



**A HOME  
FOR EVERY  
HORSE**

Fed by 

**2021**

# PROGRAM MANUAL

for 501(c)(3) Equine Rescue Organizations

A Home For Every Horse is brought to you by the Equine Network and sponsored by:





## About A Home for Every Horse

**A Home for Every Horse was created** in 2011 in result to a partnership between the Equine Network, the nation's leading publisher of equine-related content, and The American Horse Council's Unwanted Horse Coalition. The program provides a resource for 501(c)(3) horse rescue organizations.

The A Home for Every Horse program helps connect rescue horses in need of homes, in over 600 rescues across the United States, with people looking for horses. To make the connection between rescue horses and homes, rescue organizations can list their horses for free on Equine.com, the world's largest horse marketplace, where they can be seen by 300,000 visitors each month.

Rescue organizations involved with A Home for Every Horse are also provided with many great benefits from the sponsors involved with the program. A Home for Every Horse specifically works with sponsors to help provide much needed assistance to rescues around the country. In recent years, Purina has donated a half ton of feed to eligible rescues through A Home for Every Horse. ElectroBraid also offers fencing discounts to registered 501(C)3 organizations. Merck, WeatherBeeta, and Tractor Supply provide many great donations during the four annual rescue visits.

Supplement to the many great benefits from A Home for Every Horse, the Equine Comeback Challenge was designed to help provide rescue horses with a solid training foundation and subsequently the opportunity for these horses in need to receive a new job and a chance at a forever home. The Equine Comeback Challenge allows rescue horses to attend full time training with trainers from all over the country showcasing the ability of rescue horses.

## Why an Organization like A Home for Every Horse Matters

**Equine rescue organizations** are overwhelmed with taking care of the ever growing homeless horse population. A Home for Every Horse is dedicated to bridging the gap between rescue organizations and people that can help. Through A Home for Every Horse, over 1,000 horses annually are adopted along with many others who receive assistance from the A Home for Every Horse sponsors.

Participating as a sponsor of A Home for Every Horse, sponsors are not only able to help horses that are seeking their forever home, they are also able to involve the consumer market in helping rescue horses around the country.

## Rescue Benefits

**A Home for Every Horse is a proud** rescue resource for over 600 rescues all around the country. Are you getting the maximum benefits from the A Home for Every Horse program? With a completed yearly application as well as a remaining in the red category for rescues your rescue is eligible for these benefits:

- Free and unlimited listings for rescue horses on Equine.com
- Semiannual Purina Feed Coupon Mailing
- WeatherBeeta blanket for the first 250 adopters that adopt their horses using Equine.com each year (*for submitted names and only one per household eligible*)
  - Please send us the following information (*Adopter Name, Email, Phone Number, Shipping Address, the name of the Adopted Horse/Equine, Rescue Name, Adoption Date, and the blanket size for the Adopted Horse/Equine; size options include 72,75, 78 and 81 along with foal sizes 48" and for the WEATHERBEETA 420D FOAL STANDARD NECK MEDIUM we do 28"-42" and 42"-57" and for the WEATHERBEETA 1200D FOAL STANDARD NECK MEDIUM II we do 36" – 51"*) to [ahfeh@equine.com](mailto:ahfeh@equine.com)

## *What's Included*

- Page 2 | About A Home For Every Horse
- Page 4 | A Home For Every Horse Application
- Page 5 | Sharing in Your Success Stories
- Page 6 | About Equine.com
- Page 7 | Step by Step Directions for Using Equine.com
  - Page 7 | Step 1: - Submitting Your 501(c)(3)
  - Page 8 | Step 2: Create an Account for Your Organization
  - Page 9 | Step 3: Create Your Horse Ads on Equine.com - Part 1
  - Page 10 | Step 3: (continued) Create Your Horse Ads on Equine.com Part 2
  - Page 11 | Step 4: Making Changes and Removing Your Ads

\* Please complete application and review 2021 requirements. Providing the below information allows Home for Every Horse to maintain the most up-to-date information about each of our rescues.

