

Saving Land for Horses.
Securing Futures for Communities.



2025

Annual Report

**EQUINE LAND
CONSERVATION
RESOURCE**

www.elcr.org





President's Message

Welcome to our Annual Report. As a supporter of ELCR, you know how important our work is when horse lands and horse activities are at risk. Across the country, we help communities keep land accessible for horses and ensure that equine activities can continue to thrive. Your support makes this work possible by giving us the tools to provide both online and in-person technical assistance nationwide.

At ELCR, we continue to refine our mission and resources so we can better serve the equine community. Many of you have taken part in interviews, surveys, and other outreach efforts that helped us understand your needs and set our direction in a rapidly changing

world. Your input shaped a new strategic plan focused on modernizing our website, improving access to practical information, and helping horse communities respond when development pressures threaten horse activities and land access. You also made it clear that, when possible, ELCR should serve as a local technical advocate along with being a national source of information. Communities across the country are facing increasing pressure from growth, including the conversion of open land for development, zoning changes that exclude horses, and new land-use demands such as the rapid expansion of large-scale data centers.

While our goal is to remain compact and efficient, we cannot fulfil what you asked of us without new resources. Our 2026–2028 Strategic Plan calls for a meaningful expansion of ELCR's programs, resources, and national impact. To achieve these ambitious goals, we must also expand the philanthropic support that makes this work possible. You can view our 2026–2028 Strategic Plan in this report. That's why your help is needed now more than ever. Remember, protecting open lands and horse activities benefits the horse community, wildlife, groundwater recharge, and many other essential ecosystem functions. Plus, horses are just plain good for people!

As a small organization with a national focus, we can't solve every issue, but we can play a vital role in providing support and guidance to those who need it most. I encourage you to visit [ELCR.org](https://www.elcr.org) to see the wealth of resources we offer. If you believe in our work, please help us spread the word and encourage others to get involved.

Thank you so very, very much,

Ken Haddad

President, ELCR Board of Directors

About ELCR

The Equine Land Conservation Resource (ELCR) is the only national organization focused on the conservation of land for horses and all horse-related activities. Our organization is dedicated to promoting the vital role horses serve in society and championing the future of horses and horse-related activity in America.

We are working with our conservation partners, individuals, local organizations, and government to stem the tide of development to ensure a future for horses in our communities for the enjoyment of this and future generations.

Our Mission

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

Our Vision

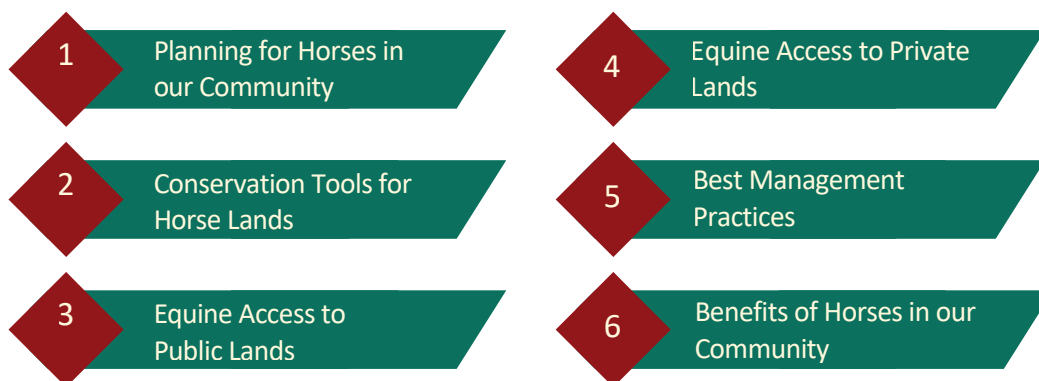
A future in which horse lands have been conserved so that America's equine heritage lives on and the emotional, physical, and economic benefits of horses remain accessible to all.

Our Work

ELCR provides easy access to information, resources and tools that help horse people take action. ELCR organizes the immense amounts of information about keeping land open for horses, provides it in plain language, and offers direct technical assistance to help people make a difference in their communities.

