

# Helping Horses Help Kids & Others (HHKO) Therapy Horse Derby Fundraising Toolkit

## Where the Money Goes

PBJ Connections provides professional behavioral health therapy to children, adults and families through horses, counseling and nature. We commit to serving all who need mental health services, regardless of their ability to pay. As a locally operated non-profit, nearly all funds raised go directly to providing programming. The money raised will support the following programs. The teams are named for our therapy animals to generate a fun “horse race” atmosphere but the animals themselves do not receive the funding as they are already cared for by private owners!

- **CONNECT Program:** Provides individual and family EAGALA model EAP. Clients are able to use health insurance to cover a portion of the cost and scholarships are awarded for those who cannot pay. Clients are not turned away due to an inability to pay.
- **A PONY Program:** Provides EAGALA model psychoeducational groups to youth from local schools. Youth work on leadership skills such as positive coping skills, positive communication, teambuilding, and group dynamics.
- **Office Sessions:** Provides traditional talk therapy sessions out of our Pataskala location as there is a distinct lack of mental health providers in Pataskala.
- **Family Coaching:** Provides a six-week intervention for families wanting to improve the way their families communicate and function, using the EAGALA model.
- **On Mission:** Provides half-day EAGALA model equine-assisted learning experiences for Veterans and First Responders in collaboration with Save a Warrior.
- **Recovery Connections:** Provides EAGALA model equine-assisted psychotherapy to groups receiving treatment at local substance abuse treatment facilities.
- **Healthy Expressions:** An expressive arts group program facilitated by a Licensed Independent Social Worker. Participants are challenged to create a variety of projects targeting insight, healthy self-expression and emotional regulation, and then to process their work with a group.
- **Research:** PBJ Connections is partners with researchers, primarily out of The Ohio State University College of Social Work, to provide program evaluation and research on EAGALA model EAP.

## Fundraising Goals

PBJ Connections has a goal of raising \$80,000 through the *HHKO Therapy Horse Derby*. Hitting this goal is critical to our mission, as this event normally funds about a quarter of our annual budget. Since our 13<sup>th</sup> Annual Helping Horses Help Kids Charity Event cannot be held in person due to the Covid-19 pandemic, we are asking you to help us move our event to a fun and exciting virtual platform. We encourage you to form a team around one of our therapy animals, with each team having a goal of raising a minimum of \$2,500. When we all work together, you will be surprised how you can hit, or even surpass, your goal! You can start fundraising anytime, but we will have an official kick-off Virtual ‘Live’ Event on October 2, 2020. The event will end with a final ceremony in a Virtual ‘Live’ format on December 28, 2020.

## Teams

PBJ Connections has 24 therapy animals living at the two farms we partner with in Licking County, and each animal has formed its own team. Find the animal that speaks the most to you and join, or even Captain, that team! Visit our website ([www.pbjconnections.org](http://www.pbjconnections.org)) to find more information on each animal and know that they all hold a special place in the hearts of our clients and our teams. We want to be clear; the money raised is going directly to supporting therapy programming, not the animal itself. Our animals are all loved and supported financially by private owners. All teams will be able to track the competition at Mighty Cause (<https://www.mightycause.com/event/HHHK13>). The section below on “Mighty Cause” will explain in detail how to use the platform to fundraise.

**Team Beauty:** Beauty is beautiful and black! Her tolerance and clarity have helped countless clients find different ways of interacting with each other. All the boys on the farm think she is amazing and she doesn’t tell them otherwise!

**Team Cabo:** Cabo was recently rescued by Taco Bella Farm. He spent a lifetime neglected in a field and was in bad shape by the time a rescue organization stepped in. He is getting the very best care a pony could ask for. Though he still struggles with pain in his feet, his whole team celebrates small victories weekly.

**Team Cupcake:** Cupcake is a favorite, and she's not even an equine! She's the token potbelly pig and everyone loves her. She was rescued years ago and took a long time to warm up to people; but now you can befriend her with a bit of cheddar cheese or a sweet treat. She knows what she wants when she wants it and she will tell you!

**Team Dia:** Dia is all girl! Born here at the farm, she brings out the concept of relationships on a regular basis. As one of the prettiest horses anywhere, she draws attention to herself and will react to just about everything. What she lacks in confidence, she makes up for in personality.

