

A photograph of a person riding a white horse in a grassy field. The rider is wearing a helmet and a light-colored shirt. In the background, another person is riding a dark horse. The sky is filled with large, white clouds. The text "ANNUAL REVIEW" is overlaid in white capital letters.

ANNUAL REVIEW

2020

Project Horses for Forces, Inc. | horsesforforces.weebly.com



SUMMARY

2020 was a truly unique year with the Covid-19 Pandemic affecting every aspect of our operations. We had barely started our Spring Programs before Governor Murphy ordered all businesses closed for 2 weeks, which turned to 2 months. During that time we left no stone unturned to support our Program Family with an online Chat group, Equine Learning Group as well as tangible support such as gift cards and grocery delivery to help offset stress and expenses for those who had lost income or were home taking care of family members.

Since our sessions are mostly held outdoors, we were pleased when Equestrian Centers were allowed to re-open and we made every effort to provide as safe an environment as possible for our Forces. Everyone was champing at the bit to return to their trusted equine partners and Veterans family.

We look back at 2020 as a year of significant growth for each of us personally, of increased Veterans family bonds, and of life-saving activities and programs!

TOGETHER WE MADE IT THROUGH AND THRIVED

PROGRAMS

2020 IN A NUTSHELL

- **11** Veterans, **5** spouses and **5** of their children/young adults participated in our Spring & post-Covid-19 lockdown Summer & Fall Weekly Programs
- **10** additional Veterans, **2** spouses and **1** child attended half- or full-day Clinics
- **2** participants' children attended Summer Horse Camp and **3** attended weekly riding lessons during summer break (sponsored by Southridge Community Church's Kids)
- **1** Vietnam Army Veteran (Volunteer Len) was honored with a Quilt of Valor.
- **95** total group sessions provided (for a total of **214** individual sessions)
- **10** Volunteers made all of this possible – **36** unique individuals served!

SPRING

Everyone was so ready to return to the farm – we started our new season off with 14 participants! Spring was rudely interrupted by the pandemic, resulting in a closure lasting 9 weeks. During this time, we left no stone unturned to keep our Veterans alive (quite literally for some), interacting and able to provide basics for themselves and their families in this pandemic through tangible and emotional avenues.

We did a Gift Card drive and received \$1,955 in cards that we were able to distribute to our Veterans as needed. In the early days of the lockdown, we shopped for and delivered grocery items listed by our Veterans who shared that they had lost jobs, were at home caring for family with Covid-19 or for personal health issues, or were susceptible to illness. We had their backs – hopefully alleviating their stress just a little. We started an online Equine Learning Group and a Support Chat Group, which made a huge difference during the isolation of the lockdown for our participants and volunteers alike.



SUMMER

Oh, the sheer joy when we returned to the farm on May 22 for a 14-week series.



Several of our Veterans were unable to return due to health concerns and we also did not have any volunteers return due to most of them in the high-risk population or caring for at-risk family members. Gratefully, our 2019 Summer Intern, Olivia, was able to return for the remainder of the year to assist on Tuesdays – for morning (up to 8 participants) as well as afternoon (4 participants) sessions. As soon as it became feasible in August, we started adding volunteers on Mondays (5 participants).

Our Teams labored particularly hard at the farm this year, helping with all manner of facility and horse care efforts, extending their outdoor time and gaining fitness benefits and camaraderie time during these farm missions. In many ways, these hours became our debrief time as participants and volunteers shared experiences, concerns, struggles and progress in this strange year.

We welcomed 2 new members to our close-knit family.



Ray (USMC, Vietnam) meets Sonny – an instant match

FALL

After a short break in September, we reconvened for the final stretch of 13 weeks. After 6 weeks of ground work, our participants got to ride out 2020 - an immensely gratifying culmination of months of trust building!



With kids stuck at home for many months, family relaxation became even more meaningful

Farm missions continued and the barn and farm were greatly transformed! The farm was a haven of fresh air and peace for all of us.

