

Keeping One's Balance on a Wild Ride

By Mary Hadsall, Executive Director

During this season of giving thanks we have hundreds of reasons to be grateful. While many businesses and agencies are struggling to pay the rent, we are weathering these turbulent times nestled in a beautiful facility that we own free and clear, thanks to you, our wonderful community of supporters.

Still, our economy has been taking all of us, businesses and individuals alike, on a wild ride through a new and challenging landscape where nonprofit agencies are being hit especially hard. While our foundation is strong, it is important to note that we have experienced a reduction in some of our funding sources, especially in the areas of corporate and foundation giving.

The good news is that, in spite of a difficult economy, our individual donors continue to be our greatest source of support. Thus we are dedicating this issue of our newsletter to sharing ways in which we can work together as a large family of individuals, taking small steps and large, to increase Camelot's base of support.

Running along the bottom of this newsletter is a quote from Eleanor Roosevelt. It begins by saying, "friends you and me...you brought another friend and then there were three." This speaks to me of the ripple effect of every human action, great and small.

For 25 years, Camelot has had a profound ripple effect in our community, much of it having been accomplished through simple word-of-

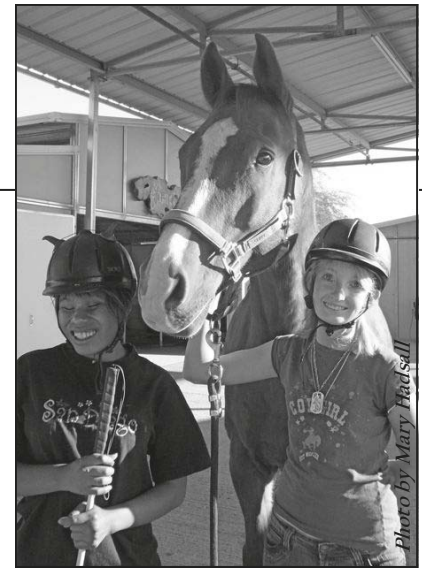
mouth. Every time we tell a friend about Camelot, we continue to send forth ripples of hope. And so, in these difficult times, we are asking you to help us expand our circle of influence. The more people who know about Camelot, the more of a difference we can continue to make in our community. Our network will continue to grow stronger and so shall our future.

In this issue, we share with you some of the results of our recent brainstorming session with volunteers, students and donors. They came up with some great ideas that are easy to implement amongst your own network of friends, neighbors and colleagues.

But first, a word or two about our funding sources. People often ask, "Since you don't charge students for lessons how is Camelot funded?"

Camelot's pledge to always provide services at no cost makes it possible for us to provide unlimited services to our students. So even when times are tough, there will be no reduction in the quality of our services.

The majority of our funding comes from individuals like you. In other words, you are the secret to our success! Like many successful nonprofit organizations, Camelot receives funding from a variety of sources, with individual donors leading the way. Some of our individual contributions are large,



Andrea (left) and Marissa, both Camelot riders; with Cluffy, a Camelot therapy horse.

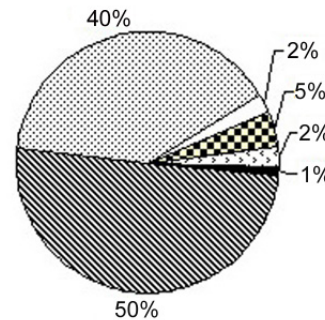
while others are smaller; some come monthly, while others come annually. Most of our donors are long-time supporters, contributing year after year. New friends or old, every contribution completes the whole.

As for fundraising goals, our long range goal is to develop an endowment fund to help secure the next 25 years of service. In the immediate future, we would like to expand our presence in our community. To that end, I offer stories from current students, volunteers and donors in the hopes you will be inspired by their examples. We hope their successes and ideas will help you in encouraging others to join our Round Table.

Our staff and board of directors are few; but our students, volunteers and supporters are many, and together we are a mighty community. Working together we can weather these difficult times and maybe even surprise ourselves along the way.

Thank you for your continued belief in Camelot and for sharing our program with others. Let us know how we can support your fundraising efforts on behalf of Camelot.

We all hold an important place at the Round Table, and as Mrs. Roosevelt said, "...in that circle there is no beginning or end."



- Individual Contribution (Newsletters, Student & Horse Sponsorships)
- Events
- Grants & Foundations
- Corporate Funding
- United Way Contributions
- Non Cash Donations

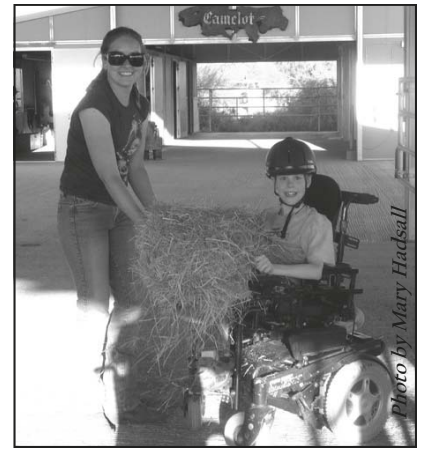
"Friends, you and me...you brought another friend...and then

Our Reasons...

