Project (October 2022 - September 2023)

102 PATH Intl. Premier Accredited Centers participated in the WWP grant program. **\$211,690** was distributed for **1,881 sessions**. **762** Wounded Warrior Alumni participated.

The United States Department of Veterans Affairs Adaptive Sports grant began in October 2022 and ran through September 2023. **\$150,845** was distributed for direct services and certification scholarships for Veterans. 25 PATH Intl. Premier Accredited Centers provided direct services to **310 Veterans**. Nine certification scholarships were awarded **\$35,100.00**.

CERTIFICATION

220 NEW CERTIFIED PROFESSIONALS

146 NEW CERTIFIED CTRIS 72 NEW CERTIFIED ESMHLS

ACCREDITED CERTIFICATION PROGRAM



June 2023 marked a historical achievement for PATH Intl. and EAS when the PATH Intl. CTRI® certification became the first-ever independently accredited credential in EAS and the equine industry. The PATH Intl. CTRI® was granted accreditation from the National Commission for Certifying Agencies (NCCA), the accrediting body of the Institute for Credentialing Excellence (I.C.E.)., for a five-year period after demonstrating the program's compliance with NCCA's rigorous Standards for the Accreditation of Certification Programs. With this accomplishment, PATH Intl. joined the

prestigious ranks of certifying organizations dedicated to public protection and excellence in certification by enhancing the credibility and legitimacy of their certification programs through demonstrated compliance with stringent standards set by the credentialing community.



PATH Intl. certification programs experienced rebounded growth following the pandemic, as shown above. Most notably, on-site workshops and certification events returned to prepandemic levels, including **Two Driving events attended by 9 people**, **Seven advanced therapeutic riding instructor TRI events attended by 29 people**, **One interactive Vaulting event attended by 6 people** and **Two new driving instructors were certified**.

MARKETING & COMMUNICATIONS

Marketing and communications activities for 2022-2023 continued to focus on completion of strategic objectives.

To expand awareness of the organization and equine-assisted services, while consecutively marketing its products and services, PATH Intl. joined with Equine Network in support of their Horse Week and through another partnership gained visibility to natural horsemanship enthusiasts at the Of Horse, Human and Nature Conference featuring resulted in a beautiful video production and a launch celebration in august reaching tens of thousands at BreyerFest including an appearance by one of the ponies from Central Kentucky Riding for Hope. The limited-edition model horse was designed specifically to celebrate equine-assisted services and PATH Intl. Hope was a pinto Welsh pony with

Temple Grandin and the Equus Film Festival. The association was also a premier partner in the Seen through Horses Campaign. A trade ad was included in the Equine Affaire program in Massachusetts where region one exhibited on behalf of PATH Intl. The event usually has 60.000+ attendees during the weekend.



markings resembling a child hugging her, a heart and the PATH Intl. logo on her belly. The packaging was also specially designed and featured images of participants and horses from the industry. In addition to PATH Intl. receiving a one-dollar donation for every model sold, our hopes were that many families and young

PATH Intl. friends, Zoetis and AAEP mentioned PATH Intl. Member Center H.E.L.P Center of Austin in their social and press releases about their Good Work for Horses award honoring veterinarians. And EAS was a feature with PATH Intl. in the American Paint Horse Association magazine, Chrome.

The most fun and lucrative project the department tackled commenced in 2021-2022 but came to full realization in 2022-2023. The collaboration with Breyer Horse Models on their Hope Horse of the Year people learning about the industry for the first time would consider EAS as a career path or as a service to explore.

PATH Intl. partnered with an association management company for a short time to research the PATH Intl. membership in order to inform and produce rejoin and retention campaigns. They collected data through surveys and focus groups and considered the member communications preferences we had collected previously in the plan and campaign work they delivered. The initiative to promote accurate and consistent terminology continued as terminology tools for centers and service providers were created and are found under optimal terminology on the website. The media is also finding these guides helpful.

Website and Google Ads

Google AdGrants continues to provide approximately **\$10,000** worth of free online ads per month which are used to market the organization to external audiences and drive traffic to the PATH Intl. website.

The website had approximately **610,428 page views** across **242,345 unique viewing sessions** in fiscal year 2022-2023. **564,451** of those pageviews came from the United States, with international views accounting for **7.5%** of website traffic. After the homepage, the therapeutic/adaptive riding certifications page again topped the list of most visited pages with **49,936 page views**. Other pages in the top five were find a center, certification information and the equine specialist in mental health & learning certification pages.

