



HORSES FOR MENTAL HEALTH

**APA Human-Animal Interaction &
Horses For Mental Health Webinar**





Why We Do **What We Do**



Breathe | A Story of Transformation | Seen Through Ho...



Copy link



Watch on  YouTube



HORSES FOR MENTAL HEALTH

Horses for Mental Health is a 501(c)(3) nonprofit organization founded to increase awareness, public engagement, funds, and access to programs incorporating horses for mental health and personal growth.

We partner with nonprofit organizations, philanthropists, celebrities, influencers, and companies to realize our collective vision of a world where all mental health needs are met – together.

We seek to strengthen engagement to create a community of inclusivity and diversity while increasing access to quality mental health programs incorporating horses that serve all groups of people.

HORSES FOR MENTAL HEALTH OBJECTIVES



Serve as a resource, advocate, and thought leader to support legislative and policy initiatives globally.



Convene industry and program partners worldwide to collaborate on common objectives to uplift and support global mental health and personal growth through horses.



Build and implement campaigns to support industry and public awareness of resources and benefits.



Raise funding to support worldwide mental health and well-being services incorporating horses.



Establish high standard systems and collaborative partners for funding distribution, accountability and outcomes to raise the standard of services and to maximize efficient and accountable use of funds.



Establish a system of data collection to build the evidence base for mental health and personal growth services incorporating horses.

A close-up photograph of two horses nuzzling each other. The horse on the left is a rich brown color, and the horse on the right is a light grey or white with darker speckles. They are positioned in a grassy field with a blurred background of trees and a pale sky. The text is overlaid in the center of the image.

At the heart of our foundation is the welfare of both horses and humans, and how they can impact each other to heal and thrive in incredible ways.

A landscape photograph featuring a clear blue sky, a line of trees with autumn foliage, and a grassy field. Two horses are visible in the lower-left foreground. A semi-transparent blue horizontal band is overlaid across the middle of the image, containing the text 'A Space For Everyone'.

A Space For Everyone



The Power of Horses: Breaking Barriers



Share

SEEN

THROUGH

HORSES



BREAKING

BARRIERS

seen through
Watch on





— Seen Through Horses Campaign —

seen through HORSES

HORSES FOR MENTAL HEALTH 2024 CAMPAIGN

Seen Through Horses is a peer-to-peer awareness campaign convening people, like-minded nonprofits, mental health specialists, celebrities, and influencers to increase awareness, public engagement, and raise funds to improve access to programs incorporating horses into mental health and personal growth.



OUR STRATEGY



Convene a **community** of people, nonprofits, organizations, brands, and celebrities who are passionate about horses and mental health.



Increase **public awareness** of the various benefits of incorporating horses into mental health and personal growth.



Produce quality videos and media content highlighting **stories of transformation** to illustrate the positive impacts of incorporating horses into mental health services and programs.



Employ **peer-to-peer fundraising** and social media strategies to activate participants to take action and fundraise on behalf of their chosen Charity Partner.



Galvanize the equine and mental health sectors from May 1-31, 2024, around **one message, espoused at the same time** during National Mental Health Awareness Month.



Key Campaign Participants

Programs and organizations that incorporate horses into mental health services and programs will be invited to join the Campaign as “Charity Partners” and invite their network to fundraise on their behalf.

Fundraising Ambassadors will be activated through our Charity Partners’ networks and asked to fundraise throughout the campaign.

Donors and advocates are individuals, family members, and friends who want to support Campaign Participants through donating and/or promoting the Campaign.

Celebrities and influencers will amplify the visibility and reach of the Campaign and Charity Partners by promoting through their social media channels.

Philanthropic foundations and companies can pledge to match funds raised when participants meet their goal (e.g., committing to match a certain dollar amount raised for a charity).

Title Sponsor



We are thankful to have Zoetis as our Title Sponsor for the Seen Through Horses Campaign. Zoetis is a pharmaceutical company that discovers, develops and manufactures medicines, vaccines, and diagnostics products for animals. Zoetis endorses and promotes incorporating horses into mental health services and has an extensive network within the equestrian sector to help garner public support for our campaign.

