



EAGLE CREEK
— PARTNERS —

CASE STUDY: MISSION, VISION, AND VALUES

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GALLASTAR EQUINE CENTER

How freshly crafted Mission, Vision, and Values Statements helped a Virginia-based therapy center set clear strategic objectives for improving operations and expanding services in its community.

OVERVIEW

Gallastar Equine Center is a therapeutic riding and animal-assisted therapy center based in Albemarle County, Virginia. Gallastar delivers evidence-based therapies that involve working with horses and other animals to improve the lives of children with disabilities, veterans, victims of physical and sexual abuse, and children from refugee families who have experienced neglect, trauma, and homelessness.

Gallastar selected Eagle Creek Partners to assist with the creation of its mission, vision, and values statements, along with strategic initiatives and business plan objectives to help the organization achieve its goals for expansion.

APPROACH

ECP utilized previous plans and background documents provided by Gallastar along with interviews with its leadership to draft mission, vision, and values statements. We then worked closely with the client in a series of collaborative sessions to revise them until we had clear and concise statements that truly reflected the organization's purpose and desired future state.

Next, we helped draft a set of high-level strategic initiatives that will be used to direct business planning, budgeting, and operation of the organization into the future.

"Any expectations that we had were far surpassed. Our experience with Mike at Eagle Creek Partners was incredibly professional, but at the same time was like working with an old friend. He was not only expert in helping us develop a vision, mission statement and business plan but his insights into who we are and where we wanted to go were incredible. Gallastar could not have found a better resource to help us get to the next level. Highly recommend."

- Lorelei P, Founder



AT A GLANCE

Challenges

- Formal mission, vision, and values statements had not been previously created.
- Future funding opportunities were limited without a clear roadmap for the organization.

Results

- The strategic initiatives developed for this project will help Gallastar build financial strength, attract and retain volunteers, expand current programs, and raise awareness among key stakeholders.



"The founders of Gallastar Equine Center serve a special group of clients by providing services found nowhere else. ECP was proud to help them create mission, vision and values statements that accurately reflect the organization, and to help draft realistic goals in support of their vision to expand services for those in need."

Michael Ulmer, MBA, CAE

Eagle Creek Partners LLC