

BECAUSE *of a* HORSE

A Campaign to Support America's Horse Cares

What is Because of a Horse?

A promotional campaign designed to raise awareness and funds for America's Horse Cares, the therapeutic riding program of the American Quarter Horse Foundation.

Why should my affiliate get involved?

Every year, more children and adults with disabilities whose lives, limbs and language are limited are positively impacted by the opportunity to ride a horse. Whether it is autism, cerebral palsy, muscular dystrophy, Down's syndrome, spina bifida or other disability, horses are making a measurable impact on their lives; and the American Quarter Horse Foundation is committed to sharing America's Horse with those who need him.

How can my affiliate help?

In order to increase awareness of America's Horse Cares, and thus funds for therapeutic riding centers, the American Quarter Horse Foundation has several types of ads and an article with actual testimony about the benefits of therapeutic riding for you to use. We are asking for your help to:

- Put ads on your web page linking your web visitors to the America's Horse Cares website and the opportunity to give
- Put a news article in your newsletter about therapeutic riding and the opportunity to help America's Horse Cares
- Put banners, posters and flyers up in arenas and barns during your events

How do I get these ads and articles?

These items are available for download directly to you or to your local printer. Visit us on the web at www.americashorsecares.com to view them and then email us at foundation@aqha.org for instructions on how to download printable high-resolution files.

Can I host a fundraising event?

YES! We encourage you and your youth organizations to make fundraising for America's Horse Cares part of your activities this year. Here are some ideas:

- Host a fundraising dinner with entertainment
- Host a competitive event at your next horse show
- Encourage your youth department to volunteer and give used tack to a local therapeutic riding center
- Have a local therapeutic riding center provide a demonstration and ask a family who participates in therapeutic riding to talk about their experience. Pass a feed bucket for donations
- Sell wrist bands, host a bake sale, offer braiding services or other fundraising activity at your next horse show or event

We are happy to brainstorm with you on ways to fit America's Horse Cares into your programs for the year. Call the Foundation offices at 806.378.5032.

Remember, we all make a difference in the lives of people and horses if we all work together as ONE!



AMERICAN
QUARTER
HORSE
FOUNDATION