



Lifting Hearts
CAPITAL CAMPAIGN



Case for Support

Courage. Determination. Perseverance. Heart.

That's what we see every day at Hearts Therapeutic Equestrian Center. We see children as young as four years old bravely climb up on a 1,000-pound creature and do their best to make progress, to do better, to be better. We see octogenarians lifted out of their wheelchairs to spend a life-giving session in our riding ring learning to guide an intuitive, gentle horse. We see people of all ages empowered to do battle with the effects of trauma and stress through their connection with a Hearts horse. And we see hundreds of volunteers flock to Hearts, taking time out of their busy lives to embody deep compassion as they help and lift and guide the people we serve every day.

At Hearts....

- An 8-year-old with severe autism spoke her first words to Buddy, a Hearts horse.
- A woman with Multiple Sclerosis has had an 80% reduction of pain when she walks.
- A young child with a rare genetic disorder, after receiving therapy at Hearts, can now walk unassisted, something her doctors did not believe was possible.

At Hearts, we don't see disabilities. We see possibilities. And we demonstrate what's possible and what's achievable to each and every person who comes to Hearts every day seeking—and achieving—transformation.



Transformation Happens at Hearts



People travel many different roads to come to Hearts. Doctors, physical and occupational therapists, parents, caregivers, other professionals in the special needs community—and of course other clients who have experienced our work—refer people to Hearts. Often people come to Hearts after all other therapies have failed.

Hearts is ready to help.

Our staff of PATH-certified* Instructors, Equine Specialists, and Psychotherapists assess each individual's capabilities, histories, goals, and dreams for the future. For some, it's learning to walk without pain for 50 yards. For others, it's calming life-long debilitating fears and anxieties. For still more, it's gaining enough balance and strength to help them sit upright for the first time in their lives.

To help us in this work, Hearts collaborates with the Alpha Resource Center, Devereux Santa Barbara, Hillside House, the Braille Institute, the Santa Barbara Cancer Center, Cornerstone House, the Rehabilitation Institute of Santa Barbara, Court Appointed Special Advocates (CASA), Girls, Inc. of Greater Santa Barbara, and CALM.

Whatever the capability, whatever the goal, we gather all our experience, knowledge, resources and training—and most of all, the power of Hearts horses—to help every person who comes to Hearts work toward achievable transformation.

*Professional Association of Therapeutic Horsemanship International

Programs



Therapeutic Riding

Therapeutic riding uses equine-assisted activities and therapies (EAAT) to improve the cognitive, physical, emotional, and social well-being of people with a wide range of disabilities and medical conditions.

Horses move in a three-dimensional gait, similar to that of humans. By working with individuals who suffer from the effects of profound physical disabilities, physicians have found that the complex act of riding a horse—versus more static office-based therapies—produces improvements in balance, circulation, and strength that cannot be achieved by other therapeutic means. Additionally, for children and adults with ADHD, anxiety, autism, and other cognitive and developmental challenges, connecting with and riding a horse brings increased self-control, focus, and improved verbal and non-verbal communication.



Equine Facilitated Psychotherapy

With the help of a trained psychotherapist and Equine Specialist, Hearts offers Equine Facilitated Psychotherapy (EFP) as an alternative form of traditional therapy uses the horse-human relationship to address mental health needs.



Equine Services for Heroes

Hearts Therapeutic Equestrian Center honors U.S. veterans by offering the Equine Services for Heroes Program. Following PATH guidelines, the program offers veterans the ability to build camaraderie, be of service to fellow veterans and the community, and experience a challenging physical activity. The program also helps veterans address symptoms of PTSD and work to re-assimilate into civilian life. In addition to group-determined activities, Hearts provides group riding and trail-riding classes, which encourage self-care, care of another being and the crucial sense of belonging to a group of supportive peers who understand the challenges that veterans face.



Summer Camp

Hearts Summer Horse Camp offers a safe and integrated horse experience for children ages 6-10 with and without disabilities. Participants are grouped according to age, riding experience, and needs, to ensure that everyone has an unforgettable horse experience.



Equine Facilitated Learning

The emergence of powerful new therapeutic modalities—Equine-Facilitated Learning (EFL)—led to the creation of the HorsePower program, which provides at-risk youth with positive, therapeutic learning experiences through unmounted work with horses under the guidance of a trained therapist. Hearts conducts HorsePower programs for at-risk youth in conjunction with CALM and Girls, Inc., of Greater Santa Barbara. Additionally, Hearts recently launched HorsePower for Trauma Recovery, which is designed to alleviate the trauma experienced by First Responders, their families, and individuals who were impacted by the January 9, 2018 debris flow. Participants learn to develop decision-making and problem-solving skills, creative and critical thinking, communication and interpersonal skills, self-awareness and empathy, and all-important coping skills.

Since 1985, Hearts has provided life-giving strength, balance, skills, and confidence to thousands of children and adults of all ages and abilities. Today, through the power of the horse, Hearts helps over 100 individuals each week transform their lives.

Transforming Lives, Transforming Hearts

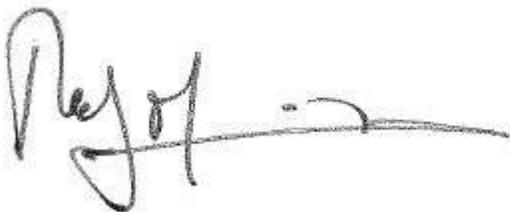
Whether gradually or suddenly, change comes to us all. In January of 2018, change came suddenly to many in our beloved community. Like many nonprofits in the region, Hearts is working to help residents deal with the impacts of the Thomas Fire and subsequent debris flow. However, these events have directly affected Hearts, too.

