



HorsePower is a 501(c)3 Non-Profit organization dedicated to helping individuals with challenges in the Sioux Empire. We provide equestrian programs/therapies for individuals with physical, emotional, and/or cognitive challenges in a quest for personal independence, accomplishment, self-pride, and well-being.



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BRIEF

PROJECT OVERVIEW

Redesign the HorsePower website (<https://handiriders.wordpress.com/>) to provide users with a better experience to access information about the organization. HorsePower's current website is disorganized and very confusing. There is almost too much information present on each page, making it hard to distinguish between important/relevant information, and fluff. There are also too many navigation tab sections and pages with different content scattered throughout. My goal is to re-organize and condense the pages to become much more user-friendly and accessible, and there for increase the number of volunteers, clients, and hopefully free up the staff at HorsePower to focus on therapy as opposed to answering questions from their confusing website.

BUSINESS OVERVIEW

"HorsePower provides equestrian programs/therapies for individuals with physical, emotional, and/or cognitive challenges in a quest for personal independence, accomplishment, self-pride, and well-being." HorsePower provides 3 different therapies: Hip-potherapy, Therapeutic Riding, and Ground Work.

WEBSITE TARGET AUDIENCES

Members of the Sioux Falls and surrounding communities who are looking for alternative therapies to help their disabled or challenged child, and also community members and donors who are looking to volunteer or learn more about the organization.

BUSINESS GOALS

The goal of the website is to:

- Increase awareness of the HorsePower organization in the Sioux Empire area
- Educate the public on why this is an important organization and how it benefits their clients
- Increase number of donations, volunteers, and clients
- Provide resources and information for potential client families, and other stakeholders
- Make signing up for sessions an easy and accessible online process

GOALS, STRATEGIES AND TACTICS

Increase awareness of HorsePower

1. Have a fun, easy to use resource about HorsePower that can translate into different mediums (social media, fliers, etc.)
 - Create engaging graphics/infographics that can be utilized elsewhere and be recognizable to the brand

Educate the public

2. Provide easy to understand information in an engaging way
 - Have a section dedicated to specific topics with information broken down into easy to understand topics

Increase donations/volunteers/clients

3. Make donation and volunteer set up accessible on the website
 - Create prominent "donate now" and "volunteer" button/links to make it obvious how to get involved

Provide resources/information for potential clients

4. Have visually appealing and downloadable fliers and information
 - Re-design the current information into fliers that highlight the key factors and organize the information easily.

Easy sign ups

5. Provide an easy to understand page outlining the steps for signing up for the program.
 - Have a page that outlines program details and information in an easy to understand fashion broken up with photos/graphics/icons for visual understanding without as much reading.

Provide an easy to maintain CMS for employees to update

6. Have an organized and easy to use CMS that HorsePower employees are able to update
 - Utilize Wordpress for CMS



COMPETITIVE ANALYSIS

Besides being one of many non-profits in the area vying for funding, there is only one other similar non-profit in the area that may be directly competing with HorsePower for funding/donations/volunteers.

This Nonprofit is New Hope Horses.

<http://www.newhopehorses.org/p/doublehp-equine-assisted-learning.html>

They are a horse rescue group that also focuses on therapy riding as well.

DIFFERENTIATORS:

- HorsePower has been in business for over 30 years, compared to 17 with New Hope
- Three unique therapy options for clients
- Focused mainly on therapy as opposed to rescuing horses
- More established in the community