Executive Producers



Horses for Mental Health

Working to expand the role horses play in mental health and personal growth in order to realize a world where all mental health needs are met.



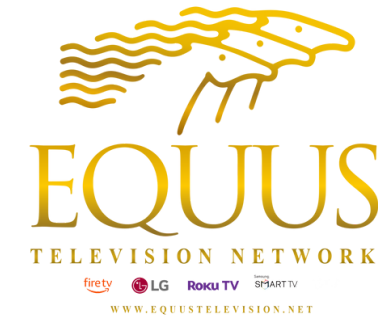
Arenas for Change

Providing training, certification and community for professionals incorporating the transformational power of horses. Improving mental health and well-being, one story at a time.

Premier Partners 2024



BLACK IN THE
SADDLE



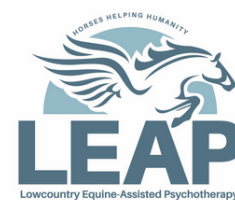
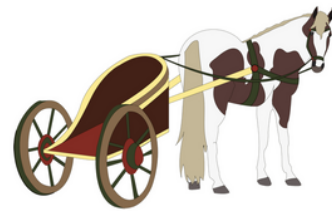
TEMPLE GRANDIN
EQUINE CENTER
COLORADO STATE UNIVERSITY



Past Charity Partners



Past Charity Partners



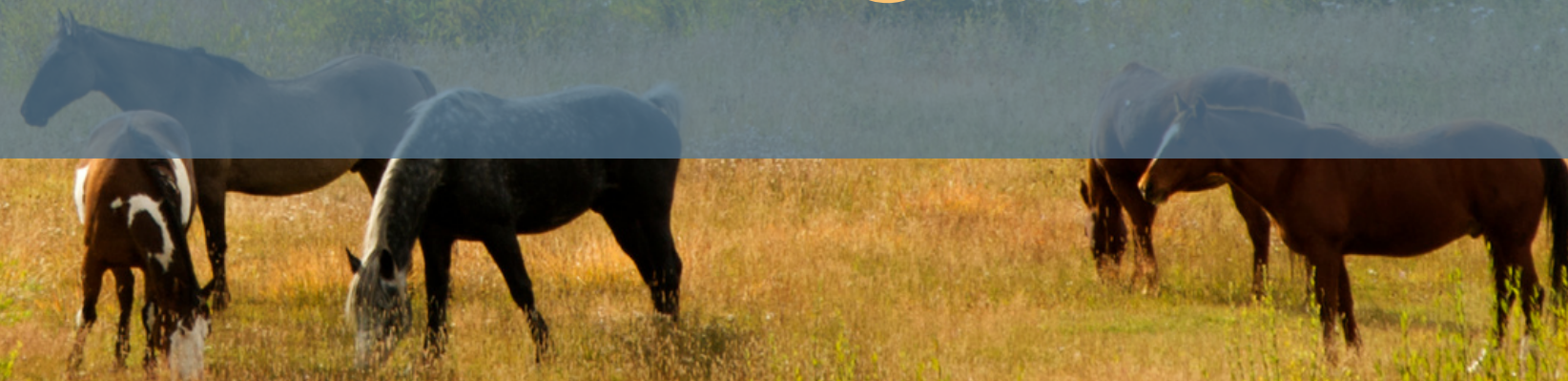


Power of Storytelling

Love is the thread that binds us together.



