

EQUINE LAND CONSERVATION RESOURCE

Annual Report 2016



EQUINE
LAND
CONSERVATION
RESOURCE

ABOUT EQUINE LAND CONSERVATION RESOURCE (ELCR)

Our Mission

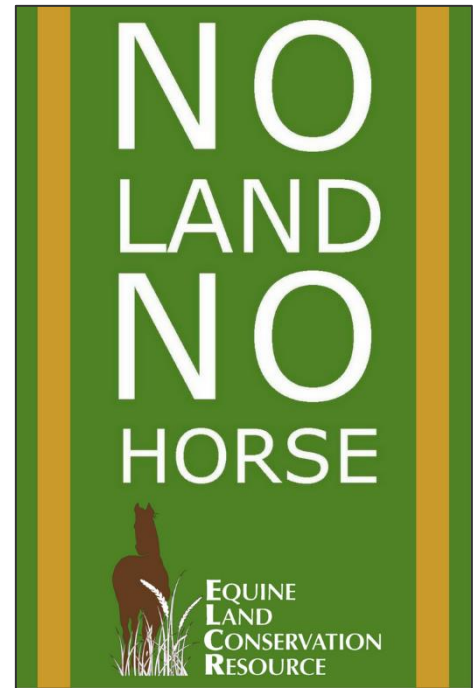
The Equine Land Conservation Resource leads in the protection and conservation of lands for the horse and horse-related activities.

Our Vision

A future in which horse lands have been conserved so that America's equine heritage lives on and the emotional, physical and economic benefits of mankind's bond with the horse remain accessible to all.

Who We Are

ELCR is the only national organization focused on the conservation of land for horses, dedicated to promoting the vital role the horse serves in society, and championing the future of horses and horse-related activity in America. We are working with our Conservation Partners, individuals and local communities to stem the tide of development and ensure a future for horses in our communities. For more than 15 years, ELCR has worked successfully at the national level to raise awareness of the challenges facing horse enthusiasts seeking to ensure horse lands. Our educational campaigns, resource materials and technical assistance have helped in the protection of more than 200,000 acres of land and more than 1,800 miles of trails for equine-related use.



Our Work

Since land is saved locally, it is imperative that horse enthusiasts be made aware of the existing threats and understand how they can become actively engaged in protecting horse lands and trails in their own communities. Creating awareness of equine land loss has been an integral part of our work since inception. Providing the equine community with the tools and resources needed to prevent the loss of land for equine-related activities is also at the forefront of our work. ELCR supports these efforts by:

- Creating educational tools, templates and resources in our six core issue areas that can be used by those acting to save horse lands in their own communities
- Providing one-on-one customized technical assistance and counseling to horsemen and women on local land loss issues
- Building a vibrant, engaged network of people who are willing and able to assist horsemen protect horse lands
- Providing no-cost public access to our online resources
- Working with partner organizations to host informative webinars on important conservation-related topics
- Building a national network of local equine advocacy and equine land conservation organizations to expand the rate at which land is protected for horses and horse related activities

EDUCATIONAL RESOURCES FOR EQUINE LAND CONSERVATION

When it comes to equine land conservation issues, ELCR has become known as the “go to” organization within the equine community. Horsemen and women can count on access to accurate, up-to-date educational resources related to land conservation through the following educational programs:

- Online resource library
- Educational webcasts

Educational Programming

In addition to the educational guides, tools, templates and other resources available in the online resource library,



**MY HORSE
UNIVERSITY**

ELCR also provides ongoing webcasts for the equine community. The webinars are often hosted in collaboration with our partner organizations, such as My Horse University. The webcasts feature speakers who are authorities in various equine land conservation topics.

Those who could not participate in the live educational programming have the opportunity to benefit from the recorded programs at www.elcr.org or by accessing archived webcasts on the My Horse University website www.myhorseuniversity.com.



**EQUINE
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Online Resource Library

ELCR maintains a unique up-to-date online resource library, including guides, tools, templates and other educational resources pertaining to six core areas of equine land conservation. The educational materials, which are updated and expanded on an ongoing basis, are an excellent resource for horsemen and women working on local land-related issues. The resource library is available to the public free of charge at www.elcr.org.