MOOD BOARD/INSPIRATION

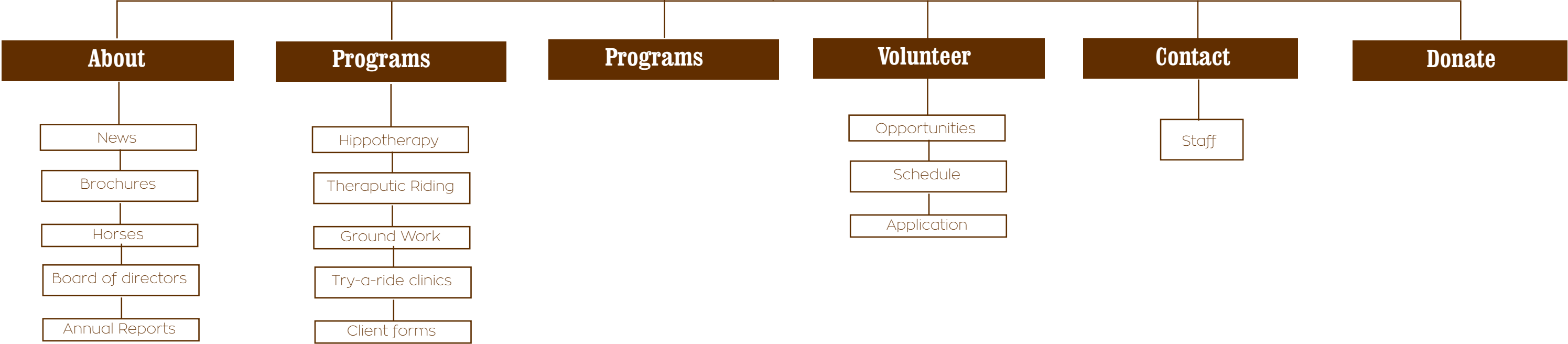


design inspiraion- images+color+text

