



# BUSINESS REPORT - 2022

YEAR IN REVIEW

**PROJECT HORSES FOR FORCES, INC.    EIN: 82-2363078**

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## EXECUTIVE SUMMARY

Project Horses for Forces, a Veterans Service Organization, was formed in direct response to the specific and unique needs of those who suffer from adverse service experiences and the signature injuries of the Iraq and Afghanistan Wars (combat stress, multiple blast exposure, PTS & TBI), as well as in response to the hugely neglected needs of Vietnam and pre-9/11 era Veterans. We are unique in New Jersey in that we exclusively serve Military Service Personnel and Military Veterans, and we include their families, caregivers or loved ones in our complimentary programs. We have been an Incorporated Non-profit Organization with 501(c)(3) Tax-Exempt Public Charity IRS status since 2017, and we remain fully compliant with Charitable Organization registration in the states of NJ, FL, OH, WA, CT & TN (our support base). We never charge anyone, not participants nor the VA, for services!

We reached our first big milestone on September 10, 2022: 5 years of service - changing and saving lives and strengthening families. Our public financial support has increased every single year and our donor base has grown and remained incredibly dedicated to our Mission. We are supported by multiple Veterans Organizations. New opportunities are already starting to materialize for 2023 and we look forward to a productive new year ahead.

## ~~ We proudly served 46 unique individuals ~~

- We welcomed 6 new participants into our weekly horsemanship programs providing 90 sessions for 20 individuals between February & December
- We hosted 6 additional family members of 2 of our participants for a Veterans Family Day with our horses
- We provided a full-day Equine Assisted Learning Clinic for a PTS Group of 6 from the Trenton Vet Center, with their Clinician
- We provided 8 5-day Summer Horse Camp sponsorships for children of qualifying Veterans
- We were very honored to welcome 10 Veterans & family members from 2 Veterans Groups (Rolling Thunder & Washington Township Veterans) for a visit & lunch
- We remain in touch with 7 Program Alumni in Italy, Guam, Virginia, NY City & locally

This past year has been a tumultuous and uncertain year in much of the world, and also for many of our participants. We did not escape our share of ebb and flow as Veterans Service Organization either. What did not change, was that tranquility, peace, connection, learning, restoration and partnership were still found in abundance at the S.Sgt. Mike Moretti Stables in Long Valley, NJ. We are so grateful that we were able to provide all the above-mentioned services. Despite 2022 being a relatively quiet year, our incredibly dedicated Volunteer Team served over 2300 hours to provide the quality programs we have become well known for.

Our supporters and donors make it all possible and we are immensely grateful to you all!  
Ruth Nortje, President & Equine Assisted Services Program Director

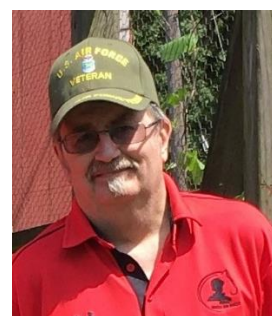


# AMAZING VOLUNTEERS >2300 HOURS SERVED

## Veterans Team

Our team of 8 Veterans formed the backbone of our program offerings and Mission of 'providing partnerships with horses and Veterans who have been there'. Together, this team served over 650 hours – spending time with participants, assisting with set-up, session logistics, maintenance tasks, clean up and much more, and helping at fundraising and promotional events. Woody again logged over 200 hours for the year.

We are greatly indebted to Corey (USMC), Brian (UMSC), Woody (USAF), Charlie (USA), Joe (USA), Ken (USA), Moat (USN) and Carol (USN Ret.) who serves as Vice President on the Board of Trustees – we are grateful for their continued service.



Front: Moat, Lynn, Fran; Back: Brian, Ruth & Charlie our Joe, Joe (MOPH) & Dave (VVA)

Carol, Ken and his wife Linda

Woody

## Special Mention – Corey (USMC)

We so proud of program graduate and PATH Intl. Riding Instructor Trainee, Corey, for volunteering well over 150 hours at the farm & taking on additional responsibilities in the program.



Corey with the tack trunk he made us.