We were devastated at the loss of our WWII much loved honorary Volunteer, Harold Musselman (98 years old), and held a memorial lunch at the farm in his honor in August, with members of the Gem Vac Veterans in attendance.

We used the opportunity to honor our Vietnam Veteran Len (on Right) with a Quilt of Valor, made just for him by the Hunterdon Quilters.



In October we enjoyed a Farm Festival hosted by Drakestown Equestrian, as well as a spectacular fall where everyone got to ride their horses, some for the first time, in the splendid forests and fields of the farm.





In honor of our Veterans – Volunteers and Participants

★ ★ THANK YOU FOR YOUR SERVICE ★ ★

**In honor of our WW II Heroes – men who greatly impacted Project
Horses for Forces – we will never forget you!**

Richard Ehlert, Jim Phinney, Mike Moretti & Harold Musselman



OUR TEAMS



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

VOLUNTEERS

We are grateful for our small, but mighty team of 10 volunteers who gave over 1600 hours of their time to serve our Veterans and their families! We truly missed our regular crew and look forward to all working together again soon. Of particular mention, our 6 weekly volunteers (over 1,550 hours served): thank you Ken (US Army), Joe (US Army), Woody (USAF), Olivia (Equine Assistant), Ruth (Instructor) and Vivian (Equine Assistant)



EQUINES

Our beautiful horses were the best medicine for participants and volunteers alike in the stressful year. They taught us much about simple joys, partnership & trust.



Top: Sonny, Ion, Emmy, Macyver, Junie, Lauro, Tilly; Bottom: Sam, Paisley, Duffy, Ben, Kody, Maverick, Nicky

VOLUNTEER RECRUITMENT

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

SPECIAL MENTION

- RVCC Student Corey (USMC) for volunteering well over 250 hours at the farm
- We are grateful to the Whitehouse Station's Re/Max 365 and Blairstown's MOVE Fitness teams of volunteers who helped us make major progress on our S.Sgt. Moretti Stables renovation project by spending several days painting the inside and outside!
- Our gratitude to Mary Carlucci for her accounting expertise volunteered.

OUR IMPACT SQUAD

Public Supporters: Lance & Deonne Boxer (both US Army), Ken Goffstein (Fairway Independent Mortgage), John & Debbie McLain (Re/Max 365), Bob & Noelle Humenick (Horse Duds & Suds), Allen (USMC Ret.) & Janet Gondeck, Corey Briggs (USMC), Andre & Ruth Nortje, Amy & Tom Holzworth (Drakestown Equestrian), Natalia Serrao (Beast EZ-Wash); Rachel McOdrum, Tammy & Bill Opperman, Betty Anderson, Mark, Julie & Olivia Erikson, Nancy Grossweiler, Larry Friend (US Army), Joan Saarie, Linda Sanchez, Kathy Mosquera, Jacqueline Stephens, Donna Sekula, (Jon Sekula Memorial Fund), Carol Kain (USN Ret.), Stacey Kramer, Dr. Liron Shany, Ray (USMC) & Loretta Quesnel, Brian McGuire (USMC), Commissioner Susan Soloway, Diane Piermattie (Mike Moretti's widow), Herc Suydam (US Army), Arlene Perillo, Joe & Deb Rein, Robert & Rosalyn Metzger, Dorothy Snyder, Fei Chen, Vivian & son Hunter Paulter;

Corey Briggs (USMC) and everyone who donated to his incredible birthday fundraiser;
The Blairs Women's Club and the folks at Blairstown MOVE (birthday fund-drive for Ken Liebler (US Army), program volunteer);

All who donated in memory of our beloved WW II Veteran Harold Musselman:
Capt. John Page (USAF), Harold's own WWII 272nd Field Artillery Battalion,
Larry Kaspereen (US Army), Don (Veteran) & Joan Force, Paul (US Army) & Dorothy Carro,
Frank Cuccaro, Ann Palmer, Morgan (USAF) & Linda Hansen, Stephanie van den Berg;

All who purchased our American Warrior Initiative T-shirts;
All who sent gift cards for our participants during the Covid-19 lockdown.