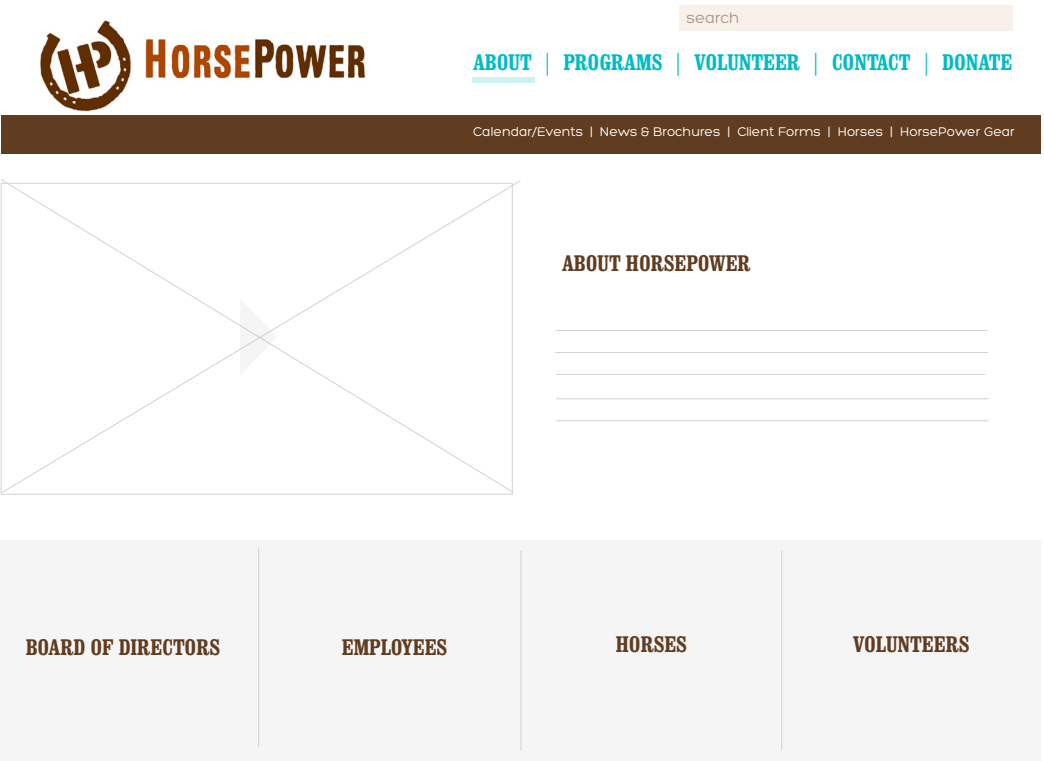
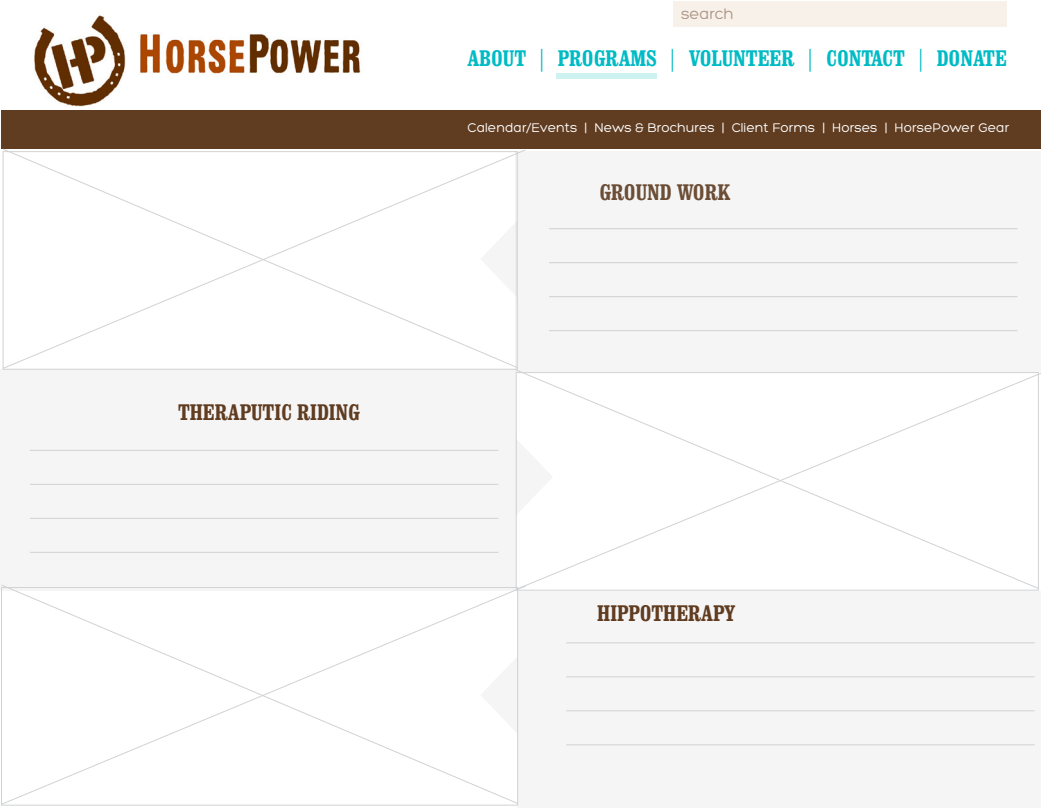
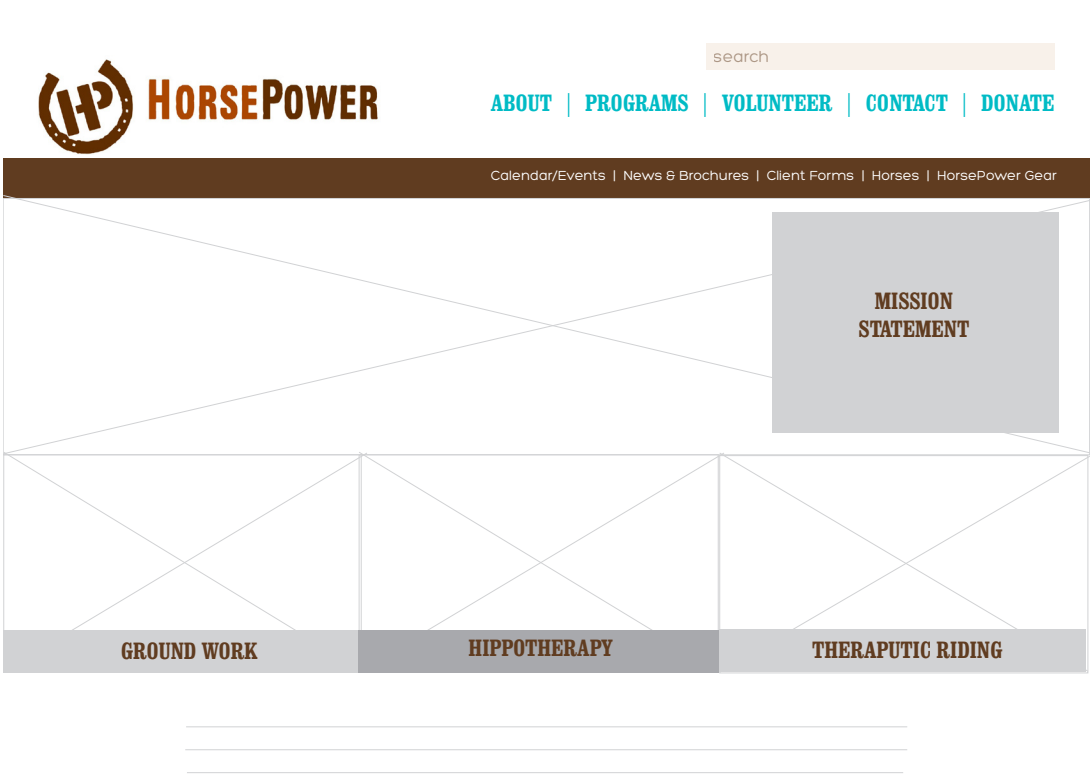


