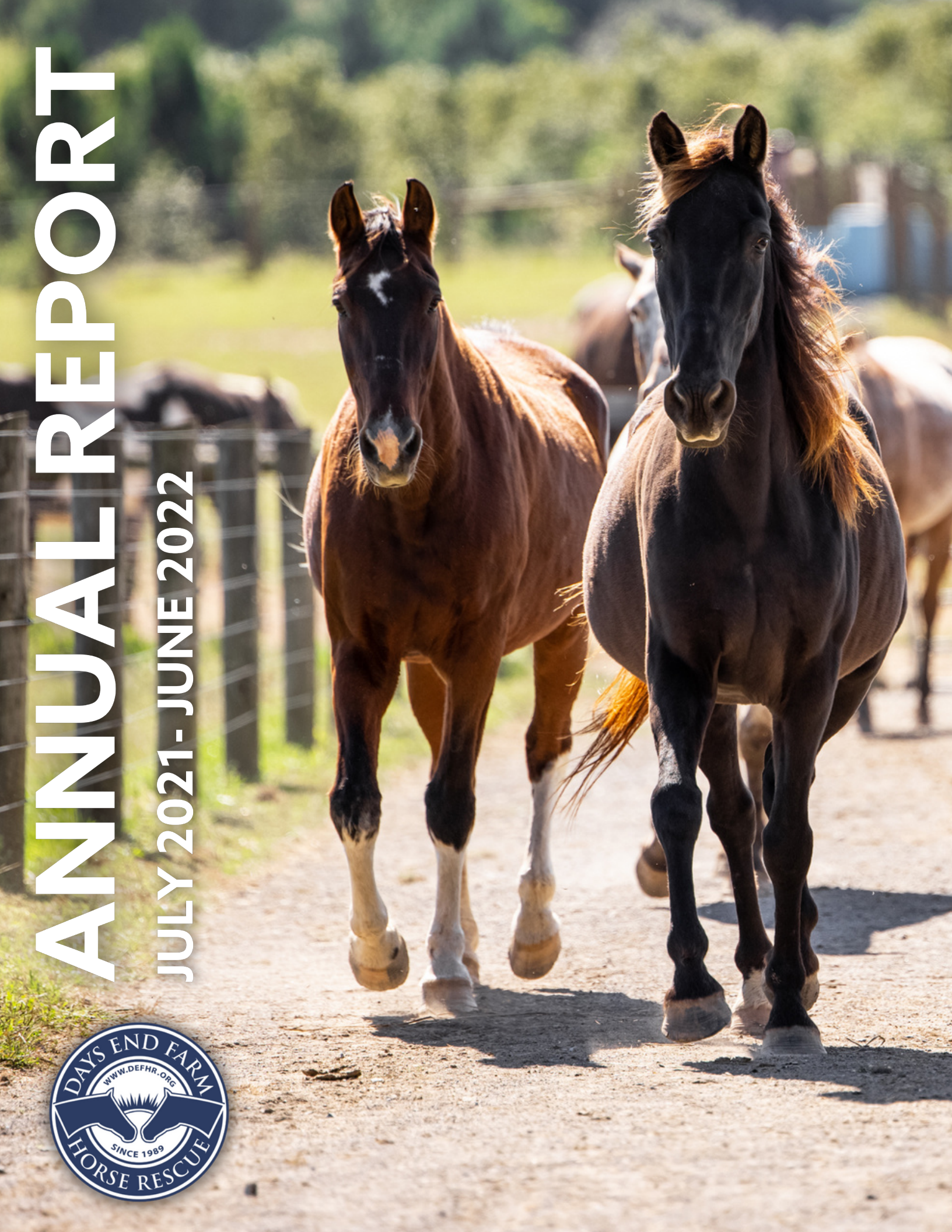


ANNUAL REPORT

JULY 2021 - JUNE 2022





CEO Message

If 2020 was known as the year the world shut down, then 2022 was the year the organization took a collective cleansing breath and reset.

During the COVID-19 pandemic we had to pivot from the comfort of our well-established operations, built over the last 30 plus years. Horses still needed intervention and critical care support, however, not being able to welcome volunteers and members of the public for nearly a year required a flexible mindset. We had to learn to work with less help while still maintaining the excellent standards of care we are known for.

