Annual Report
2017-2018

HONOR    INTEGRITY    COMPASSION    EXCELLENCE    SAFETY
Friends,

This year has been a year of celebration. Celebrating our 20th year of partnering with the magnificent horse that so carefully carries our riders and is the conduit to their healing. Celebrating the hundreds of faithful volunteers that spend their days walking miles in our red dirt. Celebrating our courageous riders and their families who place their trust in ROCK staff, volunteers, and horses. Celebrating our 28 amazing staff members who are leaders in the community and in this industry. Celebrating our steadfast board members who guide ROCK and continue the push toward excellence. Celebrating (WHOOP) our 7th year of managing TAMU Courtney Cares program (www.CourtneyCares.org) in College Station and our 2nd year of teaching a college course on Equine-Assisted Activities at Texas A&M. Celebrating our 13th year of serving veterans and their families. And celebrating our generous donors who allow us to have the resources to facilitate this ‘Healing Thru Horses’ that happens for the 350 children, adults, and veterans that passed under our gates this year. We are grateful for the opportunities that we have every day to make a difference in the lives of so many.

Let the Celebration Continue,

Nancy Krenek,
ROCK CEO & Founder

ROCK MISSION
IMPROVING INDEPENDENCE AND LIFE SKILLS IN PARTNERSHIP WITH THE HORSE.

ROCK VISION
TO BE THE TRUSTED LEADER IN EQUINE-ASSISTED ACTIVITIES THROUGH SERVICE, RESEARCH, AND EDUCATION.
Celebrating 20 years of improving independence and life skills in partnership with the horse!

Spring 1998  A child with Down syndrome is put on a horse at Kelly’s Kids with Nancy O’Meara Krenek.


October 1998  ROCK, Ride On Center for Kids begins with four (4) children and one (1) horse, Miss Prissy Texas at Emerald Meadows owned by Alida Darlington. Merlin Hoppe builds the first ramp.

January 1999  George and Barbara Brightwell invite Nancy to coffee to discuss leasing and donating the original 20 acres of land. Heidi Derning comes to ROCK.

Summer 1999  ROCK begins to operate on the Brightwell property.

2003  Margo Dewkett of Windridge, Longview, Texas leads the ROCK board retreat. She challenges the Board to build a covered arena. Ride Inside in 2005 campaign begins.

2005  1SGT Scott Sjule, with the Horse Detachment of the 1st Cavalry Division at Ft. Hood, Texas calls and requests ROCK’s assistance to help put amputees on horses for rehabilitation at BAMC in San Antonio. This happens with Cavalry horses and active duty soldiers. ROCK documents four sessions with research and a video which goes viral. The program model is adopted by PATH Intl. and leads to programs nationwide.

January 2006  Board retreat - Margo Dewkett returns. Board members and staff bless the newly constructed covered arena, each room, horse stalls, and parking area and write phrases of blessing over each space.

April 2006  Dedication ceremony of the newly constructed Merlin Hoppe Arena and ROCK facility.

2007  Research begins in earnest at ROCK. As of 2017, ROCK publishes three research articles in peer review journals and completes over 20 research projects.

2011  ROCK remodels and adds additional offices, a ROCAteer Lounge, and expands the Lynne C. Christianson Therapy Gym.

2012  Texas A&M University System (TAMUS) calls and requests ROCK begin an Equine-Assisted Activities and Therapy Center on campus in College Station in partnership with TAMU Corps of Cadets Parsons Mounted Cavalry. ROCK continues to manage this program today.

2014  ROCK receives Ethics in Business Award by RecognizeGood.

2014  ROCK purchases additional 20 acres to the North.

June 2016 & 2017  ROCK is recognized and receives awards by Quality Texas Foundation.

July 2017  ROCK purchases additional 20 Acres, House, and Barn to the South.

Spring 2018  ROCK begins teaching college credit EAAT course at Texas A&M College of Veterinary Medicine in College Station.
**PROGRAMS**

★ **EQUINE-ASSISTED THERAPY (EAT)**
  EAT is a physical, occupational, and speech-language therapy treatment strategy that utilizes the dynamic movement of the horse to achieve therapy goals.

