

ANNUAL REPORT

2024



HORSES & HEROES



Rescued Horses Healing Heroes



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Board of Directors

Name	Position	Ethnicity	Gender	\$ Contribution
Julie Baker	Executive Director	White	Female	Y
Lisa Bodenhausen	Chairman of the Board	White	Female	Y
Karen Douglas	Secretary	White	Female	Y
Vacant	Treasurer	White	Female	Y
Josh Johnson	Veteran Liaison	White	Male	Y
Tamara Demetroulis	Fundraising & Events	White	Female	Y

Letter from the Founder

Hi there,

I'm Julie, the Founder of Horses & Heroes. It's a long story about how we got to this space in time, so I will give you the short version.

My passion for aiding those in need started at a young age when I rescued a severely traumatized horse. It took a long time for his invisible wounds to heal; his visible scars were permanent reminders of his past.

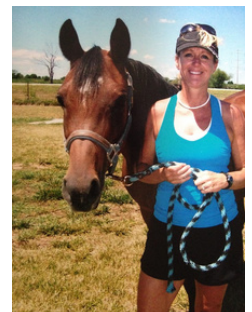
This experience, and my compassion for those who serve, ignited my mission to create Horses & Heroes. Today, we rescue horses from the slaughter pipeline and take in horses that are "medically retired" and considered unfit for duty. Through applied methodologies of mental health, and the keen power of horses, we start to see emotional weights get lighter, smiles become more frequent, outlooks improve, and lives are saved. At H&H, we are committed to providing a safe and welcoming space where horses and people can unite and find healing, together.

Our trauma-informed programs offer a unique opportunity for individuals to connect with horses and themselves meaningfully. However, mental health services are not accessible to everyone who needs them, and many are skeptical of traditional counseling methods. This is where H&H comes in - we provide a lifeline for individuals facing the challenges of unresolved trauma.

"It is imperative that we come together to expand our mental health facilities and provide safe and inviting spaces for those in need. Let's work towards creating a supportive environment where individuals can receive the care and attention they deserve. Your help is vital in making this a reality".

Thank you for the consideration,

Julie



Executive Summary

At H&H, we take pride in our unwavering commitment to providing a unique path to mutual healing for horses and humans.

Established in 2014, by Julie Baker, a military spouse passionate about rescuing and rehabilitating traumatized horses, H&H combines business expertise with a vision of helping discarded horses and transitioning military families.

Our founding principles of integrity, trust, and healing are at the core of everything we do at H&H. We believe systemic change is necessary to bring about long-term positive outcomes and empower our children for successful adulthood. H&H's educational and therapeutic programs are not just instrumental, but they are the driving force behind raising awareness and inspiring change.

Our services at H&H cater to clients in both urban and rural areas of the Kansas City metro area. Our Leavenworth County location serves as the central point for our equine assisted programs, while our Therapeutic & Business center in downtown Basehor is where we provide corrective bodywork and PEMF therapies, ensuring a comprehensive range of services for our clients.

Please support our local heroes at H&H who risk their lives for us daily.



Corporate Structure

Corporate Structure: H&H is a Limited Liability Company and received the structure of a 501(c)(3) in February 2015, under Kansas state law (EIN# 47-2064760).



H&H is one of more than six hundred (600) certified global Equine Growth and Learning Association (EAGALA) programs. Additionally, we are only one of thirty (30) National-Military-Designated (MD) programs.

H&H operates with two (2) full-time directors, four (4) 1099 contracted licensed clinical counselors, two (2) 1099 contracted certified Equine Specialists, and six (6) volunteers.

H&H Mental Health providers (MH) are state licensed counselors with expanded trainings in critical incident management, suicide prevention, and peer support services, to name a few.

Certified Equine Specialists (ES) have documented at least 6,000 hours of horse handling experience, have completed the basic EAGALA certification course, Mental Health First Aid, and stay current on continuing education requirements

Services

The unique combination of therapies, offered through H&H, is not available through Veteran Affairs (VA) or other local organizations.