As the world reopened and DEFHR began welcoming people back to the farm it was apparent that DEFHR had morphed into a different place; there were new programs, new staff, new processes, and new volunteers. We took time to softly fold in the newly absorbed Maryland Equine Transition Service program into our mission so we could help more horses by facilitating owner-to-owner transitions. We worked to enrich our staff training by infusing contextual, historical storytelling, connecting to the roots of the organization. We also spent time reviewing our protocols, redefining our values and reestablishing our inclusive culture that had been impacted by the barriers of temporary public health and safety restrictions. What has remained constant are the excellent standards of care we give to our horses and our desire to educate and welcome all members of the public.

Many organizations were unable to survive the pandemic, but we were lucky. We were lucky we had you. We had our community of supporters helping to ensure that the vital services we provide were able to continue and grow. In spite of it all, because of you, we were able to make incredible strides this year towards helping more horses and expanding our reach to more people.

On behalf of the horses and all of us here at DEFHR, THANK YOU. Thank you for your continued loyalty and confidence in the important work that we are doing. Together, we are making an impact on the future of equine welfare.

ERIN CLEMM-OCHOA, CEO

MISSION

Ensuring quality care and treatment of horses through intervention, education and outreach.

VISION

Envisioning a culture of humane care and compassion for all equines

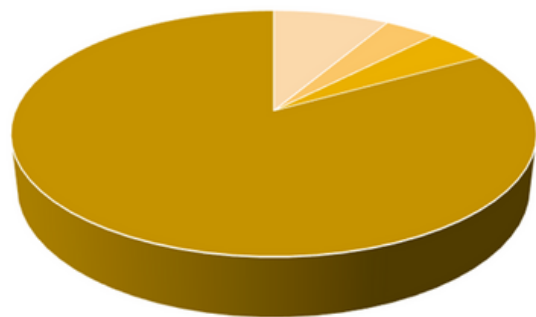
*A spirit with a vision is
a dream with a mission.*

~NEIL PEART

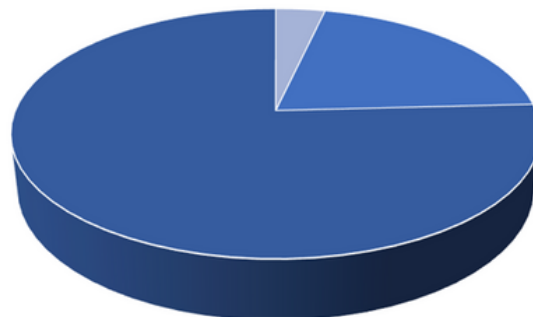


IMPACT BY THE NUMBERS.

We are strategic, efficient and responsible, and do not take your hard earned gifts for granted! You, our donors, make our important work of protecting horses and educating people possible. We remain committed to fiscal conservatism and transparency to ensure stability and sustainability. We strive to continue maintaining the exceptional care and innovative resourcefulness that you, our supporters, have come to expect from us. Thank you for your unwavering support!



■ Sales and Misc
■ Special Events
■ Program Service Fees
■ Public Support/Direct Contributions



■ Fundraising ■ Administrative ■ Programs

INTERVENTION

Horses Saved - 37
Horses Sheltered - 95
Horses Adopted - 30
Resolved Court Cases - 4

EDUCATION

Law Enforcement Participants - 70
Ed Tour Participants - 301
Ed Program Participants - 336
Orientation participants - 582

OUTREACH

Total Volunteer Hours - 20,652
Total Active Volunteers - 571
Total Corporate Group Volunteers - 221
People reached (including social channels) - 170,000



HELPING MORE HORSES + PEOPLE.

DEFHR gives Maryland Equine Transition Service (METS), a Maryland-based equine safety-net initiative for horses in need of transition, a permanent home and a new name, Owner 2 Owner. In February 2022 DEFHR absorbed METS from the Maryland Horse Council (MHC) Foundation. By helping horse owners identify and select the best transition options for their horses, METS ensures that safe alternatives for horses needing homes and end of life support are available and accessible to all Maryland owners who need the service. DEFHR's expertise in equine intervention and education, coupled with METS' unique transition service offerings, will reimagine and advance the future of equine welfare.

