



Parelli
Education
Institute

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www.ParelliInstitute.org

To make a donation, simply fill out and return the enclosed envelope.

Or you can make a donation online by going to: www.ParelliInstitute.org and then click on Giving and then Donations. Because the Institute is a 501(c) 3 organization, your donations are tax deductible.

If you might like to join our team of volunteers, contact us and we would be delighted to learn more about your skills and abilities.

And finally, I would like to once again say thank you to everyone who supports the Parelli Education Institute. However you choose to do so, we appreciate it. As you're planning your year-end giving, we ask that you consider including the Institute in your plans.



Happy Holidays to you!

Naturally yours, Lori Northrup
Executive Director

Greetings from the



Parelli
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It has been an amazing and exciting year at the Parelli Education Institute. So much has happened and so much has been accomplished that I wanted to take the time to provide you with an overview of all the great work that is being done.

As an independent, non-profit 501(c)3 organization for the natural horsemanship community that focuses on education, youth horsemanship, therapeutic horsemanship and equine welfare, I can tell you that we are making great strides in all of these areas – and we couldn't do it without YOU!

On-Campus Education

When it comes to education, we offered something for everyone interested in natural horsemanship. A full slate of classes took place on our beautiful Pagosa Springs, Colorado campus, covering areas that included multiple courses for three tracks: Becoming a Horseman, Becoming a Professional and Advancing Your Star Rating. Our expert instructors and staff continue to earn rave reviews from students. A special thank you goes to Campus Manager Ann Kiser, who makes it all happen with her planning, scheduling, and business knowledge. Mary Lou Johnson was our Operations Manager living in Pagosa Springs for the 2014 season, bringing excellent coordination and attention to all our campus guests, faculty and team.

Looking ahead to 2015, you'll be able to take courses and workshops at the Colorado campus as well as on the Ocala, Florida campus.

The 2015 courses run from one to ten weeks; from Level 1 through Level 4+ topics. A new Gaited Horse Course and one-week courses in each Level/Savvy have been added. There will be opportunities to ride with, or audit courses with Linda or Pat Parelli. The extremely popular Horsenality/Humanity course with Linda Parelli and Dr. Patrick Handley, plus Riding with Confidence, Colt Starting, Liberty and Horse Behavior will all return.



"Helping create a better world for horses and humans through natural horsemanship education"

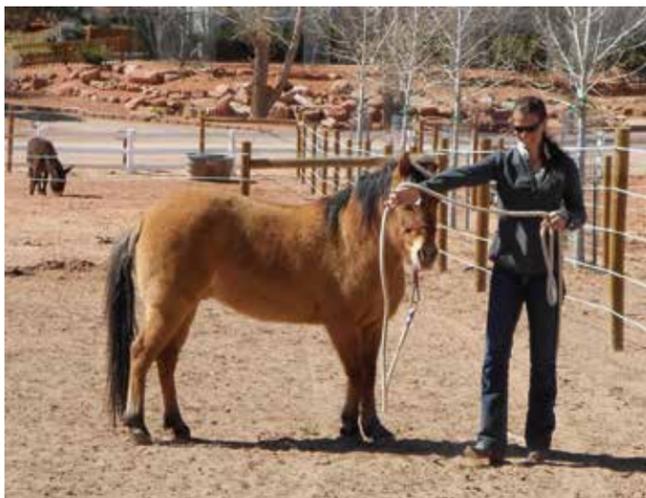
To see a full listing of the course available, visit www.ParelliInstitute.org.



Equine Welfare

In addition to our campus courses, the Institute held specialty programs and workshops throughout the USA. Among the highlights of this year's activities:

A Rehoming for Life course was held at Best Friends Horse Haven in Kanab, Utah for 21 participants, with \$4,000 awarded in scholarships. Participants learned about improving safety in rescue situations, and how Parelli Natural Horsemanship can help horses and their new owners overcome many of the challenges they face when finding a new home. Many thanks to those involved, including 5★ Professional John Baar, 4★ Professional Kathy Baar, our Horse Welfare Coordinator Tammy Barth as well as Jen Reid and the staff from Best Friends, the host ranch.



Due to the financial constraints on horse rescue organizations, which limits their ability to attend workshops, other educational models are being explored. In 2015 a survey will be conducted to determine what horse rescue organizations would like and could afford. We will also look at establishing collaborations with other organizations to develop education that best fits the needs of the organizations.

