

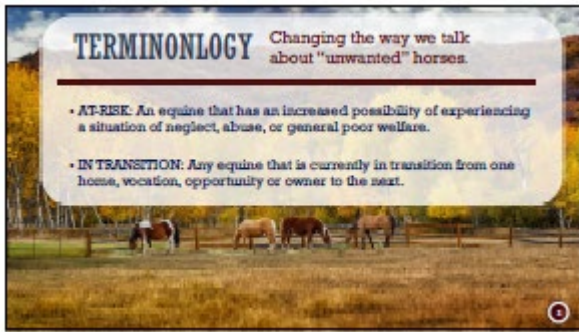


Slide 1



My name is _____. I work for _____, but am here today representing the United Horse Coalition through their Ambassador program. I'd like to share information about the organization and offer examples of how you can help decrease the number of at-risk horses, as well as help those who are in transition.

Slide 2



We have had a shift in the way we talk about unwanted horses, we ourselves have had a name change from Unwanted Horse Coalition to United Horse Coalition because the term unwanted carries a negative connotation to it.

When we talk about at-risk horses, formerly unwanted horses, it simply means "An equine that has an increased possibility of experiencing a situation of neglect, abuse, or general poor welfare."

When we talk about a horse that is in transition, it can be "Any equine that is currently in transition from one home, vocation, opportunity or owner to the next."

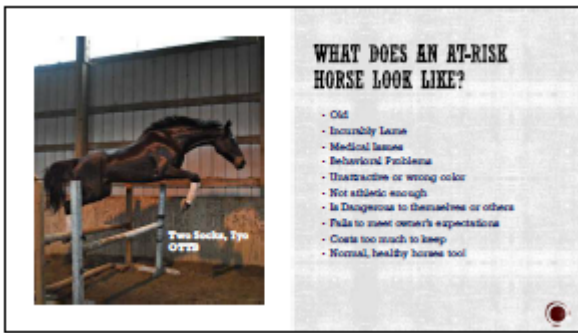
Slide 3



What does an at-risk horse look like?

Takoda might look like the obvious choice, but all four were at-risk at one point. Luckily, after the work of two rescues in Maryland, they are now in loving homes.

Slide 4



So, what does an at-risk horse look like? The truth is, an at-risk horse can be any of these.

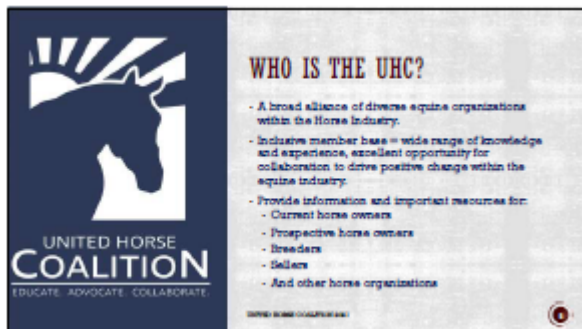
An at-risk horse can look old, lame, unattractive. Maybe he's dangerous, or not an easy keeper and too expensive to feed. Maybe that equine has medical issues, or maybe he has outlived the purpose for which the owner originally intended for the horse. More often than not however, an at-risk horse can look perfectly normal and healthy and have no issues at all.

Slide 5



- Originally formed in 2005 when the American Association of Equine Practitioners held a summit during AHC's Annual Conference with other Equine Industry partners and stakeholders, with the intention of starting an open dialogue on the issues surrounding at-risk horses in America during the time.
- Our original purpose was to develop consensus on the most effective way to work together as an industry to address the issues surrounding horses who were at-risk or in transition, and in June of 2006, the UHC was folded into the American Horse Council where we now operate.

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- The United Horse Coalition is a broad alliance of equine organizations that have joined together to educate the horse industry about the issues facing horses at-risk or in transition.
- UHC itself is comprised of a coalition of equine organizations which include Industry organizations, breed organizations, horse councils, as well as equine rescues and sanctuaries.
- We are an inclusive coalition which means we have a wide range of knowledge and experience within our member base
- UHC operates on a consensus bases, which means that our decisions and actions represent the collective wisdom of all our members.

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UHC MEMBERS: OUR DIVERSITY IS OUR STRENGTH

Members:

- Industry Partners
- Rescues
- Sanctuaries
- State Horse Councils
- Associations
- Equine Businesses
- Foundations
- And more!