MAKING AN EVEN BIGGER IMPACT

of assistance requests = 63 requests to help 80 horses

of owners assisted/assessments completed = 19

of horses assessed = 21

of horse inquiries = 135

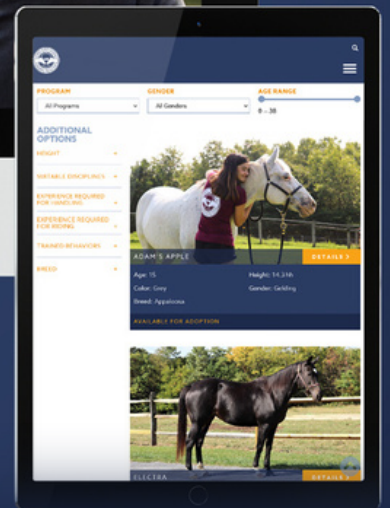
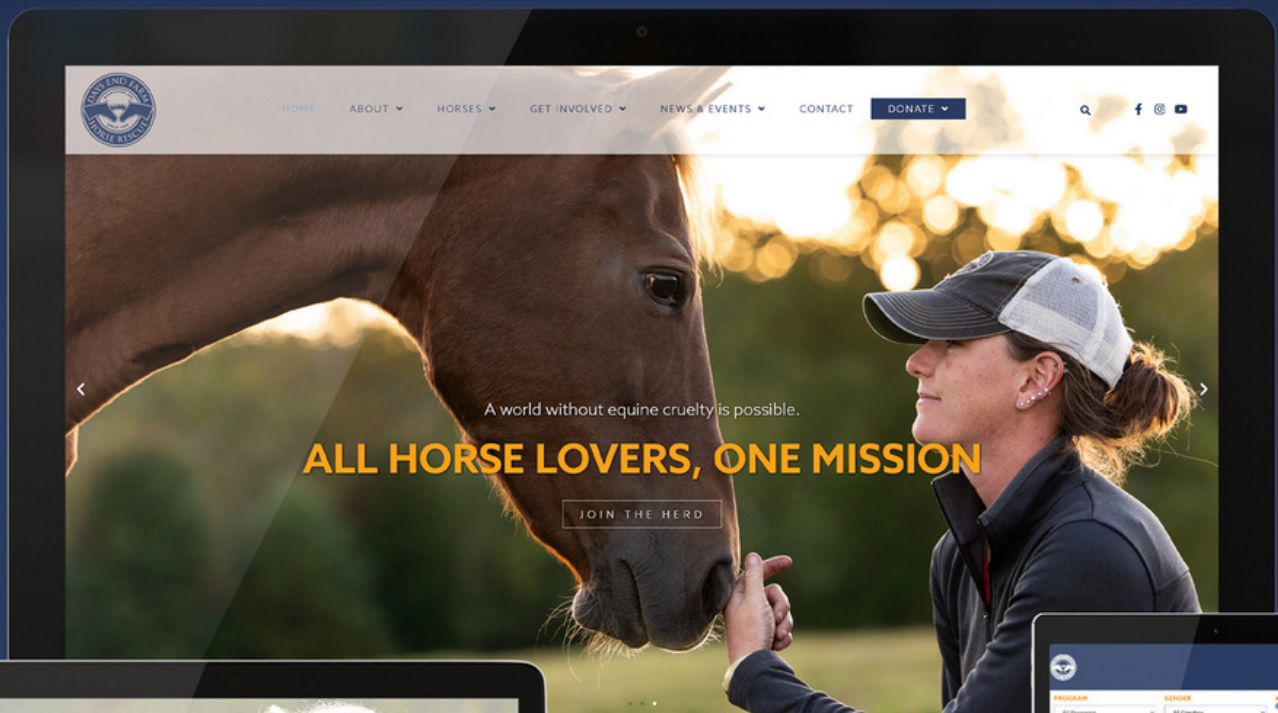
of placement applications = 30