We offer templates for letters, outreach materials, and how-to guides for engaging in conversations with private land owners, public lands administrators, and other key contacts. Additionally, our staff can provide guidance and advice.

Our 6 Core Conservation Areas



Why it Matters

Every day, we lose around 2,000 acres agricultural land. If we continue to lose land at this alarming rate, the land our horses depend on to thrive will rapidly disappear. This land feeds, shelters, and provides space to raise, ride, compete, and care for our horses.

Additionally, horses play a huge role in American culture and history. From Native American mounts to the horses that pulled the Conestoga wagons across the Great Plains, horses have always been a part of the American tradition.

Poorly planned, uncontrolled development or sprawl, competing demands for land, and a national population that is increasingly unfamiliar with horses are major threats to horse lands. This affects every region in different ways and loss of land is a genuine threat to all horses.

Educational Resources

ELCR is committed to using feedback-generated programming to create extensive and up-to-date educational resources for horse owners, landowners, organizations, and agencies, to help them understand the impact of the many issues that contribute to loss of equine access in their communities. Our educational resources provide ideas about what to do, how to communicate needs, who to collaborate with, and what actions are necessary to resolve local equine access issues.

The equine community can access our educational resources via our online resource library, educational webcasts, and in-person presentations. These guides, tools, templates, articles, and other educational resources pertaining to six core areas of equine land conservation are available free of charge at www.elcr.org.

In 2025, ELCR developed and made these educational resources available to the public, free of charge:

Protecting Virginia's Horse Country: Conservation Strategies That Pay Off

www.elcr.org/protecting-virginias-horse-country-conservation-strategies-that-pay-off

Helping the Birds and the Bees: Tips to Boost Pollinators on Your Equestrian Property

www.elcr.org/helping-the-birds-and-the-bees-tips-to-boost-pollinators-on-your-equestrian-property

Horses Mean Big Business! 2023 WIHS Economic Impact Study

www.elcr.org/horses-mean-big-business-2023-wihs-economic-impact-study

The Future of the Conservation Easement

www.elcr.org/the-future-of-the-conservation-easement

Maryland Horse Farms for Healthy Horses and a Clean Environment

www.elcr.org/maryland-horse-farms-for-healthy-horses-and-a-clean-environment

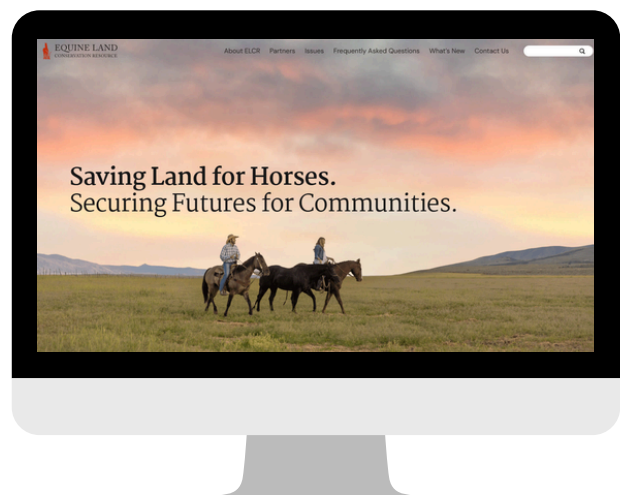
Educational Webinars

As part of its educational programming, ELCR routinely offers webinars in partnership with American Trails and Back Country Horsemen of America that address imminent and current national issues on a local basis with local examples. Offering webinar programs with our partner organizations allows us to bring a variety of authorities to speak about relevant equine land advocacy topics while reaching an even broader national audience.

