

New submission from 'Fall 2016 Funding Application'

Jamie Fonden <equestrianbridgestherapy@gmail.com>

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Inbox

To: Funding Request <fundingrequest@experiencefayetteville.com>;

 1 attachments (9 KB)

57efce7d64842-EBbudgetproposalA&Pgrant.xlsx;

You have a new submission.

Name of organization

Equestrian Bridges

Year organization was established

2006

Address

3100 N Oakland Zion Rd

City

Fayetteville

State

Arkansas

Zip

72703

Project Title

EB Annual Events and Programming

Frequency

Annual

Primary Contact

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Email

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Phone

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Start Date

01/01/2017

End Date

12/29/2017

Project Location

Equestrian Bridges

Amount Requested

\$23,840

Event summary

Equestrian Bridges provides equine assisted learning and therapeutic activities to children and adolescents in Fayetteville that have autism and other mental health concerns. We serve approximately 20 children and youth a week through our Dream Catchers program or private sessions. The Dream Catchers program provides an opportunity to learn essential life skills in a group through horsemanship. We currently have 6 miniature horses and 5 full size riding horses in order to maximize the size of our population served. In order to fund these programs, we hold an annual fundraiser and we would like to add another fundraiser that brings together other non-profits to spread awareness of available resources to vulnerable families and provide a day of affordable entertainment.

This event will be held every year in the Fall preceding our Spring fundraiser, the Mini Derby. Local non-profits will be able to represent free of cost at our location in Fayetteville. There will be food, drinks and games for the whole family. We would like to reach out to families and referral agencies so they can see the choices Fayetteville has to offer when it comes to mental health care and healthy family functioning. We would also like to invite local artists to debut their talents to an audience who may have limited contact with arts and culture in Northwest Arkansas.

How will funds be used

The funds will be used to advertise and promote the Fall Festival, Mini Derby and Equestrian Bridges programming throughout the year. This will include television, radio, print, merchandise, and appearances at other local events.

Recognition

Fayetteville Advertising and Promotion Commission will be recognized verbally in all radio or television appearances. The commission will be the People's Choice sponsor at the Mini Derby and Fall Festival entitling them to their logo on the Equestrian Bridges' website, all social media accounts, fliers, and t-shirts provided to program volunteer and participants. The commission logo will be included on all promotional materials for the year 2016.

Funding from other sources

We will be seeking sponsorships from local businesses and individuals. Our goal will be to raise \$10,000 from outside sources to cover the other costs of the event like production, entertainment and food.

prior funding

We have not received funding nor have we applied for A & P funding in the past.

not funded impact

If the project is not funded or only partially funded the event will still take place and the location will remain unchanged. However, it will impact the number of attendees and thus the ability to spread awareness of local resources and much needed services to families in Fayetteville and the surrounding areas. It will also negatively impact the organization who is looking to offer more services in the future like a court diversion program for at-risk youth and equine assisted therapy for veterans if there is limited advertising for the Mini Derby which generated over \$30,000 after costs. The money raised at these events goes to sponsoring children and adolescents in our programs as well as community outreach. For example, we provided an activity this year to support Lifestyles, INC at Polo of the Ozarks. We also took part in the parade at the Lighting of the Ozarks in Fayetteville with our 6 miniature horses which was a crowd favorite. Funding of this project will have a positive impact on vulnerable families and children in Fayetteville and the surrounding areas as this is the only program of its kind in the area.

budget

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Supporting Docs