



2025 YEAR-END REPORT

At Square Peg we turn, "I wish," into "I can."

Since 2004 we deliver recreational, educational, and now vocational services to our neurodivergent community of individuals and families at working ranches with our herd that is primarily retired racehorses.

It's that time where Impact Reports stream out of the non-profits we admire. Each report seeks to quantify the work in measurable ways. Each metric carefully selected to showcase success. And yet - the work in human services is messy. Most ED's are wondering where to point their energy; which programs to bring to life and which to prune. We sharpen our pencils and apply metrics so decisions are clear and defined.

2025 was significant for Square Peg for a new reason. **It's the year I took a three month sabbatical.** The rules of the sabbatical were set. Staff were only to contact me if a horse, a staff member or a board member died. No. Other. Reason.

I travelled 24,000 miles by plane, bus, car, horseback, on foot, and water. And on February 27th, less than one month in, I got a call.

Irresponsible King, aka Stan - one of the cornerstone horses of our program had to be euthanized. As I laid in a bed in Simonstown, South Africa with the sounds of the baboons in the streets and the waters of False Bay lapping at the shore, I said goodbye to a horse that had helped define Square Peg.

Stan was born with a club foot and a rattling in his throat coupled with a lightning quick intellect and temper that made him difficult to manage on the track.

Numerous trainers told me that he was "impossible, dominant, dangerous," yet he became one of the most reliable, patient, and quirky horses in our herd. A true and beloved "Square Peg".

This year we also lost beloved program horse Hank and the original Square Peg bloodhound Patti. Their lives with us and memories are blessings.

Back to the sabbatical. While I ventured about, our staff up-skilled, leveled up, grew, and learned at an accelerated pace. Board members helped guide, advise, and provide leadership. Our horses stepped in to fill the void left by Stan and Hank. Our team was able to try out ideas and strategies. Everyone grew.

I came back in May of 2025 and we had difficult work to do. We had to figure out how our roles would change to fit the organization and the new visions of ourselves that had bubbled up during the sabbatical.

As a team, we boiled it down to concepts put forth by Greg Boyle of HomeBoy Industries:

It's simply **LOVE** - you show people (and animals) that they are lovable and everything changes.

COMMUNITY is the context - everyone heals in community, not alone.

TENDERNESS is the mechanism - without tenderness, love just stays in the abstract.

and we add to this - this is the Square Peg special sauce:

LAUGHTER is the glue that lets everything hold together.

Remember that Square Peg is a container for **TENDERNESS, COMMUNITY & LAUGHTER**. If you have an idea of how to put these into a pie chart, we'd love to hear it.

Stay Quirky - and find the others,
Joell



Recognize these themes? Yep, we got inspired by one of our favorite leaders & organizations, **Father Gregory Boyle** of Homeboy Industries

TENDERNESS

...is the mechanism - without tenderness, love just stays in the abstract.

2025 was the year we put the impact statement Joell & Becca created in 2024 to work, "People with Autism in Northern California will shift from Service Users to Service Providers." You can see it in the numbers. We increased our capacity to support more interns. Thus, the interns in our vocational training program increased their earning power and working hours 3.7x since 2024.

2024 Intern hours worked = 1,779 >>> 2025 Intern hours worked = 6,558

INTERN TOTAL EARNINGS

● 2024 ● 2025



At the beginning of 2025 we had a total of 16 paid interns in our vocational program, and by the end of the year we had 22. Not only did we increase the number of interns in our programs, but they increased their hours and number of participating days.

Team Quirky Spotlight

In addition to providing me with a paycheck, working at Square Peg has helped give my life meaning. It gets me outside in nature three days a week and gives me vital social interactions of both the human and equine variety.... I take pride in helping Square Peg take good care of our horses and in my role making sure the finances are in order.

- Davis F., Paid Intern

By the Numbers...

4 Folks are actively employed or seeking competitive integrated employment post Square Peg paid internships

2,672 Total program sessions throughout 2025

132 Total number of families & individuals served in sessions throughout the year

839 Invoices sent, majority by intern Davis

\$38,549.50
Worth of scholarships provided to families



COMMUNITY

...is the context - everyone heals in community, not alone.