Economic Benefits (and More) of Horse Trails in the American Economy

This webinar addresses the many benefits associated with horses in our communities that are often overlooked with an emphasis on the economic benefits of horses. Being able to articulate the benefits helps the equine community better advocate for horses in our communities.

www.elcr.org/upcoming-webinar-economic-benefits-and-more-of-horse-trails-in-the-american-economy



ELCR Technical Assistance Program

ELCR continues to be the leading organization for the equine community for guidance on protecting endangered horse lands. We offer personalized counseling and technical assistance to individuals, organizations, and communities addressing local horse-land challenges. As the only national organization providing such services for all horse-related land concerns, ELCR plays a pivotal role in supporting equine land conservation.

The high volume of inquiries we receive each year gives us valuable insights into the diverse equine access challenges faced across the nation. This allows us to create targeted informational resources and educational materials that address the most common issues within the equine community, while also expanding our national network.

In 2025, ELCR staff responded to 30 individual requests for counseling and technical assistance regarding local horse-land issues. These inquiries came from individuals, organizations, and communities across 13 states.

Requests for assistance in 2025 have covered a wide range of topics, including planning and zoning regulations, equine access to both private and public lands, conservation tools for horse properties, and best management practices for equine properties. Each request is unique, reflecting the specific challenges of the local area.



While the specific challenges and assistance required may vary by community, the following provides a general overview of the common land-related issues addressed through our technical assistance program:

- Efforts to conserve privately owned land that has become available for sale and is crucial for equine activities.
- New or revised local ordinances that impose additional restrictions on horse owners and equine businesses, negatively impacting existing and future operations.
- Addressing conflicts between new residents, who may be unfamiliar or uncomfortable with horses, and local farms or ranches.
- Loss of equine access to local trails on public lands, such as parks, forests, or wildlife areas, where land managers raise concerns about horse use.
- Loss of access to trails crossing private properties, often due to landowners' privacy concerns, liability issues, or conflicts with horse riders, especially when these trails connect public trail segments.
- Resolving conflicts among trail user groups, caused by land damage, inadequate trail design or maintenance, or lack of communication between groups.
- The need to implement best management practices on current horse properties to ensure sustainable land use.
- Assisting in securing financial support for equine land conservation initiatives.

Honoring Leadership in Equine Land Conservation

ELCR recognizes commitment to land conservation that exemplifies the mission of Equine Land Conservation Resource with our awards and scholarship program. The program has expanded over the years, with many of the awards presented in partnership with our conservation partner organizations.

The awards and scholarship program raises awareness of the importance of land conservation and highlights the conservation achievements of individuals, groups, and organizations that serve as inspirations to the equine community.



2025 Anson W. H. Taylor Jr. Memorial Scholarship Award

The Anson W. H. Taylor Jr. Memorial Scholarship was established in 2006 to honor Anson Taylor Jr. for his work with The United States Pony Clubs and the Equine Land Conservation Resource.

This year's winner, Abigail Haskins, is an HB, C3 EV member of the Deep Run Hunt Pony Club, Virginia Region. She, along with the Deep Run Hunt Pony Club and Deep Run Hunt Club, has been visiting the Virginia Capitol Building in Richmond, annually.

While there, the clubs explain what fox hunting is, how it's important to the economy of both the county and the state, and how the decrease in land conservation continues to lead to significant limitations of the sport. By bringing awareness to the congresswomen and congressmen about how, without proper amounts of land, their sport and other equestrian sports are in grave danger of decline.

Abigail hopes to decrease the push for unplanned development and increase the push for conservation and will be attending Randolph Macon College as an Animal Science/Biology major.



Advocacy at the National Level



ELCR advocates for individuals and organizations supporting horses at local, state, and national levels. The organization represents the equine community on land-related issues across various national platforms.

American Horse Council Recreation, Trails, and Land-Use (RTL) Committee

ELCR is an active member of the RTL Committee. The RTL recognizes the significant increase in trail usage among all user groups, the committee focused on national legislative issues related to trails on public land working to keep access for equine related activities.



COALITION
FOR
RECREATIONAL
TRAILS

Coalition for Recreational Trails

ELCR continued its active participation in the Coalition for Recreational Trails (CRT) in 2025. CRT is a coalition of national and regional trail-related organizations, representing both motorized and non-motorized communities. The coalition collaborates to raise awareness and understanding of the Federal Highway Administration's Recreational Trails Program, which redistributes federal gasoline taxes paid by off-highway recreationists back to the states for trail development and maintenance. ELCR represents the interests of the equine community addressing key issues.

