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 highlight sponsorship and how it helps care for a horse's mind, body and soul.



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Give and You Shall Receive

Ever drive down a road and see one of those signs that reads, "Adopt a Highway?" It's a simple concept: a company sponsors a segment of highway by paying for maintenance and upkeep, and in turn, the company places a sign on their segment asserting their support. It is truly a symbiotic relationship; the roadway is maintained and immaculate, and the company's image as a supporter of the community is reinforced. A win-win situation all around.

So why not have a sign that reads, "Adopt a Horse?"

In the same way a company might sponsoring a highway, a horse can be sponsored as well. At the Bergen County Horse Rescue in Mahwah, N.J., sponsorship is an important means of taking care of the rescues' well-being. While the horse rescue raises funds through their gift store and by holding community fundraising events such as holiday gatherings, sponsorship provides for long-term funding that otherwise might not be covered by a single event.

Anne Barretta, a long-time volunteer and supporter of the rescue, points out how sponsorship works at the rescue.

"Sponsorship means the sponsor contributes to the monthly expenses for the care of the horse. This financial contribution goes toward grain, hay, bedding, shots, farrier costs, vet appointments, and dental needs - all expenses associated with keeping the horse fed, sheltered and in good health," she says.

Barretta further explained how sponsorship is not contractual and can last as long as the sponsor wishes.

Not only does sponsorship provide for many of the horses' basic needs, it also offers extra items. Such is the case with Skippy, one of the horses at the rescue.

"Many sponsors forge a special connection with the horse often buying their horse extra items they might need," said Barretta. "Skippy's sponsor made him a special halter with his name on it. Another sponsor bought a winter blanket for his horse. Sponsors often buy their horses extra luxury items that the rescue can't afford."

Unlike many organizations that solicit donations and simply send pictures to show how your money is spent, sponsorship at the rescue has tangible rewards. By appointment, sponsors can visit their horse at the recue to see the results of their contributions firsthand.

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While the rescue has been able to secure aid for six of their rescues, 13 horses are still available for sponsorship:

Koda – a majestic horse of caramel-brown coat and vanilla stripe snout who has an injury to one of his legs.
Oscar – a captivating horse of nutmeg pelt and yogurt-white stripe muzzle.
Papichulo – a sweet-tempered Appaloosa of marble cake and maple flake coat with vision in only one eye.
Lazarus – Once undernourished, this valiant horse maintains a gentle soul.
Rain & Thunder – the two miniature horses at the rescue who enjoy sharing hay with their fellow horses.
Friendly – a handsome chestnut and one of the original horses at the rescue.
Jack the Mule – the lovable brother to all the horses.
Patches – a royal American Paint horse with half-moon cookie coat.
Phoenix & Olive – a regal jet-black mare and her foal.
Luna – the elderly stateswoman of the herd with greyish brown coat and chocolate mane, always grazing contentedly.
Saturn – a chestnut beauty.

So, while sponsoring a highway is a noble effort in keeping our cities and towns looking their best, sponsoring a horse has more meaningful and long-lasting effects. Please consider sponsoring a horse at the rescue…your gift will help care for a horse's mind, body and soul.

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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