

## FAQS ABOUT NONPROFIT FUNDING

### Did You Know ...

**SCR's funding comes from** 50% grants, 35% public contribution and 15% fundraising and product donation. Grantors will NOT donate if they are your only source of funding – they want to see that you can raise money publically and that the community supports you. Last year we only received 12% of our budget from public donations. We rely on the community more than you think. Especially since a nonprofit typically gets 20% of the grants they apply for in a good year. The process from application to receiving funding if you are awarded a grant is typically 6 months.

Most larger foundations are not familiar with animal welfare operations. They want to see inventory and budget items that fall into administrative categories. It has just been very recently that large foundations recognize budget items like feed, farrier, bedding, veterinary, are general operating costs and that our horses are the inventory. It's difficult for them to calculate that, so you have to show the productivity and positive impact on the community. The impact on individuals cannot be overstated, but how do you measure that? Part of it is showing that the community is supporting you with funding.

**State and Federal funding** is NOT available for horse rescues or sanctuaries. SCR is a sanctuary for horses with a program service of Equine Facilitated Learning/Coaching (EFLC). We don't qualify for rescue funding and we're just getting our foot in the door with EFLC grants and funding.

**Grants from other nonprofits:** All foundations are “nonprofits”, and there are those set up specifically to help animal welfare groups. However, grants from other nonprofits in within the animal welfare nonprofit sector are non-existent. The Humane Society (National) does not share funding, resources, or give out grants. The ASPCA gives small grants to nonprofit horse rescues. They do this after soliciting large donations (Millions of dollars) from donors who want to give to equine nonprofit services, however, run it through the ASPCA rather than deal with smaller nonprofits individually. They're the middle-man.

**Public fundraising or asking for “hay money”** has a stigma of being an indication that an organization can't feed their animals. This type of fund-specific fundraising doesn't mean we can't take care of the animals, it is HOW we take care of them. Fundraising is my job. Feed is our largest budget item. The money is supposed to come from donations, grants and services. For years the larger foundations like the ASPCA told me that if you have to ask for “hay money”, you're not a worthy organization. They only wanted to fund long-term projects that would benefit numerous horses – like help you build an indoor arena. And for years I asked them, “where do you think the money comes from to feed the horses – which is a priority over an arena?” Their reply, “grants and donations” (but not theirs). Now, they have small funds just for hay.

**The number one complaint from donors** is that it's never enough. You're right. Nonprofits are an on-going program. There will always be a need for funding - *it doesn't mean that the money you gave was wasted, it means we are able to continue to do this job.* The goal of SCR is not to save every animal as much as we would love to, but it doesn't mean we can't save some or many. About 75% of the time that we reach out for donations, people will find a dozen other ways you could get the money. If we are asking you, it's because we need YOUR donation. We are exhausting all efforts. If you can't help, we understand, but we have to ask.

**Nonprofits are for the community and BY the community.** If you think that donating a small amount doesn't make a difference, you're mistaken! No one person is going to fund our nonprofit. It takes a village – the more people, the less each has to give. I have 34,000 followers on FB and yet the same 4 or 5 followers donate and no one else does. Every time I post a fundraiser or anything about giving, it gets 0 – 3 likes and 25 people unlike the page. Ouch. An animal meme typically gets 200 – 500 likes, and 60—100 shares. As much as we would love to entertain you, we are in place to provide a service. If you care about the animals and people we are helping, then please consider tossing in the cost of your next couple of espressos!

**Why Give?** Animal welfare nonprofits did not breed, show, own or get any benefit from the animals before they come to us. We are taking care of someone else's responsibility (excluding a few retired champion racehorses at my farm who are supported/pensioned). We are offering and providing a service to those who love their animals but can't take care of them, and also the animals who were simply abandoned out of pure selfishness. It takes a great love of these animals, and a lot of personal sacrifices to operate a legitimate animal welfare program, and I personally wouldn't want to be doing anything else. But we need your help to get the job done.

SCR is in its 27th year, and 19th year as a 501c3 Nonprofit (FEIN: 91-1999946). We are the longest standing animal welfare nonprofit in the Pacific Northwest – starting out as a dog, wolf, hybrid and equine rescue, and then transitioning to an equine sanctuary and equine facilitated learning and coaching program. After two decades of rehabilitating, transitioning and rehoming horses, we now use our sanctuary animals to make a positive impact on the lives of those who go through our program.

Thanks to the community and private foundation grants we have thrived and evolved through many flexible programs over the years to meet the current needs of our community. In the spring, 2019 we plan to resume “Leading With Horses”, our EFLC program. We will soon announce and welcome a few psychologists and mental health professionals who will use the SCR herd for their practice. The purpose of the program is to provide a much needed type of therapy for families, youth/young adults and veterans by demonstrating the value of our magnificent herd of retired thoroughbreds and sport horses. This program will also supplement our budget to be less reliant on public funding.

**We ask that you please donate today. Help us continue optimum care for our herd, and show the grantors that have the support of our followers and local community.**