Trails Are Common Ground

Acknowledging the rapid growth of the trail user community, ELCR became part of an unprecedented coalition to launch the public awareness campaign, Trails Are Common Ground (TaCG). This coalition, representing a wide range of outdoor activities such as hiking, trail running, equestrian riding, mountain biking, and motorized singletrack, promotes the importance of respectful, inclusive, safe, and enjoyable trail experiences and encourages all user groups to join.



Trails Move People

Trails Move People is a coalition of trail-focused organizations working together to amplify the voices of a diverse community of trail users. By focusing on shared values, collaboration, education, and communication, the initiative raises awareness about the economic, health, social, and political importance of trails. It fosters interaction and understanding among trail communities that are often unfamiliar with one another. In partnership with American Trails, the coalition also launched The Trail Fund, an emerging grant program dedicated to maintaining and improving America's trails through maintenance, research, and stewardship training projects.





Strategic Plan

Executive Summary 2026 - 2028

In 2025, ELCR constructed their Strategic Plan for 2026 - 2028. This strategic plan reflects input from ELCR board members, donors, conservation professionals, and industry stakeholders. It outlines priorities for strengthening organizational capacity, improving governance, expanding programs, and increasing advocacy to address land-use challenges affecting equestrian communities.

The strategic plan provides a framework for strengthening ELCR's role as a national resource for equine land conservation. Through expanded partnerships, improved tools, and targeted programs, ELCR will support communities working to protect land for horses and equestrian use and maintain the economic, environmental, and cultural benefits those lands provide.



Strategic Focus Areas

• Building Organizational Capacity

- ELCR will strengthen internal systems and staffing to support program growth and financial sustainability. Planned actions include hiring a Marketing & Development Director and a Technical Program Director, launching a new integrated website and fundraising database, and developing a multi-year fundraising strategy to expand and diversify revenue.
- The website upgrade will transform ELCR's site into a modern, engaging platform that elevates its role as a trusted resource for equine land conservation while strengthening donor acquisition and retention. The new site will serve as a central resource hub for equine land conservation combining compelling storytelling with streamlined fundraising tools, an easy-to-manage CMS, and integrated systems to improve usability, access to educational resources, visibility, and overall impact.

• Strengthening Governance and Leadership

- The organization will expand and diversify its board of directors, restructure the Advisory Council, and update governance practices to support long-term strategic priorities and national engagement.

• Expanding Programmatic Impact

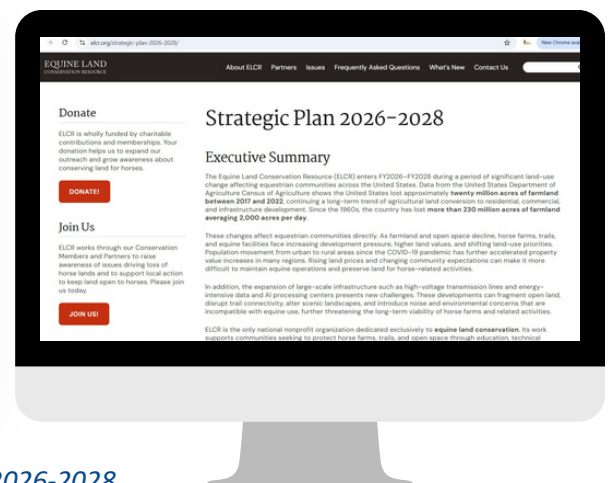
- ELCR will evaluate its existing programs to ensure they deliver measurable outcomes for communities working to conserve and protect access to land for equine-related use. Based on this assessment, the organization will develop and pilot an enhanced service model focused on technical assistance, land-use planning education, zoning guidance, and support for local equine advocacy efforts.

