



Days End Farm HORSE RESCUE

ANNUAL REPORT FY2017-2018

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With the number of horses needing our expertise continuing to rise, the need to re-home rehabilitated horses is more critical than ever. So we enhanced the adoption process with the addition of a new position, an Adoption Relations Manager, to streamline the process, re-engage previous adopters, enhance our marketing to increase the exposure of adoptable horses and find new adopters. Our efforts are paying off! We have re-homed 64 horses in the 2018 fiscal year up from 37 horses re-homed in the 2017 fiscal year. Our adopters are also appreciating our new approach. Krista Boutté wrote of her adoption experience, "Today Voyager, now Storm, and I are enjoying our quiet little farm life. . . . My little draft horse turned out to be the perfect remedy for a broken heart [she had to retire 2 horses early due to ailments]. Who would have thought? He healed me. It's funny how sometimes what we think we want or need isn't what's actually right for us. . . . There's no better feeling than knowing you've given a horse a second chance by adopting."

REHAB &
RE-HOME



One of DEFHR's signature education programs is internships, which is immensely popular and highly competitive. If you Google horse or equine internship, DEFHR is in the top 5 returned results, and we received over 60 applications for the summer session alone with very little marketing. The curriculum-based program is an intensive, hands-on, 13- to 15-week session where veterinary track college students come from all over the world to learn equine husbandry, rehabilitation and welfare. Students being accepted into the program leave tired but with a wealth of unique knowledge that prepares them to fulfill careers as veterinarians and animal welfare advocates. This year we welcomed interns from as far away as Utah, Florida, Kentucky, Minnesota, Massachusetts, Puerto Rico and even Ireland—a testament to the impact DEFHR education is making. "Because of my [internship] experiences at Days End, I am excited to look ahead and take the skills this has taught me in compassion, horse care and horse welfare to make me a better veterinarian and person." *Alex True, 2017 Summer Intern*

EDUCATION



We expanded our pool of Equine Ambassadors this year when we added "Vinni the Mini," a Miniature Horse who is perfect for engaging with the public and spreading the word about rescue horses. Vinni arrived at DEFHR as an emaciated 9-month-old stallion, infested with lice and intestinal parasites. His first few weeks were touch and go as his depleted body struggled to regain strength. He was nervous and insecure wanting nothing to do with people. But it was clear from day one that he was highly intelligent and eager to learn. He had a story to tell, and Assistant Trainer Leigha Schrader was determined to coax it out of him. Once he completed rehab and was ready for training, Leigha focused on regaining his trust and building confidence. Said Leigha, "I love Vinni's fantastic work ethic and playfulness. He can actually be intentionally funny." He has already wowed audiences with tricks like bowing, lying down, smiling on cue, playing soccer and painting (look out for original works of art by Vinni the Mini at DEFHR's next fundraiser). Children young and old alike love to learn from Vinni.

OUTREACH



Our efforts to spur the conversation about adopting a horse before shopping for one have gotten results and notice. Not only reflected in our adoption numbers, but also in our fundraising results. Supporters now more than ever approve of the new direction and are putting their dollars behind it. This past year we received the largest grant in DEFHR's history in support of our customer focused adoption approach, a 2-year grant for \$250,000 from the Watershed Animal Fund to help boost adoptions even further in the coming months/years. We continue to broaden our donor base through a many-pronged approach to fundraising, including using Facebook's new donation and market place platforms and welcoming thousands of guests to our signature Fall Festival and a record number of guests at our spring Gala Auction Fundraiser. At on- and off-site events like these, we caught up with old friends, made new ones and raised funds for the horses, including another record of \$150,000 raised at the Gala alone. As we celebrate our 30th Anniversary and roll out capital campaign plans, 2019 is shaping up to be another record breaking year!

FUNDRAISING

AT A GLANCE

1,100
VOLUNTEERS
lent a helping
hand

64
Horses were
RESCUED and
rehabilitated

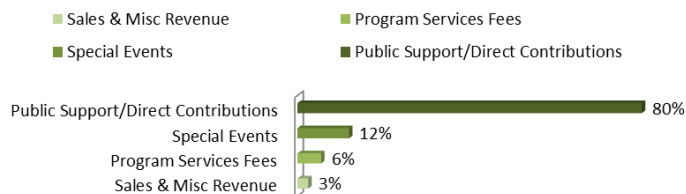
4,500
People were
EDUCATED

54
horses were
ADOPTED into
forever homes

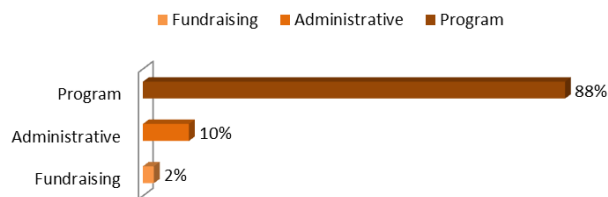
135,000
people
REACHED via
social media
outlets

YOUR \$\$\$'S MAKE AN IMPACT

FY18 REVENUE



FY18 EXPENSES



Donor Spotlight



Kaelin Bailey is setting the bar for the next generation of philanthropists by becoming a major donor at age 12! While many youths her age are thinking about their first smart phone or latest fashion item, Kaelin celebrated her birthday at her local park, asking friends and their families to bring gifts or checks for DEFHR. That day, Kaelin collected over \$1,200 in funds and donated items (buckets, de-wormers, medical supplies, etc.), becoming DEFHR's youngest major donor. That doesn't include her volunteer hours doing barn chores in addition to her school and extra-curricular activities (like ice skating and equestrian competition). Kaelin is empowering today's youth to carry DEFHR's mission in years to come.

Adopt don't Shop!



Inspired by new research that suggests "there could be at least 1.2 million households . . . in the U.S. with both the resources and desire to adopt horses in need" (from aspcapro.org), DEFHR has intentionally focused on getting people to adopt rather than shop for their next horse. During 2017, we used Facebook Live to stream videos of 100 rescue horses available for adoption across Maryland, which led to an uptick in the number of horses statewide finding second chance homes. This year, we took it to the next level, collaborating with rescues nationwide to launch "Letters from H" featuring pictures and words from adoptable horses across 85 rescues in 50 states and Puerto Rico. "Letters from H" reached thousands across the internet, giving prospective adopters insight into the sentiments of the horses, straight from the rescues they call home. In the last fiscal year, DEFHR won several grants for creativity and innovation in helping to change the conversation around adoption.

A Few Words From Our CEO



Five years into my role as CEO, I am in awe of how far we have come as an organization. I am also truly excited by what our future holds. We have grown steadily since our founding, and are still growing in ways I could not have imagined just a few years ago. One of my primary focuses has been to raise awareness about equine welfare statewide and nationally. My work collaborating with the Maryland Horse Council, Maryland Horse Industry Board, and Homes for Horses Coalition, along with DEFHR's partnerships with The Right Horse Initiative and Humane Education Coalition, have put us more on the map than ever before, reinforcing the founders' vision of the organization as a trailblazer and ensuring that unwanted horses have a voice and a value. Demand for our educational programs is burgeoning while the number of horses needing our expertise continues to rise. To keep up, necessary expansion is on the horizon. Your continued trust in my leadership and dedication to DEFHR's mission could not be more appreciated. I hope that you will continue to support this next phase of our remarkable journey. Together we ARE making an IMPACT!

Erin Clemm Ochoa

thank you

... to our FY18 sponsors, donors and dedicated supporters!

Continued excellence in leadership and governance from our FY18 Board of Directors is invaluable and very much appreciated!

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