of successful placements = 15



OUR WEBSITE RECEIVED A FACELIFT

presenting **THE NEW**
DEFHR.ORG



WE EXPANDED OUR SOCIAL REACH

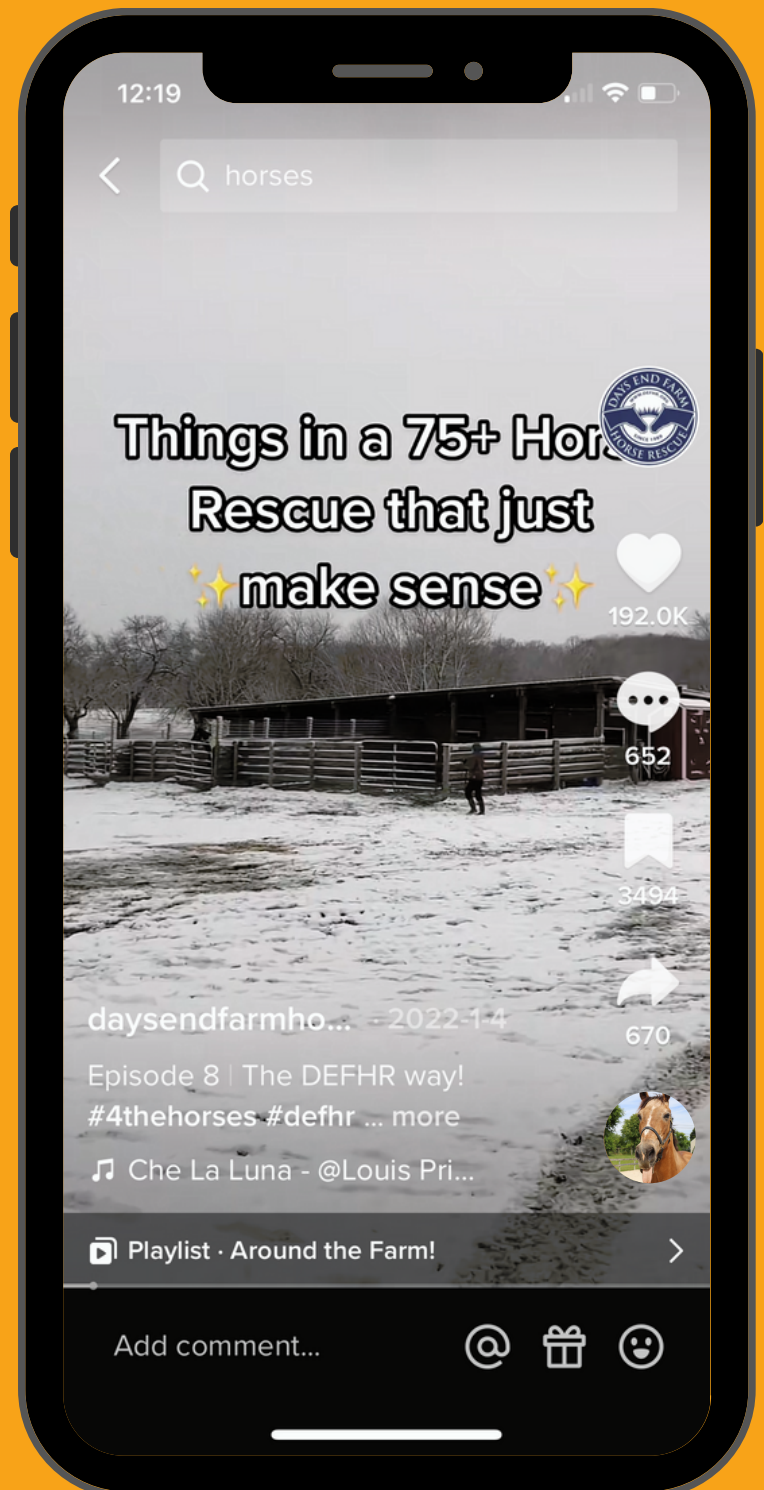


We posted our first TikTok video on September 27, 2021.

Since our launch, we:

- gained 26.2K followers
- posted 143 videos
- received 510.8K likes
- garnered over 2.1 million views
- 54% of our followers are in the US 10% in the UK
- 6% in Canada
- 4% in Germany
- 3% in the Netherlands
- 23% other territories

Our most popular TikTok was "Things in a 75+ Horse Rescue that just make sense" receiving more than 1.2 Million views and 191.7K likes.