ELCR TECHNICAL ASSISTANCE PROGRAM

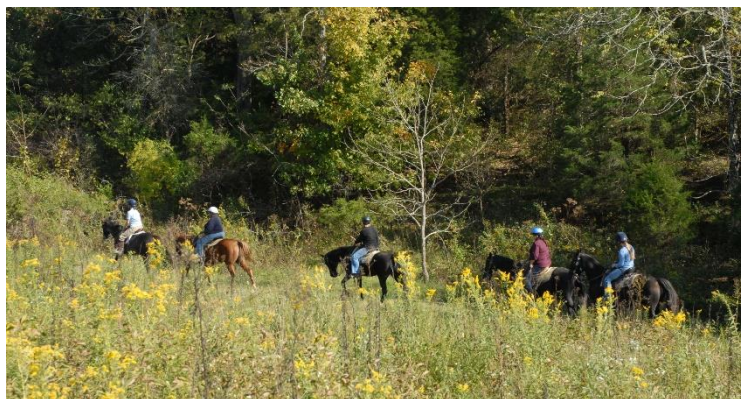
In addition to online educational resources and educational programming, ELCR also provides one-on-one counseling and technical assistance to horsemen regarding local land loss issues. ELCR has become the “go to” organization for advice and direction on these issues in the equine community and remains the only national organization providing this service for all horse land related issues.

ELCR staff field a significant number of inquiries every year from around the country about access to land, planning and zoning, and liability issues. In response to these and other issues, in addition to its staff resources, ELCR has developed a network of experts to help research and offer support in each individual situation. Our technical assistance program is designed to provide help to those working on specific horse land issues in their own community.

ELCR is always happy to help support individuals and organizations advocating for horse lands at the local level. Providing assistance at the local level allows us to understand the specific issues being faced across the country and develop informational resources and educational materials that address the most common issues faced by the equine community.

While the issues and concerns vary slightly depending on the area of the country and local peculiarities, below is a good representation of the issues most commonly addressed in our technical assistance program:

- Loss of equine access to local trails on public land, such as parks, forest or fish and wildlife areas, where the land manager perceives a problem with horse use, user conflicts or damage to land, or where trails are not maintained or are poorly designed
- Taking measures to conserve an individual’s property or a piece of land that has come up for sale and is important to equine related activities
- New or changed local ordinances that negatively affect horse owners and horse business owners by adding restrictions to existing and new horse operations
- Incorporating best management practices on existing horse lands
- Combative neighbors, property owners or community members who are not familiar or comfortable with horses
- Loss of equine access to trails that run through private lands, where the landowner wants to shut down access due to privacy needs, liability issues or problems with horsemen
- Assistance finding financial support for horse land conservation projects



RECOGNIZING OUTSTANDING LEADERSHIP IN EQUINE LAND CONSERVATION

The Anson W.H. Taylor Jr. Award

The Anson W.H. Taylor Jr. Award for Leadership in Equine Land Conservation was established by the ELCR Board of Directors to recognize individuals and organizations that have made an outstanding contribution to preserving land for equine use through their extraordinary generosity of time, effort and expertise. This award is named for the late preservationist, land conservator, family man, foxhunter, equestrian and ELCR co-founder Anson W.H. Taylor Jr.

Mr. and Mrs. C. Martin Wood III of Monticello, Fla. were honored as the recipients of the Anson W.H. Taylor Jr. Award on January 29, 2016. Daphne and Martin Woods were selected for this award due to their outstanding contribution to conserving land for equine use. Both have extraordinary accomplishments in conservation, and this award specifically recognizes their passion for foxhunting, associated land conservation, and providing access to this equine activity. Martin and Daphne have placed the majority of their own land into conservation easements and singularly gained access to adjacent private lands for equine access through foxhunting, believing land conservation can benefit both the natural resources and outdoor use so important to the equine community. For more on the Anson W.H. Taylor Jr. Award for Leadership in Equine Land Conservation and a list of past award recipients visit <https://elcr.org/about-elcr/anson-taylor-award/>



Martin and Daphne Woods are presented with the Anson W.H. Taylor Jr. Award

The Robert N. Clay Conservation Award

The Robert N. Clay Conservation Leadership Award in partnership with Thoroughbred Owners and Breeders Association (TOBA) is presented annually at the TOBA awards dinner to a member of the Thoroughbred community for their achievements in equine land conservation.