## Equine Assistants Team

It is simply impossible for one Instructor to assist and keep eyes on every person with their horse during sessions, and our incredible team of 5 experienced horse specialists assisted with all things horse-related during sessions: helping participants safely move their horses to or from pastures and stalls, assisting with grooming and saddling, leading or side-walking during sessions, assisting during Day Clinics with horse related logistics, and generally keeping everyone - equines included - safe and sound!

This dedicated team of helpers provided over 280 hours of service in 2022. Corey (USMC), our program graduate, provided an additional 151 hours of session assistance and PATH Intl. Instructor trainee lessons. I continued to lead all sessions as volunteer (which would add over 500 additional hours to that tally). Our thanks to Corey, Viv, Olivia, Linda (summer intern), Cindy and Sue!



Ruth Viv & Sue



Cindy



Olivia

## Hospitality Team

Since all our sessions include coffee / tea and snacks on arrival and also a group lunch after sessions for a time of fellowship, camaraderie, debrief and sharing, our team of 3 ladies always make sure that that no-one is short of sustenance and that the set up always ready, inviting and everything gets cleaned up afterwards! Lynn, Fran and Meka gave over 173 hours of sweet service to our participants and volunteer teams, as well as with helping out at our fundraiser and other events.



Fran & Dave (Vietnam)



Lunch in our Veterans Zone



Viv, Lynn and Meka



serving fabulous picnic lunches

## Equine Team

With many horses at the farm willing and able to love on and help our Veterans and their families heal and recover, we have been incredibly blessed to provide as much choice and variation as possible to our Veterans and their loved ones. We lost our own Ben in February at the ripe age of 29 – we are so grateful for his sweet and loyal service to our Boots for 5 years! He adored their company and was a master teacher to all.



Lucy (Friesian)



Lance (Thoroughbred)



Woody with our Ben & big Galler



Sig (Thoroughbred)



Harvey (Baroque Friesian)

We are so grateful for these and all the additional amazing horses at the farm who continued to bring us so much unconditional love, trust and learning opportunities.

# OUR AMAZING DONOR SUPPORT SQUAD

Here we are in our 6th year of serving our Nation's Brave and their families - but without our donors, we would not exist. Thank you for making what we do possible in the first place!

Thank you, Rotary of Union and Foundations First Christian Community Club kids for each donating a service day at the farm and Blairstown's Women's Club for collecting a large amount of items for our lunches.

Thank you, Rotary of Branchburg, for your tireless work with our Veterans Services Network, hosting 2 annual fundraisers at the Central Jersey Airport.

Thank you, Lance & Deonne Boxer (USA Veterans both) for your profoundly generous donation in memory and honor of Deonne's parents Ralph (USN Veteran) & Dorine Clendenen:

"Ralph was a US Navy Veteran who served on the USS Boxer (pictured below). He grew up on ranches and always loved animals, especially horses. Dorine also grew up around farms. They raised their 4 children on small farms around Washington State and a large dairy farm in Minnesota. In their later years, they lived in Alaska where Ralph worked on the Alaskan Pipeline and Dorine worked for the Anchorage School District. Eventually they moved to the Rye Patch Ranch in Lovelock, Nevada, where Ralph and his sister ran cattle. Ralph trained most of the stock and cutting horses on the ranch. Dorine worked as a dispatcher for the Lovelock Police Department. Then they moved to Reno where 3 of their children lived, where they lived until their passing. They would have loved this program, especially Ralph. It is only fitting that their hard-earned money should be used for this charity."



We would like to thank and acknowledge 3 anonymous donors who respectively:

- \* Covered our 2022 Veterans zone use fees in its entirety;
- \* Matched our Branchburg Rotary fundraising sponsorships and raffle ticket sales; and
- \* Gave a legacy donation in memory & honor of a beloved Veteran and family member, Peter McKenna.



Chester Post 342



LANCE & DEONNE BOXER



**Friends of Project Horses for Forces**

Julie & Kevin van Inwegen,  
Chris Weeks,  
Bill & Peg Miskowitz,  
Patricia Gardner,  
Rodney Seelig,  
Mark & Julie Erikson,  
Joe Carabillo; Dr Vorih;  
Elizabeth Anderson;  
Captain John Page  
& many additional donors!