DEFHR IN THE NEWS

"RESCUE OPENS DOORS TO CAREER WITH HORSES"
HORSE NETWORK
- JUNE 24, 2022

"TRAINING HELPS RESCUES FOCUS ON THE FUTURE"
HORSE NETWORK
- MAY 25, 2022

"A PONY CALLED QUEST"
HORSE NETWORK
- APRIL 29, 2022

"FIRST AND SECOND TIME ARE A CHARM FOR ADOPTER LARISA QUIRK"
HORSE NETWORK
- MARCH 29, 2022

"SANDY FAIN: THE VOLUNTEER WHO HELPS RESCUE HORSES SHINE"
HORSE NETWORK
- MARCH 10, 2022

"THE (ADAM'S) APPLE OF YOUR EYE: RESCUE HORSE WITH SKIN CANCER IN SEARCH OF HIS FOREVER HOME"
HORSE NETWORK
- JANUARY 25, 2022

"HAND-IN-HAND: RESCUES AND LAW ENFORCEMENT WORK TOGETHER FOR HORSES IN NEED"
HORSE NETWORK
- DECEMBER 21, 2021

"10 PEOPLE TO KNOW - DEETTE HILLMAN"
EQUESTRIAN LIVING MAGAZINE
- NOVEMBER/DECEMBER 2021

"EQUINE RESCUES NAVIGATE LEGAL LIMBO TO GIVE HORSES A BRIGHT FUTURE"
HORSE NETWORK
- OCTOBER 22, 2021

"EQ LIVING GOLD LIST: FAVORITE HORSE RESCUE"
EQUESTRIAN LIVING MAGAZINE
- SEPTEMBER/OCTOBER 2021

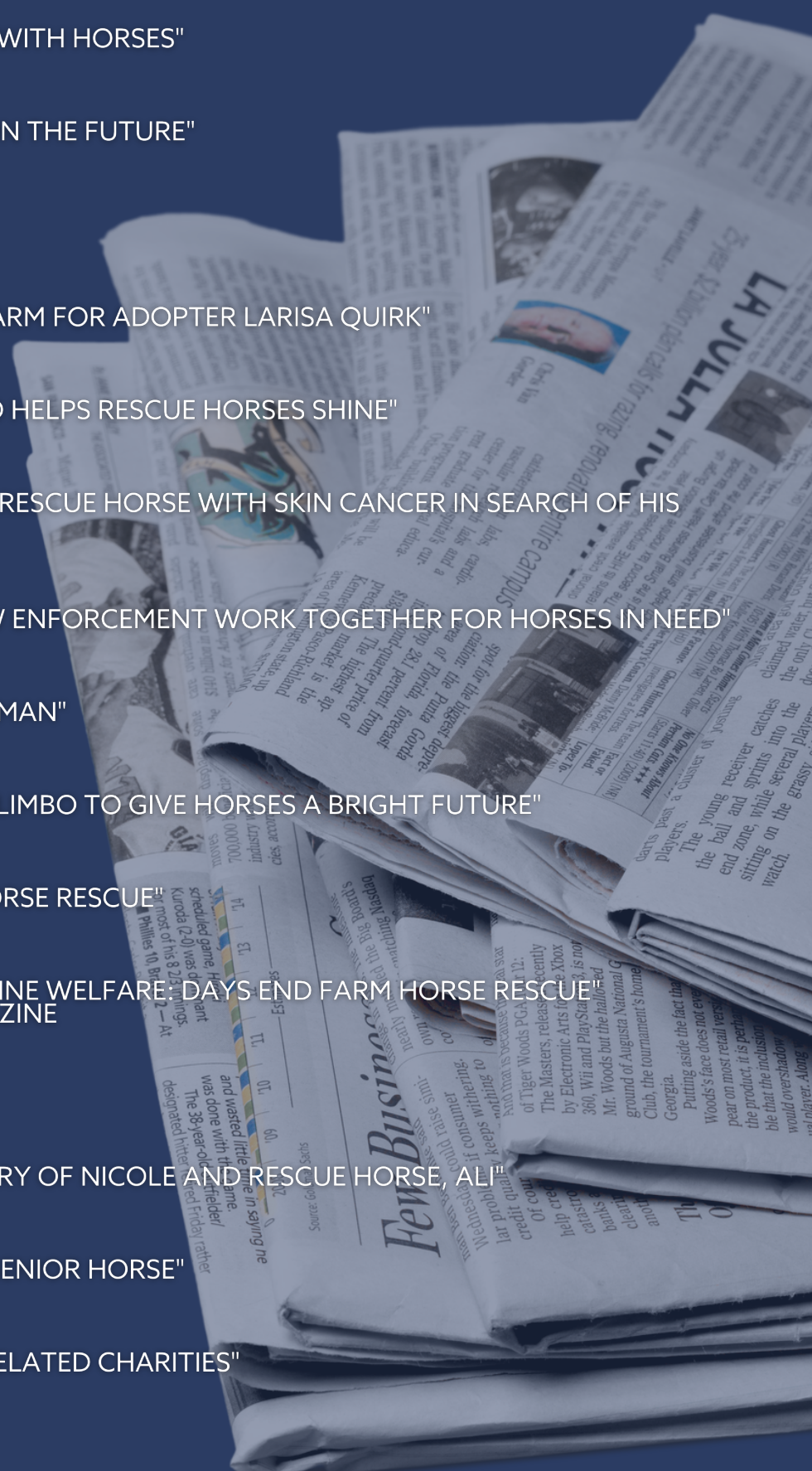
"SPURRING THE EVOLUTION OF EQUINE WELFARE: DAYS END FARM HORSE RESCUE"
WORLD EQUESTRIAN CENTER MAGAZINE
- VOLUME III 2021

