

# Help a Horse Day Contest 2018



**Finding Good  
Homes for Good  
Horses**

# Your Presenters & Panelists



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Vice President  
Equine Welfare



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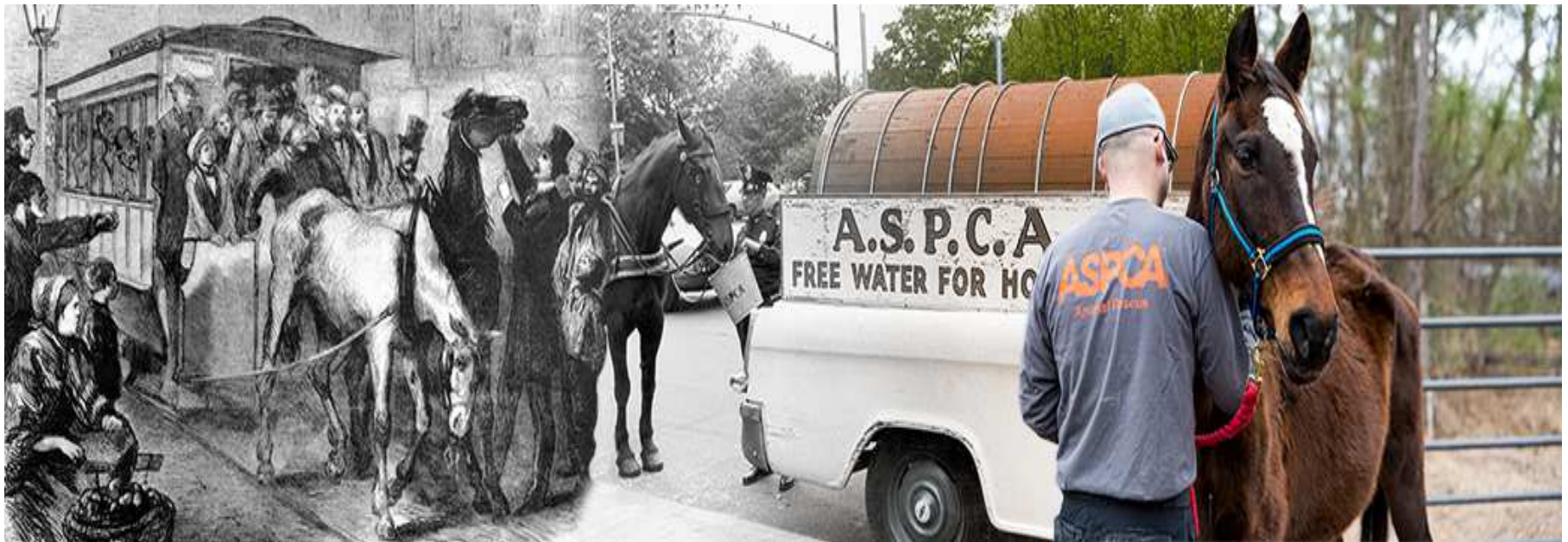
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# History of Help a Horse Day



# Help a Horse Day Contest: It's Different this Year!

- Focuses on adoptions
- Launches on Help a Horse Day
- 2-month contest
- \$110,000 in prizes



# Why Focus on Adoption?





*Article*

# Estimating the Availability of Potential Homes for Unwanted Horses in the United States

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- Random digit dial
  - 3,036 Adults Nationwide
- Including 500 respondents who own a horse, previously owned a horse, and/or are interested in getting a horse in the future
  - Survey fielded by Caravan International between Sept. 24 and Oct. 11, 2015

# Identifying “qualified” individuals

- Those who report they have the resources and capacity to take a re-homed horse
- Those who reported ***Strong Interest*** in adopting horses from all three categories we presented to them:
  - A horse facing abandonment
  - A horse without an owner
  - A horse with medical or behavioral ‘problems’



