



ASHBA DEVELOPMENT

Reasons to Give

1

YOUTH PROGRAMS & SCHOLARSHIPS

Approximately **\$400k** in scholarships since 1991

Our youth programs reached new heights in 2021, and they will continue to rise in 2022 as we visit 11 shows across the country

- Horsing Around Camps, Junior Judging, Hippology

ASHBA's Equine Welfare Advocacy Committee (EWAC) approved over **\$20k** in grant funding to equine organizations that helped with public seizures and the identification of horses.

2

EQUINE WELFARE & GRANTS

Our promotional & marketing outreach soared

- Reached **100k+** equine enthusiasts by attending events
- Over **1.5 million** impressions online
- **11,500+** ASHBA Mobile App downloads
- Grants were permitted to those to #sharethesaddlebred

3

PROMOTION

Educational programming: Licensed Officials Education, junior judging, youth activities, seminars, & forums

- **2,160 hours** of continued education
- Involved in breeding and genetic research
- Provided materials & resources for trainers, instructors, show managers, & more

4

EDUCATION

100% of donations go back to the mission
\$8 million+ in prize program payouts since 1999
\$20k in horse show grants in 2021 to financially struggling shows

291k horses registered for life

10%+ of membership are "Contributing Members"

5

INDUSTRY DEVELOPMENT

For donation and sponsorship opportunities, contact Development Manager, Morgan King at m.king@asha.net or 859-259-3896.