



# Federation of Riding for the Disabled International

January 2010 Newsletter

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**The first  
Annual  
FRDI  
Membership**

## Dear Friends of FRDI,

Happy New Year!

The new decade already looks promising with many new beginnings and challenges. In the Spring the first Annual FRDI Membership Directory will be available, and we hope it will be useful for every member.

The search is still on for a new name that adequately describes our organisation, our members and the many activities we are involved in. We received many promising suggestions and now we have to make a decision. This is not an easy task but well worth the effort!

I am happy to include an article about the important topic of fundraising. High Hopes Therapeutic Riding Inc. is a well organised and successful TR-Center in Connecticut, USA and I'd like to thank Sara S. Qua for sharing her experiences and knowledge.

And last but not least, I would like to add some information about an article we included in our last newsletter.

Unfortunately, important facts were omitted. The article described the Open Skies Therapeutic Riding Days at Al Aseel Equestrian Center, Jeddah in Saudi Arabia and was written by Roger Harrison. It was first published in 'in Focus Arab News' in May 2009 and submitted to us by Judy Houry, owner and Therapy Instructor. Thank you again, Judy.

I wish you all a wonderful 2010 and hope to hear from many of you!

Sincerely yours,

Gisela H. Rhodes  
Executive Director

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## President's Report

## Directory

We are excited to announce the First Annual FRDI Membership Directory 2010.

It will be published in the Spring and each FRDI member will receive a free copy.

The purpose of this directory is to allow members to introduce themselves to their peers within FRDI and most importantly, to be able to show our sponsors and donors how widespread and beneficial the use of Therapeutic riding and Equine Assisted Activities is.

Each Full Member may introduce itself with a short description on one page including a photo and a logo. Details have already been sent to your contact address.

It will also include the names of our Associate and Concession Members, listed by countries.

Greetings to all FRDI members, The President and Board members of FRDI wish you a happy New Year.

We hope everyone had a peaceful, safe and happy Christmas break and that all are looking forward to a productive and satisfying 2010.

Some of the tasks the FRDI Board is enthusiastically working on are developing more communication via the website and newsletters and reviewing and streamlining policies and procedures which will hopefully lead to a continuing improvement of services to our members.

We look forward to a year of consolidation and positive outcomes and as always, we value your communications and ideas.

Pauline Perry  
President



## FRDI is looking for a new name Update

Our members have been busy! The office has received many viable alternatives to our current name *The Federation of Riding for the Disabled International*. The word 'disabled' is outdated and 'therapeutic riding' does not include all the activities our member organisations represent. At the last International Council meeting it was decided to look for a new name.

Here is the current list:

*International Federation of Equine Facilitated Human Learning and Development (IFEFHLD)*

*International Federation of Horses for People (IFHP)*

*International Federation of Providers of Equine Facilitated Opportunities for People (IFPEFOP)*

*Providing Equine Facilitated Opportunities for People Worldwide (PEFOP Worldwide)*

Limited advertising opportunities are available. Please contact the office for details.

**Send your information to [office@frdi.net](mailto:office@frdi.net) by January 31st.**

**Please make sure that your membership fees are up to date to ensure your place in the directory.**

## **NEW FULL MEMBER**

Please welcome  
NPO- Japan  
Therapeutic  
Riding Association

## **Calendar Updates**

Remember to send your important dates - workshops, trainings, competition etc. in

*International Federation Equine Facilitated Provision (IFEFP)*

*Equine Facilitated Education and Therapeutics Worldwide (EFET Worldwide)*

*Equine Assisted Therapeutics and Education International (EATE International)*

*The International Federation of Equine Assisted Therapy and Education (IFEATE)*

*International Horse Power (IHP)*

*International Association for Equine Assisted Treatment (IAFEAT)*

*Working worldwide with Horses for People (WWHP)*

*Horses Helping People Worldwide (HHPW)*

*Harnessing Horse Power for People (HHPP)*

*Horses for People (HFP)*

*Horses in Education and Therapeutics International (HETI)*

What do you think? We appreciate your thoughts about what name captures the essence of our mission and we look forward to hearing from you.

Thank you for your participation in this important step for the organisation.

## **Fundraising**

**SPECIAL EVENT FUNDRAISING IN A CHALLENGING ECONOMY**

By Sara S. Qua  
High Hopes Therapeutic Riding Inc., USA

For any organization but especially a new one, special events are an obvious way to raise funds - they can be a significant source of funds, they can reinforce existing relationships and they can help develop and expand a "friend" list that can be built upon to create

English to  
[office@frdi.net](mailto:office@frdi.net)  
We will promptly  
publish them on the  
website!



Have you seen  
our website  
lately?