In addition, a Horse Welfare Resources page has been developed on the Institute website to provide access to additional resources for solving the top causes of unwanted horses.

Youth Horsemanship

Our youngest horse enthusiasts, as well as their instructors, also had some great learning opportunities in 2014. More than \$12,000 was awarded in scholarships. Here's a brief recap of a few of the courses:

A workshop for Parelli Professionals teaching youth was held in Yalaha, Florida, facilitated by 4★ Professional Jesse Peters, 3★ Professional Bekah Maddox and our Youth Programs Coordinator Ashley Boswell. The



Parelli Professionals Giving Back

We have an incredibly dedicated group of Professionals! As you've read throughout this newsletter, there are so many who have generously given of their time and talent in organizing, hosting or volunteering at a fundraising event in 2014. In addition to those already mentioned, we'd like to thank:



- Jan Brooks
- Amy Dorland
- Anthony Greenleaves
- Richard Knapp
- Cath Langley
- Rose Lawler
- Rosa Robinson
- Dan Roser
- Christa Roser
- Nancy Slater
- Kellie Sybersma
- Jennifer Woods
- Courtney Clarke

We did our best to capture everyone's name, but if we have inadvertently left someone off this list, you have our sincere apology. We do appreciate each and every one of you who take the time to assist our organization.

How Can You Support the Parelli Education Institute?

Considering a donation to the Parelli Education Institute? There are so many ways to give and support our mission to advance natural horsemanship education for instructors, students and professionals. You can designate your donation to support specific parts of the dream.



Open Giving: This is recommended if you would like to support the broad spectrum of Institute activities. It allows the Institute to use the funds as most needed to meet our goals and programs.

Scholarships: A scholarship donation helps more students receive partial or full scholarships for advanced horsemanship courses. The Institute has awarded nearly \$250,000 in scholarships in our first 2 years!

Youth Programs: These dollars help bring natural horsemanship education to our future horsemanship leaders, such as additional Youth Adventure Camps in various parts of the USA.

Therapeutic Horsemanship: Your giving will support scholarships and activities for Therapeutic Horsemanship program professionals, staff and volunteers as well as scholarships to the therapeutic specialty clinics being held in the West, Midwest and East during 2015.

Equine Welfare: Donations to this area help improve the welfare of horses through natural horsemanship education. It has been recommended that we offer our Rehoming Clinic in other regions of the USA next season, and we are listening!

Campus Improvements: We want the educational experience at our Pagosa Springs, Colorado campus to be the best it can be. Your donation can help with our present needs including grid footing in more of the students' horse pens, upgrades to our playground, electricity in more student cabins, and expanding a flat arena for advanced finesse development.

Fundraising Initiatives

Amazon Smile Program

Supporting the Institute has never been easier: Just shop online at Amazon! The Institute is now part of the Amazon Smile program. It's easy and free to participate. Just go to: www.Smile.Amazon.com. On your first visit, select "Parelli Education Institute" as the nonprofit that will benefit from your purchases. Then, every time you shop Amazon, The Institute will receive a small percentage based on your purchase.

iDonate

We are excited to announce that we are now able to accept "in-kind" donations of items like vehicles, trailers, saddles, gift cards, cell phones, stocks, jewelry and more. You make the donation and receive a receipt for tax purposes. The possibilities are endless and the process is easy. Just tell us about your donation on-line or by telephone and we'll take care of all the details including picking up your items from you. Make your donation at www.parelliinstitute.org/gift-in-kind/ or call (877) 897-4273.

Pegasus Circle

The Pegasus Circle is growing! The members of this special group of donors have given legacy gifts to the Parelli Education Institute through their will, trust or life insurance policy. This past July, members of the group were honored with a special day at the Colorado ranch, which included a dinner cooked by Linda and Pat Parelli at their home. After dessert, each donor was presented with a custom-made mosaic pendant, representing the Pegasus constellation. Thanks to all the Pegasus Circle donors. Your gifts will create a better world for horses and humans through natural horsemanship education for decades to come.