**Team Dusty:** Dusty, as the oldest donkey, has taken on the role of wise one. He will greet anyone and will stand with any human that scratches his ears. This gentle soul grabs the attention of all who are seeking peace.

**Team Gus:** Gus is the biggest of the Littles, and also the shaggiest. He might just be the orneriest, too. Gus is full of personality and don't let his size fool you; he's pretty sure he's the toughest of the donkey herd.

**Team Hank:** Hank just can't help himself. He will act like he is scared, but then turns around and comes right back to explore things. Since Lily knows this about him, she will often send him off first to check out something new and he always obliges.

**Team Hannah:** Hannah is the most colorful horse, in more ways than one. Her spots draw people to her, and her goofy personality makes every day a surprise. Hannah was brought to the farm at 6 weeks old when she was rescued from Last Chance Corral, who saves nurse mare babies from the horse-racing industry.

**Team Heidi:** Heidi is the Mother Horse. As a gentle Percheron giant, she spent her previous life having babies. She has a quiet, powerful presence that cannot be ignored. Heidi is Joy's mother and is a half-sister to her Taco Bella predecessor, Isabella.

**Team Jasmine:** Jasmine is the token barn cat at Taco Bella Farm. She refuses to let other cats also make the farm their home and for years, she wouldn't let visitors near her. But now she regularly rubs up against people, begging for pets and purring!

**Team Joy:** Joy is a big baby at just 4 years old. She lets her presence be known, but will still respect her Mom, Heidi, when she is told she is out of line. Joy is also a Percheron giant who is full of curiosity that makes her just a little bit ornery at times.

**Team Lily:** Lily is the smallest and mightiest of the miniature donkeys. She raised her son, Hank, and her step-son, Gus, and now she mothers the whole herd! She is clearly in charge, but will also lean into you if you scratch her in the right spot.

**Team Molly:** Molly is the only therapy dog at PBJ Connections. She is a Therapy Dogs International certified Therapy Dog, and her favorite job is to snuggle and get her ears rubbed. She loves to hang out with her human friends at the barn or in the office.

**Team Oatmeal:** Oatmeal is a little bundle of personality, and he is certain he is a big horse, not a mini. Oatmeal is full of curiosity and playfulness and will bring a smile to the most reluctant of participants. He is also a sensitive guy who likes people to ask permission before approaching him.

**Team Ove:** Ove is the scrappy, friendly, orange barn cat at PBJ Dressage. He has taken over for his predecessor, Clark, in his role of therapy cat. He will follow you, flop over in front of you, and craves attention. Just don't pick him up! Ove wins the heart of everyone who walks in the barn.

**Team Ram:** Ram is one of our original therapy horses. His quirky personality brings out discussions about boundaries and assertiveness on a regular basis. He enjoys being a horse best of all and will only interact with people on his own terms.

**Team Ringo:** Ringo is the newest addition to our therapy program at the young age of 27! He recently retired from The Paddock Stables where he taught kids to ride for the past many, many years. Now he brings a lot of personality and love to therapy clients.

**Team Rocky:** Rocky is the most public figure at PBJ Connections, hosting his own Facebook page, providing daily sessions, and leaving the farm for visit to other facilities. He even does Zoom meetings!

**Team Rusty:** Rusty is the biggest and reddest donkey on the farm. He is also the pushiest and will make it very clear where the best grass is. He is also game for ear scratches and loves to hang out with his other donkey friends.

**Team September:** September is the oldest and wisest of horses! He was our Therapy Horse of the Year in 2019 and he's hard to compete with. In his riding days, he excelled at Grand Prix Dressage, and in his retirement he is noted for creating miracles for clients on a regular basis.

**Team Sirius:** Sirius is one of the fanciest horses on the farm and has had powerful impact on clients over the past few years. His work Save A Warrior (Veterans and First Responders) is profound and we often find his photo as the Facebook profile on those participants' pages!

**Team Taco:** Taco will tell you like it is. He is the best at giving feedback to clients. He can be the sweetest of souls, and will be clear and fair when someone isn't being respectful. Taco is the herd leader at Taco Bella Farm.

**Team Ted:** Ted's presence makes him a powerful therapy horse, especially with our Veterans and First Responders. We get messages to him from past participants who experienced life-changing moments with him. Ted still works as a dressage horse and he is the cleanest horse on the farm!