# Derived an Estimate



**2.3 million people (1.2 million households) have space, resources and a strong interest in adopting**



# Learning from those who have stretched



**Adoptions by TRH partners are up 33% in the first year!**

# Learning together...

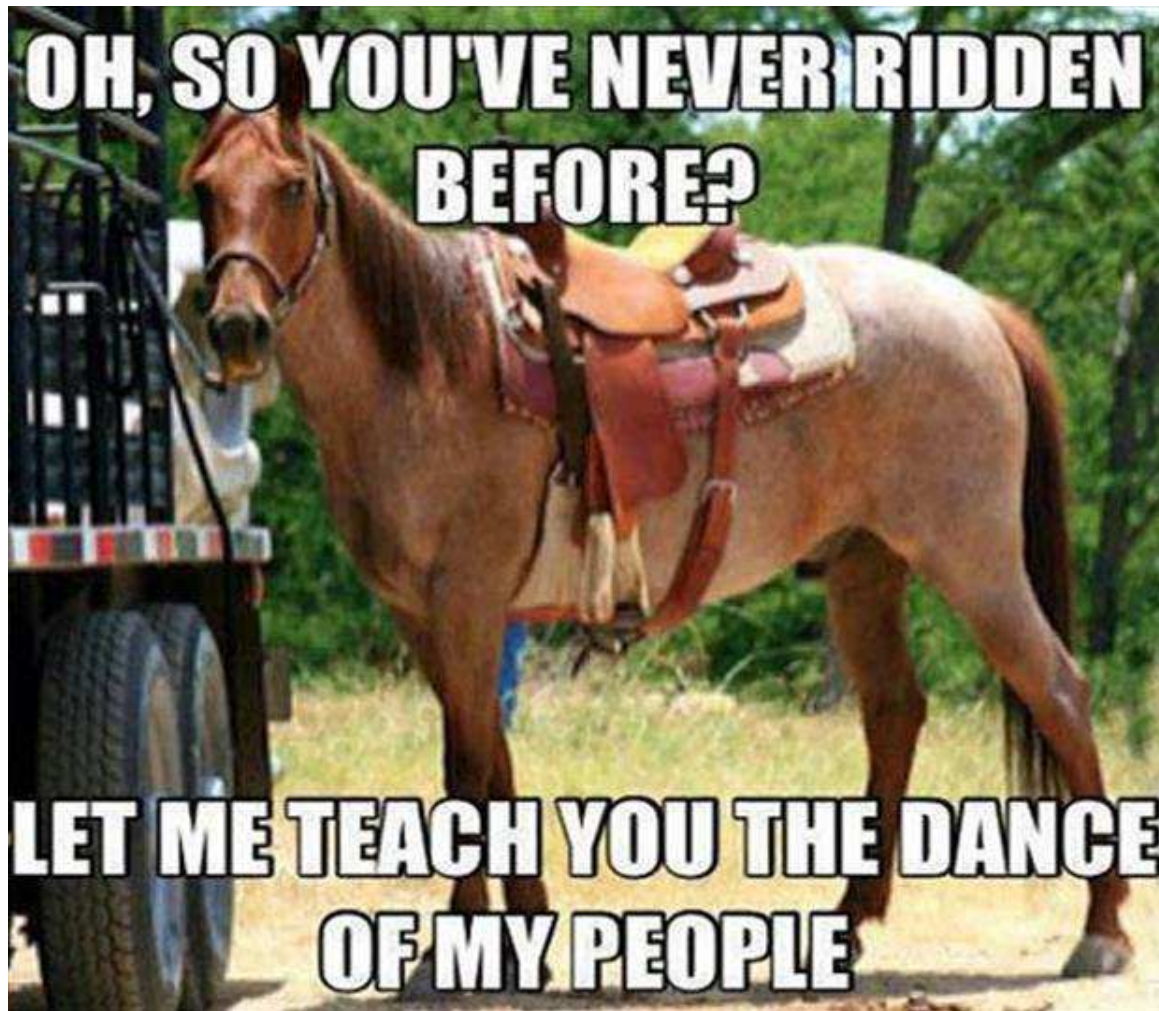
- What messages resonate with those looking to obtain a horse?
- How do we best reach new potential adopters?
- How do we find good homes for the horses that need medical support or are unable to be ridden?