★ **EQUINE-ASSISTED ACTIVITIES (EAA)**
  EAA is designed to teach horsemanship and riding skills to individuals with special needs, with the goal of increasing functional life skills.

★ **ROCK ON VETERANS**
  ROCK On Veterans offers co-ed and women only programs for veterans and active duty service members, as well as programs for veteran families, partnering participants with horses and veteran volunteers. Meals are served during the Tuesday evening classes to build comradery and expand the ROCK On Veterans community.

★ **EQUINE-ASSISTED LEARNING (EAL)**
  EAL is an educational approach that incorporates equine facilitated activities using the experience of equine/human interaction in an environment of learning and self discovery.

- **SCHOOL PROGRAMS**
  Through partnerships with local school districts, ROCK is able to create connections with the horse and facilitate learning between diverse student populations through equine-assisted learning (EAL) programming.

- **SUMMER CAMP**
  ROCK offers summer camps full of fun and learning about the horse during the month of July for children with disabilities, children of veterans and service members, and at-risk youth.

★ **TAMU COURTNEY CARES EQUINE THERAPEUTIC PROGRAM**
  In 2012, ROCK began partnering with Texas A&M University System to provide the staff, knowledge, and expertise in equine-assisted activities and therapies for this program in College Station, Texas.

★ **ROCKATEERS**
  ROCK has many opportunities for volunteers (ROCKateers) to expand their horse knowledge, serve on a board or committee, help with office work, sidewalk, horse handle, and take on leadership roles in a volunteer capacity.

★ **STAR PROGRAM - INSTRUCTORS IN TRAINING**
  ROCK’s STAR (Student Teachers Aspiring to be Registered) program is a 20-week intensive learning program that offers instruction and hands-on experience to prepare participants interested in pursuing certification through PATH Intl. as a Therapeutic Riding Instructor.

★ **INTERNSHIPS**
  Through partnerships with colleges and universities, ROCK offers opportunities for internships in many fields.

★ **RESEARCH IN PARTNERSHIP WITH INSTITUTIONS OF HIGHER LEARNING**
  ROCK is fulfilling our vision to be the trusted leader in equine-assisted activities through service, research, and higher learning by collaborating with universities to conduct research to document the effectiveness of equine-assisted activities and therapies.

★ **H.O.P.E. (HORSES OFFERING PEOPLE ENRICHMENT)**
  ROCK provides educational and intern support to this non-profit EAAT program serving children with special needs in Beijing, China founded by Dr. Priscilla Lightsey, who works at ROCK and TAMU Courtney Cares. Learn more at hopebeijing.org.
SERVICE HOURS TO PARTICIPANTS

9,017

TOP 10 DIAGNOSES TREATED

1. AUTISM SPECTRUM
2. CEREBRAL PALSY
3. DEVELOPMENTAL DELAY
4. DOWN SYNDROME
5. PTSD
6. SEIZURE DISORDER
7. SPEECH DELAY
8. TRAUMATIC BRAIN INJURY
9. ADHD
10. VISUAL IMPAIRMENT
VETERANS

ROCK has provided equine-assisted activities and therapy to our nation’s veterans through the ROCK On Veterans program since 2005. This program offers veterans and active duty service members the opportunity to partner with a horse and veteran volunteers, strengthening independence and functioning through physical, emotional, and spiritual progress. The physical benefits of caring for and riding a horse manifests in multiple ways, retraining the body for improved balance and coordination. Emotionally and spiritually, learning to lead the horse teaches individuals to lead themselves, helping return the reins of life back to the rider. Guided by principles of good horsemanship and leadership, veterans are able to reclaim their status as CEO of their lives.
78% reported improved physical well being

58% reported improvement in trust

72% reported decrease in anxiety

67% reported improvement in relationships and communication

Results listed above are from a ROCK On Veteran Post 8 Week Class Goal Survey FY 2017-18.

We invite you to ask a veteran or service member in your life to check out our program!
Our mission is accomplished thanks to the passion and commitment of our volunteers (ROCKateers) ages 14 to 92.

