

HOOFBEATS

Protect Restore Empower

SANCTUARY

2021 HORSE SPONSORSHIP INFORMATION

INTRODUCTION TO HOOFBEATS SANCTUARY

Hoofbeats Sanctuary is an initiative of Kanyini Connections Ltd - a Sunshine Coast charity that supports some of the most vulnerable people in our community - operating as an Australian Public Company Limited by Guarantee, fully endorsed as a Public Benevolent Institution, Deductible Gift Recipient and Tax Concession Charity and registered with the Australian Charities and Not-for-profits Commission (ACNC).

Hoofbeats Sanctuary helps protect, restore and empower people impacted by trauma, abuse, neglect and disability.

We offer a range of Equine-Assisted Healing programs in which clients work with the horses and ponies in our therapy herd – all of whom are also living with the consequences of trauma, abuse, neglect or disability. The sanctuary has become a restorative place for humans and horses alike.

WHY INCORPORATE HORSE & PONY RESCUE?

Working with horses in a therapeutic setting leads to increased physiological, emotional and psychological well-being including increases in self-esteem, self-awareness, empathy, focus, communication skills and pro-social behaviours; and reductions in stress/anxiety, depression, anti-social behaviours, and trauma symptoms. Clients develop not just improvements in self-esteem and self-confidence, they learn how to self-regulate, taking back control of their emotions and behaviours.

Unloved, neglected, uncertain, fragile, weak, frightened and withdrawn is how a horse appears at the start of the rehabilitation process – which is very much how many trauma survivors see themselves. Horses and ponies are highly resilient. Their stoicism in the face of trauma and their growing willingness to trust again and accept help make them incredibly powerful teachers. Throughout the rehabilitation process, clients are able to see the horses grow in confidence and strength, find friends and assume their rightful place in the herd (community).

Clients learn that what has happened in the past does not have to define what happens in the future.

SPONSORSHIPS IN 2021

We offer as many program places as we possibly can at no cost to clients since most are not in a financial position to afford this type of program. We rely on the generosity of program sponsors to enable us to do that. In 2021 we have eight horses and ponies needing sponsors. The cost of sponsorship is \$2,500 per year. Payment can be made as a single donation, monthly donations of \$210 or weekly donations of \$50. We promote our sponsors at every opportunity and in lots of different ways:

- Logo placement in our e-newsletter
- Logo placement in the sponsors section of our website
- Quarterly Facebook and Instagram posts
- Sponsorship Certificate for sponsor's workplace
- Invitations to exclusive Open Days
- Invitations to Sanctuary Events
- Use of our Proud Supporter of Hoofbeats Sanctuary Logo
- Exclusive Photo Shoot opportunity with sponsor's staff at the Sanctuary with the sponsored horse



HOOFBEATS

Protect Restore Empower

SANCTUARY

WHY BECOME A SPONSOR?

It's more than just the warm and fuzzy feeling that you get from knowing that you're doing something that will quite literally change lives, although for some of our sponsors, that's all that matters.

It's actually good for business. Really. There are many studies that have shown positive benefits for businesses who are actively involved in their community – particularly for those who are supporting local charities. Benefits include:

- Invaluable brand exposure
- The halo-effect - a company's association with a local cause influences Australian consumers' purchasing decisions (*77% of consumers would prefer to buy a product that supports a cause, 54% of consumers would switch brands to do so, 56% would switch retailers to do so ~ research by Cavill & Co Australia*)
- Developing enhanced relationships with the communities where they do business and an improved ability to recruit and retain the best employees
- Broadening your competitive edge by improving your company's image, prestige and credibility by supporting an organization (a charity that incorporates horse rescue) that consumers are likely to find attractive

IS IT TAX DEDUCTIBLE?

Yes. IGAB is a Deductible Gift Recipient - all gifts of cash or property (products) to the value of \$2 and over are tax deductible.

HORSES NEEDING SPONSORS IN 2021

CAPPY



KAZU



INDIANA



LUCY



ROCKET



SOOTY



MUMMA



TRIXIE



Thank You for Your Consideration