SITE MAP

HOME



WIREFRAMES



STYLE TILES



search

ABOUT | PROGRAMS | VOLUNTEER | CONTACT | DONATE

Calendar/Events | News & Brochures | Client Forms | Horses | HorsePower Gear

HEADING 1

HEADING 2

HEADING 3

HEADING 4

HEADING 5

HEADING 6

Paragraph text

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Sidebar



- Sign Up Form
- New Client Form
- Form 3
- Form 4
- Form 5

REQUEST INFO

Name

Email

Comments

submit >

PROGRAMS

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learn more >

VOLUNTEER

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learn more >

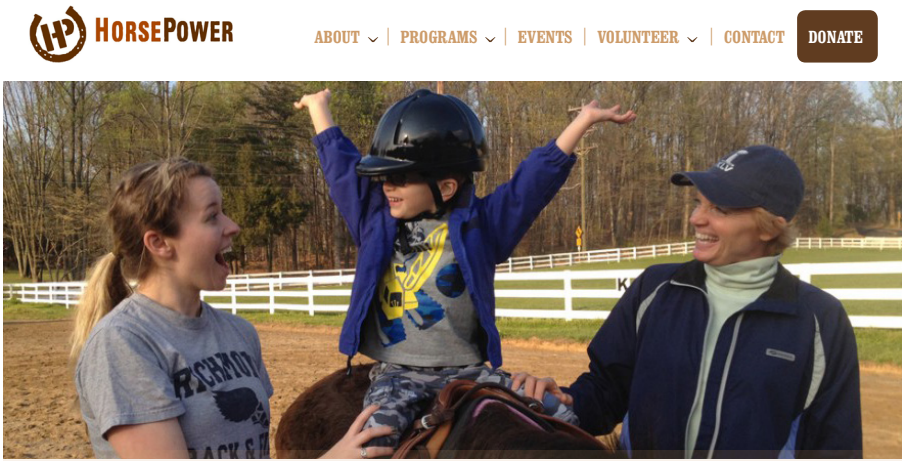
button option

button option

button option



PAPER PROTOTYPES



GAINING INDEPENDENCE ENHANCING WELL-BEING

HORSEPOWER provides equestrian programs/therapies for individuals with physical, emotional, and/or cognitive challenges in a quest for personal independence, accomplishment, self-pride, and well-being.



GROUND WORK

The act of grooming and bonding with a horse can provide physical, emotional and cognitive stimulation. These clients are supervised and led through activities by staff and volunteers.

[learn more >](#)

HIPPOThERAPY

Licensed Occupational or Physical Therapists use the various rhythms and propulsions of the therapy horses' natural three-dimensional movement to enhance therapy or rehabilitation goals for clients.



[learn more >](#)

THERAPUTIC RIDING

Therapy goals are established by staff for each riding client. Lessons are designed to achieve these therapy goals while clients experience personal growth exercising skills riding a horse—usually with leaders and sidewalkers.

[learn more >](#)

HORSEPOWER
26659 Blue Sage Ln, Suite 100
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Ph: 605, 251-1885

 
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HORSEPOWER

ABOUT | PROGRAMS | EVENTS | VOLUNTEER | CONTACT **DONATE**

PROGRAM OFFERINGS

Our programs are set up in five 8-week sessions. Riders' eligibility is determined by a HorsePower assessment and a doctor's permission form. All forms need to be filled out prior to the assessment, and all participants must have a physician's signature prior to riding. Forms can be found here.

