



Heartland Equine Therapeutic Riding Academy

HETRA ■ PO Box 260 ■ Valley, NE 68064 ■ (402) 359-8830 ■ WWW.HETRA.ORG

February 23, 2011

Re: Donation request

To whom it may concern:

Since 1989, the Heartland Equine Therapeutic Riding Academy's mission has been to improve the quality of life both physically and emotionally of adults and children with disabilities through equine assisted activities. ***HETRA is a place where volunteers and students are recognized for their abilities, not disabilities.***

Our students range in age from 2 to adult with a variety of physical and mental disabilities. Each week over 80 students representing numerous ethnic and socioeconomic backgrounds, leave behind wheel chairs, crutches, and walking canes to mount a horse ***and take strides they would otherwise not be able to take on their own.***

Because HETRA is a 501(c)3 organization, we rely on community support through donations and fundraisers to keep the program operating. Without caring individuals and businesses like you, HETRA would not be able supplement the costs of each session and provide quality services to our exceptional students.

HETRA committee members are in the planning stages of our 11th Annual "Blue Jeans and Dreams" event that will be held on April 2, 2011 at Five Star Stables in Bennington, NE. The funds raised at this event help keep program fees affordable for families already overwhelmed with additional expenses not encountered by the average family.

We are seeking support from the community in two ways – **item donation for our silent and live auctions or event sponsorships.** ***Sponsorship opportunities include various levels of marketing opportunities at the event, in the HETRA newsletter and HETRA website.***

Highlights of this family friendly event include silent and live auctions, a demonstration by Veterans participating in the HETRA Horses for Heroes program and the Marines Engineer Maintenance Company Omaha. Come share the evening with HETRA students, staff, volunteers and HETRA therapy horses as we anticipate a crowd of over 600. This is a great opportunity to meet our HETRA students and amazing horses and witness for yourself the unique benefits of therapeutic riding and equine assisted activities.

We thank you in advance for your consideration and contribution to this event and we look forward to seeing you on Saturday, April 2, 2011 at Blue Jeans and Dreams...

Where Horses and YOU make dreams comes true!

Sincerely,

Jodi Teal

Jodi Teal
HETRA Development Director
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In his newsletter *Self Healing*, Dr. Andrew Weil includes an article "Healing with Help from a Horse." He says, "At some 700 riding centers in North America, therapy with horses offers a unique form of rehabilitation for conditions where conventional medicine doesn't always have much to offer. Children with a range of disabilities from cerebral palsy and autism to neurological disorders and developmental delays can benefit.... The horse's gait provides a similar rhythmic and repetitive movement to the leg motions people use for walking....besides working the lower body, the rider must control posture in the upper body to stay astride the horse. This helps retrain the brain and nervous system to improve balance and coordination....Equine-assisted therapy is fun for the participant, boosts self-confidence, and also encourages a connection with an animal."