Levels of Membership:

- Full Membership
- Associate Membership
- Supporting Membership
- Non-Profit Membership



UNITED HORSE COALITION
EQUINE WELFARE COLLECTIVE

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Member Organizations: Industry partners, Rescues, Sanctuaries, Horse Councils, Associations, Equine Businesses, Foundations, and more!

Levels of Membership: Full, Associate, Supporting, and Non-Profit.

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THE UHC CURRENTLY CONSISTS OF 241 MEMBER ORGANIZATIONS

- 6 Full Members
- 4 Associate Members
- 6 Supportive Members
- 225 Non-Profit Members



UNITED HORSE COALITION
EQUINE WELFARE COLLECTIVE

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In 2018 we added a non-profit membership level to our member base which is open to any registered 501c3 in good standing.

Currently our membership base consists of:

6 Full Members
4 Associate Members
6 Supportive Members
225 Non-Profit Members

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UNITED HORSE COALITION

FULL MEMBERS



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Full Members:

American Association of Equine Practitioners
American Quarter Horse Association
American Veterinary Medical Association
The Jockey Club
National Thoroughbred Racing Association
United States Trotting Association

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Associate Members:

ASPCA
 The Equine Network/Active Interest Media
 National Horsemen’s Benevolent & Protective Association
 Minnesota Horse Council

Supportive Members:

Arabian Horse Association
 Kentucky Horse Council
 Maryland Horse Breeders Association
 Retired Racehorse Project
 Standardbred Transition Alliance
 United States Dressage Federation
 United States Equestrian Federation
 United States Hunter Jumper Association
 United States Polo Association

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Thank you to our Non-profit Members for their support of our collective mission of helping at-risk horses and those in transition!

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A Home For Every Horse:

A Home for Every Horse, created in 2011, is the result of a partnership between the Equine Network, the nation’s leading publisher of equine-related content, and the UHC. The AHFEH program helps connect rescue horses in need of homes with people looking for horses. Registered 501(c)(3) rescue organizations can list their horses for free on Equine.com, the world’s largest horse marketplace, where they can be seen by 300,000 visitors each month.

The Right Horse Initiative:

As a participant in The Right Horse Initiative, the UHC is proud to support a national movement reframing the conversation about equine adoption. The Right Horse Initiative is a collective of industry professionals and equine welfare advocates working together to improve the lives of horses in transition through a dialogue of kindness and respect.

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GOALS OF THE UNITED HORSE COALITION:

THE UHC IS COMMITTED TO HELPING HORSES ARISE, OR IN TRANSITION BY:

- Educating current and future horse owners on Responsible Ownership, proper care and breeding and options available before a horse reaches a state of being at-risk.
- Raising awareness about the issue of horses at-risk, and its impact on the horse industry.
- Reducing the number of horses at-risk and working toward eliminating the problem.
- Ensuring that horses are treated humanely and with dignity.



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- o Reducing the number of horses at-risk, and working toward eliminating the problem
- o Ensuring that horses are treated humanely and with dignity

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GOALS OF THE UNITED HORSE COALITION:

THE UHC IS COMMITTED TO HELPING HORSES ARISE, OR IN TRANSITION BY:



- Facilitating the exchange of information on adoption, care, and alternative careers
- Providing information on end-of-life decisions, including veterinary decisions, euthanasia, and disposal.
- Explaining the issue through presentations at industry gatherings, including horse association meetings, conferences, symposiums, and horse fairs.

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WHAT DO WE DO? Through industry collaboration, the UHC promotes education and options for at-risk and transitioning horses.

- Educated. Advocate. Collaborate.
- Educational Materials on Responsible Horse Ownership.
- UHC Resource Database
- The Equine Welfare Data Collective



Our mission statement states that: *Through industry collaboration, the UHC promotes education and options for at-risk and transitioning horses.*

And we do this by, educating current and future horse owners on responsible ownership, proper care and breeding, and options that are available to owners should they no longer be able to care for their horse, or need to re-home their horse before a horse reaches a state of being at-risk. We are raising awareness about the issues surrounding horses that are at-risk, and the impact it has on the horse industry, and hopefully reducing the number of horses at-risk, so that eventually in a perfect world, we can eliminate the issues surrounding them altogether.