THERAPUTIC RIDING

These sessions are designed to help each rider achieve therapy goals set by staff members. Meeting these goals helps riders experience personal growth while developing horsemanship skills, usually with the assistance of leaders or sidewalkers. Some advanced riders are able to ride independently under close supervision. Therapy goals include physical, emotional and/or cognitive progression. We see progress towards these goals during each session. So often people tell us, "My loved one has never experienced such progress in any other therapy."

SIGN UP

HIPPOThERAPY

These one-on-one sessions with a licensed occupational or physical therapist use specially trained therapy horses with two or more volunteers and/or staff to aid the therapist. n Riders can be stimulated with a variety of riding positions that are far beyond the traditional forward-facing sitting position of standard horsemanship. The various rhythms and propulsions of the horse's natural three-dimensional movement aid therapy and/or rehabilitation goals for riders. Sessions are a one-on-one Therapist-to-Client ratio, with at least two or more additional volunteers and/or staff to aid the therapist.

SIGN UP

GROUND WORK

These sessions are designed to help each rider achieve therapy goals set by staff members. Meeting these goals helps riders experience personal growth while developing horsemanship skills, usually with the assistance of leaders or sidewalkers. Some advanced riders are able to ride independently under close supervision. Therapy goals include physical, emotional and/or cognitive progression. We see progress towards these goals during each session. So often people tell us, "My loved one has never experienced such progress in any other therapy."



SIGN UP

KONOMI

Japanese for "choice", is a faith-based mentoring program for youth (ages 10-18). Developing self-esteem and becoming more responsible happens one step at a time, and when youth willingly spend time at Konomi they will develop these characteristics and much more. Part of their time is spent doing barn chores, but the majority is with a mentor and a special horse. This program is designed to help youth open new doors of hope and healing and discover strengths in themselves they never knew they had.

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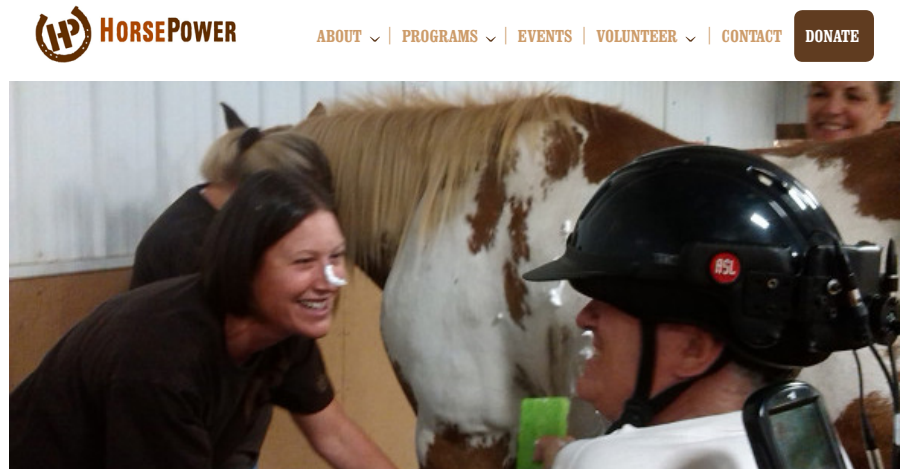
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VOLUNTEER!

Volunteers are required for all of the HorsePower programs and consist of two types - Leaders and Sidewalkers. All lessons are held Monday through Thursday between 8:30 am - 5:00 pm, and active volunteers must commit to at least one hour per week for an eight week session. HorsePower volunteers do not ride. Rather, they ensure hundreds of great rides for our very special participants!

HORSEPOWER VOLUNTEER OPPORTUNITIES:

♥ **LEADERS:** Volunteers lead the horses while the participants ride during their lessons. Leaders must be at least 14 years old and have knowledge and experience with horses. The leader may be asked to halter the horses, lead and tie, help with tacking, and pick out the horses' feet. During the lesson, they maintain control of the horse to help with the rider's lesson and ensure their safety.