In 2016 Peter Fenwick, a lifelong horseman and Thoroughbred owner, was honored with the award for his commitment to conserving the land and equestrian lifestyle of the Baltimore County, Maryland area. Mr. Fenwick has served as a board member of the Valleys Planning Council (VPC) since 2001 and president since 2005. With over 62,000 acres of land under conservation easements, Baltimore County has more conservation easements than any other county in the state of Maryland. VPC continues the tradition of protecting the agriculture and equestrian lifestyle and heritage of the area for the benefit of future generations with the conservation of over 30,000 acres of land.

Peter Fenwick continues to demonstrate his commitment to conserving the land and equestrian lifestyle and heritage of the area through his dedication to the mission of VPC and by serving on the board of the Maryland Steeplechase Association and as chair of the Grand National Steeplechase and member of the Green Spring Valley Hounds. For more on the Robert N. Clay Conservation Leadership Award and a list of past award recipients visit <https://elcr.org/about-elcr/robert-n-clay-conservation-award/>



ELCR Vice President, Dan Rosenberg (right), presents the Robert N. Clay Conservation Award to Peter Fenwick.

OUR CONSERVATION AND CORPORATE PARTNERS

Corporate Conservation Champions

Active Interest Media
Kentucky Performance Products

Corporate Conservation Partners

Phelps Media Group

Business Members

Cornett and Associates
Cedar Ridge Farm Equestrian
The Barn Book
Equine Realty Services
Farms and Barns Real Estate
Masterson Equine Services, Inc.
Wallace Bridge

Conservation Leaders

American Quarter Horse Assoc.
Equestrian Events, Inc.
Equus Foundation
Masters of Foxhounds Assoc.
Mustang Heritage Foundation
North Salem Bridle Trails Assoc.
United States Equestrian Federation
United States Eventing Association
United States Hunter Jumper Assoc.
United States Pony Clubs

Conservation Partners

American Assoc. of Equine
Practitioners
American Competitive Trail Horse
Assoc.
American Driving Society
American Endurance Ride
Conference
American Morgan Horse Assoc.
Appaloosa Horse Club
Ashland Farm
BCH, Lower Rio Grande Chapter
Barrington Hills Farm
Bay Area Barns and Trails
Bay State Trail Riders Association
Bull Valley Riding Club
Caledonia Conservancy

Certified Horsemanship Assoc.
Charlotte Steeplechase Assoc.
Clifton Horse Society
Conservation Trust for Florida
Equestrian Partners in
Conservation
Essex County Trail Assoc.
The Event Derby
Foothills Equestrian Trails Assoc.
Foothills Riding Club
Friesian Horse Assoc. of North
America
Great Lakes Distance Riding Assoc.
Green Mountain Horse Association
HALTER
Highland Equestrian Conservancy
Horsemen's Council of Illinois
Idaho Horse Council
Kansas Horse Council
Kentucky Horse Council
Kentucky Thoroughbred Owners &
Breeders Assoc.
Land Trust Alliance
Life Between the Ears
Maryland Horse Breeders Assoc.
Maryland Horse Council
Masterson Equestrian Trust Fdn.
Michigan Horse Council
Muttontown Horsemen's Assoc.
National Cutting Horse Assoc.
Nevada All-State Trail Riders
New England Equestrian Center of
Athol
Newtown Bridle Lands Association
North American Trail Ride Conf.
North Carolina Horse Council
Oregon Equestrian Trails
Palos Hills Horsemen's Association
Parker Trail Riders
Pathfinder Farm
Pennsylvania Equine Council
Pinto Horse Assoc. of America
Piscataquog Area Trailways
Riding Club of Barrington Hills