Hunterdon Bulldogs



Jonathan Sekula  
Memorial Fund



Chapter 452



Chapter 27



JOHN & DEBBIE MCCLAIN



Branchburg



Jr. Essex Troop of Cavalry

John & Toni Sakos (furniture donation), Sheila Barnes Equine Art (barn sign restoration)

Corey Briggs (USMC Veteran), Ray (USMC Veteran) & Loretta Quesnel, Morgan Hansen (Veteran), Don Koger (USA Veteran)

Ken & Mary Powell, Arlene Perillo, Paul Cavanaugh, Nancy Grossweiler; Joe & Deb Rein, Elizabeth Wolf, Rachel McOdrum

North Hunterdon High Patriotic Youth Club bracelet fundraiser; Carol's Birthday FB Fundraiser donors: Laura Chichester, Roy Fliegauf, Katie Barna,

Wanda Campbell & Debbie Tigar; Deb Lebo's Birthday Fundraiser donors: Deb, Francis Jackson & John Peters

the Blairstown Women's Club; and everyone who bought T-shirts

# FINANCIAL SUMMARY

2022 was a surprisingly positive year financially considering the current economical state of the country, exceeding all our expectations– so we are immensely encouraged and motivated to further expand and continue our Mission to serve our Nation’s Active Military, Veterans and their families. Possibilities once only a distant dream can now be realized as our organization develops and grows. We stand amazed at the blessings and support received and opportunities given to us to raise funds for our programs.

- Key support came from various Private Businesses and Veterans Service Organizations who recognize the value of the work we do and desire to support the healing process of our Nation’s Brave through our programs.
- Several major new private donors stepped on board with considerable sponsorships – we are very grateful!
- We received 4 Grants – Southridge Community Church, Clinton NJ, Overwatch Alliance (ASMBA Star Foundation Inc, TN), Atrion Charitable Foundation, Flemington, NJ (Pat Grillo, USMC Veteran) and Jonathan Sekula Fund (Donna Sekula, NJ).
- Many friends of Horses for Forces voluntarily continued to support us financially without active solicitation.

Statement of Financial Activity				
	2021 Total	Unrestricted	Designated	2022 Total
<b>Revenue</b>				
Non-Profits, Grants & Foundations	\$ 10,650	\$ 9,700.00	\$ 3,500.00	\$ 13,200.00
Individual Support	\$ 9,543	\$ 41,222.05	\$ -	\$ 41,222.05
Gift Cards for Veterans	\$ 175	\$ -	\$ -	\$ -
Fundraising - excludes inventory sales	\$ 45,093	\$ 24,885.00	\$ -	\$ 24,885.00
Fundraising - Sale of Inventory Profit	\$ -	\$ 1,215.00	\$ -	\$ 1,215.00
<b>Total Cash Revenue</b>	<b>\$ 65,461</b>	<b>\$ 77,022.05</b>	<b>\$ 3,500.00</b>	<b>\$ 80,522.05</b>
<b>In-kind Donations</b>				
100 T-shirts: sold @ \$20-22 each	\$ 2,000	\$ -	\$ -	\$ -
2 chairs, 1 Bench, 1 cabinet, 2 saddles	\$ -	\$ 1,500.00	\$ -	\$ 1,500.00
<b>Total Revenue &amp; Inventory</b>	<b>\$ 2,000</b>	<b>\$ 1,500.00</b>	<b>\$ -</b>	<b>\$ 1,500.00</b>
<b>Total Revenue</b>	<b>\$ 67,460.60</b>	<b>\$ 78,522.05</b>	<b>\$ 3,500.00</b>	<b>\$ 82,022.05</b>
<b>Expenses</b>				
Payroll	\$ -	\$ -	\$ -	\$ -
Administration	\$ 1,396	\$ 1,696.30	\$ -	\$ 1,696.30
Program Costs (Incl. logowear distributed)	\$ 44,470	\$ 29,440.55	\$ 7,100.00	\$ 36,540.55
Gift Cards Distributed	\$ 175.00	\$ -	\$ -	\$ -
Events & Fundraising	\$ 835	\$ 1,129.64	\$ -	\$ 1,129.64
100 T-shirts: sold @ \$20-22 each	\$ 2,000	\$ -	\$ -	\$ -
2 chairs, 1 Bench, 1 cabinet, 2 saddles	\$ -	\$ 1,500.00	\$ -	\$ 1,500.00
Caps/T-shirt cost of Goods sold & given out	\$ 1,465	\$ 817.50	\$ -	\$ 817.50
<b>Total Expenses</b>	<b>\$ 50,342</b>	<b>\$ 34,583.99</b>	<b>\$ 7,100.00</b>	<b>\$ 41,683.99 *</b>
<b>Net Operating Income/(Loss)</b>	<b>\$ 17,118.74</b>	<b>\$ 43,938.06</b>	<b>\$ (3,600.00)</b>	<b>\$ 40,338.06</b>
<b>Remaining Designated funds for use in 2023:</b>				
			<b>\$3,500</b>	