For 23 years, Hearts has occupied its current facility through a generous zero-lease with Santa Barbara County which owns the land. After the debris flow, the County requested that Hearts relocate its facility in order to make room for removed debris that might result from another catastrophic event. By 2021, Hearts was to have moved to the adjacent parcel located north and up the hill from our current location.

As the County has continued to remove debris from basins and roads after recent storms this year, it now needs the land that Hearts is currently on to give Flood Control more space to manage potential debris next winter. Hearts will need to move by December 2019. As Santa Barbara continues to recover from the Thomas Fire and subsequent debris flows, Hearts is committed to assisting the County to prepare for the impact from future rain events by providing a much-needed facility for recovery operations. Hearts will continue to work with County personnel to plan a smooth transition for their move in the coming months. The impact of such a rapid timeline for this move will be a challenge for the organization, but Hearts stands ready to help the community in every way possible.

The new facility will enable Hearts to expand programming, as the configuration for the space will allow for multiple programs to operate simultaneously, which is not always possible in our current location.

We look forward to sharing our plans for Lifting Hearts with the community – and all the possibilities this move brings to our work, our participants, and the greater Santa Barbara community. We invite you to share in our transformation.



Bob Manning
Lifting Hearts Campaign Co-Chair



Andrew Wilson
Lifting Hearts Campaign Co-Chair



Our Future Home

Our new facility will be built upon reclaimed land. Its physical design embodies the Hearts ethic of healing by promoting, sustaining, and inspiring well-being and community. The design of the entire site incorporates state of the art sustainable best resource-conserving and regenerative building and operational practices. It will also provide optimum solar orientation, natural ventilation, and air circulation.

When investing in a naming opportunity at Hearts Therapeutic Equestrian Center - whether in honor or in memory of a loved one, a family, business, organization or in your own name - you will be providing support for life-changing programs. In addition to acknowledgment on facilities or areas, donors of \$5,000 and above will be recognized on a Donor Wall which will be prominently displayed at Hearts.

List of naming opportunities:

Administration Building	\$500,000
Houses offices for staff, a volunteer area, a kitchen, and a community classroom, allowing us to provide all of the needed services to our participants and treat our volunteers to a safe and welcoming environment.	
Large Covered Arena	\$500,000
Rain or shine, our participants will have access to riding lessons with a covered arena! The addition of a covered arena means no one will melt under the summer sun or get rained on during the winter months. It will also allow for lessons to continue regardless of inclement weather, which means more riding and more therapeutic benefits!	
Small Arena	\$250,000
Equine Facilitated Learning and Equine Facilitated Psychotherapy will finally have an arena to call home. The addition of a small arena will allow for EFL and EFP sessions to be held in a more private manner, thus maintaining the client's privacy. It also means that small groups can work together safely in a more manageable space. We can also hold smaller therapeutic riding classes here when needed, as well as riding lessons for our Summer Camp participants.	
Learning Center	\$150,000
A fully functional classroom where educational programs will be provided, volunteer training, indoor classes, and workshops to participants, volunteers, and the community.	
Outdoor Covered Classroom	\$100,000
Used for volunteer training, workshops, summer camps, and EFL sessions located away from the hustle and bustle of the main arena and entryway.	

Additional naming opportunities are available.

Please ask us for more information.

Path to Success

Hearts' Board of Directors and Leadership Team are working diligently to make Hearts' vision for this project a reality. We are excited to present the possibilities that this transformation will bring to our work, and help Hearts bring strength and healing to those who need it most in our community. Your support is essential to the success of this project and will have a direct impact on the children and adults we serve every day.

Direct Project Costs

Anticipated Costs

New Construction

\$2,450,000

- Administrative Offices and Learning Center
- Large and small arenas
- Horse paddocks and large turnout
- Tack Shack shop, maintenance shed, tack room
- General conditions/building permits
- Site grading/surfacing/utilities
- Architecture and engineering
- General contractor
- Contingencies and escalation

Moving existing structures

- Hay Barn
- Round Pen
- Mounting platform
- Lift and housing

Landscaping

- Site plan
- Revegetation

Indirect Project Costs

\$550,000

- Capital campaign costs (brochures, tours, additional staff, consultants)
- Pledge shrinkage allowance
- Operating offset

Total Project Costs

\$3,000,000

Operating Endowment and Program Infrastructure

\$1,000,000

Total Campaign Goal

\$4,000,000



Community Support



To ensure the success of this project, Hearts is engaging directly with members of the philanthropic community who recognize the importance of our mission and the need for this project. We are seeking support from individual donors, private foundations, and corporate partners.

Board of Directors

Thom Bateman, Board President
Sandy Lovett, Vice President
Andrew Wilson, Treasurer
Linda Cheresh
Trey Evans
Linda Khachek
Bob Manning
Barrett Reed
Dusty Stutsman
Trudi Timm-Schuette

Lifting Hearts Leadership

Trey Evans
Bob Manning
Barrett Reed
Andrew Wilson

Pamme Mickelson, Executive Director
Laurie Barene, Campaign Director

Campaign Office

Physical Address: 4420 Calle Real, Santa Barbara, CA 93111

Mailing Address: PO Box 30662, Santa Barbara, CA 93130

Laurie Barene, Campaign Director

Laurie@heartsridding.org

(805) 364-6266