Organizations, Foundations & Grants:



FINANCIAL SUMMARY

In 2020 – a tough year for everybody to start with - our individual public supporters stepped up to the plate in the most amazing ways – from sending Gift Cards, to several Birthday Fundraisers, to T-shirt donations (and thus sales) and donations in honor of our beloved Harold. Altogether YOU helped us raise \$16,012! Special mention: Lance & Deonne Boxer & Corey Briggs; and American Warrior Initiative & Ken Goffstein (donating 100 R.E.D. T-shirts each)

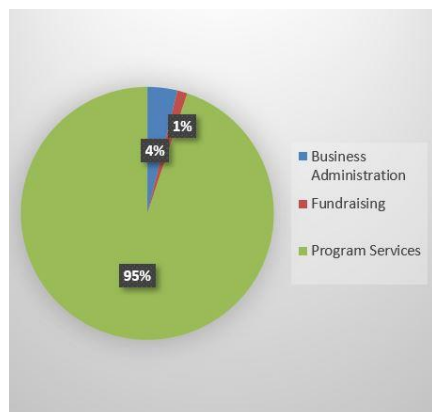
Southridge Community Church continued their quarterly support and we received a second grant from Overwatch Alliance for our programs. We were so honored to receive another large donation from Rolling Thunder National, significant support from the North Hunterdon Rotary, and specific support for our 2 Vietnam Veterans from the S. Plainfield Elks Motorbike Club and the Chester American Legion Post.

With both main fundraising events for the year canceled due to Covid-19 restrictions, we nonetheless received over \$5,000 in Branchburg Rotary Veterans Appreciation Day and Motorcycle Ride & Fly Event Sponsorships from our supporting friends and organizations, and the Rotary was able to secure a 100% match from anonymous benefactors.

~~ Due to Cash Basis Accounting, this \$11,023 is not reflected in our Statements as it was only received in 2021 ~~

2020 PROJECT HORSES FOR FORCES, INC. CASH BASIS

Statement of Financial Activity					Financial Balance Sheet		
	2019 Total	Unrestricted	Designated	2020 Total		12/31/2019	12/31/2020
Revenue					Assets		
Non-Profits, Grants & Foundations	\$ 7,550	\$ 9,700.00	\$ 3,000.00	\$ 12,700.00	Cash & Bank Account	\$ 27,871	\$ 22,677.82
Individual Support	\$ 13,103	\$ 10,932.00	\$ 351.50	\$ 11,283.50	Inventory - T-shirts	\$ -	\$ 1,600.00
Gift Cards for Covid-19 relief	\$ -	\$ -	\$ 1,955.00	\$ 1,955.00			
Fundraising *	\$ 22,098	\$ 2,773.50	\$ -	\$ 2,773.50	Total Assets	\$ 27,871	\$ 24,277.82
Total Cash Revenue	\$ 42,751	\$ 23,405.50	\$ 5,306.50	\$ 28,712.00			
In-kind Donations - Inventory					Liabilities		
200 T-shirts: sold @ \$20-22 each	\$ -	\$ 4,000.00	\$ -	\$ 4,000.00	Payroll	\$ -	\$ -
Total Revenue	\$ 42,751	\$ 27,405.50	\$ 5,306.50	\$ 32,712.00	Accounts payable	\$ -	\$ 140.00
					Total Liabilities	\$ -	\$ 140.00
Expenses					Net Assets		
Payroll	\$ -	\$ -	\$ -	\$ -	Total Net Assets - Unrestricted	\$ 24,573.00	\$ 24,137.82
Administration	\$ 1,441	\$ 1,299.62	\$ -	\$ 1,299.62	Total Net Assets - Restricted	\$ 3,298.00	\$ -
Program Costs	\$ 30,929	\$ 23,586.54	\$ 6,649.50	\$ 30,236.04	Total Liabilities & Net Assets	\$ 27,871.00	\$ 24,137.82
Gift Cards Distributed	\$ -	\$ -	\$ 1,955.00	\$ 1,955.00			
Events & Fundraising	\$ 1,307	\$ 440.15	\$ -	\$ 440.15			
Total Expenses	\$ 33,677	\$ 25,326.31	\$ 8,604.50	\$ 33,930.81			
Net Operating Income/(Loss)	\$ 9,074	\$ 2,079.19	\$ (3,298.00)	\$ (1,218.81)			
Carried over Designated funds from 2019			\$ 3,298.00				
Remaining Designated funds end 2020			\$ -				
*Unaccounted: 2020 Branchburg Rotary Fundraisers Collaborative (Only received in 2021):	\$ 11,398.00						



