Part 8 – 4a. Outline of fundraising activities

 January through April of each year is the primary Tack Sale Season. We will attend as a vendor to both sell and collect donations – this will be our primary means for both collections and sales of merchandise to raise funds for the 2Ride Financial Assistance Fund.

 We will regularly post requests for donations on both the website and the Facebook pages.

 We will regularly post requests for donations on both Tack Sale Directories, Tack Exchange websites and Facebook pages.

We will seek out assistance from other organizations such as Goodwill to assist us with brokering raw materials that are unsellable for cash. We will also seek out Grants and financial assistance from Associations, Foundations etc.

 We will seek out assistance from other individuals and family foundations for financial assistance.

 We will seek out assistance from other organizations such as Small Business Administration, GROW etc. to assist us with brokering Grants and financial assistance from the government or other funding sources.

We will send periodic mailings (physical mail - semi-annually at a minimum and regular - monthly) emails with donation requests for either cash or in-kind.

The executive management and board members will solicit support in person at various public networking events and meetings – Chamber of Commerce and other local business sponsored.

We will send out a monthly newsletter that will keep information fresh with contacts that we have currently (over 700 in our database) and will always include a donation form.

Part 8 – 4d – We will focus on Michigan only for our fundraising.

Part 8 – 4e – We will allow for separate or earmarked donations – we feel this is important to help minimize any negative impacts on programs already benefiting from direct donations. In order to facilitate this, we will allow donors to specify what organization they would like to be the recipient of the proceeds from of the sales of their donated goods. This can easily be facilitated through our Point of Sale system like a consignment sale. Example, Donor A brings in a saddle for donation and specifies that they would like the sale proceeds to be earmarked for Rockford Equest Center, the item will be tagged in the inventory with Rockford Equest Center as the consignor. When the saddle sells the available funds will be specifically set aside for Rockford Equest Center. These funds can be drawn upon for an individual who qualifies through our normal qualification process and who has specified that they will be using that facility for their therapy. Otherwise, all funds are available on first come first served basis to the Therapy program of their choice.

Part 8 – 11 – Our primary contribuations will come in the form of tangible items which could include horse trailers, tack, clothing, saddles and other leather goods, collectables and other real property. We will have no agreements with any donor. See above for separated funds for earmarked donation requests. We will use a computerized Point of Sale/Accounting software and Giftworks for tracking inventory and donations as well as donors and distributions.

Part 8 – 13 b – To further our exempt purposes we will also offer donated goods to other non-profit horse related organizations such as therapy centers, horse rescues and related services organizations.

Part 8 – 13 d-g – Items donated in- kind to other organizations will be tracked in our inventory system as $0 sales only to note that the items received were re-donated. A copy of documentation proving that the organization is tax exempt and or a 501 (3)c id number will be required prior to disbursement. We will keep on file a copy of any tax exempt documentation or other pertinent information on those organizations to whom we re-donate. We will not distribute any funds directly to organizations only in kind donations. Products will only be considered for in kind donations if they are unsellable or have not been purchased within 30 days of their original donation date. We will not require usage reports, but will request a verbal explanation of the need for the donation. Example – Michigan Horse Welfare Coalition contacts us and they need 10 horse halters and 8 lead ropes for a rescue operation. We will check our stock and allow them to take as many up to the full number of items being requested out of our inventory. Those items will then be recorded as “sold” to their Account in the inventory system at $0 and removed from the inventory. The MHWC is then free to pick up the items provided we already have their information on file.