**Team Waffles:** Waffles is a miniature horse that has a calm presence. He is blind in one eye, but does not let that stop him from quietly exploring. He even wrote a book called *Where's Waffles* because he is so good at appearing when you don't even hear him coming!

## Prize Packages!

We are asking all teams to commit to meeting or exceeding their fundraising goal of \$2,500 by December 28, 2020. There will be prizes awarded to the team captain whose team achieves the following accomplishments:

- Highest total amount raised
- 1<sup>st</sup> team to reach their \$2,500 goal
- 2<sup>nd</sup> team to reach their \$2,500 goal
- 3<sup>rd</sup> team to reach their \$2,500 goal
- Largest single donation
- Highest number of individual donors
- Most compelling marketing (all the Team Captains will vote on who wins this!)

Prizes will be awarded in the order above, and Team Captains will choose what they want to win from a pool of prizes. The pool is listed below.

- Two nights stay for up to 8 people at Hocking Creek Reserve, a cabin located on 8 secluded acres just south of Logan in the Hocking Hills region. Value \$680.

- Seminar for 4 people on fox hunting courtesy of Joint Master of Foxhounds Stephanie Phillips and Honorary Whipper-In Paige Liptak of Rocky Fork Headley Hunt. Event includes tea at the historic Lindemann Teahouse. Value \$250.
- PBJ@work session for up to 15 attendees. This can be a teambuilding for your work office or any other group that wants to experience connection and learning together. Value \$1,100.
- Two-hour art & mindfulness party for up to 6 people by Anissa Kasarjian, light snacks and beverages included. Value \$350.
- Specially selected seasonal bottle of wine each month in 2021, wines chosen by Gentiles The Wine Seller. Value \$480.
- Morning of relaxation at the farm for up to 6 people, including a guided meditation or walk through the labyrinth, a gentle yoga class, quiet time to journal or nap in the shade, and tea and snacks. Value \$250.
- Custom painting of your therapy animal, or any other animal in a photo, by Maria Reichert Paints. Value \$124.
- Salon Lofts gift certificate that can be used for any service with any stylist. Value \$300.
- Gift certificate for Gallo's Tap Room, to be used at any location. Value \$180.

## To Become a Team Captain

Team Captains agree to taking the reins, pun intended, of motivating others to raise at least \$2,500 for their chosen Team animal. Follow these steps:

- Look through the descriptions above and decide on an animal that you are excited about. You can find more information in that animal at <https://www.pbjconnections.org/about/therapy-animals/>
- Then go to <https://www.mightycause.com/event/HHHK13> and view the "Leaderboard" to see if there is already a team for that animal. If there is, feel free to join that team or choose another Team Animal.
- Follow the steps below under "Mighty Cause" and set up your Team page. Or to make it even easier, send us an email at [info@pbjconnections.org](mailto:info@pbjconnections.org) and we'll send you an invite to set up a team page. Then start sharing!
- Each Team Captain can contact us at [info@pbjconnections.org](mailto:info@pbjconnections.org) to request additional assistance for their Team marketing. Each Team Captain can request:
  - Up to 5 promotional videos of their animal, or even better, time to come and create their own videos. All you need is a smartphone!
  - Up to 10 photos of their animal to be used on social media or in print, or even better, time to come and do their own photo shoot!
  - Additional written description and/or stories about their animal.
  - 2 stories about how their animal has changed lives while providing therapy sessions.
  - Up to 10 PBJ Connections t-shirts.
  - Up to 10 PBJ Connections car magnets.
  - PBJ Connections pens or refrigerator magnets.
- Suggestions on how these items can be used to assist you in fundraising:
  - Post videos, stories, and photos of your animal on social media while hosting an online fundraiser.
  - Change photos and videos on your Mighty Cause page to keep things fresh and interesting.
  - Print posters for an event to raise donations (such as a car wash or bake sale).
  - Print photos, or use the photos to print mugs or mousepads, and sell them.
  - Make postcards or thank you cards using your animal's picture to thank your donors.
  - Send t-shirts or magnets to your donors, or use them to motivate volunteers at an event you are hosting.

## Asking Donors for Support

The most successful fundraisers are the ones where the most people are asked. If you don't ask, people don't know there is a need. We recommend getting creative in sending out your fundraising communications to family, friends, and others in your network of people who you know care about mental health and who like to support locally run non-profits.