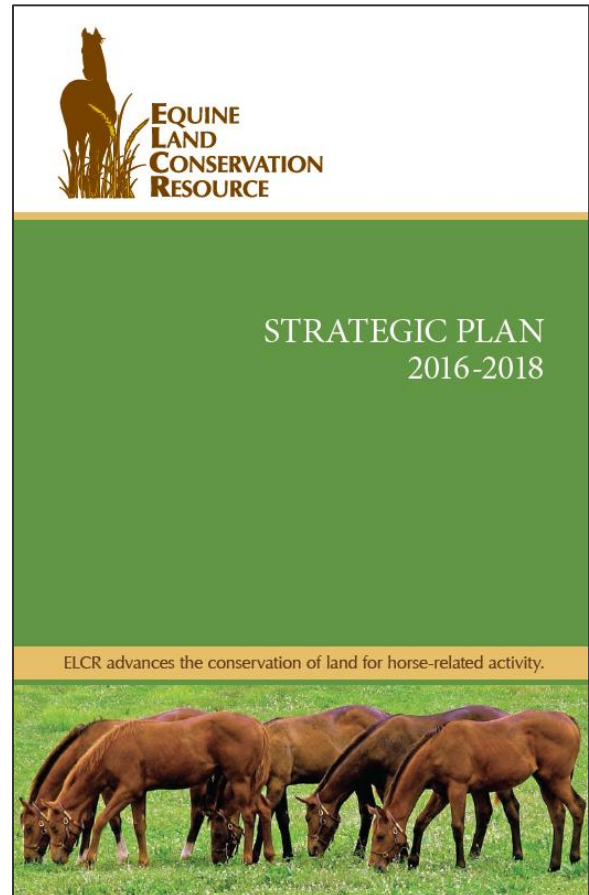
Shawnee Trail Conservancy
Somerset Co. Horse & Pony Assoc.
South Carolina Horsemen's Council
Southeastern Distance Riders
Assoc.
Southern Eighths Farm
The Stables at Leбочage
Tryon Hounds
Twin Oaks Valley Equestrian Assoc.
United States Dressage Federation
United States Forest Service –
Eastern Region
United States Polo Assoc.
Virginia Horse Council
Wayne Area Conservancy Fdn.
Wayne DuPage Hunt

THE WAY FORWARD: A STRATEGIC PLAN FOR THE FUTURE OF ELCR

In 2014-2015, the 15th year anniversary of the organization, the board and staff of ELCR, in cooperation with outside consultants, engaged in a strategic review of the organization's operations, strengths, weaknesses and overall impact over the past fifteen years. This effort identified current issues as well as future opportunities for the organization. Through this effort, the 2016-2018 ELCR Strategic Plan emerged as described below.

Our Strategy: Engage and Strengthen Local Land Conservation Efforts

The **ELCR 2016-2018 Strategic Plan** lays out how ELCR will enhance its existing capacity to be more engaged at the local level. ELCR will expand its existing network of equine and land conservation organizations to include more local organizations. Giving these groups the opportunity to learn from one another, be united by a shared commitment, and share successes and failures will strengthen local equine land conservation efforts. The 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. Network members 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 grass root level. The complete Strategic Plan is available at www.elcr.org/strategic-plan.



Implementing the Strategy:

The first stage of our strategic plan focused on identifying local equine advocacy and horse land conservation organizations across the country. In 2016 ELCR staff and interns began to identify local organizations that met the profile.

The identification of local organizations was done with the assistance of our existing conservation network, existing directories and an exhausting on-line search by state. Over 700 hundred organizations were identified from 50 states to serve as the base for the expansion of our national network. A number of resources were utilized to identify these local organizations across the country including existing in-house records, outreach to national, state and local equine conservation partners, input from the ELCR board of directors and advisory council, internet search by state using keywords, social media and press releases announcing the project.

As outlined in the plan ELCR worked to identify a partner organization to conduct a comprehensive national survey of the local groups identified in 2017. The identification of the local organizations and national survey will be the initial steps in developing the national network of local action organizations.

The complete Strategic Plan is available at <https://elcr.org/strategic-plan/>

FINANCIAL STATEMENTS

ELCR Statement of Financial Position

Assets

Current Assets	2016	2015
Cash	\$262,953	\$176,640
Other Receivables	2,741	3,276
Promises to Give	9,856	4,520
Prepaid Insurance	456	578
Total Current Assets	\$276,006	\$185,014

Property & Equipment	2016	2015
Total Property & Equipment	\$2,596	\$4,342

Total Assets	2016	2015
Total Assets	\$278,575	\$189,356

Liabilities & Fund Balance

Current Liabilities	2016	2015
Accounts Payable	\$9,348	\$9,100
Accrued Liabilities	6,380	6,557
Deferred Revenue	-	-
Total Current Liabilities	\$15,728	\$15,657