• Elevating Advocacy and National Influence

- Land-use decisions that impact equine lands are typically made at the local and regional levels. To better support these efforts, Equine Land Conservation Resource will expand its advocacy capacity by developing a comprehensive online advocacy toolkit, strengthening partnerships with conservation and industry organizations, and raising awareness of the economic and community benefits of equestrian land use.
- This work will also focus on equipping local advocates with practical tools—such as guidance on engaging in zoning and planning processes, templates for communicating with decision-makers, and strategies for building coalitions—to ensure that the needs of the equestrian community are effectively represented. By empowering horse owners, land managers, and supporters to participate confidently in local decision-making, ELCR aims to help safeguard equine lands and promote sustainable, horse-friendly communities.

Implementation and Partnership

The FY2026–FY2028 strategic plan provides a framework for strengthening ELCR's role as a national resource for equine land conservation. Through expanded partnerships, improved tools, and targeted programs, ELCR will support communities working to protect land for horses and equestrian use and maintain the economic, environmental, and cultural benefits those lands provide.



Read the full strategic plan at www.elcr.org/strategic-plan-2026-2028



Financial Position

Assets

2024

Cash: \$637,161
 Other Receivables: \$2,251
 Promises to Give: \$0
 Prepaid Insurance: \$1,405
 Property and Equipment: \$571

Total Assets: \$640,817

2025

Cash: \$619,316
 Other Receivables: \$2,251
 Promises to Give: \$951
 Prepaid Insurance: \$1,076
 Property and Equipment: \$142

Total Assets: \$623,736

Current Liabilities	2024	2025
Accounts Payable	4,075	\$3,578
Accrued Liabilities	\$14,511	\$20,317
Deferred Revenue	\$396	\$224
Total Current Liabilities	\$18,982	24,119
Fund Balance	2024	2025
Unrestricted	\$612,406	\$589,617
Temporarily Restricted	\$10,000	\$10,000
Total Fund Balance	\$622,406	\$599,617
Total Liabilities & Fund Balance	2024	2025
Total Liabilities & Fund Balance	\$641,388	\$623,736

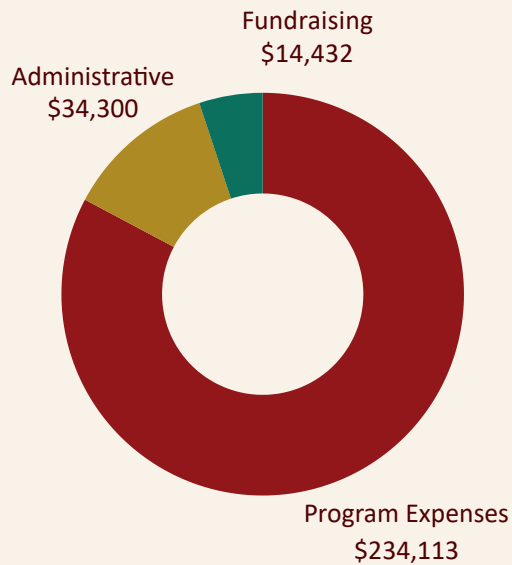
Income	2024	2025
Contributions (Unrestricted)	\$236,692	\$241,917
Grants (Unrestricted)	\$17,000	\$20,000
Other Income	\$25,449	\$24,818
Total Income	\$279,141	\$286,735
Expenses	2024	2025
Program Expenses	234,133	257,042
Administrative	\$34,300	\$39,461
Fundraising	\$14,432	\$13,021
Total Expenses	\$282,865	\$309,524

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For full financial information, please refer to the **Financials/ Annual Reports** page on our website.