**A completed application is required each year.**



Fed by 

**RESCUE CONTACT INFORMATION**

\* Name of Rescue: \_\_\_\_\_

\* Physical Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\* Mailing Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**POINT OF CONTACT INFORMATION**

\* Contact Name: \_\_\_\_\_

\* Contact Number: \_\_\_\_\_

\* Contact Email: \_\_\_\_\_

**\* RESCUE INFORMATION:**

**Rescue Type:** SANCTUARY: RESCUE: BOTH: \* **AVERAGE NUMBER OF HORSES:** \_\_\_\_\_  
*(select one)*

\* How many horses did you adopt out through AHFEH in 2020:

\* Did you sign up for the UHC Non-Profit Membership? Yes No

**Qualifications Starting January 1st, 2021**

Rescues that complete these qualifications will receive Purina Feed Coupons; as well as receive other benefits from A Home for Every Horse's sponsors. These rescues will also have the opportunity to request blankets for horses adopted using Equine.com. Rescues will have access to free listings on Equine.com. All stories can be submitted directly to ahfeh@equine.com, stories do not need to be submitted all at once and can be submitted throughout the year.

**• Minimum Qualifications**

- Rescue must **actively list available rescue horses** for adoption on [Equine.com](http://Equine.com)
- Rescue must provide **minimum 3 rescue or volunteer stories annually**
- Sanctuary and Resource Organizations must provide minimum of **5 stories annually**
- A Home for Every Horse has received **501C3 Paperwork** from rescue

\* By providing rescue stories, pictures, images and videos, I give A Home For Every Horse and its affiliates and sponsors unlimited permissions to copyright and use, publish, and republish for purposes of advertising, public relations, trade or any other lawful use, information about me, my rescue, my staff, and reproductions of my likeness (photographic or otherwise), my voice, and any related written text, whether or not related to any affiliation with A Home For Every Horse or Equine Network, with or without my name. I hereby waive any right that I (and any minors) may have used in connection therewith or the use to which it may be applied.

\*\* Failure to meet certain requirement levels will exclude you from specific giveaways.

\*\*\* Completion of this application is REQUIRED for 2021 participation.

To receive Purina feed coupons in Spring of 2021, this application must be submitted by April 15<sup>th</sup>, 2021

Written name of person that completed this application: \_\_\_\_\_

**Please return to: PO BOX 20730 BOULDER, CO 80308**





## Submit Your Success Stories

As part of your membership requirements rescues must submit 3 rescue or volunteer stories annually. Sanctuaries and Resources organizations must provide a minimum of 5 stories annually.

Your story could be featured in the pages of the Equine Network's award winning equine publications including Horse&Rider, Practical Horseman, EQUUS, and more -- gaining national recognition for your organization.

Please submit your success stories at

<https://hub.ahomeforeveryhorse.com/ahfeh-share-your-story>



## *About Equine.com*

**Equine.com, part of the Equine Network**, is joining forces with the American Horse Council's Unwanted Horse Coalition to help find homes for America's estimated 170,000 horses in need of care and shelter. A Home For Every Horse is our mission, and we want to include your 501(c)(3) nonprofit rescue organization on Equine.com in order to help solve the unwanted horse problem.

As a nonprofit rescue organization you can place unlimited rescue ads on Equine.com, putting your rescue horses in front of **300,000 visitors each month**. You can also advertise your rescue organization in our **Service Ad** section. Both opportunities are free to horse rescues with current 501(c)(3) status. There are just a few simple steps you will need to take. In the following pages we will walk you through each step to learn how to upload your rescue horses to Equine.com as well as place a Service Ad for your rescue organization. **Let's work together to find A Home For Every Horse!**

*If you have any questions throughout the process we are here to help. **Contact our customer service representative at 1-303-253-6385 or send an email to [ahfeh@equine.com](mailto:ahfeh@equine.com).***



## *The World's Largest Horse Marketplace*

**Equine.com** is the leader in connecting buyers, sellers and breeders of horses and related goods. Our business unites people whose common love for horses fuel a \$25 billion per year industry. Our web site service adds tremendous value to the horse industry by providing a unique set of marketing tools that no other company offers. We combine multi-media content, direct channel marketing and strategic Web opportunities to facilitate every horse owner's dream-finding the perfect horse or finding the perfect home for their horse, doing so in a simply and fun way.

*Every Horse Deserves a Home*

## *Step By Step Directions to Using Equine.com*

### *Step 1:*

Submitting Your 501(c)(3) Status to A Home For Every Horse if you have not already done so.