We do this work mainly through education, collaboration, and advocating for at-risk horses throughout all facets of the Equine Industry. This includes promoting our educational materials on being a responsible horse owner, our UHC Equine Resource database, and the Equine Welfare Data Collective which is a program of the United Horse Coalition.

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By far however, our biggest impact in creating change for at-risk horses is by starting at the source, and that’s through teaching horse owners how to be responsible for the horses in their care. This is done by educating owners about not only responsible care and responsible breeding, but through providing resources and options to help them keep their horse. Or if they can’t keep their horse, providing responsible options and alternatives for the next chapter of their life.

Providing information regarding estate

Helping owners understand what’s involved in end-of-life decisions, including euthanasia and disposal Preparation can make the topic less scary and a bit easier to understand what’s involved in the process, both when it comes to euthanasia as well as disposal.

Prevention and being a responsible horse owner is key in helping to keep most horses from reaching an at-risk state, and thereby keeping them out of the system.

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- A Resource is anything we can identify that could assist in helping horses at-risk, or preventing them from becoming at-risk.
- There are currently 3 categories that these Resources tend to fall under: Resources for Current Owners, Resources for Prospective Owners, and Resources for Rescues and Sanctuaries.
- Each of these sub categories has its own page dedicated to resources and programs specifically to help them, in addition to what we have listed on the Resource Database Page.
- Sometimes, as is in the case of Resources for Rescues and Sanctuaries, we actually direct users and visitors via external links off our webpage to resources and programs that are provided by our Member organizations and partners.

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- By far our biggest accomplishment last year was the creation of the United Horse Coalition's Equine Resource Database.
- It's direct impact is huge for its potential to help owners of at-risk horses.
- Owners and even rescues and sanctuaries can come to our site and utilize this type of search engine to find various safety net programs or assistance programs listed by state.
- New resources are being identified and will be added as they become available on a day to day basis

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For example if an owner is in need of feed or hay assistance, they select that option from the drop down box, put in their state, and we will populate the results with any organizations that we have identified that offer that type of assistance program.

You can also search by breed specific programs or affiliations like if they are GFAS or TAA or STA accredited and so on.

The UHC Equine Resource Database is relatively flexible so we encourage members to reach out to us if you have any improvements or ideas on how we can improve its functionality.

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The screenshot shows a web-based questionnaire titled "UHC RESOURCE DATABASE QUESTIONNAIRE". The form is divided into several sections with "Yes" and "No" radio button options. The sections include:

- Are you willing to share all of your information with us?
- Do you have a website?
- Do you have a Facebook page?
- Do you have a Twitter account?
- Do you have a YouTube channel?
- Do you have a LinkedIn profile?
- Do you have a blog?
- Do you have a podcast?
- Do you have a newsletter?
- Do you have a social media presence?
- Do you have a website?
- Do you have a Facebook page?
- Do you have a Twitter account?
- Do you have a YouTube channel?
- Do you have a LinkedIn profile?
- Do you have a blog?
- Do you have a podcast?
- Do you have a newsletter?
- Do you have a social media presence?

On the right side of the form, there is a list of "Being sent to" categories:

- All known equine welfare organizations nationwide
- 4H Groups
- Extension Specialists
- Veterinary Colleges and Universities
- State Horse Councils
- State Horse Specialists
- State Veterinarians/CAH
- Municipal Groups that work with equines
- Equine Industry Orgs

There are essentially three ways UHC is adding new information to the database.

One is through the running list of 1,000 or so rescues and sanctuaries nationwide that UHC and EWDC audits. UHC also previously had a running list of safety net programs that were located on our old website that were migrated into this database.

And lastly is through the use of the Resource Database Questionnaire which is what you see on your screen. This questionnaire is open to anyone who may be able to provide some type of resource that can assist in helping at-risk horses.

The questionnaire was sent it out initially to groups earlier last year as a test run to work out any kinks in the database, and UHC is gearing up to send it out again this year, so be on the lookout!

It is currently being sent to all known equine welfare organizations, 4H groups, extension specialists, horse councils, municipal groups, and various industry organizations.