- Carried forward into 2022: \$41,257
- \$ 79,307 in total donations received over 2022; \$1,215 in T-shirt and Cap gross sales (cost: \$474)
- In-kind donation of 2 wooden chairs, 1 wooden bench, 1 wooden cabinet and 2 used saddles for program use FMV \$1,500.
- \$36,540.55 in program expenses for 2022 – funds applied directly to serving our participants.
- \$1,696 in administrative costs – principally Directors & Officers Insurance and printing / postage.
- Carried forward into 2023: \$81,042 plus \$552 in T-shirt Inventory. Our annual Rotary fundraising income is always received in November for the next year.

## Statement of Financial Position

- Over 93% of our Revenue is applied to program expenses, directly benefiting our Nation's Brave.
- Zero liabilities carried into 2023.
- No salaries paid in 2022. This may change in 2023.
- Program costs (general liability insurance, disability access portable toilet rental and fees for the use of barn and equestrian facilities and the horses belonging to EV Performance Horses, LLC) are our main annual expense since we provide our programs at no charge to all participants and groups.
- In-kind equipment received consisted of furniture for our Veterans zone and used saddles for program use.
- Fundraising expenses remained at a minimum at \$1,656 for the year.

Financial Balance Sheet				
	12/31/2021	12/31/2022	12/31/2022	2022 Total
<b>Assets</b>		<b>Unrestricted</b>	<b>Designated</b>	
Cash & Bank Account	\$ 41,256.56	\$ 77,542.32	\$ 3,500.00	\$ 81,042.32
Inventory - T-shirts & Caps remaining	\$ -	\$ 552.30	\$ -	\$ 552.30
<b>Total Assets</b>	<b>\$ 41,256.56</b>	<b>\$ 78,094.62</b>	<b>\$ 3,500.00</b>	<b>\$ 81,594.62</b>
<b>Liabilities</b>				
Payroll	\$ -	\$ -	\$ -	\$ -
Accounts payable *	\$ -	\$ -	\$ -	\$ -
<b>Total Liabilities</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
<b>Net Assets</b>				
Unrestricted Net Assets	\$ 34,156.56	\$ 78,094.62	\$ -	\$ 78,094.62
Designated Net Assets	\$ 7,100.00	\$ -	\$ 3,500.00	\$ 3,500.00
<b>Total Net Assets</b>	<b>\$ 41,256.56</b>	<b>\$ 78,094.62</b>	<b>\$ 3,500.00</b>	<b>\$ 81,594.62</b>
<b>Total Liabilities &amp; Net Assets</b>	<b>\$ 41,256.56</b>	<b>\$ 78,094.62</b>	<b>\$ 3,500.00</b>	<b>\$ 81,594.62</b>





## FUNDRAISING PRIORITIES

- Sustain & increase donor base
- Encourage monthly support
- Apply for more Grants
- More varied fundraising avenues



## ADMINISTRATION VOLUNTEER OPPORTUNITIES

- Acknowledgement letter writer
- Newsletter writer
- Grant writer
- Fundraiser help

