GAINING GROUND
A campaign to engage and strengthen local equine land conservation efforts.

It will take thousands of voices across the country to protect our cherished equine places and spaces...

Won’t you join us by adding yours today?

Our Vision: A country that fully recognizes the benefits that horses provide, and local communities that have access to the resources they need to conserve land for horses.

The Challenge: The Horse-Human Connection is Losing Ground in Our Communities

What benefits do horses contribute to our communities? Our personal relationships with horses give us the benefits of health and well-being. The community derives economic, aesthetic, and environmental benefits from horses and horse lands. The presence of horses in the community can create a unique brand and recognizable local identity, while providing remarkable views that increase property values, promote tourism and enhance the overall quality of life. Can we afford to keep losing ground without losing our individual and community character?

According to the USDA Forest Service, we are losing open space, forest, farm and ranch land in this country at an alarming rate of 6,000 acres per day to development and private restricted purposes. If we do not stem the loss of equine land now, we will soon lose all the benefits of our historic relationship with the horse. The challenge is great, but with your help, Equine Land Conservation Resource (ELCR) can make a difference by supporting local communities and organizations working to maintain their equestrian lifestyle and industry.

Our Strategy: Engage and Strengthen Local Land Conservation Efforts

For the past 15 years, with the support of our donors and Conservation Partners and through our educational campaigns, resource materials and technical assistance, we have aided in the protection of more than 200,000 acres of land and more than 1,200 miles of trails.

Much has been accomplished. But a series of community-based town hall meetings, along with feedback from our partners and others requesting our assistance, have clearly indicated that ELCR must do more and do it now.

In response, the ELCR Board of Directors has formulated a three-year plan to identify and assist communities in staying ahead of land loss issues and to accelerate the conservation of local horse lands in order to protect the future of the horse in America.

Horses cannot provide these benefits without the land needed to support them...

elcr.org

Photo by Keith Mountain
Our 2016-2018 Strategic Plan details how ELCR will enhance its existing capacity to be more actively engaged at the local level. ELCR will expand its existing national network of both equine and conservation organizations to include more local action organizations. This expanded network will act as a unified voice on behalf of the horse both in response to crisis and in shaping public support and local policies. The local organizations, united by a common goal, will have the opportunity to learn from one another, sharing successes and failures that will ultimately strengthen local equine land conservation efforts. The local action organizations will help inform ELCR and shape its programs and services and will disseminate educational materials, expertise and other resources to support horse land conservation activities at the grassroots level.

**The Difference We Can Make: Results and Impact**

With your campaign support, ELCR can begin this next phase of our work to help ensure the future of horses across America through local engagement and active support of grassroots organizations.

Through implementation of our three-year plan, we will:

- Expand the number of individuals, organizations and businesses united in local efforts to conserve the land necessary to ensure the future of horses in America.
- Build and support a stronger national network of equine and conservation organizations by using a pointedly local focus. We will work with members in the network to conserve horse lands and to communicate the values horses bring to their local community members.
- Develop the expertise needed to work with local governments and development interests to include horses in their plans.
- Increase the public/private acres of land and miles of trails accessible to horses through our support of local action organizations working on land related issues in their communities.
- Gain the support of horse enthusiasts and decision makers and raise the interest of other community members by demonstrating the value and pleasure of horses in those communities.

**Your Investment in the Future**

Our campaign goal for expanding our national network, which will employ a more local focus by partnering on specific local equine advocacy and land related community projects is **$350,000.** Your investment now will not only support the network-building and program development but also lay the foundation for the future.

With your help, we can turn the tide on land loss. Through this plan we can ensure that horsemen and women everywhere are aware of the threat of land loss, are educated on what it takes to prevent it and are supported in their efforts to conserve and protect their local horse lands for the benefit of generations to come!