The A Home for Every Horse program is for certified non-profit rescue organizations. Please submit your current 501(c)(3) determination letter to A Home For Every Horse in the following way:

- **By Email:** [ahfeh@equine.com](mailto:ahfeh@equine.com)



## Step 2:

# Create a New Account for Your Organization on Equine.com

1. Locate the REGISTRATION page by clicking "Register" in the upper right-hand corner and fill-out the Username, Password and Personal information to set up the account.

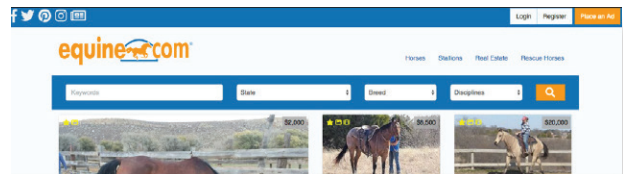
- It is recommended that you choose a username that is similar to, or relates, to the name of your rescue organization. Usernames must contain at least eight characters and cannot be an email address:

**Example:** If your Rescue Organization is called A Home for Every Horse, a username would be **AHomeForEveryHorse** would be appropriate. *Do not repeat your username for your password.*

2.) If you already have a personal account on Equine.com, please set up a new or separate Equine.com account for your Rescue Organization.

3.) Once your Equine.com Account is set up and verified, contact [AHFEH@equine.com](mailto:AHFEH@equine.com) to be eligible for free ads.

- Simply provide us with your username, and once we verify your 501(c)3 status, we will flag the account as a rescue.



### Equine.com

#### New Account Verification

Someone registered on Equine.com with your email address. If this was you, please verify the account now by clicking the link below.

Code: **713615**

[Verify your Account](#)

If the link above does not work, you can copy the URL below into your browser:

<https://www.equine.com/new/verify?username=jamesATM&code=713615>

If this was not you, you can safely ignore this email.

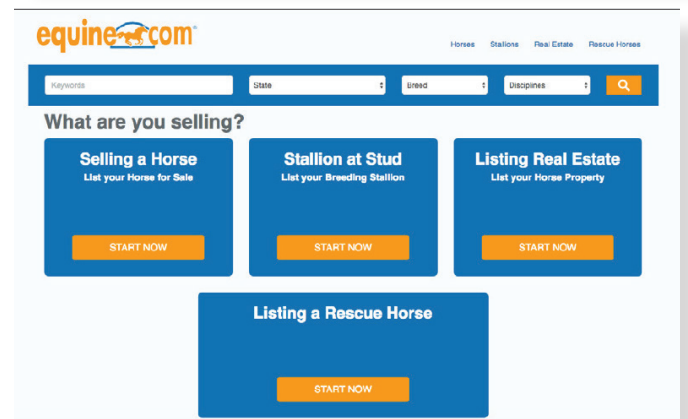
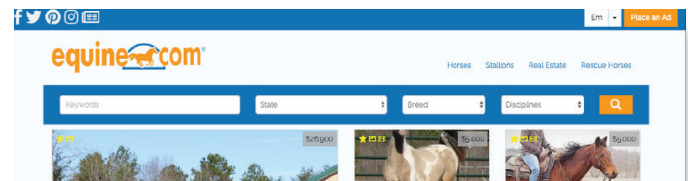
Thanks,  
Equine.com

## Step 3:

# Create Your Horse Ads on Equine.com Part 1

1.) Login using your new rescue organization account:

- From the homepage ([www.Equine.com](http://www.Equine.com)) select "Place an Ad" in the upper right-hand corner.
- When you are flagged as a rescue account, you will see an option for "Listing a Rescue Horse". Click on this button.



2.) Once you have selected 'Listing a Rescue Horse,' you'll be taken to a form. Fill in the information on the horse.

- You'll need to complete all the required fields before you are done.