Offerings Include:

- Equine Assisted Therapies-Psychotherapy and Learning
- Equine Assisted-Educational Workshops
- Therapeutic Massage
- Pulsed Electro Magnetic Field (PEMF) Therapy
- Group Trainings and Support

Program Benefits:

H&H's progressive and integrated programs are designed to optimize brain processing, calm over-reactive nervous systems, and optimize whole-body healing.

All sessions are facilitated outdoors, with horses, through a team approach (MH and ES), are ground-based (No riding), and solution-focused.

- Data Shows reductions in PTSD, anxiety and depression symptoms
- Feeling less stressed
- Improved mood and sleep

Populations Served

Kansas City is a great place to raise kids. Unfortunately, Kansas first responder families are subjected to higher-than-average suicide rates. (First Responder; Behavioral Health Concerns, Emergency Response & Trauma, 2018).

H&H's target populations are Veterans and first responder families.



H&H clients suffer from symptoms of PTSD, high anxiety, depression, and have high risks of suicidal ideations.



Our distinctive array of non-traditional mental health and trauma recovery therapies caters specifically to individuals who are resistant to traditional care and have lost hope

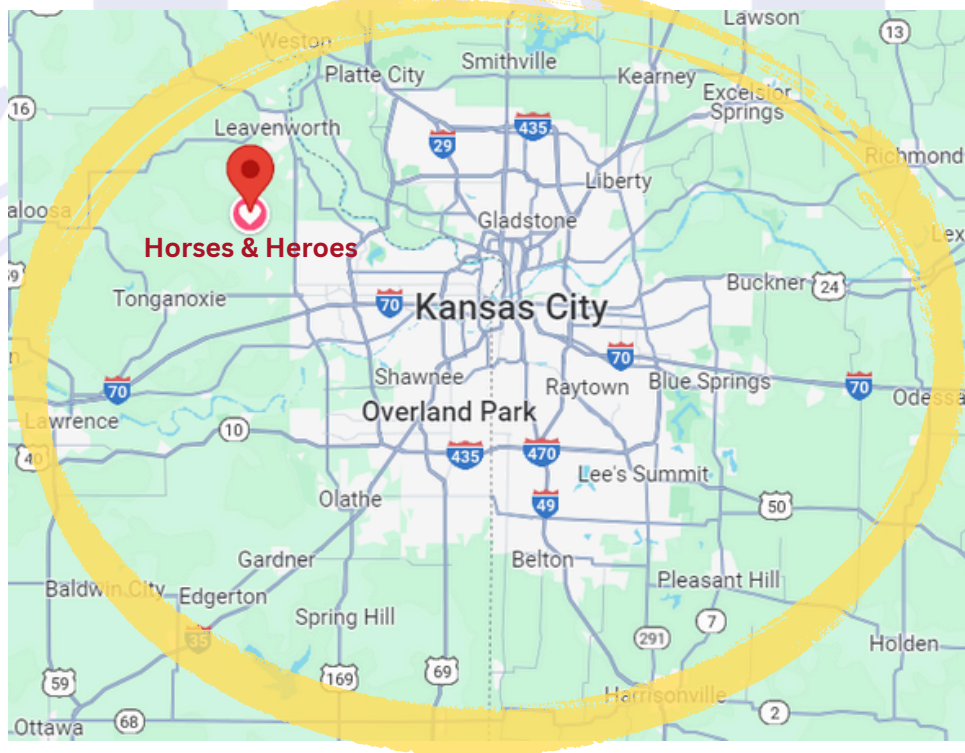


[1] SpotLight on Mental Health (2022, May 01). Retrieved Nov 16, 2023 from VA US Department of Veterans Affairs: <https://www.hsrd.research.va.gov/news/feature/mental-health.cfm>

Location

H&H is located in Leavenworth, Kansas, a suburb of Kansas City, with easy access to Leavenworth, VA (LVVA) and Kansas City, VA (KCVA). Congressional Districts Served include Kansas Districts 1, 2, and 3 and Missouri Districts 4, 5, and 6.