Email Communications

PATH Intl. continues to use Constant Contact to distribute association communications to its members, credentialed professionals and supporters. In the 2022-2023 fiscal year, **221 email campaigns** resulted in a total of **856,820 sends to contacts**. That volume was **up by 8,560 sends** from the previous year.

The average email open rate is an incredible **52%**, considerably higher than the percentage for other nonprofits and yet another **8% higher** than our own open rate in the previous fiscal year, indicating that members are interested in hearing from their association and staying involved.

Social Media

Facebook is still the most used social media channel of the association, with 21,843 followers at the end of this fiscal year, June 2023. As such, there were **304 posts on Facebook** by the association. The post with the most reactions, shares, and greatest reach was unsurprisingly the announcement of the PATH Intl. CTRI[®] certification receiving NCCA accreditation at the end of this fiscal year. The post reached 12,800 people and garnered 652 reactions, 64 comments and 71 shares. A close second for top post of the year was the announcement of the new equineassisted learning (EAL) certificate program and EAL fundamentals course, an offering that continues to be very popular.

PATH Intl. also has official Instagram, LinkedIn, Twitter, Pinterest, and YouTube accounts. There were 53 Instagram posts this year, a 1,700% increase over the previous fiscal year, resulting in a growth of 108 followers and a 184% increase in profile visits. The association's LinkedIn account also saw an increase in engagement, resulting in 321 new followers, making it the second fastest growing social media account behind Facebook. The analytical information that PATH Intl. social media accounts provide is instrumental in further developing and refining marketing and communications strategies on these platforms to meet the needs of our followers.

Technology guide for service providers needs approval, then will be released. Media is also being given these terminology guides. Considering future outreach tactics to employ once CTRI is accredited.

Breyer continues to market Hope horse.

SPONSORS

thank you!

| GOLD | Markel, Purina |
|---------------|---|
| SILVER | Adequan, Equisure |
| BRONZE | Cavallo, Leadership Adven- tures |
| PEWTER | Breyer, EQUUS Foundation, WESA |
| OOPPER | CastleBranch, CommonTERI |
| IN KIND/MEDIA | Equine Network, Equicizer, Equine Network, Tough 1 |

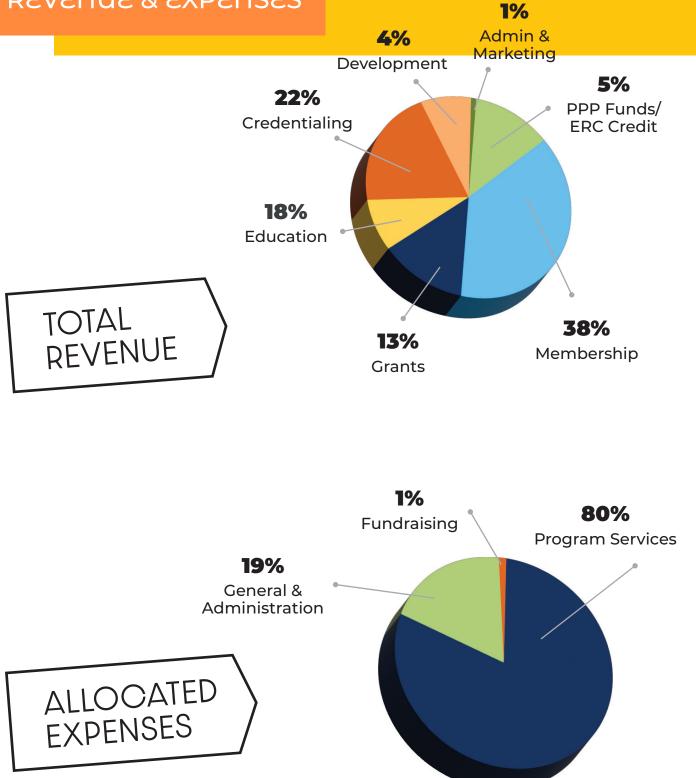
FINANCIAL REPORT POSITION

| | | Audited 6-30-2023 |
|------------------------|--------------------------------------|-----------------------------|
| | Accounts Payable | \$74,888 |
| , s | Accrued Compensation and Benefits | \$86,530 |
| Current .iabilities | Refundable Advances | \$- |
| Cul Liab | Deferred Revenue | \$544,576 |
| | Other Liabilities | \$- |
| | Total Liabilities | \$705,994 |
| rm ies | Deferred Revenue | \$57,618 |
| ong-Term iabilities | PPP Proceeds | \$- |
| Lia | Total Liabilities | \$763,612 |
| | Undesignated/ Unrestricted | \$1,266,582 |
| iets | Board Designated | \$- |
| Net Assets | Total Unrestricted Net Assets | \$1,266,582 |
| Ċ | Temporarily Restricted | \$185,366 |
| | Total Net Assets | \$1,451,948 |
| | TOTAL LIABILITIES | \$2,215,560 |