Basic Details

Listing Title  
Your ad title is the first line buyer's read about your horse. It is displayed on your ad details page as well as in the search engine. (Example: 2003 Bay AQHA barrel prospect mare)

Brief Description

Full Description

Name of Horse

Price

## Step 3: (continued)

# Create Your Horse Ads on Equine.com - Part 2

3.) Once, you've completed the information form you'll be able to:

- Add Photo(s) (*at least 1 is recommended*) - Rescue Ads can add up to 12 photos per ad.
- Add 1 Video (*optional*)

The screenshot shows the Equine.com interface. At the top, there's a navigation bar with the Equine.com logo and links for Horses, Stallions, Real Estate, and Rescue Horses. Below that is a search bar with fields for Keywords, State, Breed, and Disciplines, and a search button. The main content area is titled 'Your Photos' and contains an 'Upload Your Photos' section with a large upload icon and the text 'Drag and drop to upload'. Below this is a 'Browse' button. At the bottom of this section are 'Previous' and 'Next' buttons. Below the photo upload section is the 'Payment Options' section. It has a 'Purchase' summary box showing 'Rescue Listing @ 0' with details: 1 Year, 12 Photos, 3 Video, and Expires in 365 days. The total is 0. There is also a 'Discount Codes' section with a 'Coupon Code' input field and an 'Apply' button. A 'Complete' button is visible in the top right of the payment options area.

The screenshot shows the 'Attach Optional Videos' section. It has a title 'Attach Optional Videos' and a sub-section 'Attached Videos'. There is a 'Video URL' input field and an 'Attach' button. Below the input field, there is a small text block: 'Enter a YouTube Video URL, preview the video below to make sure this is the video you would like to attach, then click the 'Attach' button to include it with your listing.' Below this text is a large black video player with a white play button in the center.

4.) Once you have uploaded your photos and video, click on to the next page. Hit 'Complete' for your listing to go live.

Congratulations, your ad is now complete and LIVE on [Equine.com](https://www.equine.com) where 300,000 monthly visitors will have access to view your horse!

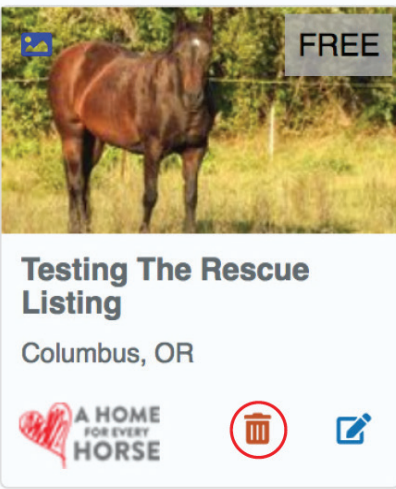
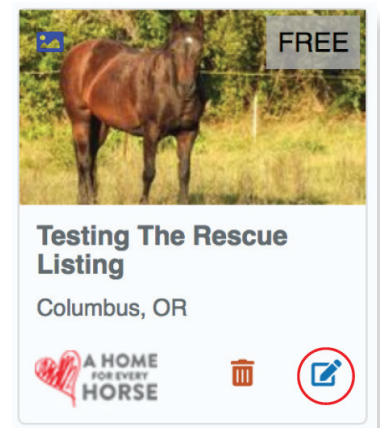
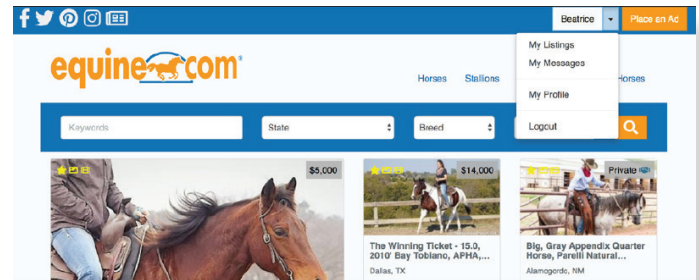


## Step 4:

# Making Changes to or Cancelling Your Ads

To make any changes to the listing:

- Login to your account go to your “My Listings” page
- Next, the pencil icon on the listing thumbnail



To remove a listing when a horse has found an adopter:

- Login to your account go your “My Listings” page
- Next, click the trash can icon on the listing thumbnail

\* Follow Steps 3 and 4 for each Rescue Ad you want to list (one Ad per horse).

\*\* Rescue horse listings by default last 90 days. If you need a listing extended, please contact [Equine.com](https://www.equine.com/customer-support) customer support at [custsupport@equine.com](mailto:custsupport@equine.com) and provide the horse’s name.



Fed by 

FIND OUT HOW TO

*Heart the Cause Today*

[WWW.AHOMEFOR EVERYHORSE.COM](http://WWW.AHOMEFOR EVERYHORSE.COM)

A Home For Every Horse is brought to you by the Equine Network and sponsored by:

