



Greetings,

Hearts & Horses is a therapeutic riding center providing services to children and adults with physical and cognitive disabilities, at-risk youth, veterans suffering from PTSD, and seniors with dementia. *We are contacting you today to request a donation for our silent auction which will be a key component of our 22nd Annual Hearts & Horses Lucky Hearts Gala on Saturday, September 24, 2022.*

The people who seek help from us have three things in common:

- They have complicated issues that keep them from living full lives.
- Other services have not been helpful.
- We are often the first & only place where people believe in their abilities, thereby helping our riders begin to believe in themselves.

We partner courageous riders who are facing extraordinary challenges with talented instructors, dedicated volunteers and wonderful equines to produce results that often seem like magic.

For example, William is 6 years old and has faced a lot of challenges in his life. He is nonverbal and communicates using sign language. He also has trouble with his balance and is very afraid of falling. As a result, he doesn't like to do things many of us would do without a second thought. Since starting here, William has made incredible progress. Where he would avoid potential tripping hazards, he now walks over them without fear. His dad says, "He doesn't have to think about it, he doesn't worry about it, he just does it."

We currently serve around 1000 participants each year. Over 700 volunteers give generously of their time to make this possible. We fundraise $\frac{2}{3}$ of the cost of our services for all riders and 55% of the people we serve rely on additional assistance through our scholarship program in order to attend their sessions. Furthermore, every member of our Veteran's program attends free of charge as they've already given so much. The money raised at our gala enables us to continue to provide these services to those in need. **Our auction is so important as it makes up a large percentage of critical funding.**

Our goal this year is to raise the necessary funds to allow us to continue to provide these critical programs. As Hearts & Horses does not receive money from state or federal agencies, and we never turn a rider away due to inability to pay, we rely heavily on the generosity of businesses and individuals like you. Your contribution will be featured in a mobile auction viewed by people around the nation and by hundreds of people at our in-person event. Our community jumps at the opportunity to show love to businesses that support our mission.

We hope you will support us by donating a complete basket for this year's gala at a minimum value of \$50. We would also be happy to accept stand-alone items at a minimum value of \$50. Use your creative eye to assemble the basket the way you want OR bring the contents of your basket to be assembled artfully by the basket brigade!

We are asking that donations be received by **August 15, 2022**. *Hearts & Horses Inc. is a 501(c)3 corporation and your donation is tax deductible (84-1387873). A tax receipt will be sent to you prior to or immediately following the event.*

With kind regards,

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