A Financially Responsible Organization



Since the Institute is only officially two years old, we're a relatively new nonprofit, which is why we're proud to let you know that we've already received GuideStar's coveted "Gold Level"

designation. GuideStar's mission is to provide information that advances transparency and enables users to make better decisions about charitable giving. Out of 1.5 million nonprofits, less than 5,000 have achieved Gold Level status; so you can be assured your donations are being used wisely by the Institute. We take great pride in running a fiscally responsible organization and, as we grow, we are maintaining our focus of operating within our budget while establishing an operating reserve for the future.

Volunteers Make It Happen

One reason we are well-run financially is because we are a volunteer-driven organization. Our volunteers donated more than \$445,000 worth of their time and talent in 2014. It is humbling to know that people so strongly believe in what the Institute is trying to accomplish that they are willing to support that effort with so much time and talent. I cannot thank you enough for all that you do!

In addition to our volunteers across the country and the world, we'd like to give a special shout out to all of the current volunteers on our Parelli Education Institute team:

- Lori Northrup – Executive Director
- Marilee Donovan – Programs Director
- Debbie Adcock – Fundraising Coordinator
- Seth Burgess – Team Coordinator
- Dan Rexroad – Director of Special Projects
- Anna Hill – Social Media Coordinator, Photo Librarian
- Brian Inman – Web support
- Kathryn A. Smith – Web Lead
- Mary Mielczarek – Volunteer Time Tracking, Team Roster, Procedure Manual
- Lorraine Filoseta – Team Development
- Erin Fowle – Alumni Liaison
- Tina Urbahn – State Registrations
- Kathy Pennenga – Procedure Manual Team
- Kristi Smith – Campus Advisor
- Michelle Fetters – Pay it Forward
- Shannon Knapp – Therapeutic Horsemanship Coordinator
- Kris Batchelor – Therapeutic Horsemanship Team
- Donna Blem - Therapeutic Horsemanship Team
- Cindy Skelton-Hodge - Therapeutic Horsemanship Team
- Brenda Wieland - Therapeutic Horsemanship Team
- Tammy Barth – Horse Welfare Program Coordinator
- Ashley Boswell – Youth Program Coordinator
- Dona Angell – Youth Programs Assistant
- Holly Williams – Coordinator iDonate
- Janet Faye Johns – Fund Raising Assistant
- Jean Denson – Instructors' Fund Raising
- Jean Wyer – Major and Legacy Gifts
- June Wall – Donor Appreciation
- Karen Daniel – Web Site Monitor
- Geri Cavanagh – Golf Game with Pat
- Kristina Vaughn – Horse Welfare Team

workshop covered a range of topics including youth development, structuring instruction for young people, group riding strategies and dealing with challenging situations.

Our first ever Youth Adventure Camp was held in Florida this past spring, specifically designed for young people who have a horse and want to learn more about playing with their horse. 4★ Parelli Senior Professional Jesse Peters' enthusiasm was contagious and the students came away more excited than ever to continue advancing with their horses.

Nineteen youngsters attended the Adventure Kids program at Camp Hoblitzelle in Texas this summer. By all accounts, they had a blast! The purpose of the camp was to empower young people to be the best they can be while developing confidence and compassion for each other and their horses. Following the camp, one participant's mother posted on Facebook: "Fantastic instructors and perfect venue. I was so impressed to see the kids having so much fun while working so hard. Loved seeing the sweet friendships they made and their riding growth." The camp was developed and run by 3★ Parelli Professional Jerilyn Caldwell, with 3★ Professional Gina Warrington and 2★ Jr. Professional Debbie Adcock. Nice job! Thanks for giving these youngsters an experience they'll never forget.

In addition to the courses and workshops, a list of Parelli Professionals who are interested in teaching youth was developed for the Institute website; which should be of great help as we continue to look for ways to serve young people interested in learning about horses.

Going forward, in 2015, our focus will be on developing programs with 4-H, providing information about youth events and awarding scholarships to youth who could not normally afford to attend Parelli Professional offered clinics and adventure camps.



Therapeutic Horsemanship

It's amazing to see the impact horses have on people who are dealing with physical and psychological challenges, which is why demand is increasing for Therapeutic Horsemanship education.



