

Setting Our Sights on 2020: Helping Horses Home with the ASPCA's Right Horse Initiative

Enjoy the music!

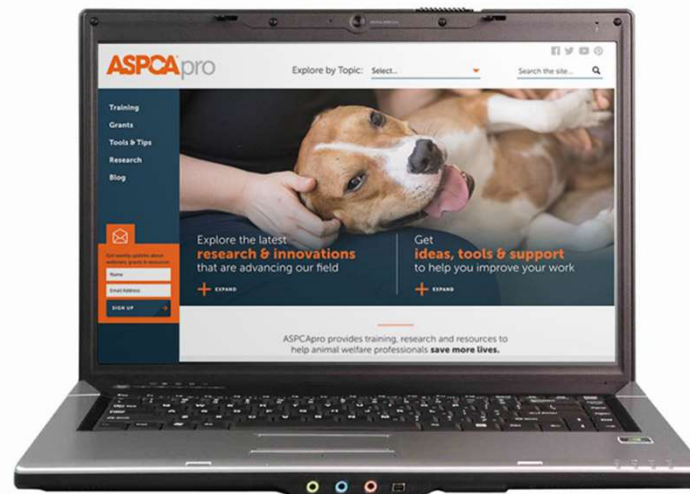
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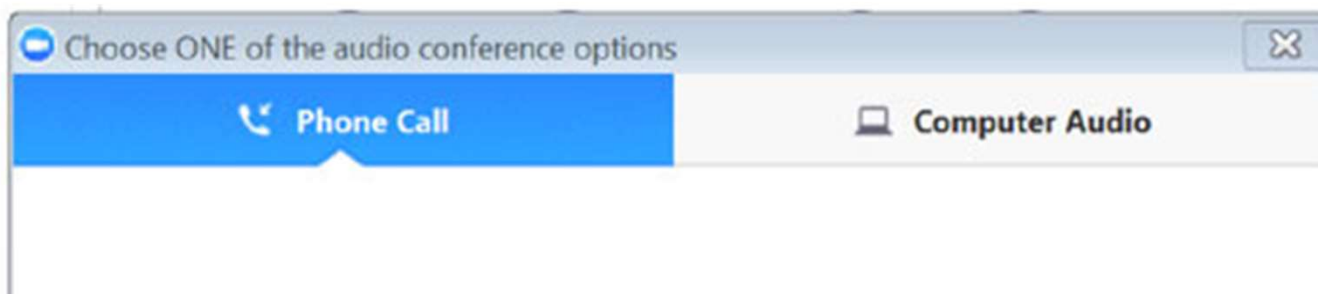
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How to Adjust Your Audio

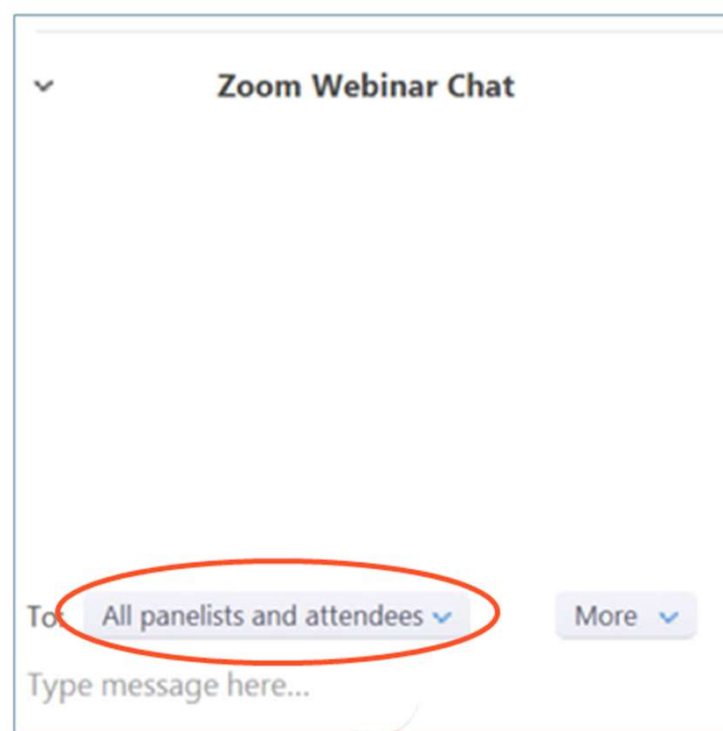
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How to Chat



