



July 2017

Dear DEFHR Friend,

On Friday, September 15, and Saturday, September 16, of this year Days End Farm Horse Rescue (DEFHR) will be hosting our annual Fall Festival at our main facility in Woodbine, Maryland. As you know, each year DEFHR invites the community to come to the farm to see firsthand the life-saving work accomplished by our dedicated supporters; this year's event could not be more poignantly representative of DEFHR's mission. It has been a busy couple of years for DEFHR with our welcoming 64 equines in 2016 and as of July this year 41 horses have come to us in need of DEFHR's care. A few we had to end their suffering because the level of neglect they had suffered was just too extensive, but the rest are doing well and thriving. With 94 horses currently in our care finding homes for them could not be more important. To stay ahead of the need we have partnered with the Right Horse Initiative aimed at reframing the conversation about horse adoption in an effort to make it the new norm for people looking for their next horse. It is our hope that showcasing adoption as the preferred option more of our horses will find the next homes sooner.

This year's Fall Festival will surely welcome a bigger crowd than in most years, no doubt people will want to see how are our new patients are doing. We will be ready for the crowds with a full schedule of activities planned for the weekend, including BBQ by newly reopened Town Grill At Fosters Country Store and live music by "Best in Bethesda" one and only **The 19th Street Band** who are back by popular demand to open up our Hops for Horses Beer Garden with and under the stars concert Friday night and on Saturday DEFHR equine alumni return to compete in our rescue makeover along with live music, games for kids, pony rides and a farm animal petting zoo.

In recent years, your support allowed DEFHR to keep the cost of this event affordable for all families in our community. Our goal for this year's event is to raise \$40,000 to help continue our mission to care for the abused and neglected Maryland equines in our care. The last couple of years have been challengingly lean years and in order to meet this goal, we are hoping to receive sponsorship support from local businesses and individuals. I have enclosed a separate page describing the sponsorship options available; I hope you will consider supporting this event this year and help us to meet our goal.

In your continuing to give to this annual event you will be supporting Days End Farm Horse Rescue (a non-profit animal welfare organization), efforts of ensuring quality care and treatment of horses through intervention, education and outreach. Over the past 27 years, DEFHR has been a safe haven for 2,200+ suffering horses - 94% of which have been adopted into forever homes. In addition to being a leader in horse rescue and rehabilitation, DEFHR stands out among nonprofits for its stewardship. In addition to maintaining high ratings from Charity Navigator, the nation's largest charity evaluator, for sound fiscal management and transparency, we have 114,000 on Facebook and over 10,000 visitors to our website every month. DEFHR is an organization often described as having an impeccable reputation as well as an extensive social media reach, well worth aligning your business with.

We hope that we can count on your continued support of our cause and the community by sponsoring the 2016 DEFHR Fall Festival. If you have any questions or concerns, please contact me using the information below. Thank you in advance for your consideration.

Gratefully yours,

Caroline Robertson
Development Director

Enclosures Include: Sponsorship levels, event flyers, DEFHR fact sheet and....

A complimentary admission/parking pass for Friday night, 9/15/17, Kick-off event – please be our guest in thanks of your support!



Meet Zodiac!

From a starving horse to a healthy horse & adopted out to a loving home (one of our 2,169 successful rescues in the last 26 years)