# Transitioning and Rescuing



# What this contest is not...



# So... Let's find those homes!

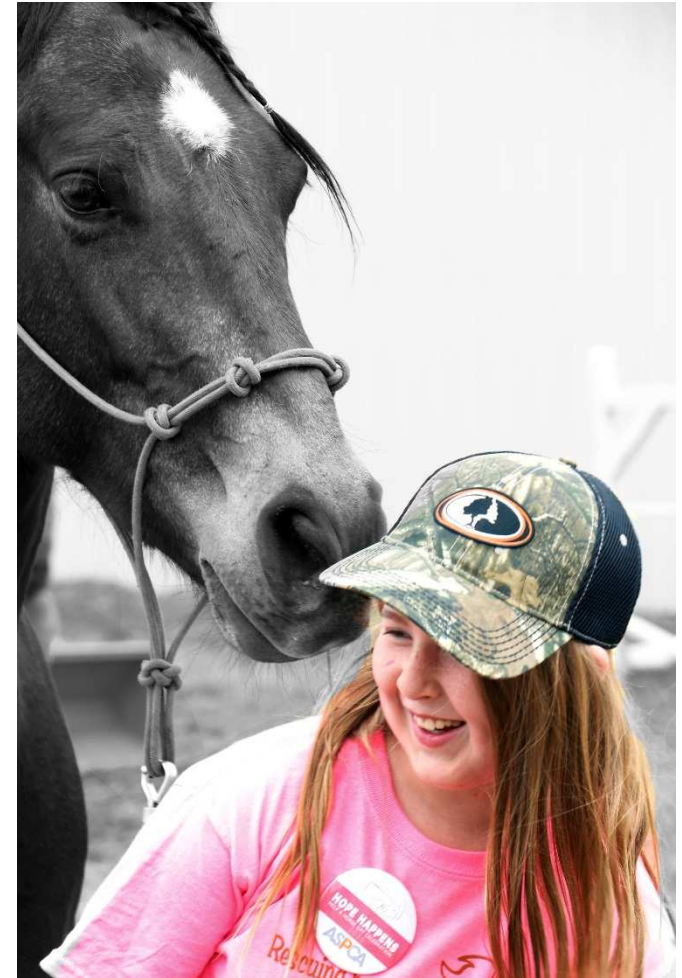


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# How Will We Judge Winners?

- Number of adoptions and commitments to adopt (40%)
- Dollar value of donations (25%)
- Adoption campaign (20%)
- Adoption video (15%)

*A minimum of one equine adoption during the contest period is required to be eligible for prizes*





# Size Matters... Divisions

- To help assure opportunities to win for all shapes and sizes, we will have 3 divisions
- Divisions will be determined when registration closes and will be based on budget and capacity



# \$110,000 in Prizes!

	Large Division	Medium Division	Small Division
1 <sup>st</sup> Prize	<b>\$20,000</b>	\$15,000	\$10,000
2 <sup>nd</sup> Prize	<b>\$10,000</b>	\$7,500	\$5,000
Runners-Up	<b>3 prizes of \$5,000 each</b>	3 prizes of \$3,500 each	3 prizes of \$2,500 each

- 5 Winners in each of the 3 divisions!



- Additional prizes:
  - \$5,000 for best adoption video
  - \$5,000 for best adoption campaign

# Commitment to Adopt



# Help a Horse Day Contest Timeline

Date	Milestone
January 23	Contest announced
January 23 – April 5	Registration
January 23 – April 26	Plan, create, learn
April 26 (Help A Horse Day)	Contest launch
April 26 – June 30 Contest Period	Adopt, promote, get commitments, get donations, get creative
May 31	Adoption videos due
June 1	Grant portal opens for HaHD apps
June 30	Contest ends
July 9	Grant apps with contest reporting due
Late August	Winners announced



# Register for Help a Horse a Day



Link provided at end of webinar  
and in follow up email!

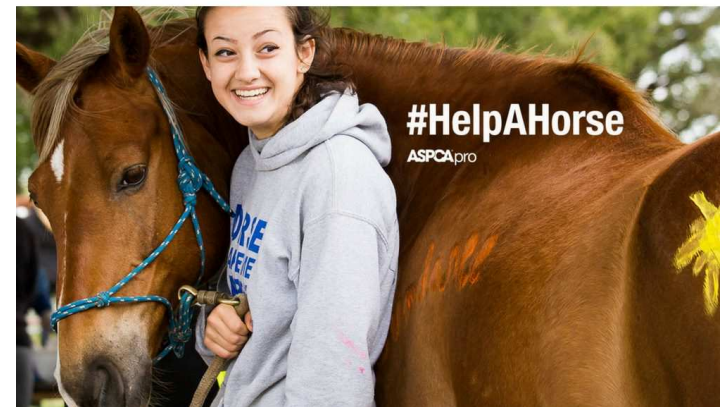
# Have Your Data Handy...

- 2017 operating budget
- Holding capacity for equines
- Total adoptions in 2017
- Number of adoptions May-June 2017

# More Information

**Help a Horse Day webpage**

<https://www.aspcapro.org/about-campaigns/aspcapro-help-horse-day>



**Facebook Group**

<https://www.facebook.com/groups/651475751658754>

# More Information

Stay tuned for  
future Help a Horse  
Day webinars





# Questions?

Email

[HelpaHorseDay@aspca.org](mailto:HelpaHorseDay@aspca.org)





# Register Now!

<https://www.surveymonkey.com/r/FSPLQS9>

## Who Can Compete

- Any organization that houses equines in need of homes and is a registered 501(c)(3) or governmental agency is welcome to participate in the redesigned contest.