We extended a hand and opened our doors to more community members than ever before. Our team showed up, listened, learned, and shared with the community about who we are and what cool \$h!t we are doing. In 2026 we plan to grow our outreach and include more community events to share in the inclusive, joyful space we cultivate. **Our work won't be done until #TeamQuirky is the norm and not the exception.**

Community Building of 2025

January

Patrick Sullivan Liberty & Bridleless Riding Clinic, Montara & Sonoma

February -April

Joell's Sabbatical

May

Horses for Mental Health with Kansas Carradine, Sonoma

Costside Gives

Sonoma Farmers Market

June

Dr. Steven Peters' Equine Neuroscience Clinic at Kalember Equine

Coast Pride Parade, Half Moon Bay

Sonoma Farmers Market

July

Sonoma Farmers Market

Rescued Hearts Film, Sonoma

August

Tribe Day in Ireland with HorseBoy

Sonoma Farmers Market

September

Dolphin Club Swim Day, San Francisco

Best Buck in the Bay Gay Rodeo, Guerneville

Sonoma Farmers Market

October

International Liberty Festival, KY

Retired Racehorse Retraining Project, KY

Halloween Festivities at Coastsides & Sonoma

November

Horses & HeartMath meditation circle, Sonoma

HorseBoy Training, Sonoma

Community Hike at Rush Creek, Novato

December

2nd Annual Quirky Xmas at Santa's Tree Farm, Half Moon Bay

Our partners...

Autistry Studios • Thoroughbred Aftercare Alliance • California Retirement Management Account • New Trails Learning Systems • HorseBoy Foundation • San Mateo County Mental Health Services • Canyon Creek • Kalember Equine • Montgomery Creek Ranch • Vintage Dog Ranch - Brian Clement • The Farm, Tianna Wells • Eagle Scout Bodhi Veilleux - Troop 29 • Hasset ACE Hardware, Half Moon Bay • Half Moon Bay Feed & Fuel • Santa's Tree Farm & Village • Coast Pride • Coastsides Pediatrics • Pomponio Ranch • Patrick & Avery Sullivan • Barbier Farms • Valenca Family • Sonoma Valley Mentoring Alliance • Steven Forth BCBA •



*I believe in kindness.
Also in mischief.
Also in singing,
especially when singing is
not necessarily prescribed.*
– Mary Oliver



In 2025 we hosted over **fifteen** events for the community to engage in our programs, people, & ponies.

We invested in **six** learning opportunities for various staff to attend.

Our Rescued Hearts film screening and QuirkyXmas event **SOLD OUT** with **320 tickets** and **500 attendees** respectively.



LAUGHTER

...is the glue that makes everything stick and hold together.

While laughter may seem like an odd theme for where we discuss our income and expenses, if you think about it, the idea of money is just strange. Some people have play money, and some are pinching their pennies together to afford food and rent. Laughter itself can bubble up during our most unabashed joyous occasions and during the most ridiculous moments of grief. Laughter eases tensions and it surprises, just like money. At the end of the day, we can't do much without currency.

While the currency we must conduct business with is the US dollar, **the currency that more accurately builds wealth and longevity of life is connection, love, and moments of impact.**

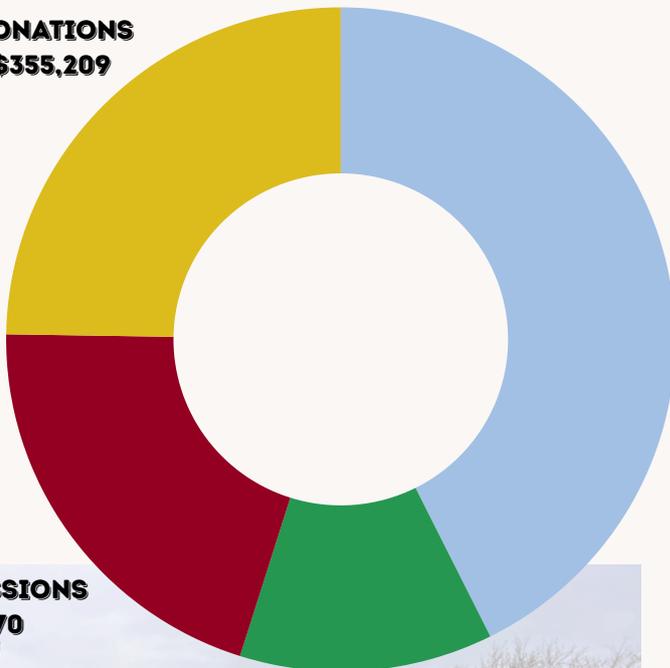
Exactly what we have been outlining in this report.

