



www.parellifoundation.org

2017 ANNUAL REPORT

Letter from the President

What a year 2017 was! You — our members, donors, and fan-base — have been uppermost in our thoughts as we navigated some rough waters at the start of 2017 and as we ended the year with inspiration and excitement for 2018!

We've experienced significant staff and board changes, and have been amazed at the elegance with which those transitions have taken place. We especially want to thank several staff members who have headed to greener pastures: Kathy Giordano, our dedicated office manager, left at the end of January 2017; Tina Urbahn, who served as our assiduous interim Director of Programs in the middle of the year; and Ann Kiser, our exemplary Director of Finance and Accounting, who took up an exciting new position at a software firm at the end of the year. During that time we also brought on Susan Walters who has been excelling as our Director of Programs. Also Kim Hallin's firm hand has steadied the reins of our development efforts. Longtime volunteer Debbie Adcock has stepped in to the Director of Finance and Accounting role.

To everyone's great sadness, we lost to cancer our esteemed and wise board member, Edwin Alderson, who had been with the Foundation since its inception. We are heartened, though, to have gained Laura Donahue, who has joined us as a provisional Board Member. Everyone's shared passion and respect for the Foundation's mission as well as your faith and confidence in the current team will carry us forward in 2018.

As of this writing, we are wrapping up an intensive strategic planning and visioning process the team has engaged in, and there are exciting new initiatives to come for the Foundation. Most consequential for us during this planning has been our commitment to continue honoring and expanding the legacy/vision of Pat Parelli as well as Parelli Natural Horsemanship's goal of making the positive values of natural horsemanship more understood and accessible around the world ... while also working to bring together everyone in the horse world who believes in putting the wellbeing of the horse first.

As we begin 2018, we want to thank you all for your faith, encouragement, and support as we continue bringing natural horsemanship education to gifted youth, students, and horse therapeutic and welfare organizations.

Heart and soul for horses,
Kerul Kassel
President, Parelli Foundation



Kerul Kassel

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

A Year of Staff, Board and Volunteer Transitions



Pictured from left to right: Jeanette Hayhurst, Volunteer, Kerul Kassel, Board President, Seth Burgess, Director of Operations, Debbie Adcock, Director of Systems and Accounting, Laura Donahue, Board Member

In 2017 we said good bye to old friends and hello to new ones. In addition to the board and staff members mentioned in the president's letter above, We have some new faces (and energy!) on the volunteer team:

- Rebekah and Pricilla Cook joined us to help with donor appreciation.
- Gretchen Rhode joined us as Photo Librarian.
- Jeanette Hayhurst is handling our Pay-It-Forward program.
- Tink Fritz joined our team as an Event Coordinator.
- Tifaine Regnier joined us as Social Media Coordinator.

The Parelli Foundation is currently taking applications for a board secretary and board treasurer.

The foundation has ongoing needs for volunteer help as well! At this time, we are looking for a Web Site Monitor, a Web Site Analytics and SEO Manager, a Creative Writer and assistants in programs for Therapeutic and Youth.

All current opportunities are listed on our web site: <https://parellifoundation.org/volunteer/current-opportunities/>

Streamlining Operations & Cutting Costs

The Parelli Foundation is always on the lookout for ways to reduce costs and improve on our ratio of administrative to program expenses. The more we save in administrative costs, the more money we have available to distribute in the form of grants, scholarships, and directly to programs. This year we eliminated our costly office space and went to a virtual office. We also eliminated two salaried positions, Office Manager, and Executive Director. We moved our messaging service from Constant Contact to Send In Blue. We are currently transitioning our email hosting service to eliminate extra charges. We brought our social media and marketing functions completely “in-house.” We minimized our charitable registrations and are looking at also bringing this function “in-house” for a cost savings. The Foundation also downsized our footprint at the Savvy Summit and is looking at more efficient ways to participate in events going forward. We are utilizing Zoom for internal meetings and have eliminated expensive travel for in-person meetings. No aspect of our operations is above cost savings review, and we are 100% dedicated to stewarding your dollars well!