UHC is casting a wide net because different organizations can offer some type of assistance in some form, and even if they don't, we'd like them to at least start thinking about maybe what they could be offering

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The screenshot shows a webpage titled "COVID-19 RESOURCES" with a sub-header "CORONAVIRUS RESOURCES FOR HORSE OWNERS". The page features a "STAY SAFE, STAY HOME!" banner and a list of resources categorized by sector:

- Horse Owners
- Equine Non-Profits
- Equine Businesses
- Equine Industry Employees
- Section for State Specific Resources

The page also includes a "GENERAL INFORMATION FOR COVID-19" section and a "STAY SAFE, STAY HOME!" banner with a horse image.

This was UHC's second big undertaking in 2020 UHC set up a dedicated page specifically for resources pertaining to COVID-19 relief programs.

Sections set up by sector; Horse Owners, Non-Profits, Equine Businesses, and Equine Industry Employees. Also a section set up for state specific resources

The sections themselves include links to articles, websites, information, webinars, and anything really that we find that we think will be beneficial to help aid you during this time.

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All of our Educational Materials are uploaded onto our website for our Members to utilize, as well as the general public.

Anyone is welcome to use them at events, or to pass out to your organization's clientele.

- The UHC Owing Responsibly Booklet, contains all its materials and topics on Responsible Ownership of everything you wanted to know about being a Responsible Owner. It is available in PDF form for anyone to use, and we encourage you to use it! It can be a great tool for potential adopters, and new horse owners, and even current ones as there is information in there, a lot of owners haven't thought about.
- A brochure on Rehabilitating the Neglected Horse
- Information on Is Horse Ownership Right for Me? Should I be taking lessons, should I try leasing first? Or am I ready to dive on in and become a horse owner?
- Our Responsible Breeding brochure

- CONTINUED..
- Information on Finding the Right Horse, so information on how to responsibly acquire your next horse, whether you purchase or adopt.
- Options for Owners Who Can No Longer Keep Their Horse
- Estate Planning for Your Horse, which is something a lot of people don't necessarily think about, but its incredibly important to do so.
- Questions to Ask When Rehoming or Surrendering a Horse, because its important to research where your horse is going, does the facility have a good reputation? Do they follow any sort of welfare guidelines? Are they accredited? What is their euthanasia policy? This form is scheduled to be updated for 2021.
- Information on Programs that Extend the Useful Lives of Horses, so maybe your horse can't compete anymore, but they might be perfectly suitable for another vocation.
- End of Life Decisions and Euthanasia, as well as disposal options for equines which is a such a hard topic to broach, but one that we all will come across at one point or another and having that preparation and knowledge in advance goes a long way to helping make these tough decisions a little bit easier if you are prepared for them, that way it doesn't become something to avoid or be afraid of.
- All of these materials and more are uploaded onto our website for our Members to utilize as well as the general public.

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UHC also creates educational materials on an as needed basis, for example, UHC created info-graphics to help during COVID.

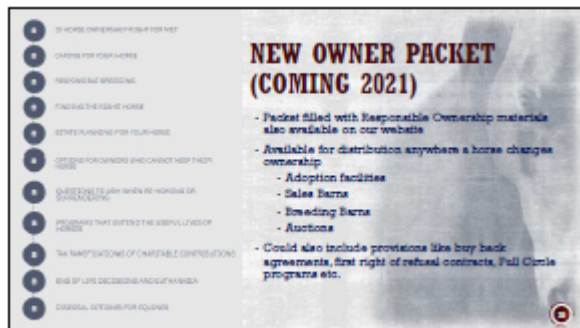
Slide 26



Another important educational material, is the UHC Join the Effort booklet which is getting an update and an overhaul for 2021. On the UHC website this booklet has also been titled Best Practices: How your organization can help Unwanted Horses

This booklet was originally put together to help industry organizations and individuals institute activities and programs to help at-risk horses and those in transition. It's a means to share what other organizations and individuals are already doing, to be able to provide guidance and ideas to other organizations and individuals about how they can jump on board as well. It's also important to note that this document is a living document, meaning it changes as new programs are developed.

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One of the new projects UHC is hoping to collaborate on is the creation of a new owner packet containing some form of the responsible ownership materials listed on the website.

The goal is to have these packets available for distribution anywhere a horse changes hands, so this could be at adoption facilities, sales barns, breeding barns, auctions and so on.

Theoretically these packets could also include provisions for things like example buy back agreements, first right of refusal contracts, information on microchipping and full circle programs.