— Peer-to-Peer Awareness & Fundraising —

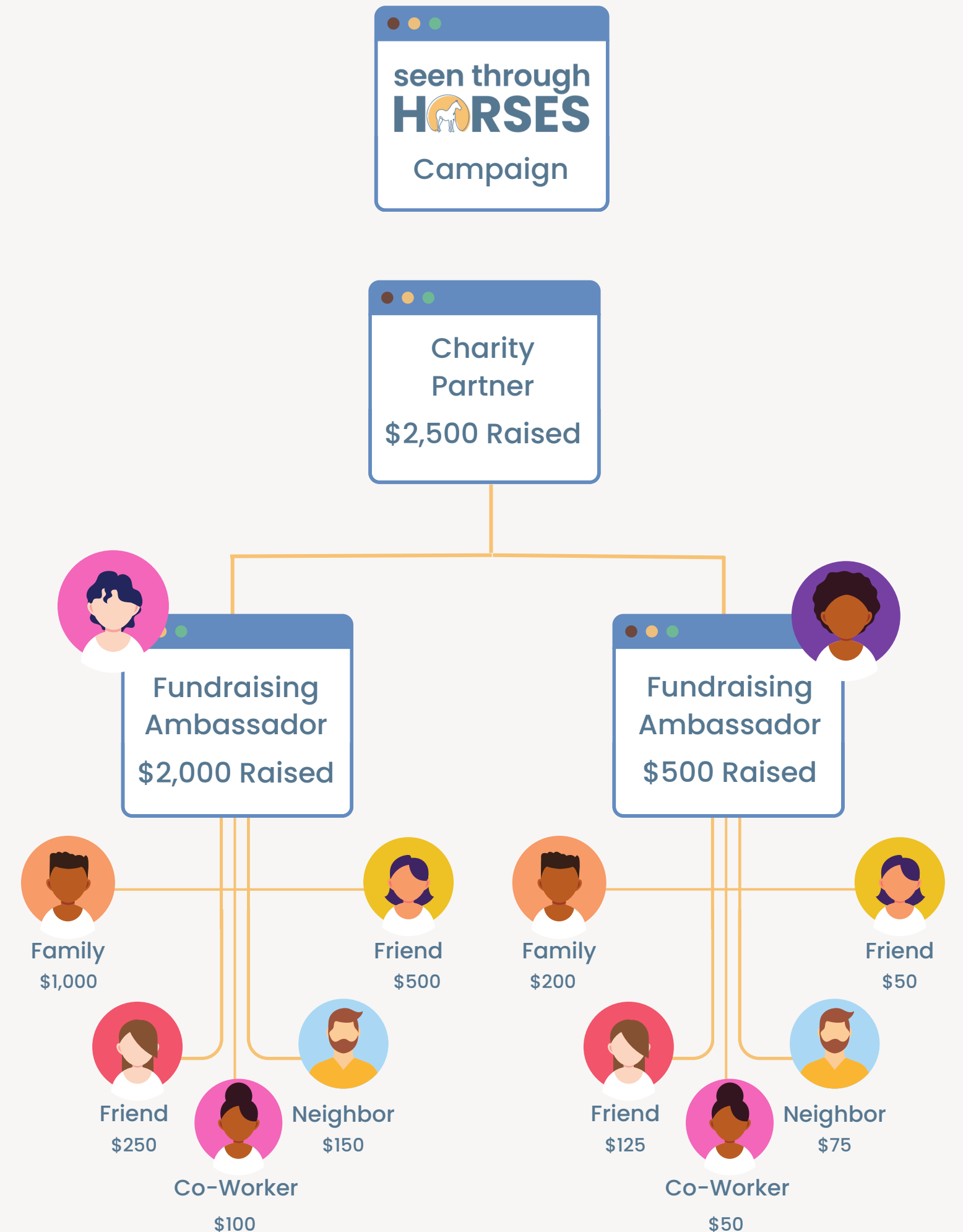


Peer-to-Peer Fundraising

Imagine your supporters becoming mini-fundraisers for you!

In peer-to-peer campaigns, like Seen Through Horses, instead of supporters donating directly to your organization, fundraising volunteers will create their own personalized fundraising pages, set a fundraising goal, and share with their networks of friends, family, colleagues and social media to gather donations before and during the campaign.

Think of it like crowdfunding, but specifically for your organization, leveraging the power of your supporters' own networks.



Peer-to-Peer Fundraising

Benefits for your organization:

- **Reach new audiences:** Your supporters' networks become accessible, expanding your reach beyond your immediate donor base.
- **Increased fundraising:** More people donating, often in smaller, more manageable amounts, can lead to a significant boost in your fundraising efforts.
- **Deeper engagement:** Supporters feel more invested when they actively participate, creating a stronger connection to your cause.
- **Reduced burden:** You don't have to solely rely on large donations or grant applications, diversifying your income streams.