"BUILDING UP BUTTERCUP"
HORSE NETWORK
- SEPTEMBER 15, 2021

"LITTLE HORSE, BIG HEART: THE STORY OF NICOLE AND RESCUE HORSE, ALI"
HORSE NETWORK
- AUGUST 16, 2021

"THE GOLDEN YEARS: ADOPTING A SENIOR HORSE"
HORSE NETWORK
- JULY 14, 2021

"READER'S CHOICE: TOP 5 EQUINE-RELATED CHARITIES"
THE CHRONICLE OF THE HORSE
- JUNE 21 - JULY 12, 2021



DEFHR IN THE NEWS cont'd...



MEDIA ARTICLES

A Single Rescue For Days End Farm Horse Rescue
by Kelly Longwell Photography

Equiery: Days End Farm Horse Rescue: Reimagining the Future of Equine Welfare

A Horse Named Toby Not many people know that it was a malnourished buckskin gelding by the

[READ MORE »](#)

OCTOBER 27, 2021



MEDIA ARTICLES

Dressage Today: The Story of Patronus: A Dressage Horse Rescued from Darkness

A rescue horse flourishes in his forever home with a loving Adult Amateur dressage rider and

[READ MORE »](#)

FEBRUARY 21, 2022



MEDIA ARTICLES

The Lance: Volunteering and Helping horses and horses — Quest the horse that survived.

DEFHR stands for Days End Farm Horse Rescue. Days End is a farm filled with a wonderful

[READ MORE »](#)

FEBRUARY 25, 2022



MEDIA ARTICLES

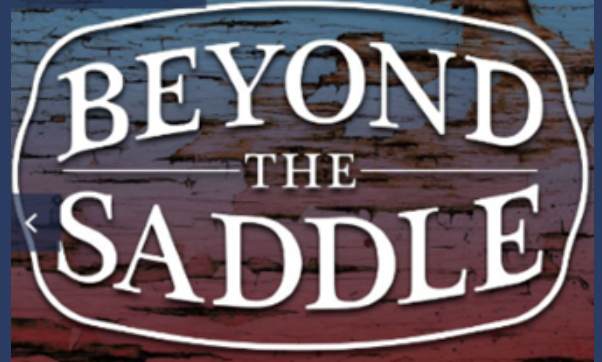
New Zealand Horse Talk Magazine: Horse rescue farm takes over equine transition service

AUS horse rescue operation has taken over an equine safety-net initiative in Maryland in

[READ MORE »](#)

FEBRUARY 28, 2022

FEATURED NEWS



CEO talks to Beyond the Saddle

[READ MORE »](#)

FEBRUARY 23, 2022

To read, watch or listen to media pieces in their entirety visit:
<https://defhr.org/news/>

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BOARD OF DIRECTORS

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We
Thank
you!

MOVING FORWARD

We are well on our way in expanding our offerings to the equines we rescue and rehabilitate as well as expanding our impact on the community at large with our ambitious and innovative educational programming and much needed capital improvements. As we navigate this exhilarating phase in DEFHR history (and equine welfare history!), we hope that you will continue on with us on this important impact journey that we are on!

301.854.5037 | development@defhr.org





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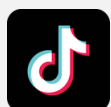
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tiktok.com/@daysendfarmhorserescue/