The Parelli Foundation is proud to maintain Gold Star Participant status in the Guide Star Exchange. Transparency is important to us, and you can always find the latest copy of our Form 990 at the following link on our website:

<https://parellifoundation.org/financial-information/>

Fundraising and Donor Stewardship

The Parelli Foundation is incredibly thankful for the generous public support we received in 2017 from all of our donors! The outcomes highlighted throughout this report would not be possible without your passion and generosity. In October the foundation co-hosted a private reception with Linda and Pat Parelli at their Pagosa Springs home during the annual Savvy Summit to honor donors at the Canter and Gallop Partnership Levels, as well as members of the Pegasus Circle (group photo below).



If you would like to become a partner and join us at future donor events, visit:

parellifoundation.org/partnership-program.

The Foundation also launched a new page on our website to make it easy for donors and potential donors to find information about how contributions are being used, including spotlights on some of our recent scholarship and grant recipients. Visit <https://parellifoundation.org/donations-to-work/> to read more!

Two exciting new fundraising initiatives that were launched in 2017 and will continue in 2018 are the Foundation's Memorial/Honorary Giving Program and our participation in the national Giving Tuesday Campaign in November. Let us know if you would like to join in the fun by serving as a peer-to-peer fundraiser for Giving Tuesday 2018 and using your personal natural horsemanship story to raise more money in support of the foundation's mission of helping create a better world for horses and humans through natural horsemanship education!

Festival Magnifico



During the weekend of May 5-7, 2017, the Parelli Foundation hosted Festival Magnifico in Hamilton, Texas where we showcased our Rehoming 4 Life, Road to the Summit, Future of Horsemanship, and Scholarship programs. The centerpiece of Festival Magnifico was a gathering of nine Master Horsemen who collaboratively demonstrated the potential of natural horsemanship. Horses helping people and people helping horses was the predominant theme throughout the event, brought to life through key learning opportunities, uplifting stories, demonstrations of incredible horse-human partnerships, along with fun, exciting horsemanship challenges that attracted amateurs and professionals alike.



Pat and Linda Parelli's support for this collaborative event demonstrates why we have "Parelli" in our name. The Parelli Foundation was created because of a dream that Pat and Linda had for many years: that any person or organization interested in changing the world through natural horsemanship not be held back by insufficient means.

At Festival Magnifico, the generosity of the nine Master Horsemen in volunteering their time as well as the munificent donations from spectators, participants, and volunteers proved, once again, that many of you share this dream.

Thank you!

2017 Grant and Scholarship Awards

In 2017 the Parelli Foundation funded \$22,825 in grant awards for 11 recipient organizations in the areas of Therapeutic Horsemanship and Horse Welfare. The Parelli Foundation also invested \$25,500 in Career Scholarships and the Future of Horsemanship Program for 13 recipients. Scholarships included individuals achieving certifications in therapeutic horsemanship as well as new or advancing Licensed Parelli Professionals. Below are a few stories that bring these grant and scholarship awards to life.

HORSE WELFARE GRANT SPOTLIGHT:

Testimonial from Wildhorse Ranch Rescue by Kim Meagher

“After 23 years, Wildhorse Ranch Rescue is finally a 100% Parelli Ranch, as we removed ALL of the non-Parelli equipment and purchased 12 Halters, 12 Lead Ropes and 5 Carrot sticks to add to our current sets of Parelli gear.

“We've been doing some great things at the ranch with Romeo, from the Re-Homing for Life Challenge and his adopter and Parelli Professional, Ashley Dudas, on the "Romeo Rescue Tour." We've provided three clinics and four Parelli Practice Sessions for our Volunteer Base and Management Team. We have another clinic scheduled for January/Feb 2018 and eight Parelli Practice Sessions scheduled. Four of our volunteers/staff have joined the Savvy Club. Eight of our volunteers and staff are taking private lessons with Ashley.



“In addition to the 30 equines we have on the property, we took in four wild horses in October, one of which is a stallion. The Parelli Practice and Clinics have been key to teaching our volunteers how to stay safe around all types of horses, which is a big part of the daily life in horse rescue.

“We've got so many plans in place for the coming year. Our volunteers and management team are thrilled to see the progress not only in their own skills, but in how the horses react to being around people who handle them with “love, language, and leadership.”

“The Parelli Foundation has made a huge difference for Wildhorse Ranch Rescue, as well as in our goals to help more horses stay in their homes and to help homeless horses find their forever homes.

Thank you for giving us this wonderful opportunity!”

Support our work. Become a donor.

