



IVY HILL FOUNDATION

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ANNUAL  
REPORT

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2021

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## WHO WE ARE

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### MISSION

Ivy Hill provides equine-assisted services to all individuals in an inclusive and accessible environment designed to promote independence and confidence.

### VISION

Use our professional expertise to build a sustainable organization that fosters wellness, advocacy, and purpose throughout the entirety of our community.

### CORE VALUES

We honor everyone's Dignity.  
We strive to be Inclusive in all we do.  
We cultivate a spirit of Community.  
We embrace the benefits of Diversity.  
We believe in the promise of Hope.





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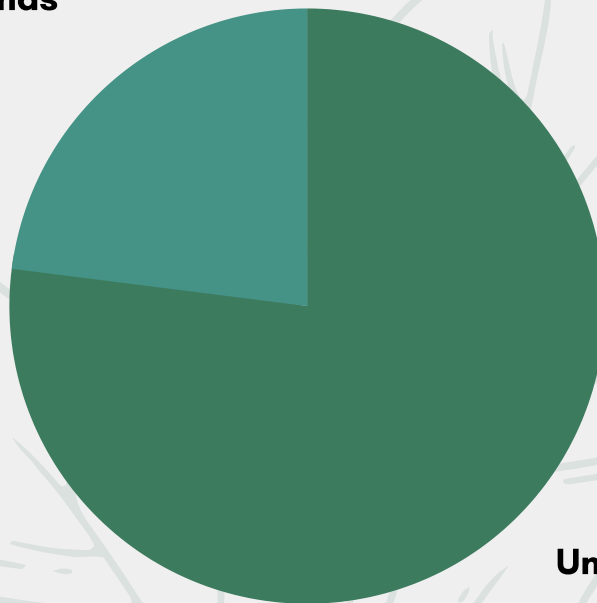
# THE NUMBERS

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## STABLE FINANCIAL CONDITION

AS OF DECEMBER 31, 2021

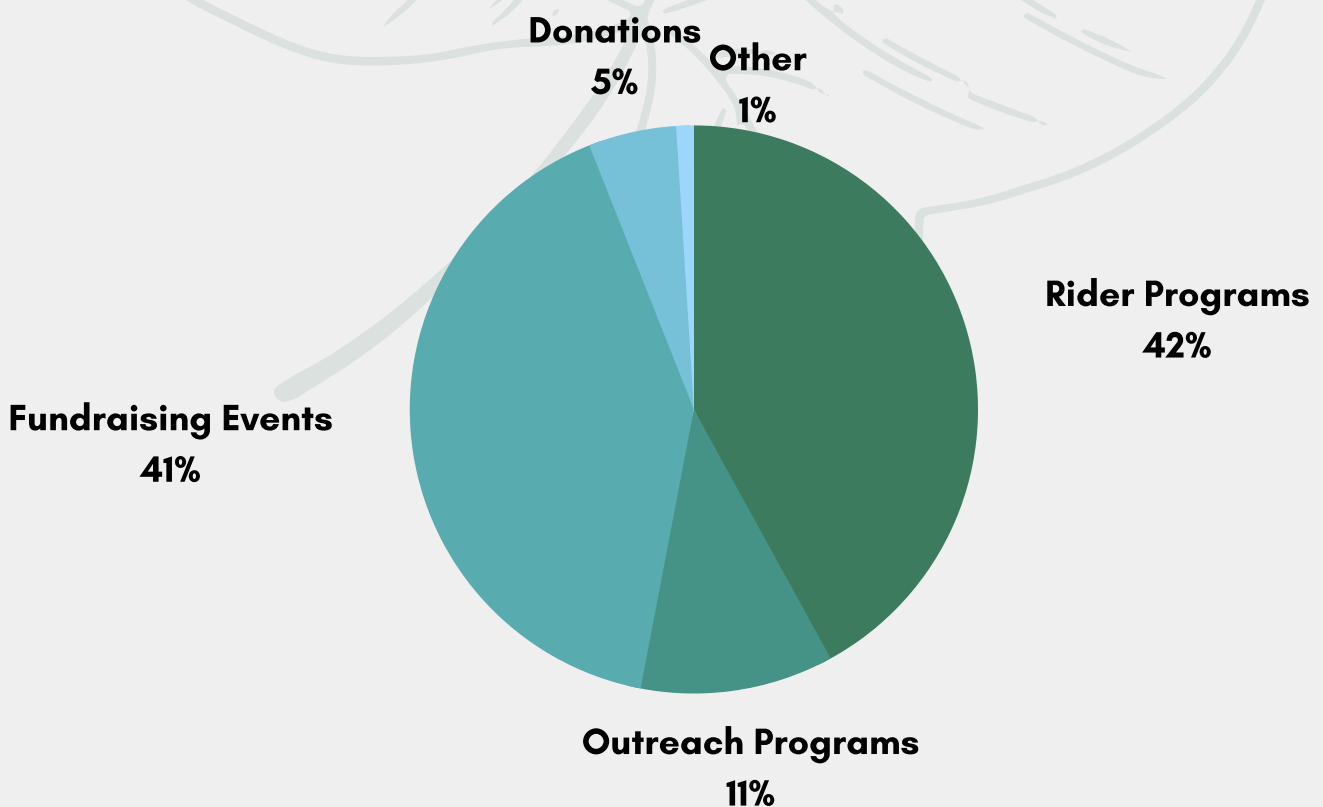
**Restricted Funds**  
**23%**



**Unrestricted Funds**  
**77%**

## DIVERSE FUNDING

YEAR ENDING DECEMBER 31, 2021





HORSES + LOVE = HOPE

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# PRESIDENT'S REPORT

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Thomas Watson, the founder of International Business Machines, better known today as IBM, said, "It's easier to make a poor company great than to keep a great company great." If you look at IBM's standing in the technology sector today, Watson's comment might now seem prophetic. They are still a good company, but they lack the dominance they once enjoyed and you don't have to look very far to understand why. Check out your smart phone. It has more capabilities, storage, power...more of everything than the early IBM room-size computers. However, the pace of change wasn't what worried Watson, it was the complacency that very often accompanies success.