In 2014 more than 50 students participated in Therapeutic Horsemanship Workshops, with nearly \$10,000 in scholarships awarded! Each workshop was a slightly different model based on input from the therapeutic horsemanship community. Workshops were hosted by Instride Therapy of Nokomis, Florida; Strides to Success in Plainfield Indiana; and Horse Sense of the Carolinas in Marshall, North Carolina. Thanks to 1★ Jr. Parelli Professional Donna Blem, Shannon Knapp from Horse Sense of the Carolinas and Instride Therapy, for providing an exciting and dynamic course that had participants asking for additional courses in the coming year!

In 2015, workshops will be offered using at least two of these models and planning will begin for a major event demonstrating the value of Parelli Natural Horsemanship.

Fundraising Events

There were some exceptional fundraising events held throughout the year. Here are a few of those highlights:

Mesa Verde Ride

The trail ride-of-a-lifetime took place in June at Mesa Verde National Park in Colorado. Twenty riders joined Linda and Pat Parelli, and National Park Service Rangers, for an all-day ride. It's the first time in over 40 years that this treasured park has been open to horseback riders.

From the glorious weather, the sightings of the cinnamon bear and herd of wild horses, to the luncheon at the fire tower with a view of four states, this was truly a special ride.



Thanks to: The Mesa Verde National Park staff, leadership and volunteers for their hospitality; to Dan Rexroad, Special Projects Manager for the Parelli Education Institute, who worked tirelessly behind the scenes to make this event such a success; and to Art Glenn, a board member for both charities, who had the idea and worked to make this ride a reality. The ride raised more than \$20,000 for charity; divided equally between the Parelli Education Institute and the Mesa Verde Foundation.

Our Biggest Event Yet: The Road to the Summit & Annual Gala

The 2014 Road to the Summit was one of the biggest undertakings we've ever been involved with and it turned out to be a truly special event! It began more than a year in advance, when the Atwood Ranch donated eight long yearlings to the Institute, to be developed by Parelli Professionals and eventually auctioned off to benefit the Institute. The horses, which had completed their Parelli Preschool Program, were paired up with eight top Parelli Professional teams. During the course of the year, each team developed one horse, starting them under saddle at their home location. Some of the

horses even made appearances at this year's tour stops which certainly helped create a buzz about what was happening.

The horses, and their trainers, gathered for the Summit and proudly participated in a variety of demonstrations designed to showcase the horses' abilities and personalities. The event culminated with the auction, which raised more than \$88,000! Seventy percent of the proceeds went to the Parelli Education Institute, with the instructors receiving 30 percent to help offset the costs of feed, veterinary, horse care and travel that they incurred during the year.

We cannot say thank you enough to the Atwood Ranch, its managers Mike and Catherine Sapienza, the following Parelli Professionals and those who purchased the horses, for all of their time, talent and treasure that went into making this so incredibly successful.

- AR Cats A Blazin: "Jesse James" was trained by Jerilyn Caldwell and purchased by Debbie Olsen of Potomac, MD
- AR How Bout a Date: "Bart" was trained by Maurice Thibault and purchased by Arva Steele of Downey, ID
- AR Sanamac: "Mac" was trained by Erin Fowle and purchased by Caroline Rowell of Celina, TX
- AR Dashin Thru Bars: "Wyatt" was trained by Jake Biernbaum and purchased by Amy Podlogar of Dodgeville, WI
- AR Especial Cabernet: "Gator" was trained by Margit Deerman and purchased by Cheryl Almas of Mount Morris, PA
- AR Ima Blonde Buck: "Snoopy" was trained by Kathy & John Baar and purchased by Hyla Sorensen Weiss of Ocean Springs, MS
- AR Houston Skyline: "Houston" was trained by Jody & David Ellis and purchased by Jill Holmes of Banner Elk, NC
- An eighth horse, AR Bound for Silver – "JoyFul" was trained by Teri Sprague. Although JoyFul had a soundness issue and could not be auctioned, she has a good home with her partner Teri

In addition to the wonderful demonstrations and auction, the Institute held its annual benefit gala during the Summit. Kristyn Harris, the Academy of Western Artists "2014 Western Female Performer of the Year" was the featured entertainment and she was phenomenal! Plus, there was a fun fashion show of western wear, with a surprise appearance by 3 famous Parelli men in drag, and a silent auction with dozens of items donated by Institute supporters. Thank you to all of the volunteers who worked so hard to make sure the entire event was magical, led by Debbie Adcock and Jerilyn Caldwell.