1. Select "Chat" at the bottom of your screen
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**THE RIGHT
HORSE
INITIATIVE**[®]

PRESENTERS



Dr. Emily Weiss
Vice President of
Equine Welfare



Christy Counts
Founder
The Right Horse Initiative



Christie Schulte Kappert
Program Director
The Right Horse Initiative

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“ The Right Horse Initiative is a collective of equine industry and welfare professionals and advocates working together to improve the lives of horses in transition. Our goal is to massively increase horse adoption in the United States. ”





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THE RIGHT
HORSE
INITIATIVE

THE RIGHT HORSE ADOPTION PARTNERS



“Sometimes people ask what partnership with **The Right Horse** meant for us. It meant joining a community of like-minded groups who genuinely want to help horses.

We haven’t changed our work to fit the Initiative; we’ve magnified what we were already doing and are now able to **save more horses** than ever before in Appalachia.”





finn2finn
ALLIANCE



EQUINE SCIENCES
COLORADO STATE UNIVERSITY



horse
ASSOCIATION



zoetis



THE RIGHT HORSE INDUSTRY PARTNERS



“Collaboration is one of our key values. The students in **The Right Horse** program are working with horses from three local adoption groups. They are graduating with a **welfare-guided mindset** and additional practical skills.”



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COLORADO STATE UNIVERSITY

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MORE THAN
1500
ADOPTIONS

COMMUNITY SUPPORT



FUNDRAISING



WE'VE GOT OUR SIGHTS SET ON 2020

- You told us what you thought
 - The contest is time consuming
 - Two months is not enough time to make sustained change
 - Not everyone is rewarded for their incredible work
- We heard what you had to say
 - We're leaving the barn doors open to partnership
 - All partners will win in 2020



A young girl with dark hair is smiling and petting a white horse. The background is a warm, orange-toned landscape with trees. The text is overlaid on the left side of the image.

**HELP A HORSE HOME
EVERY DAY
OF THE YEAR**

The background of the entire image is a repeating pattern of small, grey horse silhouettes. These silhouettes are arranged in a grid-like fashion, with each row containing 20 horses and each column containing 10 horses, creating a dense, textured background.

**HOW MANY
HORSE ADOPTIONS IN 2020?**



LET'S SHARE THE ARENA

BENEFITS OF PARTNERSHIP

- Access to grant funding
- Education and industry support
- Exposure to millions of potential adopters
- Inclusion in a collaborative network of innovative adoption groups and rescues



MY RIGHT HORSE



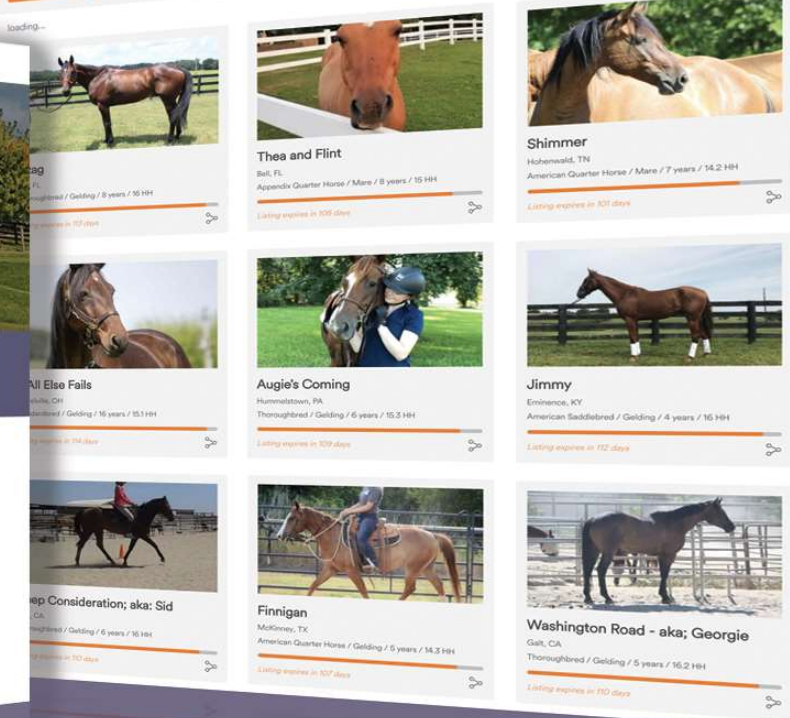
Find My Right Horse

myrighthorse.org

Available Horses Sign in

MY RIGHT HORSE

Organization: All organizations
Location: City or Zip Code
Distance: within 1000+ miles
Clear Filters
View Map