Fundraising Ambassadors

5 Fundraising Ambassadors per Charity Partner by March 12

- Build a team from long-time, engaged volunteers
- Direct message active followers
- Invite volunteers to trainings
- Share resources
- Energize and encourage your supporters
- Provide incentives



\$2,500
Goal



\$500 Goal Each



5 Volunteers



\$34 donation each



15 Donors

\$2,500
Goal



**10 Fundraising
Volunteers**

\$250 Goal Each



\$25 donation

10 Donors Each

A \$2,500 fundraising goal can be accomplished in a variety of ways. 10 volunteers will need to activate only 10 donors to give \$25.

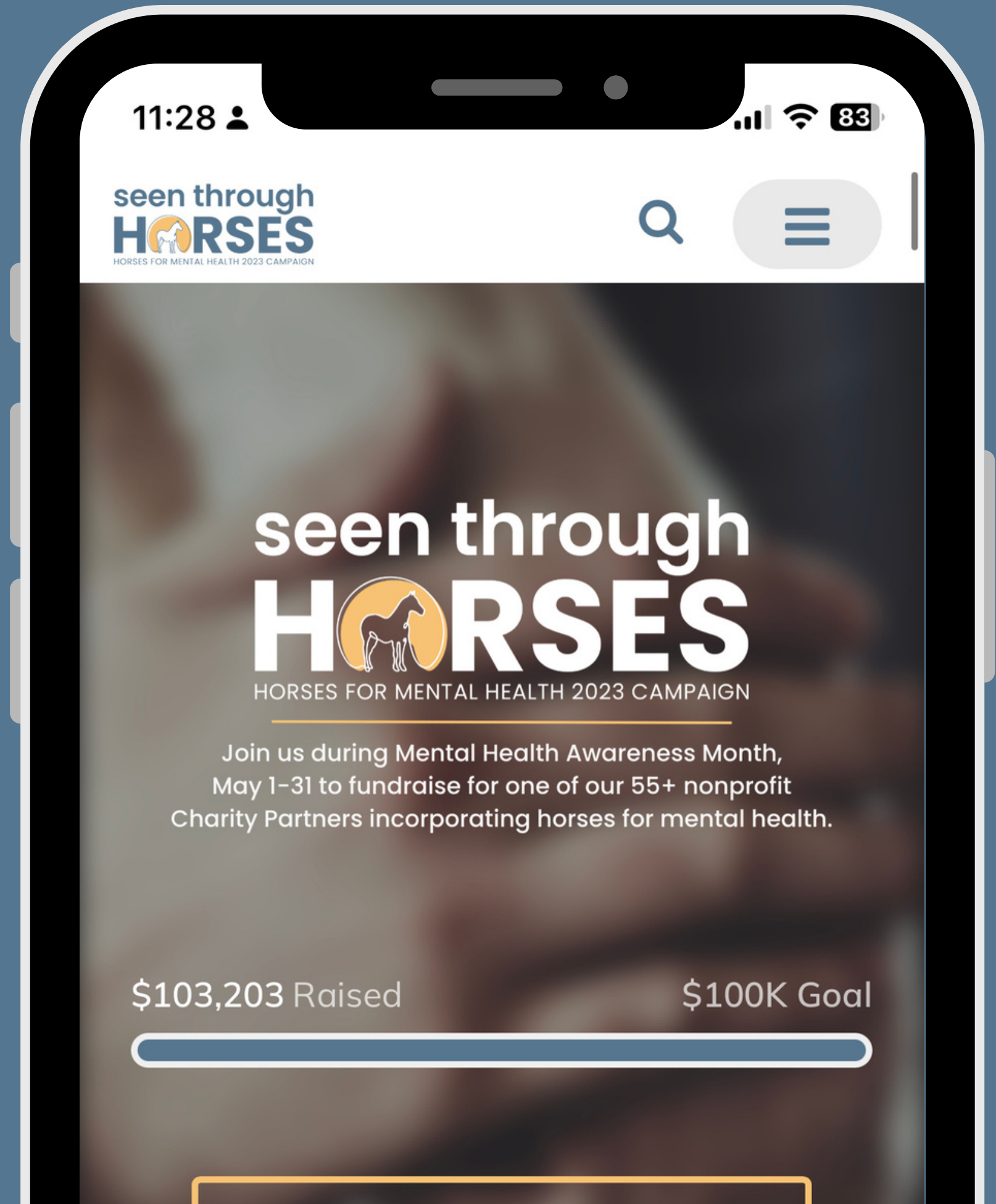
A photograph of two horses in a field at sunset. The horses are silhouetted against the bright, golden light of the setting sun. The foreground is filled with tall, golden grasses. The background shows a line of trees under a hazy, orange sky. A semi-transparent blue horizontal band is overlaid across the middle of the image, containing the text.