♥ **SIDEWALKER:** Volunteers walk alongside the horses while the participants ride during their lessons and offer support to the rider from the ground. Sidewalkers must be at least 14 years old and experience with horses is not necessary. The sidewalker helps the rider with grooming and tacking, and may be asked to help with mounting. During the lesson, they help the riders understand the tasks they are doing and offer encouragement, stimulation, and support.

♥ **CHORE HELP:** HorsePower relies on volunteers to help with clean-up and maintenance around the barn. Typically this is done after the last lesson of the day, concluding at 5:30 pm Monday through Thursday. Chore helpers clean stalls, fill water buckets, wipe down surfaces and sweep after the lessons have concluded. Horse experience and knowledge is not required.

♥ **WEEKEND CHORE HELP:** volunteers are utilized for weekend horse care duties on Saturdays and Sundays. Weekend chore helpers feed horses, ensure waterers are functioning correctly, and alert staff to any inconsistencies and injuries. They may also bring horses in during inclement weather. Weekend chore helpers must have horse experience and knowledge.

♥ **SPECIAL EVENT/PROJECT HELP:** volunteers may assist HorsePower with special events and special projects on an as needed basis. Needs are communicated through the HorsePower website, the HorsePower Facebook site and through text messages.

TRAINING SESSIONS

If you would like to volunteer, the next HorsePower Volunteer Training is November 17th, 5:00 pm - 6:30 pm at the barn!

November 2016 > [Sign up](#)

December 2016 > [Sign up](#)

January 2017 > [Sign up](#)

February 2017 > [Sign up](#)



March 2017 > [Sign up](#)

Get right to the fun part! Please print and fill out the Volunteer Application and bring the forms with you to the barn to expedite your volunteer experience.

VOLUNTEER APPLICATION

RETURNING & LONG-TERM VOLUNTEERS:
Has it been a while since you volunteered? No problem! Volunteer Refresher Trainings are offered throughout the year in order to promote a safe and rewarding experience for our riders and volunteers. Long-term volunteers will be required to attend a Refresher course annually in order to keep an active volunteer status. At that time we will also ask you to update your personal and contact information as well as undergo an annual criminal background check. Notifications of upcoming sessions will be sent to volunteers as they are scheduled.

