

HORSEABILITY

CENTER FOR EQUINE FACILITATED PROGRAMS

CAPITAL CAMPAIGN



Be a Part of Something Special...

What prompted the idea to build an indoor arena?

*With new facilities, we will be able to provide **uninterrupted** treatment sessions and therapeutic riding lessons twelve months a year. Our children and families will benefit from our services without the unpredictable weather interruptions all year long. Moreover, having a consistent predictable schedule will allow for more efficiency with staffing and production of lessons. HorseAbility will be better able to partner with other organizations in the community, including health and wellness, education and industry specific initiatives.*

What are the advantages to an indoor arena?

The opportunity will allow us to offer consistent programming twelve months a year with no weather interruptions. This will afford us the opportunity to offer programming forty-eight weeks each year. This is an increase of eight weeks of programming which equates to an additional immediate increase of services offered by 25%.

How long will the construction project take to complete?

The indoor arena will be erected in approximately four months time, barring extreme weather conditions. Our goal is to be able to complete the entire project and campaign, including refurbishment of the barn in two years.

Are there additional phases after the indoor arena is complete?

Phase Two includes the refurbishment of the Historical Brick Barn.

What is the anticipated capital campaign goal for the first phase of the capital program?

The cost of the first phase of the campaign is approximately \$750,000. Our campaign goals include receiving support from individuals, businesses, financial institutions, foundations and community organizations.

Will the new arena provide more opportunities to generate revenue? What are some of these opportunities?

HorseAbility will increase participation overall by 50%, including the number of daytime programs to five full days of morning and afternoon field trips, specifically geared for seniors, school groups, and veterans.

Who is leading the campaign?

HorseAbility has engaged the services of a professional non-profit consultant to guide and lead our philanthropic strategies and organizational planning. In addition to our Board of Directors, the campaign will be led by Katie McGowan, Founder and Executive Director, and our Director of Development, Annie Follansbee.

Will the Board of Directors support the Campaign?

We have 100% commitment from both the Board of Directors and the staff for this project. All are trusted and invested leaders, ambassadors and advocates for our Capital Campaign and this historic transformation of HorseAbility.

Will there be opportunities to seek donations from local businesses and corporations?

There will be many opportunities for local businesses and corporations to be a part of our Campaign, as well as getting involved with HorseAbility's many different programs. Naming opportunities will also be part of the fundraising program, recognizing those who participate at certain levels.

Will there be applications for grants?

Yes, applying for grants is part of the campaign structure.

How will the new indoor arena strengthen or expand the partnership with SUNY Old Westbury?

We are in the process of creating and offering a full-time Major and Certification program at SUNY Old Westbury in the fields of Therapeutic Riding. The new indoor arena will allow students to pursue coursework without interruptions due to severe or inclement weather conditions.

Can larger donations be made over time through installments?

Yes, large donations can be pledged over several years.

Is there a list of the different ways a donor can make a contribution?

Our campaign materials include a [Ways of Giving Statement](#), illustrating how gifts can be made through monetary means, securities, gifts-in-kind and other forms of planned giving options such as giving through wills, estates, trusts and bequests.

Does the HorseAbility website contain information about the Campaign?

Yes. We are in the process of updating our website to reflect all of the new developments and programs within HorseAbility. The Capital Campaign will be featured on our site with information about how you can be involved, and status updates of fundraising and construction. We will have ongoing and updated information about the project, including videos and pictures. As the project unfolds, the website will contain photos of the various phases of construction.

How can I make a gift to the campaign today?

You can go to our website www.horseability.org or call our office 516.333.6151 and speak with our Founder and Executive Director, Katie McGowan.

Does the new arena have recognition programs and naming opportunities for certain levels of support?

We will have a full program brochure with all levels of giving opportunities.

Who do I contact for more information?

*Katie McGowan, Founder and Executive Director 516.333.6151 ext. 110
KatieMcGowan@HorseAbility.org*