

Kentucky Humane Society™
 Equine C.A.R.E.
Connect • Assist • Rescue • Educate

Helping Horses Without Breaking the Bank

The Spring Conference
 for Animal Welfare Advancement
 June 2019



Why Horses?

- . Strategic Direction
- . Research
- . Benchmarking
- . 2015 Launch of
- . Equine C.A.R.E.



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Connect

T.R.O.T. (Transport & Relocation Operations Team)



Many thanks to The Right Horse for funding this project!

Assist

Building Bridges with Horse Owners



Many thanks to the ASPCA for funding this project!

Rescue

Horses in Crisis and Disaster



Rehome

Horses in Transition



Educate



Perpetual Tug of War

Mission vs. Money



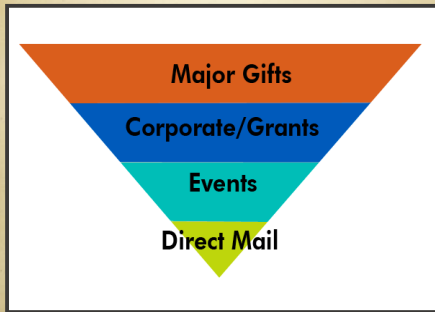
Finding Financial Support

- Committed to protecting canine/feline support
- Horses are expensive! Higher cost of care, longer length of stay... plan for it.
- New supporters, different approach
- Look for in-kind gifts
- Partner with equine specific agencies

Typical Philanthropy Model



Equine Philanthropy Model



Flexibility

Ability to Expand & Contract



Program Flexibility

Connect

Assist

Rescue

Educate



Financial Variance

- Focused on capital items that are paid in full (Trucks, trailers, panels)
- Found existing donor for in-kind support (free farm lease for 4 years)
- Unintended consequence – the underdog scenario
- Be flexible – with program content, size and sources of funding