STATEMENT OF POSITION

95% of all revenue is directly applied to our Veterans Services benefiting our participants, with the main program expenses consisting of

- Facility and Horse use / lease at Drakestown Equestrian Farm &
- Program Liability Insurance

All programs are provided at no cost to Groups, Veterans and their families
Administrative costs:

- No salaries paid in 2020 or payable in 2021
- Directors & Officers Insurance is the main expense at \$672 p/a

We start 2021 with adequate funds to meet our administrative, insurance & rental obligations. All designated funds for 2020 have been spent.



FUNDRAISING PRIORITIES

- Increase donor base
- Encourage monthly support
- Apply for more Grants
- Increase fundraising avenues and efforts



ADMINISTRATION VOLUNTEER OPPORTUNITIES

- Gift acknowledgement letter writer
- Newsletter writer
- Grant writer

NOTES TO FINANCIAL STATEMENTS

DONATIONS

Public support: \$13,238

Designated funds:

- Gift Cards for our Veterans: \$1,995
- Horse Lease: \$351.50

Undesignated funds:

- Direct donations: \$6,462;
- Donor-advised: United Way & Birthday Fundraisers (Facebook): \$4,470

Grants, Foundations & Non-profit Organizations: \$12,700

- Grant: \$3,000 designated for programs – Overwatch Alliance, TN
- Foundations / Non-profits: \$9,700 – Southridge Community Church, Rolling Thunder National, N. Hunterdon Rotary Foundation, S. Plainfield Elks Bike Club, American Legion Post 342 & Jon Sekula Memorial Fund

FUNDRAISING

Total adjusted Fundraising income for 2020: \$14,171*

Promised outstanding funds: *Unreported revenue due to Cash Basis

Accounting: Rotary of Branchburg Collaborative 2020 Fundraisers: \$11,398

Total received in 2020: \$ 2,773

- Sales of donated R.E.D. T-shirts: \$2,657
- Revenue from local events: \$116

Cost of all fundraising efforts: \$440 (includes T-shirt shipping)

PROGRAM COSTS

- ADA Portable Toilet Rental: \$2,000
- 12 weekly sessions, series total: \$800 per participant
- Half-day Clinic: \$400-500 (dependent upon group size)
- Full-day Clinic: \$500-700 (dependent upon group size)
- Summer Horse Camp for qualifying Veterans' children: \$550 per child
- Helmets: \$60 per participant

LIQUIDITY OF ASSETS

100% Cash Assets (Equine tack & garden furniture excluded)

We started 2020 with \$18,797 in cash and zero liabilities. We concluded the year with \$22,678 in cash plus remaining T-shirts for sale (valued at around \$1,600) and \$140 in unpaid credit card liabilities.

Known Expenses for 2021:

- Portable toilet rental: \$2,000
 - Annual business legal fees & insurance costs: \$3,703
 - Administration: \$270
 - Horse Lease (one) and Farrier expenses: \$6,500
- Total: \$12,473**

We start 2021 with adequate funds for the above necessary expenses.