www.bergencountyhorserescue.org

The Equine Times

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Dear supporters of the Bergen County Horse Rescue,

Welcome to another edition of The Equine Times newsletter! In this issue, we would like to share with you what it takes to obtain funding for the needs of the rescue. All proceeds go directly to caring for horse's mind, body and soul.



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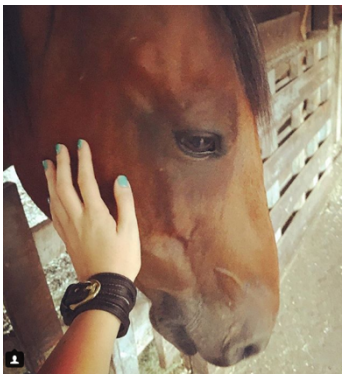

Squeezing Lemons

Remember when you wanted a special toy or something that perhaps you didn't get for Christmas? You would pester your parents to the point where they offered up that age-old solution: open a lemonade stand. Ah, yes, a child's first foray into the world of product branding, promotion and economics. You made signs, hung them at the street corners and built a stand out of simple wood slats. Then you stood by the edge of the road, feverishly flagging down motorists in the hopes of hearing those precious nickels clink and clank at the bottom of your money jar. By the end of the day, you were a little closer to getting what you wanted.

Non-profit organization are no different, and they are forced to raise money in creative ways all the time. Whether from corporate sponsors or donations, funds often times fall short of the goal, and an organization must come up with creative ways to make up for the deficit.

At the Bergen County Horse Rescue in Mahwah, N.J., creative fund raising is key to their success. While they do have corporate sponsors to help with the cost of food, facility upkeep and general medical needs, other necessities come with an exorbitant price tag which typically cannot be covered by sponsorship alone.

Medical care is an important need, and while horses receive simple medical services at the rescue such as immunizations, there are times when surgery is required. In those cases, the horses need to be transported quickly.

"We need a transport vehicle because in an emergency, we need to bring our horses to Mid Atlantic Equine Hospital which is over an hour away," said Donna Sacco, a long-time volunteer at the rescue. "Sometimes we have to wait hours for a transport to get to our farm and then to the hospital. We need to be able to get them there sooner."

An equine carriage for medical emergencies is not the only piece of equipment the rescue is trying to acquire. One of the most pressing needs is a stronger fencing system since the horses can sometime break through weak areas or simply jump over parts where the fence sags.

"We are also in need of an electric fence because we need to make sure our horses cannot get out to Ramapo Valley Road," said Sacco. "We have fencing that is sometimes compromised by storms and even the horses themselves."

In response to these needs, the rescue has turned to community events to raise funds. During Halloween, the BCHR holds its annual Boo Walk where children can experience a Halloween walk through the farm on a trail of ghoulish and spooky delights. A little further into the calendar, the rescue holds its annual Holiday Celebration where Santa arrives to take photos with local children. Oscar, one of the rescue's beloved horses, is always on hand to assist as Santa's little helper. Visitors enjoy music, hot chocolate and hand-crafted fur wreaths created by the rescue's volunteers.

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"Right now, the holiday events raise a lot of money and awareness," said Sacco. "They are great events where we can host the public and make important connections within the community."

Just recently, the rescue also opened a gift shop called Hoof Prints, located right at the farm and featuring equine-themed gifts as well as toys, sticker books and magnets for children.

So, if raising money were as simple as squeezing lemons, we'd all have puckered lips and sticky fingers by now. Fund raising is not easy, but with the right promotion and a little creativity, the BCHR will continue to make lemons into lemonade.

We hope you enjoyed this edition of The Equine Times. If you'd like to become a volunteer or sponsor one of our horses, please email us at info@bergencountyhorserescue.org. Your dollars go toward dental work, hay, grain and medicinal treatments, as well as general upkeep of the facilities. Any amount you can give helps our cause! Thank you.

Remember to like us on Instagram and Facebook!

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