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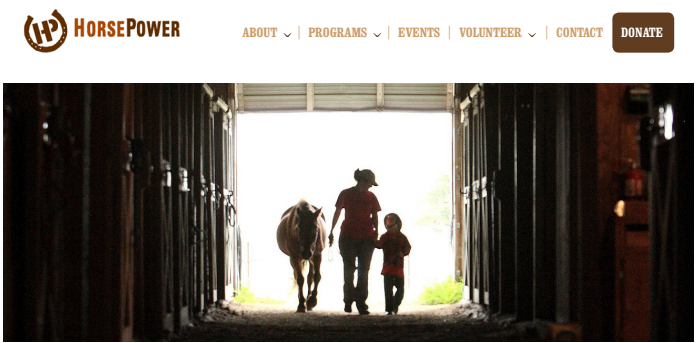
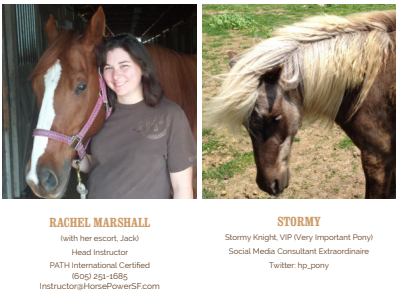
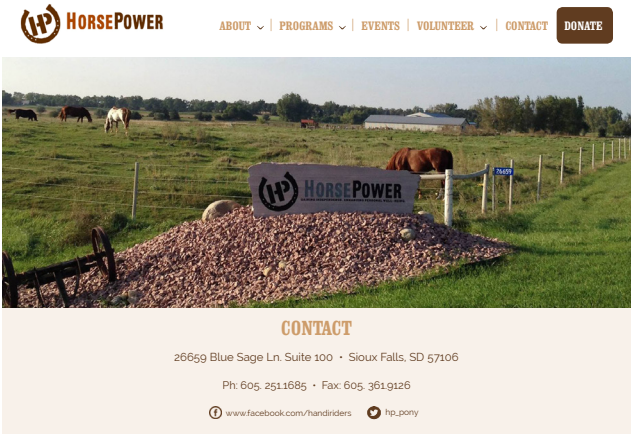
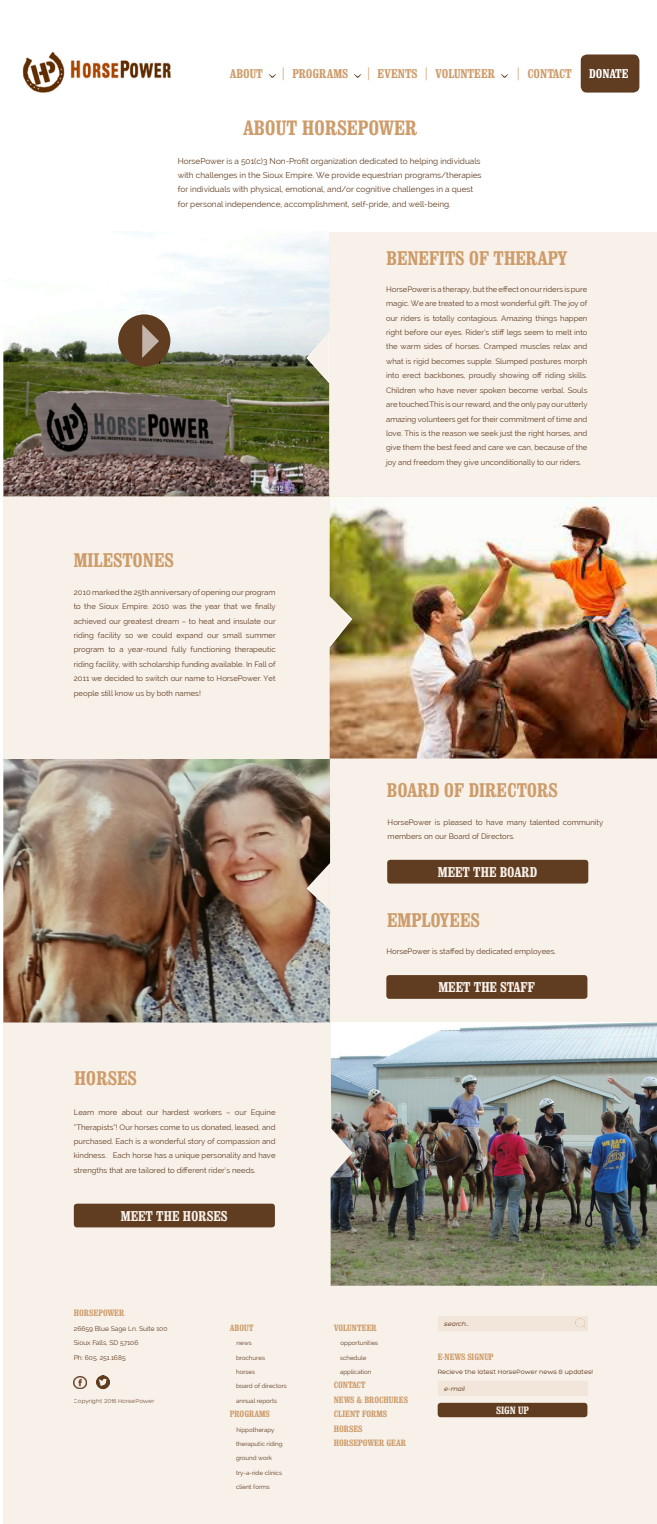
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PAPER PROTOTYPES



SUPPORT HORSEPOWER

The majority of our riders rely on HorsePower's scholarship program to participate in our therapy programs due to limited incomes. HorsePower provides the hooves, but needs your heart to continue offering rides to those that benefit from this unique program. Lend your heart to HorsePower! With each gift you receive HorsePower's quarterly newsletter and an invitation to be a guest at a riding lesson to share the joy that horse therapy brings. Every donation to HorsePower counts! Your general Hearts & Hooves donations go toward sharing the benefits of therapeutic riding with your community.



ADDITIONAL OPPORTUNITIES