The location is a private farm leased to H&H for program operations and a home base. It consists of 10 park-like acres with a fishing pond, firepit with swings, and horseshoe pits, and plans to expand family-focused spaces by adding ADA-compliant indoor spaces, a covered picnic area, walking paths, and memorial gardens. The focus is to provide a peaceful setting with easy access and ample spaces for individuals and families to decompress, connect, and heal.



Short-Term Goals 2024-2026

1. Increase capacity through construction of additional leased-space onto barn. New addition is 2500 square feet and will provide two intake rooms for private consultations, two ADA restrooms, cozy and inviting gathering spaces, climate control comfort, and spectacular views.

Estimated capital funding goal

\$308,000

Estimated timeline for completion

Q4 2025

Benefits:

Seamless transitions

Improved access to care & safety

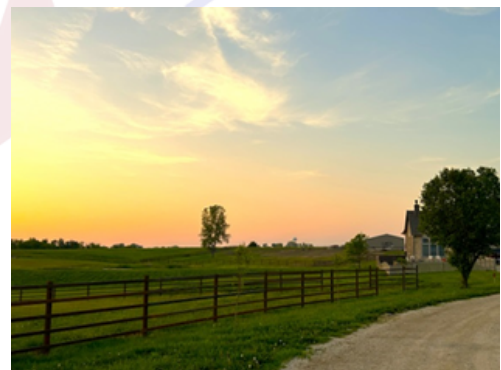


2. Raise funds to retain and hire additional critical staff

- Estimated funding goal \$150,000
- Estimated timeline for completion Q2 2025
- Benefits: Improved stability, sustainability and longevity

3. Raise funds for the Legacy Fund

- Estimated funding goal: \$1,500,000
- Estimated timeline for completion Q4 2026
- Benefits: Improved stability, sustainability, and longevity of the program



Testimonies

“

Ladies, if you are having any doubts, this is one time I will say "DON'T think about it... DO it"! This is a great opportunity for you to learn something about yourself. - Army Veteran

This was a great experience for me and I wish I had the opportunity to do it again. It was empowering and awakening to know that we are not alone and that we can help each other.

- Anonymous

I was so blessed to find Horses & Heroes during a time when I was feeling lost in the shuffle at the VA. As a disabled veteran, I receive all of my care through the VA, and was concerned about the costs involved in seeking help elsewhere. A friend recommended Horses & Heroes and I am SO GLAD he did! Not only did I receive top-notch therapy (at no cost to me), but I was also able to make some horse friends! Being in the field with the horses during the sessions is an incredible experience. Petting the horses helped me stay grounded when I was sharing difficult things, and through observations of their behaviors, I was able to see parallels in my own path to recovery. I have beautiful snapshots in my mind of that field and those horses that I can re-visit whenever I am struggling. I will continue to HIGHLY recommend H&H to my peers. Thank you! - Kara, Army Veteran

After my traumatic event, I longed for peace. I would never have guess I would find it in a group of horses who shared my trauma. These beautiful creatures taught me how to be calm, how to be present, how to be congruent within myself in a way I was unable to achieve with more traditional therapy alone. I will carry the experience with me always. - Karen, KBI Officer

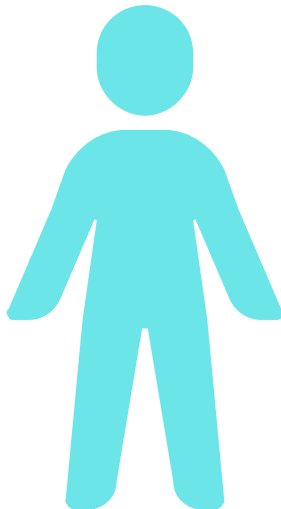
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2024 Impact Summary

Thanks to generous foundations, countless private donors, and key companies, we were able to offer no cost counseling to hundreds of our local heroes