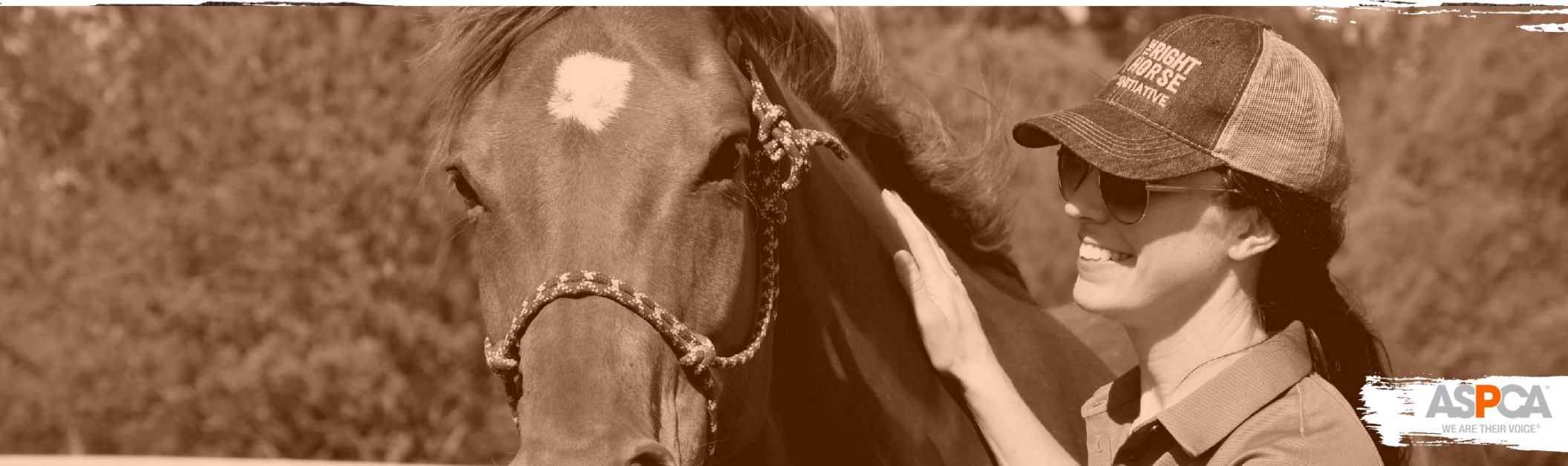


EXPOSURE

Access millions
of potential adopters
and exclusive media
opportunities



WHAT DOES **ADOPTION** MEAN?



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WHAT IT MEANS TO BE A PARTNER



Partnership is based on a philosophical alignment and a shared dedication to increasing adoptions

- High standard of equine care
- A dedication to increasing adoption and collaborating on behalf of horses
- Lifetime safety net for adopted horses
- Transfer of ownership to adopters within a year
- Focus on long-term stability and strategic planning
- Microchipping by end of 2020

THE WARMUP RING

- A shared desire to increase adoptions
- A collaborative mindset
- EWDC participation



NEXT STEPS

What are the benefits?

- Educational opportunities and support
- Access to funding and grants
- A new community of like minded rescuers

How do you get involved?

- Sign an agreement with your board and/or leadership
- Build your own timeline for becoming a partner
- Review the criteria

A young woman with long hair in a ponytail, wearing a striped shirt, is smiling and looking down at a dark horse with a white blaze on its face. They are in a field of tall grass with hills in the background. The image has a warm, sepia-toned filter.

Contact us at
therighthorse@aspca.org
for more information

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A sepia-toned photograph of two horses in a grassy field. The horse on the left is dark-colored with a white blaze on its face and is looking towards the camera. The horse on the right is also dark-colored and is grazing. In the background, there is a white fence and a house. A white brushstroke graphic is on the left side of the image, containing the word 'QUESTIONS?'.

QUESTIONS?

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