The purpose is to try and promote responsible ownership before the horse changes hands so that each owner has the tools in place that they need to make responsible decisions on their horses behalf.

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UHC will also be transforming it's educational materials into other types of mediums that might make the material a bit more palatable for the general public.

It's hard to get someone to sit down and read a wordy pdf file!
Plans to turn the materials into short educational videos or modules.

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Mission of the Equine Welfare Data Collective

Our overarching goal is to provide the critical data needed to drive program development, identify areas of concern, and allows equine welfare organizations, industry leaders, and municipal bodies to address needs within their community.

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What we do:

We used our initial research phase to build a database of all equine welfare organizations within the US that assist at-risk equines and those in transition.

Many of our data points represent over 30% of this equine welfare organization population.

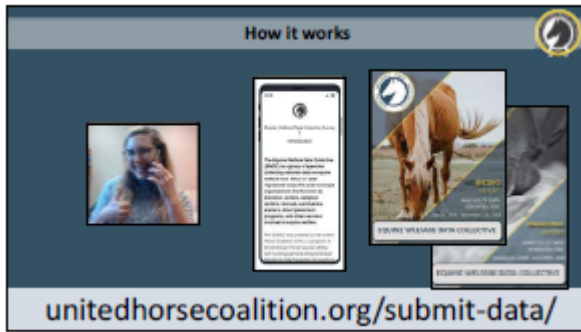
Since our inception we've published multiple reports, available free on our website, and are constantly working on our next publication.

We've developed an ambassador program to engage not only the greater community equine welfare organizations, but the equine industry as a whole. EWDC Ambassadors are invited to sit in on round table discussions, share promotional materials about the EWDC, and provide crucial feedback on our data collection.

As we've grown we've needed to expand our man power, and we've done so by building out a robust intern program. At any point in time we have 2-3 interns that assist with participation recruitment, marketing, preliminary research (i.e. finding new orgs to add to our database), and database management.

Finally, we identified in our first report that over 50% of all equine welfare organizations rely on paper record keeping systems or a combination of spreadsheets and paper record keeping. We feel record keeping is a critical aspect of good data collection and launched an education initiative to help organization identify and begin initializing software solutions to assist them in their record keeping needs.

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How do we collect data? Through email, telephone, and secondary recruitment through our ambassadors.

We have an online survey system that people submit data through, and then we analyze and report that data, using a third party analyst to review our results and a second peer reviewer of the final report.

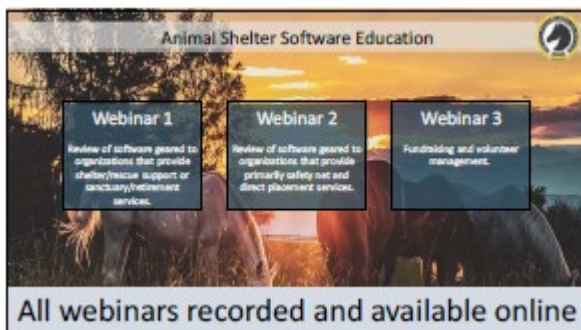
All of our reports are listed for free on our website.

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This is a sample of the many datapoints we report on! In our second report we had a large enough sample size to be able to estimate the national daily maximum capacity (47,294 equines are able to be cared for on any one day!)

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Finally, we're very proud of the software education initiative and received fantastic feedback from our ambassador organizations who routinely guide their affiliates to check out our recorded webinars.

All of our educational webinars are listed on our website.

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What can you do to help?
On a personal level, you can....

- Own Responsibly
- Have contingency plans in place for your horse
- Include your horse in your Estate Planning
- Breed Responsibly
- Join the UHC Ambassador Program
- Volunteer at rescues or rehoming facilities
- Donate to UHC or your local rescue – or help raise funds.
- Share UHC materials on Responsible Ownership

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If you work in the horse industry, consider designating one person to spearhead the effort, and consult the UHC "Join the Effort" handbook for ideas.

One simple activity is to dedicate a small section of your website to the UHC, and resources for owners.

Most importantly, the UHC aims to find common ground and work together to prevent horses from becoming at-risk – consider becoming a member today!

Please spread the word to Own Responsibly.

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Thank you for listening!
Feel free to contact UHC with any questions.

UHC@horsecouncil.org
www.unitedhorsecoalition.org

UNITED HORSE COALITION 2021

THANK YOU!