Volunteer opportunities include:
- Sidewalkers
- Barn Maintenance
- Special Events
- Horse Handlers
- Office Assistance
- Work Groups

ROCK is governed by a volunteer board of directors (21 leaders) and a board of advisors (15 leaders). ROCK’s strategic plan consists of 11 implementation teams to facilitate continued progress towards improvement in excellence.

Training courses are offered throughout the year and, while horse experience is valued, it is not required.
The movement of the pelvis astride a horse is similar to normal walking.


Children with the diagnosis of autism improve in quality of life with marked improvement in social functioning, physical and school functioning and overall mental health and behavior.


86.8% improved in mental health

83.6% improvement in posture*

74.2% decrease in PTSD symptoms

70.9% increase in trunk control*

58.8% increase in memory skills*

86.3% improvement in following directions*
*Results from 2017-2018 ROCK Participant Survey

88.5% improvement in life skills*

71.2% improvement in focus & attention*

94.6% of children and adults improved in independence*

8.6% of children and adults improved in independence*

ROCK’s vision is to be the trusted leader in equine-assisted activities through service, research and education.

The impact of ROCK’s programs is seen in the research, goal documentation, surveys, and testimonies from participants that ROCK serves.
ROCK is living out the vision to be the trusted leader in equine-assisted activities through service, research and education. We are grateful to our many donors and supporters who allow us to continue this important work.

*includes ROCK & Courtney Cares

EAA - Equine-Assisted Activities
EAT - Equine-Assisted Therapies
EFL - Equine Facilitated Learning

SESSION ATTENDANCE*

ROCK On Veterans 18%
EAA 59%
EAT 18%
EFL 5%

PARTICIPANT GOAL PROGRESSION*

57% Had Goal Progression of 71 - 100%
14% Had Goal Progression of 0 - 30%
29% Had Goal Progression of 31 - 70%
ROCK’s annual budget for FY 2017-2018 was $1.4 million.

WHERE THE REVENUE COMES FROM

- Special Events: 44%
- Grants: 24%
- Tuition: 19%
- Donations: 9%
- TAMU: 4%

HOW ROCK INVESTS YOUR DOLLARS

- Programs: 72%
- Fundraising & Development: 17%
- General Administration: 11%

Special thanks to John Phelps Photography for taking most of the amazing photos in this annual report!
2015 PATH Intl. Awards:
Child Equestrian of the Year - Joshua Kim, ROCK Rider

PATH International Equine Services for Heroes® Equestrian Recognition Award -
Mary Ballengee, ROCK On Veteran

Region 8 Certified Professional of the Year - Dr. Priscilla Lightsey, ROCK & Courtney Cares Staff

13th Annual Ethics in Business & Community Award - Nonprofit

2016 Quality Texas Foundation Quest for Excellence - Pioneer Award

2017 Quality Texas Foundation Quest for Excellence - Commitment Award

2017 Georgetown Chamber of Commerce - Cornerstone Award in Healthcare

PATH Intl. Premier Accreditation (August 2015) - ROCK

PATH Intl. Premier Accreditation (June 2016) - TAMUS Courtney Cares

2018 PATH Intl. Awards: Region 8 Equine of the Year - Miss Piggy
THANK YOU to our Foundation Partners!

Austin Community Foundation
Bluebonnet Trails Community Services
CarMax Foundation
Chisholm Trail Communities Foundation - Sport Clips
City of Georgetown
Costco
Foundation for Global Sports Development
Georgetown Health Foundation
Greater Round Rock Community Foundation - David Hood Endowment
Greater Round Rock Community Foundation - Leading Ladies
Junior League of Austin
Kozmetsky Family Foundation
Lola Wright Foundation
Lowe Foundation
PATH International
Stillwater Foundation
Sun City Texas Community Associations - Hunting & Fishing Club
The Roy F. & Joann Cole Mitte Foundation
W.D. Kelley Foundation
Wounded Warrior Project

2017-18 IN REVIEW

ROCK’S ANNUAL BARN DANCE FUNDRAISER
Blessing of the Herd
GEORGETOWN CHAMBER OF COMMERCE CORNERSTONE AWARD IN HEALTHCARE
ROCK ON VETERANS OPEN HOUSE
SPECIAL OLYMPICS
SUMMER CAMP
RIDER CUP CLASSIC GOLF TOURNAMENT

THANK YOU to our Foundation Partners!
In 2011, ROCK was contacted by the Texas A&M System as directed by the Board of Regents, to assist TAMUS to start an equine-assisted activities and therapy center.