Cow Working Clinic

Jody and David Ellis, of the LS Ranch in Porterville, California, held their 3rd Cow Working Clinic to benefit the Parelli Education Institute. The clinic included instruction, demonstrations, a great ride and a dinner followed by David playing guitar and a group sing along. Jenni Purcell represented the Institute and provided an update on the latest Institute activities. Everyone had a great time, and the fundraiser was a huge success.

Western Performance Naturally

Thank you to Carlos Osorio and The Horse First Farm in Wisconsin for hosting a two day "Western Performance Naturally" forum. Participants and auditors learned from Pat Parelli himself as he demonstrated how to incorporate natural horsemanship into Western Performance.

Foals to First Rides Forum

Catherine and Mike Sapienza graciously hosted a "Foals to First Rides Forum" at the beautiful Atwood Ranch this past spring. Nearly 200 attendees learned Pat Parelli's secrets to success in working with young horses and gained a better understanding of how to start a relationship and develop partnerships with their horses.

Rally Roundups

It was a great year for Rally Roundups created by 2★ Jr. Professional Debbie Adcock, with more participants than ever taking part in events held in four states. The Rally's guarantee is to show each participant how to bring out the "WOW" in themselves.

In Texas, 2★ Jr. Professional Julie Payne and 4★ Sr. Professional Christi Rains, organized a Rally at the Washington County Fairgrounds in Brenham, TX. It was our single largest Rally Roundup in 2014, raising more than \$20,000! The event featured 13 Parelli Professionals and staffing by more than 20 volunteers. There were 16 different lesson areas focusing on all Levels plus great demonstrations from Parelli Saddles, Young Living Essential Oils, Omega Fields and Hanna Somatics. On Sunday, they gave away a one week course at the Colorado Campus and a Parelli Saddle.

The Colorado Rally Roundup, which raised more than \$6,500, was hosted by 3★ Professional Teri Sprague and featured demonstrations, workshops and competitions. Thanks to 3★ Professional Julia Bell and Vicki Knecht who made this happen.

The Atwood Ranch was the site of the California Rally Roundup with 3★ Professional Erin Fowle hosting this fun event that included lessons, Savvy Stations, Parelli Games and a horseless tournament. In all, 8 Professionals contributed their time. This Rally raised more than \$7,600.

Much like the Rallies, a Jamboree was also hosted by 3★ Professional Dawn Roth at Huntersville, NC. It offered 6 Professionals giving their expertise at Coaching Focus Stations, Games, Spotlight and Tournaments in all 4 Savvies, raising over \$2,400.

Thanks to the Professionals that volunteered their Rally Time!

- **Texas Rally:** Debbie Adcock, Julie Payne, Christi Rains, Jerilyn Caldwell, Kerri April, Lena Petrilli, Jenny Trainor, Jerry Williams, Jake Biernbaum, Pete Rodda, Sara Drew, Isabelle Farmer and Teri Gordon
- **Colorado Rally:** Teri Sprague, Julia Bell, Jerry Williams, Lindsey Fitch, Amy Bowers, Kathleen Rossi and Kirs Kesaniemi
- **California Rally:** Erin Fowle, Marget Deerman, Cezanne Decristoforo, Micaela Love, Cici Bower, Holly Williams, Patti Devencenzi and Sandi Parker
- **Rally Jamboree:** Dawn Roth, Marie Pruden, Bekah Maddox, Jean Denson, Christine Madoni, Kelly Patterson



State Reps are the Best!

Our state representatives also deserve a big thank you for all the time and effort they contribute to fundraisers in their states as well as being part of regular monthly meetings. They help make great things happen! Thanks to: Anna Hill – MN; Carol Lowery – Iowa; Carol White – VA; Courtney Clarke – MI; Dawn Roth – SC; Erin Fowle – CA; Holly Williams – WA; Jean Denson – NC; Jeannie Parkinson – UT; Jenni Purcell – CA; Jerilyn Caldwell – TX; Marcia Nicholas – AZ; Marie Pruden – VA; Patti Devencenzi – OR; Patty Woodyard – FL; Rosa Robinson – AR; Terry Burns – TN; Vicki Knecht – CO and Zuzana Runge – AZ.