Why We Come

Below is a letter from Amy, the mom of one of our horseback riders. Her son Patrick is one reason we work so hard to secure funding for Camelot.

We want to insure that Patrick and other children who love horses and wildlife, enjoy getting dirty and playing in the feed room while getting covered in hay, can have the sort of "real barn" experience they receive at Camelot. Patrick is 10 years old and has Cerebral Palsy.



Patrick helping Amy Van Denburgh, our barn manager and riding instructor



Patrick picking Scout's hoof assisted by Tami, a Camelot student and mentor

I want to take a few minutes to let you know how much Patrick benefits from Camelot. He began riding at Camelot last spring, and it was the highlight of his week. [Therapeutic riding] helps Patrick with his trunk strength and balance like no other therapy can.

He attended another program for two seasons which paled in comparison to Camelot.

When he began at Camelot, we noticed right away how caring the instructors were. Patrick was addressed directly and held responsible for

answering. Patrick is a very bright boy and often treated as though he is not verbal. This never happened at Camelot. The instructors take their time with Patrick and never rush him in and out of his lesson.

We also appreciate how much they encourage independence in the riders. From having a completely accessible facility including the tack room, Patrick can motor in in his power chair and is expected to do as much as he can on his own. I was amazed when I first toured Camelot. The property was in pristine

condition and having a covered arena was definitely an added benefit.

He enjoys the barn lessons, as well as the lessons out on the trail. Camelot is situated in a truly lovely desert setting that offers the chance to see many creatures. The field trip to the Arabian Horse Show was very exciting.

Patrick is looking forward to this fall season of riding.

I feel so fortunate that we found Camelot when we did.

Amy 🐾

Why We Give



Mary Westheimer face painting at Camelot's Hooves & Heroes event.

When my husband and I first found out about Camelot, we were especially struck by the program's underlying goal of helping people see how they fit into their communities, how they could contribute to society despite their own challenges. This sense of self-worth is priceless, and Camelot provides an inspiring framework in which students can discover their own talents and gifts and understand how they can use them to help those around them.

Camelot's "fee" of contributing to the community in exchange for lessons creates the rare opportunity to become acquainted with your own value, something that will serve students, and their communities, for a lifetime.

While many students could raise money to pay for lessons, the cost here is to give of yourself, an invaluable habit.

So while we enjoy seeing Camelot and its students grow through fulfilling lifelong dreams of moving freely by controlling a large, graceful animal, we get as much as we give by seeing the amazing contributions Camelot students make to their communities. Indeed, Camelot inspires us, too.

- Mary Westheimer, who has contributed to Camelot for 21 years

there were three...we started our group...our circle of friends...and

THE TOOL BOX

IDEAS FROM CAMELOT'S COMMUNITY



Amy Van Denburgh, Camelot's barn manager and riding instructor, enjoys using the analogy of a tool box when teaching her students new skills. She tells them that the more tools acquired for their box, the better their resources in various riding situations. So here is a tool box for you to fill with fundraising ideas that from the Camelot community. Some of their thoughts are simple and easy to implement, while other ideas shoot for the moon. Nonetheless, they are all great tools.

You might have noticed there is not an envelope in this newsletter, and that's because we aren't asking you to personally write a check today. You are already a strong part of Camelot's foundation. What we are asking you to do is inspire others to do so.

The most powerful fundraiser is a volunteer, donor or student reaching out to the community with their passion in hand. If every one of you reading this newsletter were able to procure a \$10 donation, you alone would help us raise \$8,840 for Camelot!



REACHING OUT TO YOUR CIRCLE

Three Camelot volunteers came up with similar fundraising ideas to encourage new contributors to our Round Table, but each idea has its own twist.

Phil Simpson assists in our program weekly by cleaning stalls and working with students, and he is also a donor. He mailed a personal letter to friends and family about Camelot and asked them for financial support.

Upon hearing his story and learning about Camelot, many of his family and friends from across the country reached into their pockets and sent in donations. The funds raised were enough to feed eight therapy horses for a month.

"Let your family and friends know the good Camelot is doing and how much you love what you are doing," said Phil. "I tell people about Camelot and that it is the most enjoyable job I ever had."

Jan Miller's Camelot journey began nearly 20 years ago after acquiring a traumatic brain injury from falling off a horse. She is now a volunteer. Jan is sending out an email to her personal database to ask for donations for Camelot. In her email she will share her Camelot experience as a student, mentor and volunteer.