# NOTES TO FINANCIAL STATEMENTS

## DONATIONS

### Public support: \$41,222

- Direct donations: \$29,611 – undesignated
- Donor-advised donations: Network for good (Guidestar/Candid), United Way & Facebook Birthday Fundraisers (NFG): \$6,611 – undesignated

### Grants, Foundations & Non-profit Organizations: \$13,200

- Grant: \$5,000 undesignated – Southridge Community Church, Clinton NJ
- Grant: \$3,500 designated for Weekly Programs – Overwatch Alliance, TN
- Grant: \$2,000 undesignated – Atrion Charitable Foundation, Flemington NJ
- Grant: \$200 undesignated – Jonathan Sekula Memorial Fund, NJ
- Foundations & Non-profits: \$2,500 – all undesignated – Rolling Thunder National, American Legion Post 342 & Junior Essex Troop of Cavalry

## FUNDRAISING

### Total Fundraising income: \$25,624

- Rotary of Branchburg collaborative Fundraisers: \$24,746. Our Sponsors: Hillmann Consulting, Lance & Deonne Boxer, USMC League (Hunterdon County Bulldogs), American Legion Post 342 (Chester, NJ), Vietnam Veterans of America Chapter 452 (Manville, NJ), Military Order of the Purple Heart Chapter 27 (Manville, NJ), Team McLain Re/Max 365 (Whitehouse Station, NJ), Pat Gardner, Ray & Loretta Quesnel, Dave & Julie Erikson, Deb & Joe Rein
- Sales of Logo-wear T-shirts and caps: \$741
- Revenue from local events: \$137

Cost of all fundraising efforts: \$1,109 (excludes cost of inventory sold)

## PROJECTED PROGRAM COSTS

- Sessions: \$100 per participant per session
- Half-day Clinics: \$400-500 (depending on group size)
- Full-day Clinics: \$500-700 (depending on group size)
- Summer Horse Camp for qualifying Veterans' children: \$550 per child
- Helmets: \$90 per participant

## LIQUIDITY OF ASSETS

100% cash assets (apart from horse tack and furniture).

Expected / known administrative & program expenses for 2023:

- Legal business fees, utilities & annual D&O insurance costs: \$ 1,400

Expected Program expenses for 2023:

- Portable toilet rental: \$3,000
- Veterans Zone use fee: \$3,600
- Annual general liability insurance: \$2,500

**Total minimum funds required for 2023: \$10,500**

Currently all our assets consist of cash, apart from program equipment. Donor designated funds are accounted for separately as required. No other restrictions apply. There are no debts or accounts payable. We start 2023 with adequate funds for the necessary expenses, and confidence that we will be able to continue to provide the life-saving and effective service of natural healing, recovery, restoration and re-integration into society and family to those who served our Nation.



## PROGRAM PRIORITIES

- Recruit new Participants
- Improve community awareness of our services
- Invite existing and new Groups for Clinics
- Increase / refresh network of Veterans Service Organizations



## VOLUNTEER RECRUITMENT

- Veteran Volunteers
- Raritan Valley Community College & Rutgers University Veterans & Students
- Equine Assistants
- Administrative Assistants – IT, Grant Writing, Newsletter writing etc.
- Events Assistants – Fundraisers

# PROGRAMS

## WEEKLY EQUINE ASSISTED SERVICES

- 90 weekly 3-5hour groups for a total of close to 200 individual sessions
- We welcomed 6 new participants into our programs
- 11 Veterans and 9 family members benefited from these sessions
- Our commitment to our participants is “as long as it takes” – we believe healing from invisible wounds is a process and we will not abandon them



## SUMMER HORSE CAMP

- We sponsored 8 five-day Camps for children of qualifying Veterans



## CLINIC, VETERANS GROUPS & FAMILY DAYS

- We provided a full-day Equine Assisted Learning Clinic for a PTS Group of 6 from the Trenton Vet Center, with their Clinician
- We hosted 6 family members of 2 of our participants for a Veterans Family Day with the horses
- We welcomed 10 Veterans & family members from 2 Veterans Groups (Rolling Thunder & Washington Township Veterans) for a visit & complementary lunch with our participants and volunteers

