



The **SheaCenter**
for Therapeutic Riding

REACH • LEAD • RESPOND • SUSTAIN

Responsible Growth & Sustainability

THE SHEA CENTER | 2026 – 2029 STRATEGIC PLAN

Reach Lead Respond Sustain

The Shea Center | 2026 – 2029 Strategic Plan

In the Fall of 2025, The Shea Center board and staff launched a strategic planning process to develop a shared vision and plan for the next three years. As the largest organization in our industry, we are committed to continuing as leaders through quality, innovation, and responsible decision making. To this end, we engaged in a thorough process that involved gathering insight from the board, staff, clients and client families, volunteers, and supporters. This strategic plan will guide our efforts toward responsible growth and sustainability for continued mission impact.

Our Identity

Updated Mission Statement,
Core Principles & Updated Values

As part of this strategic planning process, we revised our mission statement to clearly reflect who The Shea Center is today and where we are headed.

Core Principles

- **Everyone belongs** and has inherent value
- We commit to **evidence-based** practices in everything we do
- We recognize the value of the **horse-human connection**
- We value **community** partnership and support

Our Values:

what we hold ourselves
accountable to



Strategic Vision

Where We're Headed

We aspire to impact more lives—responsibly. Our focus is thoughtful expansion that sustains and strengthens The Shea Center's industry-leading foundation. By prioritizing quality, safety, and fiscal responsibility, we aim to ensure that our programs remain strong and impactful well into the future.

Multi-year Initiatives

How We'll Get There

REACH

Expand our reach through targeted partnerships that allow us to serve more people without assuming additional overhead or bearing all costs independently.

- Partner with other organizations for mounted and unmounted services
- Co-deliver programs at partner sites

LEAD

Strengthen The Shea Center's position as an industry leader by prioritizing quality, safety, and the development and care of our people.

- Continue to formalize and develop our programs and educational materials
- Formalize training and skill development for staff and volunteers
- Continue research partnerships and knowledge sharing

RESPOND

Adapt to emerging needs that align with our mission, creating relevant services for clients and families—especially as they grow and mature.

- Identify complementary programs and partnerships to better serve clients
- Innovate to serve populations aligned with our skills

SUSTAIN

Activate philanthropy and board leadership to fully support and sustain our mission.

- Grow philanthropic support
- Launch an endowment initiative
- Develop our board
- Succession plan for key board and staff leadership roles

Metrics

How We'll Know if We're Successful



1-2% growth per year (sustainable and incremental growth)



Launch an endowment initiative connected to celebrating our 50th anniversary



1-2 new high-quality partnerships per year



Develop and launch skill levels for all staff and volunteers and formalize our training program ("Teach Shea")



5-6% growth per year

We invite you to join us in achieving this vision for the community and The Shea Center.

Please visit our website:
SheaCenter.org

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J.F. Shea Therapeutic Riding Center
26284 Oso Road
San Juan Capistrano, CA 92675
(949) 240-8441
info@sheacenter.org
SheaCenter.org

   @SheaCenter  @TheSheaCenter



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Strategic Plan