



Equine Impact Study



Purpose

Why did we conduct this study?

The purpose of the Equine Impact Study is to thoughtfully evaluate the long-term sustainability, accessibility, and strategic alignment of our equine program across the council. This study is designed to inform strategic decisions that expand meaningful, safe, and accessible animal-based experiences for girls across our entire footprint, ensuring equitable access across regions.



What We Heard

Collected October – December 2025

Analyzed January – February 2026

Distributed through social media, council newsletters & in-person outreach.

Representation

Engagement Data

- **100 Survey Responses**
- **Member Type**
 - 50% Volunteers
 - 27% Youth
 - 18% Caregivers
 - 5% Staff
- **Regions**
 - 28% Northwest
 - 25% Northeast
 - 16% Midwest
 - 16% Central
 - 10% Southwest
 - 4% Southeast



Participation Rates

- 51% Never participated
- 28% Participated once
- 16% Participated 3 or more times
- 4% Had active participation



Participation Type

- 34% Summer camp
- 23% Weekend troop or family lessons
- 17% Encampments
- 6% Private lessons
- 6% Day camp

44% would be willing to drive 1 hour for equine activities, 22% said 2 hours.



70% do not participate in equine activities outside of Girl Scouts.



35% are highly interested in equine activities, 33% are interested but experience barriers.

98% are interested in other types of animal programs, not just equine.

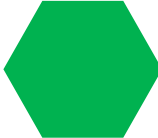


80% said they are interested in equine activities coming to their area.

Core Access Issues



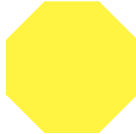
Distance



Cost of Travel



Cost of Lessons



Booking Availability



Lack of Transportation



Operational Reality

Resources needed for the current equine program



Weather

Equine programming is limited by seasonal conditions. While horses require daily care year-round, Safe Activity Checkpoints and Certified Horsemanship Association standards restrict mounted programming during extreme heat, cold, or unsafe ground conditions. This results in a program that operates six months per year while still requiring 12 months of valuable council resources.



