

Reining Horse Foundation

There's Power in \$10

Negative thinkers always have a negative vision — Zig Ziglar

During the summer of 2017, then-RHF President Mark Blake and I were scratching our heads over new ways to raise money for the Reining Horse Foundation. We had an ambitious goal of building the organization's coffers so we could award larger youth scholarships and increase grants to applicants for the Dale Wilkinson Memorial Crisis Fund. There was no shortage of people in need or of RHF's desire to help, but there was a shortage of means.

We had our Reining Boot Camps, Sliders' Night Out, and Reiners Club, but we needed more ideas. We wanted to get more people involved in donating to RHF.

Mark and I also served on the board of a club putting on horse shows. That inspired the idea of giving each person filling out an entry the opportunity to donate. We'd add a line on the form asking if they'd give \$10 to RHF. If not, they'd simply check a box to opt out. This would serve two purposes:

1. Raise money from a relatively small donation amount—less than the cost of a large pizza.
2. Give more people a feeling of ownership of their Foundation.

We took this idea first to our horse club's board and then to the RHF Board for approval. Two months later, we raised \$1,900 at our first show offering the Show-Entry Donation

campaign. That amount was doubled with a 1:1 match—a strong start. In 2019, this campaign spread across North America, raising a total of \$25,000. That's a big amount, \$10 at a time. We appreciate each of you who has contributed.

In 2020, six of the 10 largest reining shows in the world will offer the Show-Entry Donation option. By January, we had commitments from even more shows willing to join in.

The beauty of this program's success is that it's 100% voluntary. No one has ever been forced to donate. No show has been forced to use the program. This is your Foundation. Treat it kindly and gently. There's power in \$10.

To donate, please visit reiningfoundation.com or contact director Leslie Baker, (405) 946-7400, ext. 106, rhf@nrha.com. ❖



Tim Anderson
RHF PRESIDENT

2019 Show-Entry Donation Campaign Participants

- Florida Reining Classic
- Oklahoma Reining Horse Association Ride & Slide
- National Reining Breeders Classic
- Kentucky Reining Horse Association shows
- Arizona Reining Horse Association shows
- NRHA Derby Presented by Markel
- Tulsa Reining Classic and South Central Affiliate Regional Championships
- Southwest Reining Horse Association Futurity
- Low Roller Reining Classic and Northwest Affiliate Regional Championships
- NRHA Adequan® North American Affiliate Championship Show

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