Make sure that in your donation request, you are answering questions such as:

- What PBJ Connections is and how the money raised will be used.
- Is PBJ Connections an essential service providing essential mental health services? (Yes we are!)
- What is your motivation for helping PBJ Connections this year?
- What is your fundraising goal and what progress have you made so far?
- What would it mean to you to get this support from your network?

### ***Thanking Your Donors***

It is very important to thank everyone who contributes to your cause! You can hand-write a personal note on PBJ Connections letterhead, send a post card or create something of your own. You can also thank people on social media, which helps promote your cause and the overall PBJ Connections cause.

## **Fundraising Online**

PBJ Connections is very active on Facebook with two accounts: “PBJ Connections” and “Rocky of PBJ Connections”. You can use the following steps to easily access the PBJ Connections Facebook pages as well as fundraise for the cause:

### ***Following on Facebook***

- We have two Facebook pages: “PBJ Connections” and “Rocky of PBJ Connections”
  - While logged into Facebook, use the “search” bar to find “PBJ Connections”.
  - Go to the PBJ Connections page and make sure it shows that you have “Liked” the page and are “Following” the page. Repeat this for “Rocky of PBJ Connections”.
  - Update your Timeline settings so that you don’t miss posts from PBJ Connections and Rocky of PBJ Connections by selecting these two pages under “Prioritize who to see first” in your settings. If you have questions about how to do this contact us at [info@pbjconnections.org](mailto:info@pbjconnections.org) and we will help.

### ***Create Fundraisers on Facebook***

- From a computer:
  - On the top of your homepage on a computer, select “Create”.
  - Then select “Fundraiser”.
  - Select “Non-profit”, find “PBJ Connections” and follow the prompts. The money then comes directly to PBJ Connections’ bank account.
  - You cannot set up a fundraiser for “Rocky of PBJ Connections” only for “PBJ Connections”.
- From the Facebook mobile app:
  - Click the three bars on the lower left of your device.
  - Scroll down and click “See More”.
  - Scroll down to “Fundraisers”.
  - Click “Create Fundraiser”.

### ***Social Media Posts***

You can create excitement around your fundraiser by using #pbjconnections, #hhhkhtherapyhorsederby, #team(your team name); by tagging PBJ Connections, and by using compelling content.

Think about what you enjoy on social media and let that help guide you in your posting. For example, pictures, compelling stories, personal testimonials about your Team animal and/or mental health, videos.

**Facebook live** is easy to use and you can set up teaser posts the day before to invite people to your Facebook live event. You might schedule to do Facebook live events with your animal, or just to tell a story about that animal (or your own journey with mental health!). You might do an all-day fundraising event on line where you go live several times throughout the day. Advertise this to your followers.

- If you are going to do a Facebook live:
  - Set up early and promote ahead of time.
  - Make it clear how people can donate (Facebook Fundraiser, Instagram Donation Button, or Directly to your Mighty Cause Team Page).
  - Disconnect from wifi unless you are in a very wifi stable area (the barns do not have stable wifi, no pun intended)
  - Film horizontally and ensure that your phone's "rotate" ability is unlocked.
  - If you have a fundraiser set up, you can select "Raise money" and find your fundraiser. It will then show up at the bottom of your video.
  - Keep your video to between 3 and 10 minutes.
  - Keep the device steady while doing the video. Using a tripod is very helpful.
  - If it is windy, get out of the wind!
  - Plan ahead. Have your "stage" set so can be clear and concise.
  - Click "Start Live Video" and allow the countdown to finish before starting to talk.
  - At the end, click "Finish" and pause a few seconds to allow the broadcast to end.
  - "Share" the video after you have ended your "Live" session.
- Instagram Live
  - Swipe right on the mobile app to reach Instagram Stories.
  - At the bottom of the screen, swipe to "Live" then tap the "Go Live" button.
  - Film vertically.
  - After filming, hit "Share" to publish it to your Instagram Stories.
- Other platforms may include Youtube, TikTok, or Snapchat to name a few. Note, PBJ Connections only has accounts on Facebook, Instagram, and YouTube.