We hope you get the irony of our financial metrics being showcased with laughter, we think it's funny.

SQUARE PEG INCOME

2025

DONATIONS
\$355,209



We don't hire people to bake bread, we bake bread so we can hire people.

- Homeboy Industries
regarding mission/margin discussion

**REGIONAL
CENTER
PROGRAMMING**
\$611,647

Where have all the grants gone?

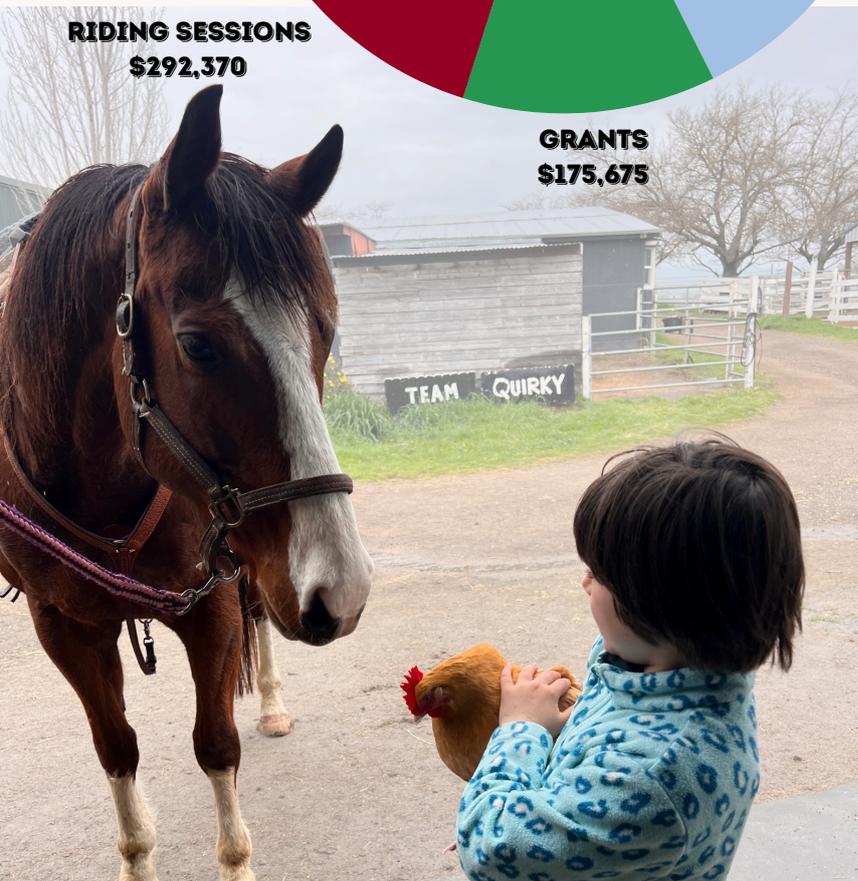
In 2025 we submitted approximately 34 grant funding requests. Nine of those grants were funded; in the non-profit world, that is a slightly above average success rate. However, while we have gotten more sophisticated and thoughtful about our grants submissions... it seems that everyone else has too. The rise of artificial intelligence has definitely made the process easier for all, and therefore the competition is steeper. We are curious to see the future of the granting space as there are sure to be significant changes.

Lesson Price increases

In the past ten years we raised our lesson prices twice. This year we needed to again, from \$85 to \$95 per hour session. After doing a survey of local barns and training programs in Sonoma and San Mateo we realized--even after this increase--we were one of the best deals around. In 2026 we plan to raise our session cost to \$115 to more accurately reflect the true cost of our sessions. And to this day we have never turned a family away due to their inability to pay. We are proud to have provided over \$35,000 worth of scholarships to families in 2025.

RIDING SESSIONS
\$292,370

GRANTS
\$175,675



LOVE

...you show people (and animals) that they are lovable and everything changes.