2022-2023 **Seen Through Horses**
Campaign Overview

seen through HORSES

In October 2022 Horses for Mental Health launched the first Seen Through Horses Campaign, during Mental Health Awareness Week.

Because of the success and to give Charity Partners more time, STH was moved to May 2023 during Mental Health Awareness Month.





100+

Nonprofits



33,781,789+

Distribution
Reach



50+

Celebrities and
Influencers



13+

Training
Sessions

1,668

Donors & Supporters

416

Fundraising Supporters

\$180,000+ Raised!



Congratulations to the Top Teams!



+\$11,600

Spring Reins of Life



+\$6,900

Joseph Patrick Fabber
Memorial Foundation



MUSTARD SEED RANCH

A safe place for hope and healing

+\$6,500

Mustard Seed Ranch Inc





33,781,789+
Social Media Reach

1,117,984+
Video Impression

189,727+
Video Views

2,020,513+
Print Ads

1,820,762+
Email Databases Reach

641,147+
Press Releases Reach

788,193+
Equine Network Web
Banner Impressions

189,727+
Total Video Views


456,338+
Total Video Impressions



Celebrities & Influencers

*The Seen Through Horses 2023 campaign was endorsed by 27 celebrities and influencers whose collective social media reached over **5.8 million followers**. Included were Tanya Tucker, Randy Travis, Forrie J Smith, Callie Twisselman, Mikayla Lane, Jill Rappaport, Bourke Floyd, Sophie Grace, and esteemed equestrians like Gabriela Reutter, Shawn Hinz and Kristy Goodall.*



A close-up photograph of a camel's head, focusing on its eye and the top of its head. The camel is wearing a pair of dark, wrap-around sunglasses. The background is a soft, out-of-focus landscape with a blue sky and light-colored ground.