254 Individual sessions

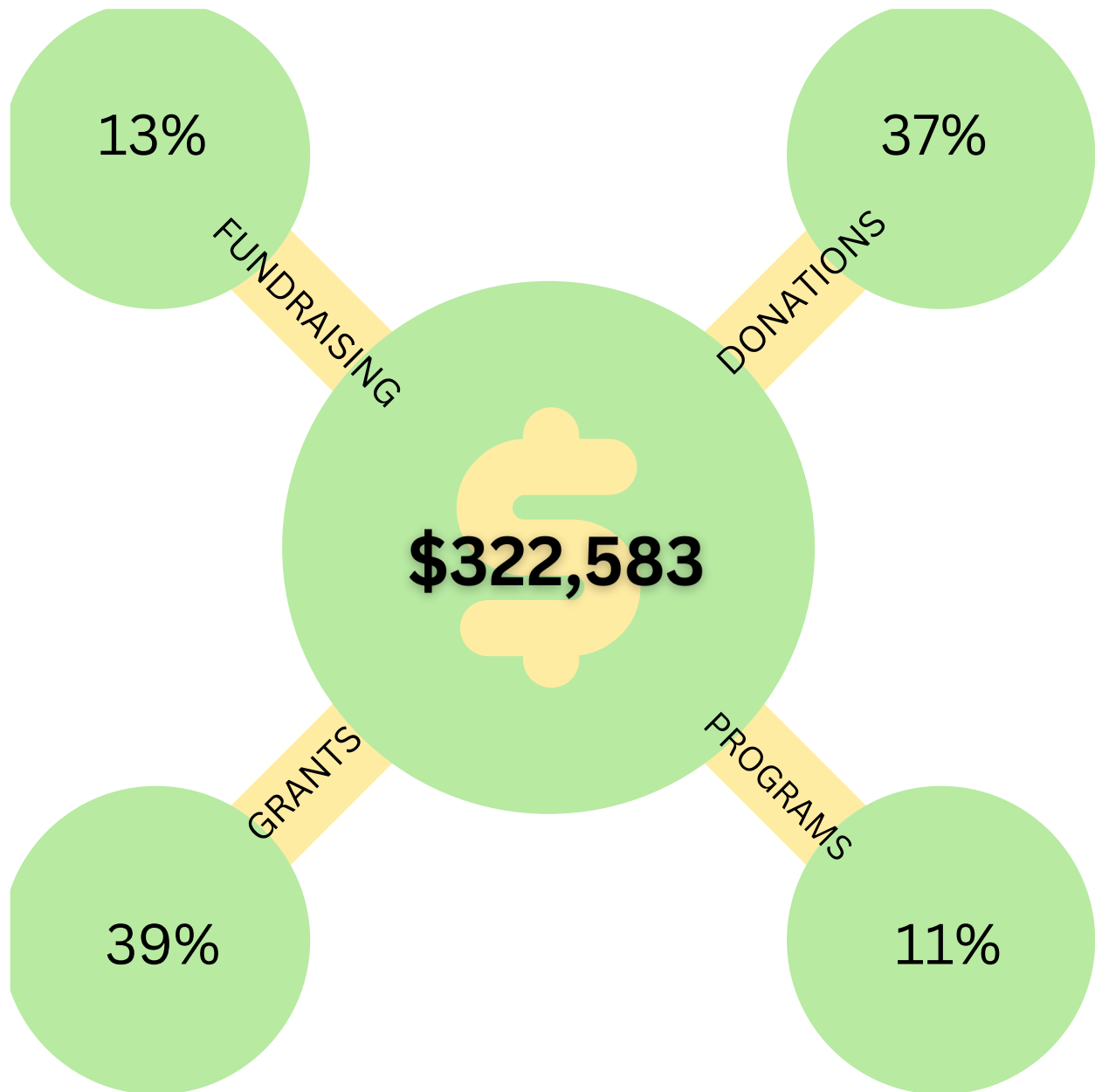


35 Different Groups



2024 Financials

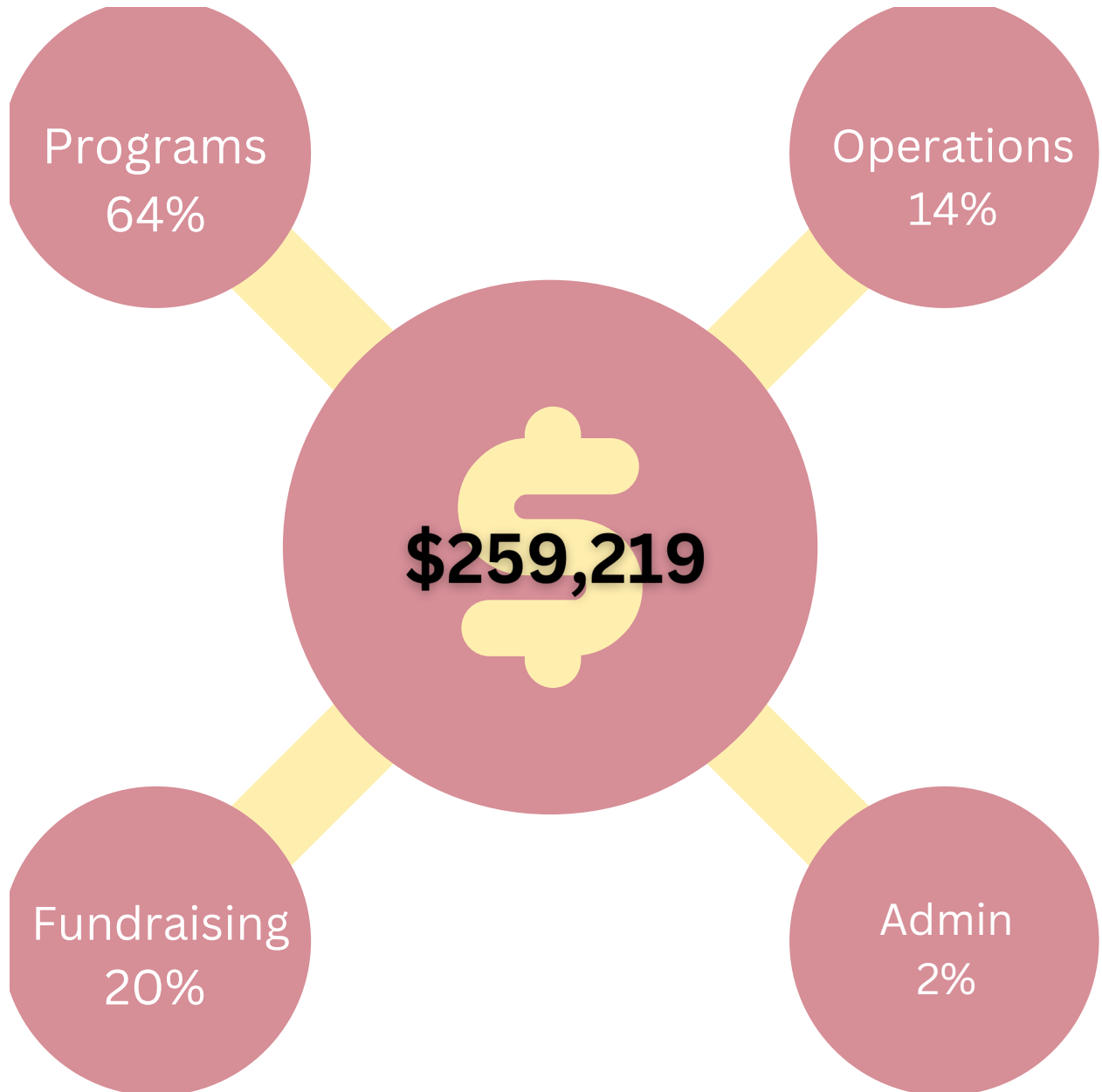
Revenue



Your paragraph text

2024 Financials

Expenses





Longevity Plan

The strategic plans for sustainability of the organization and programs include:

- Hire development staff
- Launch Legacy Fund- Capital to secure additional land
- Increase corporate support to 40% of revenue
- Expand fee-based programs:
 - Police department peer support team trainings
 - Create adaptive riding options for amputees
 - Workshops
- Publish book
- Public speaking - Educational/fee-based

**We must not forget our
unsung heroes who silently
endure pain and trauma.
They need a safe and open
space where they can
express themselves freely.
With your support, we can
create a haven for both
humans and horses, a place
that provides solace,
security, and peace. Let's
work together to make it
happen. Thank you for your
support!**

To reach the team at Horses & Heroes

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