Mary Oliver wrote, "Love yourself. Then forget it. Then, love the world." These simple words can offer context to why our payroll and horse care is over \$1.2 million of our budget. Without our human and horse team loving and caring for themselves--and being loved and cared for by Square Peg--they would not be able to bring their whole selves each and every day to their work, or the world. And what magic and love this team brings!

Gabriela Trava - the Woman Behind the Scenes

Gabriela worked with Becca in Sonoma from 2018 to 2021. When she and her family moved out of California we were devastated. Luckily for us, in 2024 we were able to rehire Gabriela in an administrative capacity. Our team now asks, "What did we do before without Gabriela?"

Not only does she manage our books, runs payrolls, invoices the regional centers, tracks-writes and submits grants, but she flies in to visit and cover vacation when we need it, and so much more!

Gabriela is trilingual(Spanish, English and French) a natural with kids, and comes at problems with a sharp eye and careful follow up. If you reached out to Joell during Sabbatical, read a newsletter or email blast from us, or paid an invoice in the last year you have been touched by a little bit of Gabriela's magic.

Our Most Important Assets

If you look at our expenses you'll see our biggest expense is our people. The people who make Square Peg... well, Square Peg! They bring the magic, professionalism, kindness, and joy each and every day. They show up in rain, heat waves, struggling with ups and downs of their personal lives--and they give so much to our community of horses & humans. We are proud that our expenses reflect what make Square Peg function day-in and day-out: Its people.

Thank you to our Team who makes it all happen **Emma** Bond, **Becca** Knopf, **Joe** McIntyre, **Dave** Lowth, **Kemma** Peters, **Ruby** Bodas, **Anika** Neely, **Lianel** Soleil, **Katja** Svendsen, **Sophia** Subramanian, **Sierra** Zettlemoyer, and **Gabriela** Trava

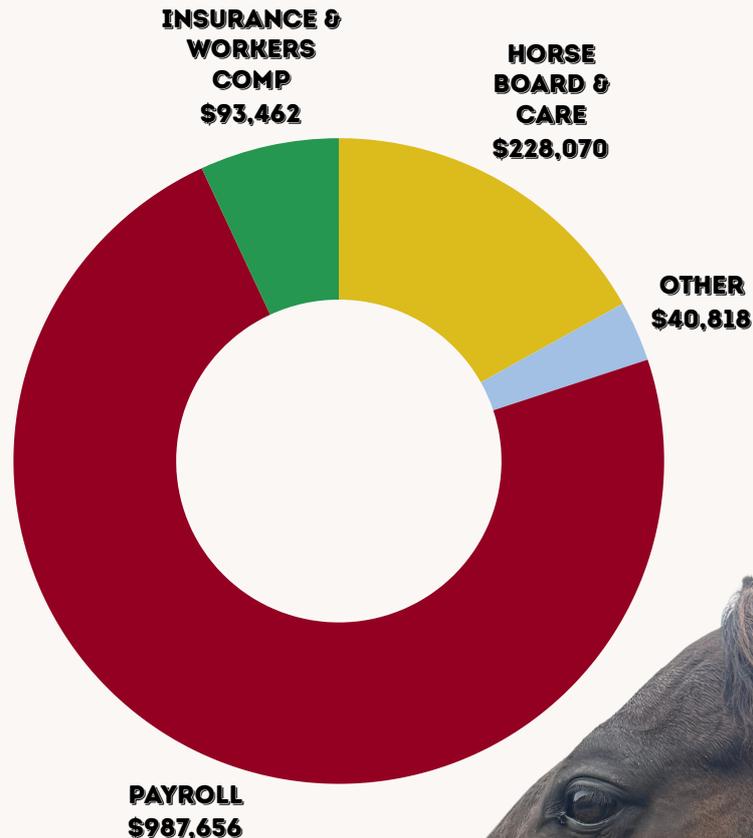
Not a Bored Board

Thank you to the following Square Peg Board members for sharing your guidance, expertise, and whole selves with us. This year we solved some big challenges around human resources compliancy, California land use law, artificial intelligence, succession plans, and joyful partnerships.

Darius Dunlap, **Robyn** Schiller, **Don** DeFranco, **Kathleen** Jensen, **Rachel** Meyer, **Joell** Dunlap

SQUARE PEG EXPENSES

2025



Compassion is always, at least, the willingness to see people as they are.
- Father Gregory Boyle