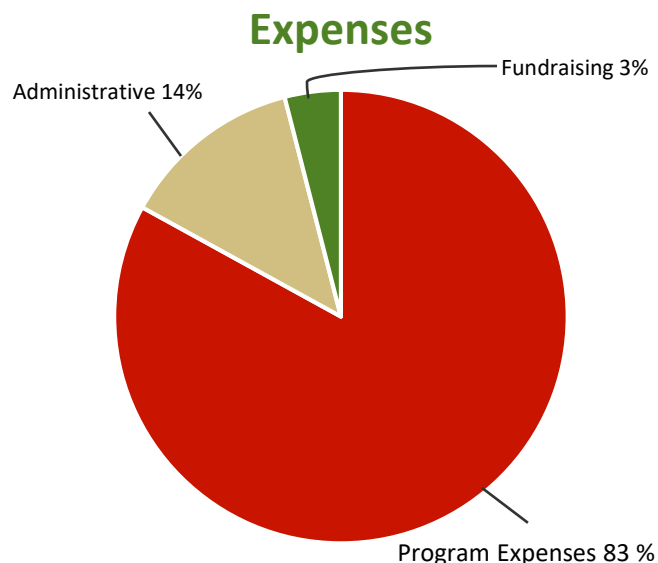
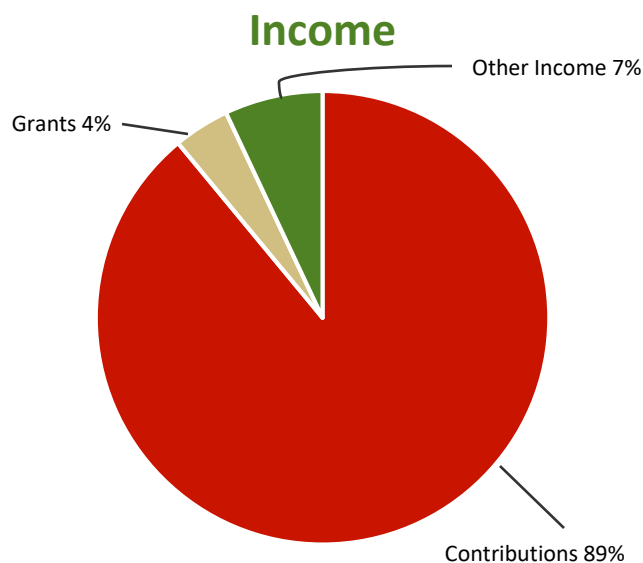
Fund Balance	2016	2015
Unrestricted	\$153,327	\$129,345
Temporarily Restricted	109,520	44,354
Total Fund Balance	\$262,847	\$173,699

Total Liabilities & Fund Balance	2016	2015
Total Liabilities & Fund Balance	\$278,575	\$189,356

ELCR's Ratio of Spending

Income	2016	2015
Contributions	\$205,787	\$172,983
Grants	10,000	11,000
Other Income	13,918	15,151
Total Income	\$229,705	\$199,134

Expenses	2016	2015
Program Expenses	\$184,822	\$199,653
Administrative	28,243	31,787
Fundraising	10,490	10,126
Total Expenses	\$223,555	\$241,566



OUR LEADERSHIP

Board of Directors

Officers:

Ken Haddad
President
Florida

Dan Rosenberg
Vice President
Kentucky

Patricia Mattingley
Secretary
Washington

Dale Brown
Treasurer
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Nancy Winter
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Dot Moyer
North Carolina

Robin Lightner
Wyoming & Kentucky

Dawn Davis
Illinois

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Executive Director:

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Advisory Council

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Equestrian & Author
Arizona

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Kentucky

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Nebraska

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The Equine Network
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Laurel Florio, J.D.
Attorney
Georgia

Karen Isberg
KY Performance Products
Kentucky

Rick Potts
U.S. Fish & Wildlife
Montana

Ann George
Equestrian & Conservationist
Utah

Libbie Johnson
Tryon Horse Country
North Carolina

William J. Price, V
Queen's Cup
North Carolina

Karen Gustin
KY Equine Humane Center
Kentucky

Kerri Kent
Kerrits Performance Equestrian
Washington

John Strassburger
Equestrian & Author
California

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