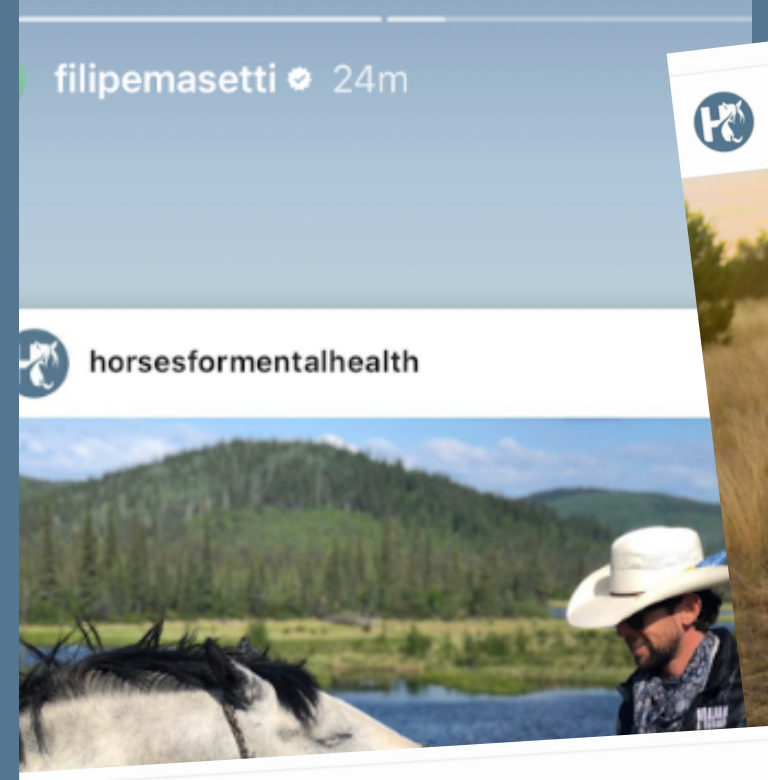
Celebrities & Influencers Social Media

197
**Posts
& Stories**

5,824,131+
Audience

16,335,883+
Reach

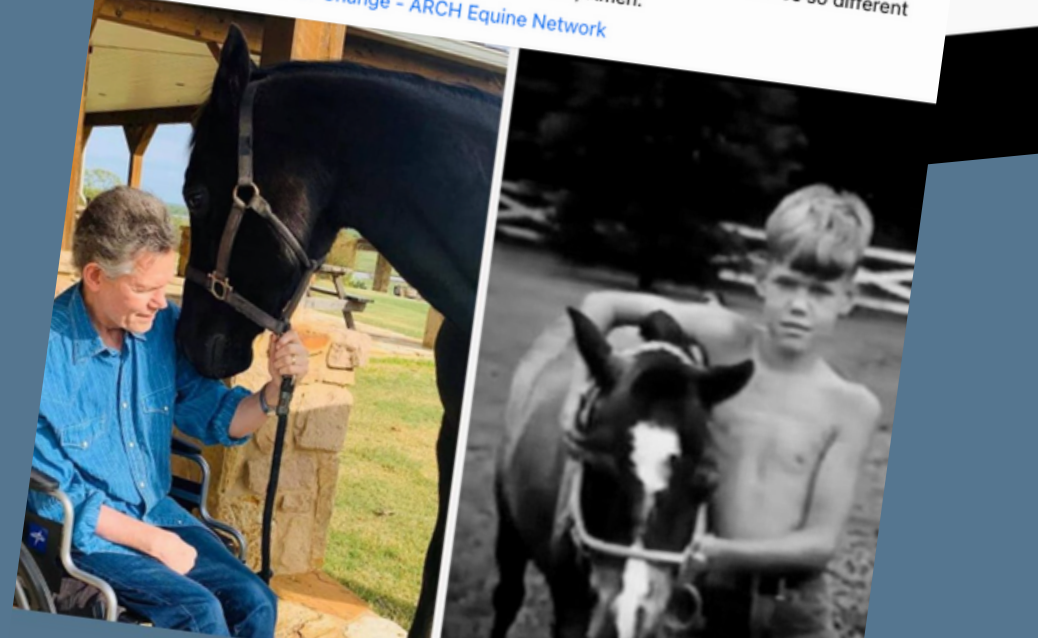
Sophie Grace
 April 29 at 3:18 AM ·
 and have been riding since I was 6!
 I'll be sharing stories of a horse named Rocky who inspired me in my younger years via the #SeenThroughHorses Campaign.
 A cool campaign May 1st-31st to bring awareness to the many healing powers of horses. We will be supporting 55+ nonprofits incorporating horses into their personal growth and mental health programs.
 Check out [Horses for Mental Health](#) for all sorts of amazing facts about these incredibly therapeutic creatures who make such great friends and are good for the soul!
 #SeenThroughHorses
 #HorsesforMentalHealth
 #EquineTherapy
 #EquineAssistedLearning
 #EquineAssistedHorsebackRiding
 #EquineAssistedTherapy
 #EquineAssistedLearning
 #EquineAssistedHorsebackRiding
 #EquineAssistedTherapy



Forrie J Smith · 3d ·
 You all know how passionate I am about horses, so I am thrilled to be a part of the amazing #seenthroughhorses campaign (May 1-31 the Month of Mental Awareness) to foster awareness to the multiple ways humans and horses can help one another to heal and thrive!
[https://horsesformentalhealth.org/campaign/!](https://horsesformentalhealth.org/campaign/)
 Stay tuned for more exciting news how so many celebrities have linked their saddles together to help over 55 nonprofits raise funds to incorporate horses to heal in so... See more