+ NET ASSETS

| | | Audited 6-30-2023 |
|-----------------|--|----------------------|
| | Cash & Cash Equivalents | \$1,224,363 |
| ets | Endowment Investments and Cash Equivalents | \$500,000 |
| t As | Receivables | \$10,000 |
| Current Assets | Promise to Give | \$46,381 |
| CU | Inventories | \$16,362 |
| | Other Current Assets | \$145,867 |
| | Total Current Assets | \$163,236 |
| Fixed | d Assets, Net | \$211,851 |
| | Intangible Assets | \$101,644 |
| Other Assets | Deposits | \$7,707 |
| Ōď | Total Other Assets | \$109,351 |
| | TOTAL ASSETS | \$2,215,560 |

FINANCIAL REPORT REVENUE & EXPENSES



2022—2023 DONORS

Society of Visionaries

C. Valentine Allen Kathy Alm and Bill Goe Patti Anderson Susan Becklenberg Lili Kellogg Bernie Polega Ross Braun Julie Broadway Marianne Collins Adam Daurio

Pam Earl

Claire Gosnell

Elizabeth Haartz and Walter E. Davis II

KC Henry

Evan Krichevsky

Robin Krueger

Catherine McKinnon and Tom Anderson Edmund and Rhonda Milford

Brandan Montminy

Teresa Morris

Jessica Normand

Ashley Phelps-Dunn

Harper Schantz

Holly Schmitt-Fox

Individuals

\$500-\$999

Leslye Sandberg Richard & Maria Smith

\$250-\$499

Kim Berggren

Scott Carver

Pam Earl

Kimbelry LoGuidice In Memory of Elizabeth Colleen Grisell Short

Quincy Umphlette

\$100-\$249

Thomas Blomquist In Memory of Beth Short

John Kraeck In Honor of Ainslie Kraeck

Laura McComsey

Lynn K. Petr

Jennifer Reily In Memory of Notchee

Tanya Remirez

2022–2023 DONORS (CONT.)

\$1-\$99

| Ed Adkins In Memory of Elizabeth Colleen Grisell Short | Ann Frank In Honor of Jill and Carl Easley | Wedgewood Pharmacy |
|---|---|--|
| | , second s | Suzanne Pindell |
| Patti Andersen | Erin Holzhauer | Susan Radabaugh |
| Carolyn Bailey | Steve Junker In Honor | Christina Ruiz |
| Marisa Cagnoli | of Sheila Jones Brown | |
| Patti Coyle In Honor of | Katy Kaushansky | Glenn Ruiz |
| Teigen Tisdel | Landa Keirstead | Sherri Russell In Memory of Elizabeth Short |
| Robin Drews | Isabella Martin | Janet Schwarz |
| Karen Durkin | Jennifer Mathis | Christine Stern |
| Andrew Floyd | Sheila McKenna | Sara Vowels |

EAP/EAC/EAL Kitteridge Scholarship

| \$1-\$99 | \$100-\$249 | \$500-\$999 |
|-----------------|-------------|--------------|
| Ann Frank | Pat Short | Amanda Hogan |
| Katy Kaushansky | | |

Disaster Relief Fund

| \$1-\$99 | \$1000+ |
|-------------|--|
| Nancy Owens | PATH Intl. Region 8 and The Lone Star Therapeutic Equestrian Network |

2022–2023 DONORS (CONT.)

EAS Participant Fund

| \$1-\$99 | \$100-\$249 |
|-----------------------------|-----------------|
| Barbara Laub | Stephen Verhoff |
| Eric Short | |
| David Leasure | |
| David and Stephanie Leasure | |

James Brady Award Statue Fund

| \$1-\$99 | \$500-\$999 |
|-----------------|------------------|
| Kitty Stalsburg | Michael Kaufmann |
| | Patti Coyle |
| | Octavia Brown |

Equine Services For Heroes® Fund

\$1-\$99

Stephanie Levin

Lisa Danforth

Brandon Roost









Professional Association of Therapeutic Horsemanship International

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