### ***Other Virtual Fundraiser Ideas***

- Online auctions and 50/50 raffles can be held online!
- Create a virtual game and invite your friends to play!
- Host a Zoom game night!
- Are you a baker? Host a virtual bake sale.
- Host a contest online (like a 5K or a Riding Challenge if you're a horse person)
- Host a video game competition
- Start an Etsy Store, Facebook store or similar to sell items that support your cause.

### **In Person Fundraiser Ideas**

- Sell things! Have a socially distanced yard sale or garage sale; sell facemasks, used tack sales, or anything else that you are good at creating.
- Host a wine and cheese event for 10 friends or less.
- Hold a miniature 5K, Ride-a-Thon with your barn, or other sort of gaming contest.
- Host a workshop or networking event.
- Just ask your friends and family for donations and tell them why you love this organization and your particular Team animal.
- Sell pictures of your Team animal, or create other items like mugs or mousepads to sell.
- Host a networking event with your Team animal. (Just make sure you coordinate with us!)
- Encourage people to give a donation to your Team as a gift to someone else. It will be Christmas before we know it!

- Create a Holiday gift around your Team animal and sell it.

## Mighty Cause

Mighty Cause is the fundraising platform we are using to help you, and us, track each team's success and the overall success of the event.

- Start by going to <https://www.mightycause.com/event/HHHK13>.
- Click on "Join This Event".
- Then select "Create a Fundraising Team".
- Follow the prompts.
  - Create your page. You can use the PBJ Connections logo or a photo as your logo.
  - Your "Team Title" should be "Team [animal's name] [any other description you chose]". For example, you may have "Team Rocky" or "Team Rocky the Therapy Horse" or "Team Rocky the Rockstar". You can be as simple as you like, or as compelling as you like.
  - Set your fundraising goal by clicking on "Fundraising Goal", then click on the pencil. Three icons will show up and click on the middle one that says "Edit goal". Set to a minimum of \$2500.
  - At the top of the page, click on the thermometer icon to set the metrics you want showing up on your page. You can choose dollars raised, number of members, number of donors, and/or number of donations.
  - Write a compelling story about your animal, your passion for that animal, and your passion about the cause.
  - If you have specific donors you want to highlight, such as a company that is donating to your cause or a high dollar donor, edit the "Donors" box at the bottom of the page by clicking the pencil icon.
  - When you are finished setting up your page, go to "Settings" and click "Publish" so that it will go live. You can then refer people to this page to donate and share it on social media outlets.

### *Really Helpful Links*

- This link will walk you through how to set up a team: <https://support.mightycause.com/hc/en-us/articles/360016332092-Guide-to-Designing-Your-Team-Page-on-Mightycause>
- This link will walk you through in detail how to make your Team Page awesome: <https://support.mightycause.com/hc/en-us/articles/360016553931-How-to-Make-Your-Team-Fundraising-Page-Awesome>
- This link will give you details on how to manage your Team Page: <https://support.mightycause.com/hc/en-us/articles/360016552651-Managing-Your-Team-On-Mightycause>
- You can reach out to Erica Lewis at [erica@pbjconnections.org](mailto:erica@pbjconnections.org) if you have any questions. She will respond within 48 hours.

### *To join an existing team*

This is a great option if you are not a Team Captain, but you would like to do fundraising for a specific team. For instance, if you want to raise \$500 towards a team's \$2500 overall goal:

- Go to <https://www.mightycause.com/event/HHHK13>
- Scroll to "Leaderboard" and select the Team you want to join.
- Click on "Join Team" and follow the prompts.

### *To donate*

- Go to <https://www.mightycause.com/event/HHHK13>

- Scroll down and Click “Donate”, or choose a team from the “Leaderboard”, click on that Team, and then click “Donate”.

### ***To add offline donations to your Team’s total***

- Go to your Team’s page.
- On the far left side of your screen, click the icon that looks like a chart to go to “Reports”.
- Toward the right side of the middle of the screen, click “Add offline donation”.
- Follow the prompts.

### **Ways to Collect Donations**

- Use Mighty Cause to accept donations by following the steps above. This platform is easy for donors from a Smartphone or a computer. Contact [erica@pbjconnections.org](mailto:erica@pbjconnections.org) to set up a text-to-give for your Team.
- Use Facebook to set up fundraisers for your Team.
- Checks can be made out to PBJ Connections. Have donors put your Team name in the “memo” line of the check.
- Cash can be accepted but cannot be counted towards your Team total until it is transferred to PBJ Connections.