Randy Travis · April 29 at 6:43 PM ·
 Cheers to those who joined me last fall in supporting the trailblazing #SeenThroughHorses Campaign by [Horses for Mental Health](#)
 Running again May 1st-31st during Mental Health Awareness Month, this campaign is supporting 55+ nonprofits to raise funds to expand access to programs incorporating horses for mental health and personal growth helping with anxiety, depression, addiction, PTSD, overall well-being and so much more!
 I've shared a very special clip with this campaign from "Randy Travis: More Life A Documentary" featuring the horses that have made a monumental impact on my life's journey. And check out stories from fellow country music artists, Tanya Tucker and Tayla Lynn, celebrated songwriter Diane Warren and many more equestrians and horse lovers!
 I encourage you to learn more about the multiple ways humans and horses can have positive effects on one another's health and well being. Those with a passion for helping others can support the nonprofit Charity Partners participating in this important cause by visiting horsesformentalhealth.org/campaign, selecting a nonprofit, sharing their story on your socials and/or making a one-time donation. Like a great chorus that bears repeating... my life, my music, my soul would be so different had I not known the love of a horse... forever and ever, Amen.
 Zoetis Equine Arenas for Change - ARCH Equine Network



READ HORSE STORIES HERE

Public Relations

The Seen Through Horses campaign was featured in multiple magazines, news articles, and online placements, including:

- Adkins Publicity
- American Horse Publications
- Phelps Media
- Practical Horseman
- Wellington Publications



Podcast & TV Features

The Seen Through Horses campaign was featured on several podcasts highlighting the campaign, Zoetis, our STH Charity Partners. Actor and equestrian, Bourke Floyd, took to the red carpet to promote the campaign – a first for the STH Campaign.



Bourke Floyd Lends His Voice to The Seen Through Horses Campaign From the Re...

33 views · 4 days ago #SeenThroughHorses #HorsesForMentalHealth #Zoetis

MAY 27 · 44 MIN
E46S3 Humans, Horses & Healing
The Cowboy Up Podcast

Play

MAY 9 · 15 MIN
Seen Through Horses with Lynn Thomas & Tyler Brklacich - Horses for Mental Health
HoofNit™ Podcast

Play See More ↗

MAY 8 · 1 HR
Episode #26 - Lynn Thomas and Jacque Baumer (Horses for Mental Health)
Horse People Podcast

Play See More ↗

MARCH 22 · 33 MIN
#101 - Horses for Mental Health with Lynn Thomas
Athletic Equestrian: Riding In College...

Play See More ↗

MAY 1 · 28 MIN
Rappaport To The Rescue - Paw 39: Up Close with Netflix Star, 17-Year-Old...
Rappaport To The Rescue on Pet Life Radi...

Play See More ↗

MAY 20 · 54 MIN
Episode #163 The Healing Power of Horses
My Freedom Grove Podcast

Play See More ↗

APRIL 15 · 54 MIN
Live from Day 2 at Equine Affaire, Ohio for April 15, 2023
HORSES IN THE MORNING

Play See More ↗

MAY 8 · 23 MIN
#BRNAM #1270 | Mental Health Awareness Month: How Horses for Mental Health Can...
Broadcast Retirement Network

Play See More ↗



seen through **HORSES** **MAY** **2024**

We want to keep the momentum going!

Seen Through Horses Campaign will launch May 2024 to coincide with the national Mental Health Awareness Month, held every year in May.

With amplified attention and public engagement surrounding mental health and well-being, Seen Through Horses will galvanize the nation to focus on mental health programs and services incorporating horses.

With the strong foundation we have created together, we believe 2024 will be even larger with greater awareness, more donations, celebrities, influencers, and a strong impact.

A photograph of two horses in a field with a large tree in the background, overlaid with a blue semi-transparent banner containing the word 'Advocacy'.

Advocacy



The Power of Horses | Advocating for First Responders



Share

SEEN

THROUGH
HORSES



ADVOCATING
FOR FIRST
RESPONDERS

seen through
Watch on





No other animals have been as influential on human evolution as horses, yet we are only now coming to understand their true contribution.

seen through HORSES

HORSES FOR MENTAL HEALTH 2024 CAMPAIGN