The decision to start an EAAT center resulted from a donation to TAMUS in memory of Courtney Grimshaw Fowler (Class of 85). Courtney was an avid equestrian and businesswoman on the international level. When she died in 2010, her family wanted to establish a living, breathing legacy at her beloved Texas A&M. Thus, the program “Courtney Cares” was established.

The Texas A&M University College of Veterinary Medicine Courtney Grimshaw Fowler Equine Therapeutic Program, “Courtney Cares,” began serving children, adults and veterans in 2012, and is staffed and managed by ROCK. The horses are leased from the Texas A&M Corps of Cadets Parsons Mounted Cavalry, led by Bob Byrns, a PATH Intl. Instructor. At any given time, Courtney Cares partners with 12 to 20 horses out of the 69 horses and mules in the Cavalry unit.

In 2016, Courtney Cares became a Premier Accredited PATH Intl. program. The core values of Courtney Cares are safety, education, service, and research. This program cultivates future leaders and supporters of Equine-Assisted Activities and Therapies through education and service learning opportunities, and encourages research in this industry.

In Spring 2018, Dr. Priscilla Lightsey and Dr. Nancy Krenek began teaching an Intro to EAAT course at Texas A&M in College Station. The lab for this class is conducted in the arena at Courtney Cares.

CourtneyCares.org
ROCK STAFF

Nancy Krenek
CEO; Founder; Doctor of Physical Therapy; PATH Intl. Registered Instructor; Hippotherapy Clinical Specialist; Executive Director, TAMU Courtney Cares; Adjunct Professor - TAMU

Donelle Beal
PATH Intl. Registered Instructor; TAMU Courtney Cares Program Director

Kevin Bowers
PATH Intl. Registered Instructor; Veterans Program Co-Coordinator

Rebecca Delich
Bookkeeper

Heidi Derning
PATH Intl. Registered Instructor; Veterans Program Coordinator

Callee Dorman
PATH Intl. Registered Instructor

Devon Felts
PATH Intl. Registered Instructor; STAR Program Co-Coordinator; Assistant Program Coordinator

Susan Finfer
Chief Financial Officer

Mike Grubb
Property & Facilities Manager

Jen Howicz
Physical Therapist Assistant; Member, PATH Intl. AHA Level II Therapist

Betsy Kahl
PATH Intl. Advanced Instructor; Licensed Clinical Social Worker

Amy Keck
PATH Intl. Registered Instructor

Michelle King
Volunteer Assistant

Britney Lee
Physical Therapist Assistant; Member, AHA & PATH Intl.

Priscilla Lightsey
Doctor of Physical Therapy (ROCK & Courtney Cares); PATH Intl Registered Instructor; Hippotherapy Clinical Specialist; HOPE Beijing, Founder & CEO; Adjunct Professor - TAMU

Shannon Middleton
Safety and Education Director; Speech Language Pathologist; PATH Intl. Registered Instructor; Equine Specialist in Mental Health; Hippotherapy Clinical Specialist

Amanda Mott
PATH Intl. Registered Instructor

Chris Marcum
Grants Consultant

Calli Rae Murrah
Physical Therapist Assistant; PATH Intl. Registered Instructor

Dorothy O’Neal
Volunteer Director; PATH Intl. Registered Instructor

Karah Powell-Ricketts
Community Development Manager

Olivia Prince
PATH Intl. Registered Instructor; STAR Program Co-Coordinator

Sheri Ruther
Business Operations Director

Lesley Shedeck
Equine Director

Laura Vann
PATH Intl. Registered Instructor; TAMU Courtney Cares Facilities Assistant