Visit parellifoundation.org/giving

Future of Horsemanship Scholarship Spotlights

Ada Earns Her Black String

Congratulations to Ada, a 15- year-old Future of Horsemanship Scholarship recipient from Nova Scotia, Canada, who recently earned her Black String! The purpose of the Future of Horsemanship Scholarship was to expedite a youth's journey to Level 4, and expedite we did! We paired this hard-working and extremely motivated teen with a Parelli Professional extraordinaire, 3★ Instructor Farrah Green, in May 2016. It was an experiment of sorts --- Farrah lives in Cody, Wyoming, 3000 miles from Ada, and had never taught long-distance. When she learned that she was Ada's first choice as a mentor, she agreed to give it a try. Many phone calls, and five trips to Wyoming later, they proved that long-distance teaching does work. Congratulations to both of them on this fantastic achievement!



Testimonial from Vicki Nee

“In January of 2017, we received word that our daughter IrisAnne had received a Future of Horsemanship Scholarship from the Parelli Foundation, through the Susan Carr Hanson Youth Memorial Fund. Since then, she and her horse Millie have been blessed to be able to participate in two multi-day workshops with her primary instructor – 2★ Parelli Professional Robin Harris from Alabama. Robin taught her to advance her games in three Savvys – On-Line, Liberty, and Freestyle – with new patterns and skills, such as carrot stick riding, Liberty circling, improving seat connection, and simple lead changes. IrisAnne was also able to have some private and semi-private lessons with Robin, during which she experienced some real success with trailer loading and working with her new 45' lariat rope. She was very thrilled to receive the 45' lariat from the Parelli Foundation, as well as a pair of feather lines and a Parelli hackamore. We are currently scheduling another 2-Day Workshop with Robin, hopefully for this September or October. As her mom, it is exciting to watch the opportunities that opened up for her because of the Parelli Foundation and the Hanson family. Thank you!”



Update on Parelli Foundation 2013 Scholarship Cohort



In 2013, the Parelli Foundation (at that time the Parelli Education Institute) gave out 20 scholarships of various amounts, totaling \$77,745. The average scholarship award was approximately \$4,000.

Of the 20 recipients, twelve achieved their goal of becoming Parelli instructors and are currently serving in that role. Five of these are 3 ★ instructors, six are 2★ instructors and one is a 1★ instructor. Another four recipients are serving as natural horsemanship trainers, but are not associated with PNH. One operates her own non-profit helping troubled youth, another generously gives her time in support of a youth based non-profit, another spent three months in Brazil donating her time to help horses there, and the fourth now works in the cutting horse industry.

When the Pay It Forward Program was established, the scholarship recipients were given up to five years in which to donate a specified number of hours of work in one or more of our four program areas. As of the end of 2017, these 20 scholarship recipients have donated more than 1300 hours to the Pay It Forward Program! We are extremely proud of all of our scholarship recipients who are doing their part to make the world a better place for horses and the people who love them.

In addition to the photos highlighted here, we thought you might also enjoy two videos (links below) from Hearts in Harmony equine therapy program in Belton, SC, where two of our scholarship recipients are Paying it Forward!



VIDEO LINKS FROM HEARTS IN HARMONY

parellifoundation.org/hih1

parellifoundation.org/hih2

Road to the Summit Horses

In 2016, Atwood Ranch of Red Bluff, California donated two yearlings to the Parelli Foundation. Both horses are graduates of the Atwood Ranch Parelli “Pre-school” program, giving them one of the best starts available for any horse. In 2017 each of the horses was paired with a Parelli Professional for ongoing development and with whom they will remain in development until they are sold, with proceeds going to the Foundation.

This opportunity may be your last chance to get horses with these bloodlines in this age group and with this kind of start! Atwood Ranch is quickly selling out of this foal crop.

“Zoe” is in development with 3★ Parelli Professional Jerilyn Caldwell, and “Raven” is in development with 3★ Parelli Professional Erin Fowle (pictured below).



AR SHIRLEY A MERADA
“Zoe” – 2015 chestnut filly
Colonel Doc Bar Chex x Valid
Sue Sue by Valid Expectations
(TB)



3★ Parelli Professional
Jerilyn Caldwell



AR CHEX OUT MY KITTY
“Raven” – 2015 bay filly
Colonel Doc Bar Chex x Suzies
Kitty by High Brow Cat



3★ Parelli Professional
Erin Fowle

For more information on these two lovely three-year-olds, including purchase information, visit: <https://parellifoundation.org/rfts-2017-18/>

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