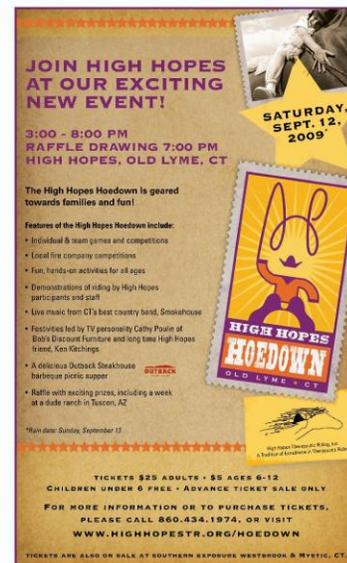
Many updates have  
been made to  
further serve our  
members.

Check out the  
Resource page  
You will find  
information about

Literature,  
Training &  
Education  
opportunities,  
Travel for People  
with Disabilities,  
Equipment, etc.

*We are  
continuously  
updating this list.  
Please contact the  
office if you are a  
FRDI member and  
would like to add  
to this page.*

appeals and other development efforts. In a "down economy" however, the board might question whether the timing is right to have an (other) event. If we haven't had one before, is this the right climate to ask people to spend time and money on a fundraiser? If we have a history of successful events, is this the right time to hold yet another when your constituents are feeling financial pressure in their everyday lives? Are the organization's resources already being taxed because staffing has been reduced and budgets curtailed? Does having an (other) event justify the use of scarce organizational resources?



Here are some specific criteria that need to be addressed in making the decision to move forward with event planning: How does this event fit into your fundraising schedule? Is the proposed event date too close to one or more other requests for support?

Why are you asking your community again for money? Are the goals of the event clear - general program support, capital campaign, scholarships, etc.

Do you have the resources to successfully implement an (other) event? Will the planning and execution require substantial use of staff resources, compromising the organization's day-to-day efforts? Do you have a solid volunteer base that can be counted on to put time and effort into an event?

Is development team in place and ready to mentor and cultivate new leadership teams?

Next, establish event criteria:

Is this a new event or should we enhance an existing event?

What is the goal - friend raiser or fund raiser?

What is the minimum financial goal?

Who is the target audience and what are the revenue sources? Be sure not to conflict with existing fund raising.

Consider holding a brainstorming session as part of the event planning process. Such a session serves a number of different functions that can help a new event or an existing



annual event succeed. In addition to generating and qualifying new ideas, it can help identify potential new leadership. Invite a mix of both seasoned event volunteers and new volunteers - look at your entire volunteer base and also look at your community and target potential new volunteers for this event.

After the brainstorming session identifies the top two or three ideas, explore their feasibility by testing them against minimal criteria to select the winning concept. Criteria should include but not be limited to:

Location - outdoors or indoors? Capacity needs? Facility needs?

Target audience - who do you think would be most likely to attend? Is this group sufficiently large enough to insure success?

Timing - is there sufficient time for planning? Does the concept need to be scaled down?

Resource needs - will the returns justify the investment in man hours and dollars to plan the event?



Next, develop a detailed business plan for the winning concept that addresses every area of the event: event concept, objectives, committee descriptions, your marketing plan, budget and timeline.

Some aspects of your business plan will evolve more completely as the event planning progresses, i.e. budget, timeline and marketing plan, and be sure that these documents are updated and circulated to all key event personal. It is also important to check your business plan regularly to be sure you are aligned with all aspects of your event concept and objectives. Set up a regular meeting schedule well in advance and stress to your committee chairs the importance of their attendance at these meeting. While some committee's work will not actively begin until closer to the date of the event, other committees will need to begin working up to a year in advance of the date. Attendance at all meetings ensures that key players understand the challenges and decisions being made along the way and helps create a sense of teamwork.

Lastly, use your volunteers wisely and empower them. As you recruit volunteers to committee chair positions provide them with a copy of your business plan and make sure they clearly understand their role and responsibilities. Staff and Event Chairs are there to provide guidance and oversight, but it is each committee chairs' responsibility to manage their portion of the budget while ensuring they have the

resources to fulfill their task. When planning a new event it is helpful to have each committee headed by a seasoned volunteer partnered with a new recruit to your event and/or organization. This partnering of volunteers builds future leadership and prevents volunteer burnout, one of the most common reasons for established events eventually losing their viability

Regardless of the success of an event, in these uncertain economic times it is more important than ever to have a well-balanced fund-raising program so a non-profit organization is not dependent upon just one initiative. No organization can depend on event fundraising just as it can't rely solely on foundation or annual appeal. Special events can generate excitement and visibility for an organization while helping to raise much need funds. They can also use up valuable resources that many organizations haven't enough of - manpower and money. Event planning should take all the components of a good fundraising program -- the annual appeal, corporate support, grant applications, and planned giving -- and help create a synergy that maximizes an organization's scarce resources.

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Give us feedback!  
Share your information, stories and photos with us!  
I look forward to hearing from you!

**Sincerely,**

***Gisela Rhodes, E.D.***

Federation of Riding for the Disabled A.I.S.B.L.

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