"Camelot has not just helped me through riding, but also through volunteering," said Jan. "I've seen other students 'come out of their shell' and become active in the community, or go to college, or they were hired doing some really interesting work that may not have happened if they hadn't learn to bloom at Camelot first.

"My favorite song is 'The Rose.' Because even though the seed is under all that snow and endures all the hardships, in the spring it becomes the Rose. I just want more people to have the chance to bloom and grow."

John Ames, a member of Camelot's board of directors, sent 200 letters to his business associates, family and friends. His business letter briefly shared information about Camelot and requested financial support. We provided brochures to add to the packet. John recruited Deanne Kimes, his executive assistant, to help with this large venture. Both followed up every letter with phone calls.

John and Deanne collected the donations and sent thank you letters on Camelot stationery that we provided.

Through their efforts, the funding raised was comparable to the amount we raise through Hooves & Heroes, Camelot's annual silent auction event! They plan to run this campaign again. John felt that a big reason the campaign was a success was the personal phone calls they made following the mailing.

"Camelot is an incredible organization," said John. "The individuals who run Camelot open their hearts to all of their students and they do an amazing job.

"Camelot keeps the student's hopes, dreams and self esteem at a high level."

Although these three stories vary in methods, the concept are the same. Jan, Phil and John brought Camelot into their neighbor's homes, into their family's kitchens and to the offices of their business associates.



If you would like to run your own Camelot campaign, here is some helpful information:

- All donations are tax deductible
- Donors can request to be added or not added to our database
- We NEVER share our database with anyone
- Camelot will send out thank you letters that include information the donor needs to receive their tax deduction for their contributions
- People can send their donations to Camelot or to you directly
- Checks should be written to Camelot Therapeutic Horsemanship, Inc.
- People can call in and make a donation via credit card, or we can send them a credit card slip to fill out and mail or fax to Camelot
- Camelot's tax ID number is 86-0444470
- Camelot's mailing address is: 23623 N. Scottsdale Rd., D3, PMB 259 Scottsdale, AZ 85225



ADDITIONAL TOOLS

Here are some more fundraising ideas given to us by our students, volunteers and staff:

- Seek donated items for Camelot such as office equipment (Camelot currently needs two computers!). *Inspired by Janis, Camelot Volunteer*

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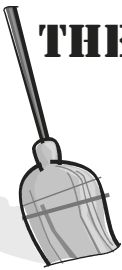
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like that circle...there is no beginning or end." Eleanor Roosevelt

THE TOOL BOX

(Continued from page 3)



- Host a dinner party at your home and sell tickets to friends and family, letting them know that the funds you raise are going to

Camelot. *Idea inspired by Michelle Harrison, Camelot Staff*

- If you work for a company that encourages donations through United Way, turn in your company's pledge card and designate Camelot as the recipient of the funds. *Inspired by Shirley, a Camelot Volunteer*

- Use goodsearch.com as your internet search engine and designate Camelot



Therapeutic Horsemanship, Inc. as your charity of choice. For every search you do a penny is donated to Camelot. *Inspired by Amy Van Denburgh, Camelot Staff*

- Coordinate a service project for Camelot through schools, clubs, businesses or churches that have the resources to execute the project at hand. For example, if a group wanted to create planters for the front of Camelot's gates, they would need to purchase the supplies and plants as well as coordinate the project. *Inspired by Valerie, a Camelot Volunteer*

- Designate Camelot as your Escript card recipient through Safeway so that 3% of your purchases go to Camelot. Bashas also has a rewards

D. Elton Trueblood, an educator, a philosopher, preacher and writer, once said, "A man has made a least a start on discovering the meaning of human life when he plants a shade tree under which he knows full well he will never sit." Camelot is strong, and our students enjoy the shade of mighty oaks planted by many people who will never know them personally. But every forest must grow new trees in order to flourish.

Please plant seeds for Camelot.

If you would like to implement one of these ideas and have questions, please call Michelle Harrison at 480.515.1543 or email her at michelle@camelot-th.org

program. Link Camelot to your card annually with our number: 27573. *Inspired by Lenore, Camelot Volunteer*

- Form a nonprofit organization dedicated to providing financial assistance to Camelot. The organization can be comprised of students, parents, volunteers, alumni and other supporters. A nonprofit therapeutic riding center in Montana has solely funded itself for 16 years through such a program. *Inspired by Jenna, Camelot Volunteer*

COME ONE! COME ALL!

To Camelot's 8th Annual

HOOVES & HEROES

FUNDRAISING EVENT

APRIL 18, 2009



GREAT FOOD
MUSIC
AUCTION
ENTERTAINMENT
FREE



"Take up your sword against the dragon within...the voice that says, 'I can't.'"



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