Kathy White
Communications Director

Kristin Witcher
Program Director; PATH Intl. Registered Instructor

ROCK HERD
ROCK BOARD

2018-2019 Board of Directors
Lindsey Roberts, President
Patrick Breen, DVM, Vice President
Steve Shook, Treasurer
George Brightwell, Secretary
Craig Harris, Past President
Rebecca Hays Barho
Denny Boroczk
Curtis Crenwelge
Michaela Dollar
Sunny Ernst
Jim Geracci, MD
Abigail Griswell
Carter Hall
Susan Hershey
Debi Higdon
Steve Laukhuf
Joe McSpadden
Chris Miller
Patti O’Meara
Chris Smyth
Stephanie Zinsmeyer

2018-2019 Board of Advisors
Patti Colbert, Chair
Barbara Brightwell
Ron Coleman
Hugh Gilmore, MD
Charles W. Graham, DVM
John Gustainis
Wayne Hurst, DPM
Frank Krenek
Hon. Betsy Lambeth
Edward Logan
Bill Mateja
Al Mowdy
Nolan Ryan
Reid Ryan
Ron Shelly

★★Thank You★★
Brian Lidiak
for your service on our
Board of Directors

ROCK BOARD

ROCK has been on a journey since 2007 of evaluating and improving ROCK towards efficiency. The tool used most often has been the Malcolm Baldrige method, resulting in Texas Quality awards to ROCK for two consecutive years. This evaluation is carried over into how we set up guidelines and policies and procedures at Texas A&M as well.

The Williamson County Institute for Excellence has invested in and guided ROCK for 11 years.
HERE WE GROW!

ROCK began 20 years ago with one horse and four participants on donated land. The dream to transform lives in partnership with the horse soon became a reality. We have outgrown our current facilities and are so excited to be planning for the future growth of ROCK to continue transforming even more lives. We hope you will partner with us to help move ROCK forward into the next 20 years. Watch for more information coming soon!
THANK YOU

Our mission of improving independence and life skills in partnership with the horse would not be possible without the support of each and every donation to ROCK.
The following names include individuals, foundations and corporations that have invested $1,000 or more from July 1, 2017 - June 30, 2018. Thank you!

