

Reining Horse Foundation

WHERE WILL YOUR CALL LEAD YOU?

When outgoing Reining Horse Foundation President Mark Blake asked me to serve as vice president of the Foundation, my spirit was excited, and I responded with enthusiasm. When I donated my first \$100 to the Dale Wilkinson Memorial Crisis Fund years ago, never did I dream that one day I'd become chairperson of that committee and serve as RHF President.

Mark, the RHF Board, and I started by devising an ambitious strategic plan. Those initiatives included raising more money, establishing an RHF presence at major events, building stronger international awareness, and growing our donor base.

RHF has made great strides in following this plan, and we're nearing our goal of establishing \$1 million in assets and an endowment managed by an independent party outside NRHA and RHF. My goal during my tenure as RHF President will be to complete the establishment of this endowment that'll allow us to have a guaranteed account to fund some of our programs.

Another goal I'll strive toward is increasing the dollar amounts granted to our scholarship recipients and Crisis Fund applicants. Achieving this goal will allow us to build on increases that have occurred over the past four years.

My last goal is to complete our plan of creating a greater international presence. Because NRHA is an international association, all members are entitled to experience our benefits. I believe our international community needs a greater understanding that we're here for them, and we need their financial support, too. I've already met with various international members who have offered some exciting ideas and support.

The 2019 Sliders' Night Out presented by Toyon Ranch was our most successful single fundraiser in the last five years. At press time, we're eagerly awaiting the completed financials and look forward to sharing a more specific recap of our success. Last year also saw a significant increase in the voluntary Show-Entry Donation Campaign. Small donations like those generated from this campaign make a huge impact on our members' lives.

In 2020, NRHA Professionals have the option of voluntarily donating \$20 to RHF as part of their NRHA Professional membership dues. This program was developed and approved by our Professionals Committee in 2019 as a method of giving back to their own. Their desire to contribute is fitting because NRHA Professionals have been granted at least 70% of all Crisis Fund grants in the last five years.

The bottom line is that RHF plans to stay the course while building and improving our vehicle. Find a way to participate—I believe it will excite your spirit, too! ❖



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RHF PRESIDENT

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