With so much at stake (we are talking about kids, not machines), we consider complacency a serious risk to any business, but especially in light of our success over the past two and a half difficult years. To manage this risk and look for new opportunities, we use two perspectives: looking inward at what we are doing today, and then flip around and look out ten years to see what we should be doing in the future. The first perspective is easier, but still challenging, as we look to improve on everything we do in a world recently turned upside down by the pandemic. This exercise helps us control our costs and improve the benefits our services can provide.

The second perspective is a lot harder, because you need some idea of what the future will look like and what our place could be in it. Our mission is to help prepare the children we work with for the world they will inherit. We remain very interested in working with companies and individuals that want to help in this endeavor. If you are interested in working with us, please email me at [president@ivyhillequestrian.org](mailto:president@ivyhillequestrian.org).

We are forever grateful for your support and the changes you help us make.

*Chris T. Brockett*

President, Ivy Hill Foundation, Inc.

# WHY I IVY...

THERE ARE A MILLION REASONS WHY  
WE LOVE AND SUPPORT IVY HILL.

"I CAN GIVE HUNDREDS OF REASONS WHY I  
LOVE IVY HILL...HOWEVER, WHY I IVY HAS  
ONLY ONE, MY OLDER BROTHER, DAVID."  
- CHRIS BROCKETT, IVY HILL PRESIDENT

"I WAS BLESSED WITH THE OPPORTUNITY TO  
BECOME A VOLUNTEER IN FALL OF 2002 AND  
INSTRUCTOR IN SPRING 2003...THE LOOK ON  
STUDENTS' FACES WHEN THEY STEER OFF LEAD FOR  
THE FIRST TIME, THE LOOK WHEN THEY TROT AND  
FEEL LIKE THEY ARE FLYING...THAT IS THE  
ACCOMPLISHMENT THAT NEVER GETS OLD."  
- MEGAN HANCE, ADMISSION SPECIALIST

"I HAVE LOTS OF FRIENDS AT THE BARN AND I  
REALLY LIKE SEEING EVERYONE AT MY LESSONS.  
MOST IMPORTANTLY, THERAPEUTIC HORSEBACK  
RIDING HAS TAUGHT ME TO BELIEVE IN MYSELF AND  
TO KEEP TRYING TO ACHIEVE NEW GOALS. I USED  
TO BE VERY QUIET AND SHY AND IT HAS HELPED ME  
TO COME OUT OF MY SHELL."  
- CRYSTAL, RIDER & VOLUNTEER



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# FUNDRAISING EFFICIENCY

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Sustaining Ivy Hill's programming requires a constant focus on good financial stewardship and a continuous effort to improve the quality and breath of our service offerings. Our success in this regard is clearly reflected in our growing ridership, and, more importantly, in the generous financial support we receive from an ever-broadening group of supporters.

This has never been more obvious than last year as the pandemic's restrictions were lifted.

A recent survey of the families we serve gave us high marks for what we do and how we do it. Keeping the cost of our services as low as possible is also important to our families and is why we target to directly spend at least 90% of all the funds received each year on the care of our families, horses, staff, and property. While sustainability starts with good stewardship, it ends with all of us doing what's necessary.



THANK YOU, 2021 DONORS & SPONSORS!





## OUR BOARD OF DIRECTORS

Chris Brockett, President  
Allen Steere, Vice President  
John Cochrane, Treasurer  
Amy Herrmann, Secretary  
Kate Clark, Director  
Lauren M. Kocsi, Director

Gina Formica, Director  
Sherry Angle-Hudock, Director  
Stephanie M. Schwartzberg, Director  
Joy M. Walter, Director  
Deborah Lock, Director  
Vere Bryan, Director

Laura L. Brockett-Strausser, Executive Director

## INSTRUCTORS

Hillary Bachman  
Aimee Cowdery  
Sydney Dortone  
Aubri Smith  
Ashley Solomon

## BARN STAFF

Jack Bancroft  
Elizabeth Burke  
Jeremy Clemmer  
Lukas Walter  
Samantha Zazulak

## ADMINISTRATION

Erin Dart, Program Manager  
Emma Strausser, Outreach Manager  
Olivia Gardner, Barn Manager  
Jennifer Frieze, Volunteer Coordinator  
Megan Hance, Admissions Specialist  
Donna Katzman, Donor Specialist

# GOVERNANCE STRUCTURE



The Ivy Hill Foundation, Inc., which does business as Ivy Hill Therapeutic Equestrian Center, is managed by a Board of Directors, an Executive Director, a Program Manager and a Barn/Equine Manager. The Board of Directors, Executive Director and the Managers are the only entities and individuals authorized to make decisions that bind the organization. The Board is involved in setting policy, overseeing compliance and the overall direction of the Foundation. The Executive Director reports to the Board and is empowered to make the day-to-day decisions for the organization.