Joe & Barbara Ammerman
Philip Annis
Applied Materials Foundation
Bob & Carol Atwood
Austin Community Foundation
Charles & Beth Avery
Jeff Baker & Cheryl Mazur-Baker
Mark & Rachelle Baker
Bar 3 Ranch Grass Fed Beef
J.B. & Ashley Barnes
BBVA Compass Bank
Glenn & Emily Befort
Lance & Tammy Bennett
Brian & Megan Bickel
Dennis & Terri Boroczki
Doc & Cathy Breen
George & Barbara Brightwell
Doreen Bruton
Joe & Eliza Community Fusch
CA Technologies
CarMax Foundation
Casino Knights, Inc.
Casper
Central Texas Technology Solutions
Champlin Site Prep
Van & Deborah Chandler
A.E. & Sally Chionsini
Chisholm Trail Communities Foundation
George & Debbie Christianson
Circuit of the Americas
City of Georgetown
Cokin & Tamara Young
Patli Colbert
Ron & Kaye Coleman
Costco
Chris & Anne Cowan
Curtis & Lucretia Crewealge
Janice Crewealge
Tim & Tamera Croley
John Culbert
Lew & Sherry Curatolo
Robert & Ronah Currey
Currey Builders
Eric & Susan Dalton
Paul & Nancy Davis
Frederick DeGroot
Vince & Sandy Deli
Dell Giving - YourCause
Cory & Ginny Delz
DFD Architects, Inc.
DiMare Family
Amanda Dowell
Eckermann Engineering
Peter & Laura Eckstein
Stephen & Weslie Elliott
Embree Group of Companies
Equity Secure Capital
Bob & Sunny Ernst
Bill & Wynette Espinosa
First Texas Bank
Foundation for Global Sports Development
John & Amy Gantti
Don Garbe
Danny K. Gattis
Timothy & Lesley Gentz
Georgetown Health Foundation
Georgetown View Magazine
Robert L. Gibson Jr.
Richard & Missy Gordy
Greater Round Rock Foundation
Bo & Dee Grimshaw
John & Linda Gustains
Carter & Christy Hall
J.B. & Jan Hamilton
Ricky & Tracey Hardin
Craig & Susan Harris
Ron & Sandy Harrison
HEB Tournament of Champions
Ronald & Cheryl Herson
Susan Hershay
Don Hewlett Chevrolet
Murray & Colleen Holcomb
William & Jo Hudson
Wayne & Jill Hurst
Ideal Signs
JAB Engineering
John Janicek
Rukin & Patricia Jerks
Rebecca W. Jenkins
Jennifer & Aaron Photography
Dwight Jeter
Scott & Kristie Johnston
Junior League of Austin
AI & Celeste Kaufman
Alana Keck
Jim & Bethel Kelton
Kelton Deck
Steven & Julie Klaus
Koznetsky Family Foundation
Jack & Kathy Krause
Frank & Nancy Krenke
Tom & Jo Ann Lanham
Steve Laukhuf
Randy Leifeste
John & Lisa Lewis
Col. Raymond & Courtney Liddy
Life Styled Events
Lola Wright Foundation
Betty Lord
Ken & Ann Loudermilk
Lowe Foundation
T.J. Luebs
Jordan Maddox
Derryn Magill
Starr & Jo Mauldin
Jeff & Shawn Maurice
Stephanie Maxwell
Kaylah McCord
Flora McCormick
Robys
Joe McSpadden
Megladon Manufacturing Group
Jeffrey & Christina Miller
The Roy F. & Joann Cole Mitte Foundation
Al & Jean Mowdy
Josh & Laura Mowdy
Laurice P. Murphy
John & Kristen Nelson
Network for Good
Novita Spa & Medical Rejuvenation Clinic
Baird & Kim O’Neal
Eric & Katherine Panico
Personal Administrators, Inc.
Samuel & Rebecca Pfiester
Brad & Tamis Pharr
Hope Phillips
Pine Cove
Justin & Holly Pride
Ross Taggart & Patricia Prince-Taggart
Porsche Central Austin
Quenan's Jewelers
Radiation Detection Company, Inc.
Lindsey & Christie Roberts
Don & Edie Robertson
Michael & Tami Rockafellow
Troy & Mary Rodriguez
The Roof at Urban
Rotary Club of Georgetown
Round Rock Express
Randy & Kimberly Routson
Rick & Cheryl Rowder
Nolan & Ruth Ryan
Claudia Ryner

In our continued quest for best practices, every effort has been made to ensure the accuracy of our information. Please let us know if you notice an omission or misspelling so that we can correct it in our records.
HOW CAN YOU HELP?

Please consider investing your time, talent, or treasure in ROCK. Share this annual report. Come out for a tour of ROCK & bring a friend. Invite us to tell your club, friends, or family about ‘Healing Thru Horses’.

ROCK GIVING OPPORTUNITIES

- Amplify Austin (February 28 - March 1, 2019)
- Barn Dance (April 6, 2019)
- Rider Cup Classic Golf Tournament (September 27, 2019)
- #GivingTuesday (December 3, 2019)
- End of Year Giving (by December 31, 2019)
- Horseshoe Club: Year-round sponsorship of a horse
- Capital Campaign: Invest in the future.

INVEST IN ENDOWMENT

Chisholm Trail Community Foundation
chisholm-trail.org
512-863-4186

Greater Round Rock Community Foundation
rrcommunityfoundation.org
512-514-0046

VOLUNTEER OPPORTUNITIES

- Sidewalker/Horse Handler/Feeder
- Provide a Veteran Meal
- Summer Camps
- Veteran Volunteer
- Welcome Wrangler
- Special Events
- Board of Directors

2050 Rockride Lane • P.O. Box 2422 • Georgetown, Texas 78627 • 512-930-7625 • www.ROCKride.org