

AHC Foundation launches fundraising platform

(Washington, DC) - The American Horse Council Foundation (AHCF) has launched a new fundraising platform through its partnership with DonorBox ©.

AHCF will accept donations directed at three major initiatives: United Horse Coalition, Equine Welfare Data Collective, and the National Economic Impact Study of the U.S. Horse Industry. Donations can be made here: <https://donorbox.org/american-horse-council-foundation-donation-campaign>

AHC President Julie Broadway stated, “We are proud to offer this robust, efficient, and secure method to reach donors and help support these important and worthwhile initiatives. We are very excited about some of the great features DonorBox offers including a donor wall where donors can leave messages; social media campaign sharing to attract more interest, and goal meters to help track our progress. We also love that it automatically sends thank you notes and tax receipts to donors.”

Want to make a difference in the lives of horses and the horse community?

The American Horse Council Foundation (AHCF) seeks to encourage the support of worthwhile charitable, scientific, and educational projects of interest and benefit to the American horse industry.

The AHCF mission is:

- to promote a healthful and enjoyable environment, social welfare level, and opportunities for those in the horse industry;
- to educate the public about the horse, horse care and the horse industry;
- to promote education through grants to individuals, programs, institutions, and organizations by the encouragement of research through these grants.

The AHCF presently has three major initiatives that work under its auspices: the *National Economic Impact Study of the US Horse industry*, the *United Horse Coalition*, and the *Equine Welfare Data Collective*. Read all about those below:

AHC'S ECONOMIC IMPACT STUDY

The reasons for conducting an economic impact study are many:

1. Major economic changes have occurred. Not only have business closures and resulting federal stimulus programs related to the pandemic had a major impact, but the equine industry has adapted to historic changes made to the tax code since 2017.
2. Creates awareness of and an interest in the equine industry
3. Helps provide positive relationships, including congressional and media relations
4. Identifies local partners and supporters and offers an opportunity to recognize those relationships
5. Identifies the industry as a player in the local, state & national economy
6. Allows the industry to advertise itself by first identifying its contributions.

As AHC and the AHC Foundation (AHCF) are not government subsidized, nor does AHC or AHCF receive any funding through check-off programs like some livestock groups, AHC relies on contributions, sponsorships, and advertising to fund the study.

For more information click here: <https://www.horsecouncil.org/economic-impact-study/>

UNITED HORSE COALITION

The United Horse Coalition is a broad alliance of equine organizations that have joined together under the American Horse Council to educate the horse industry about the issues facing horses At-Risk, or in transition. We seek to provide information for existing and prospective owners, breeders, sellers, and horse organizations regarding the long-term responsibilities of owning and caring for horses, as well as focusing on the opportunities available for these horses.

The UHC is also home to the *UHC Equine Resource Database*, a national online searchable database of assistance, support, and safety net programs such as hay and feed assistance, castration assistance, veterinary assistance, microchipping, euthanasia and disposal assistance, behavior and training, transportation, direct placement options, Law Enforcement assistance, disaster assistance, large animal technical rescue, grant funding opportunities, and other vital programs available to assist at-risk horses and their owners. This database also includes a list of over 900 Rescues and Sanctuaries operating nationwide to help owners in their time of need.

For more information click here: <https://www.unitedhorsecoalition.org/>

EQUINE WELFARE DATA COLLECTIVE

The EWDC is a donor-driven program working diligently to collect and share data on at-risk equines and owners in need. This data is critical to identifying the needs of at-risk equines and the successful programs available to support them. We understand the power of data and how it can vastly shift the dialogue around an issue and drive positive change. All data reports are provided to the public free of charge.

For more information click here: <https://www.unitedhorsecoalition.org/ewdc/>

About the AHC Foundation

The American Horse Council Foundation (AHCF) is a 501(c)(3) non-profit that was formed in 1991 out of the need to encourage the support of worthwhile charitable, scientific, and educational projects of interest and benefit to the American horse industry. The AHCF mission is to promote a healthful and enjoyable environment, social welfare level, and opportunities for those in the horse industry; to educate the public about the horse, horse care and the horse industry; and to promote education through grants to individuals, programs, institutions, and organizations by the encouragement of research through these grants.

The AHCF currently has three major initiatives that work under its auspices: the United Horse Coalition, Equine Welfare Data Collective and the National Economic Impact Study of the US Horse Industry.

All Donations to the AHC Foundation are tax-deductible. The American Horse Council Foundation is an exempt organization as described in Section 501(c)(3) of the Internal Revenue Code; EIN 52-1760034. Thank you for your support!