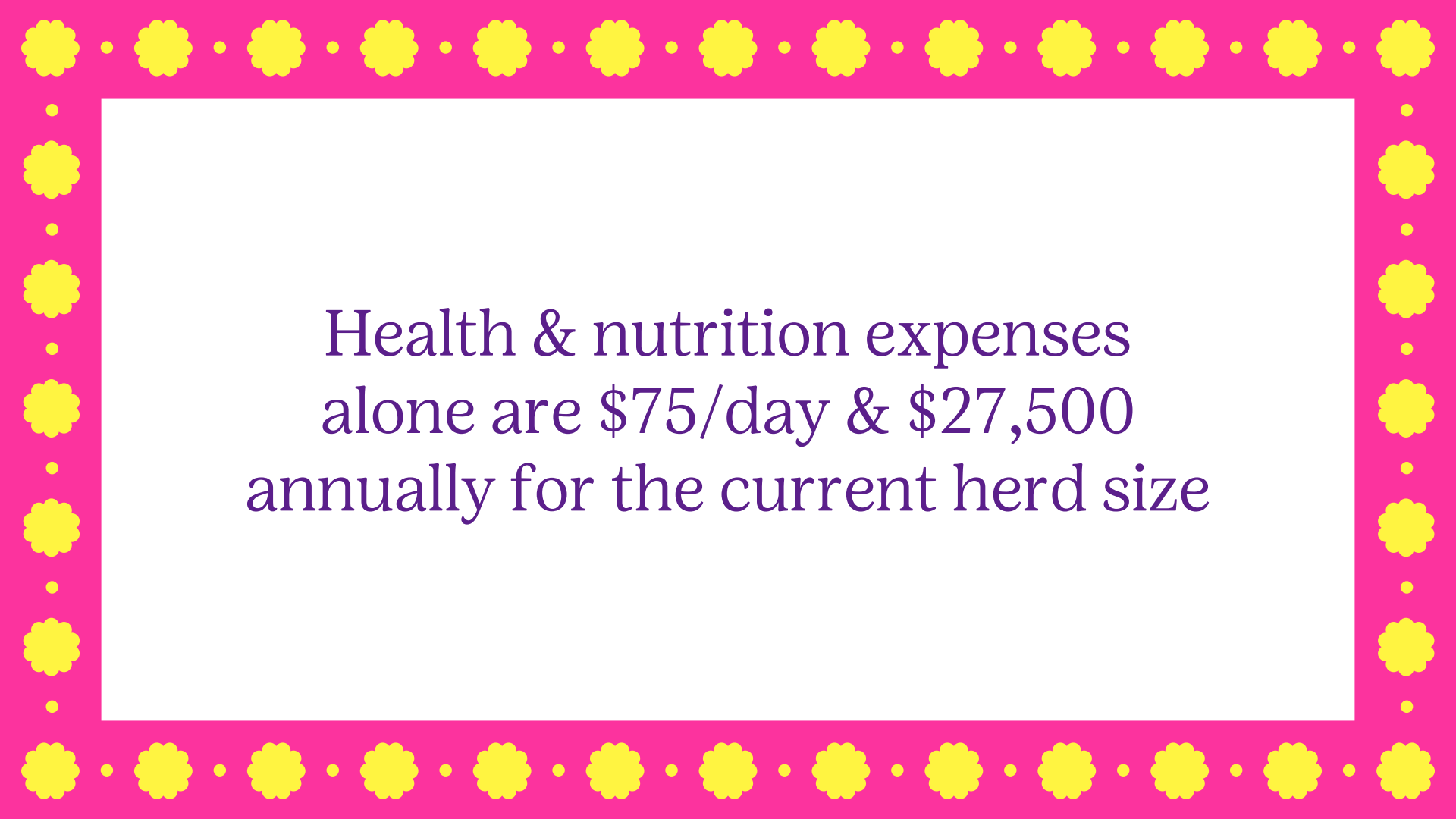
Access

Camp NOARK provides appropriate land and infrastructure for horses compared to other council-owned property (vegetation, terrain). However, its location creates geographic barriers for many members across our council footprint. Travel time, transportation limitations, and associated costs reduce participation and concentrate access within certain regions.

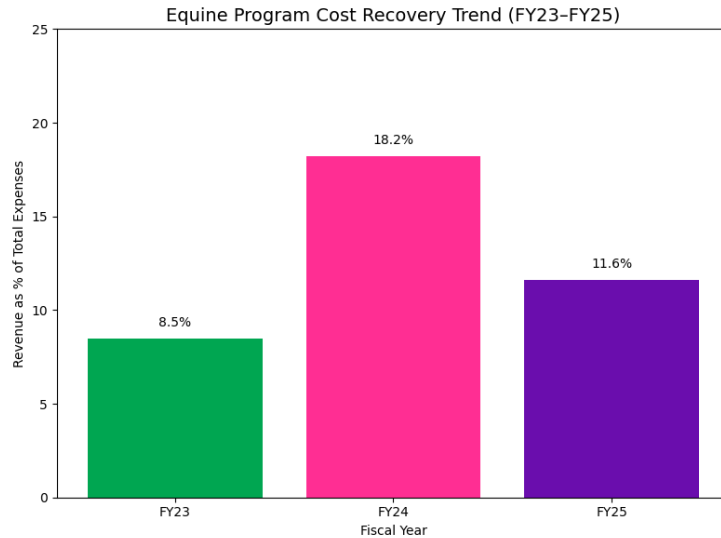


Staffing & Liability

Horse activities require specialized, certified staff per CHA & SAC guidelines. The council also assumes significant liability exposure related to injury risk, property damage, and animal welfare, requiring careful risk management and insurance considerations.



Health & nutrition expenses
alone are \$75/day & \$27,500
annually for the current herd size



Over the last three fiscal years, earned revenue has covered between 8% and 18% of total expenses, averaging 12.8%. The current operating model is not financially self-sustaining in its present structure.



Shaping the Future

Future Direction of Equine Programming

Shaping the Future

What does the new equine program delivery model look like?

We are shifting from a single-site model at Camp NOARK to a partnership-based approach that allows us to:

- Expand access to more Girl Scouts across our council
- Offer a broader range of equine experiences and disciplines
- Reduce barriers such as travel distance and cost
- Align resources to support long-term sustainability

This model allows us to reach more girls while maintaining strong safety standards and meaningful, high-quality experiences.

Horse Needs

What will we do with the horses?

The wellbeing of our horses remains a top priority. We have developed a thoughtful and ethical rehoming plan to ensure each horse transitions to a safe and supportive environment.

Each horse has been individually evaluated based on age, health, temperament, and training to determine the best possible placement.

The rehoming process will follow a structured timeline:

- Applications and bids will be accepted from April 15 – April 19
- Potential caregivers and organizations will be carefully vetted from April 20 – April 28 to ensure experience, appropriate facilities, financial stability, and alignment with each horse's needs
- Horses will transition to their new homes between April 29 – May 8

We are committed to approaching this process with integrity, compassion, and accountability every step of the way.

Equine Staff

Our Dedicated Team

Our equine staff are leading this transition and bringing critical expertise to both the rehoming process and the evolution of programming. As we move forward, their knowledge will continue to support program quality, safety, and partner relationships.

Questions?

Let us know here or email us at
barn@girlscoutsdiamonds.org