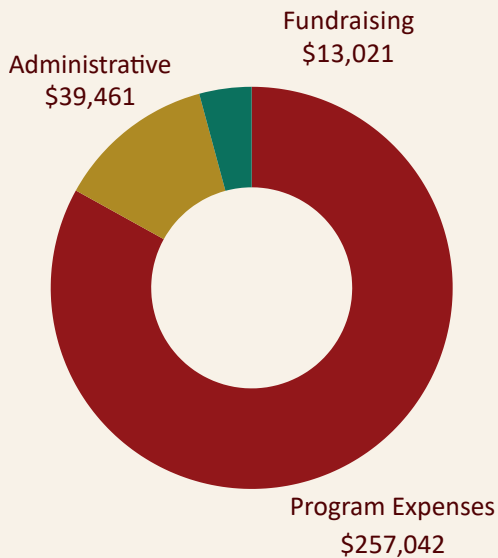
www.elcr.org/about-elcr/financialsannual-reports

Expenses



2024

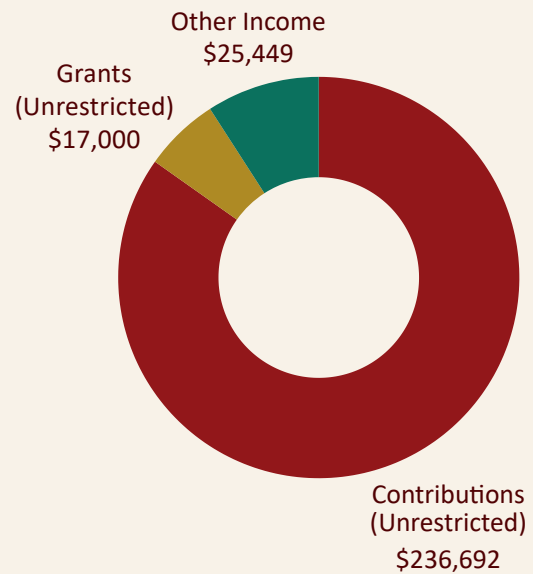
Total Expenses: \$282,865



2025

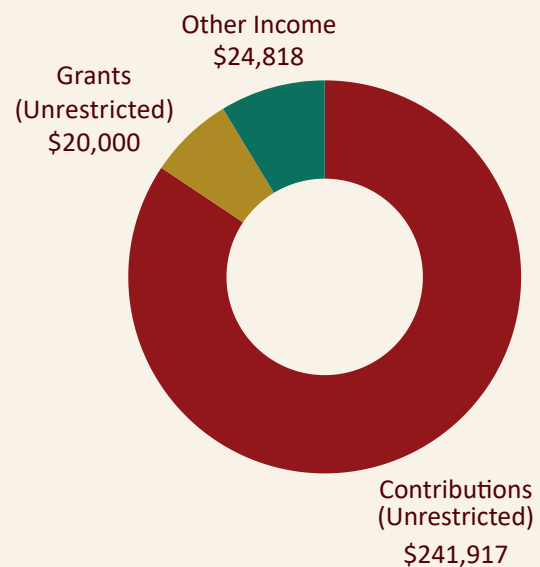
Total Expenses: \$309,524

Income



2024

Total Income: \$279,141



2025

Total Income: \$286,735

Our Leadership

Board of Directors

Officers:

Ken Haddad President, FL/NC
Rob Banner Vice President, VA
Dale Brown Treasurer, CA

Directors:

Bill Ward, MD **Ashleigh Dane, SC** **Rebecca Thompson, AR**
Oscar Gonzales, CA **Warren Wilson, CA** **Phoebe Weseley, FL/VA**

Staff

Holley Groshek, Executive Director **Jessica Tice**, Office Coordinator

Advisory Council

Marty Bauman, MA
Classic Communications
Mrs. Jane K. Beshear, KY
Former First Lady of Kentucky
Jamie Cohen-Wallace, PA
Consultant
Thomas Daniels, PA
University of Pennsylvania
Julie I. Fershtman, Esq., MI
Foster Swift Collins & Smith
Laurel Florio, J.D., GA
Attorney
Ann George, UT
Equestrian & Conservationist

Karen Gustin, KY
KY Equine Humane Center
Ms. Jan Hancock, AZ
Equestrian & Author
Susan M. Harding, MD
Equine Publishing
Jeff Hooper, TX
Capital H Strategies
Christine Hughes, NC
NC Planning, Develop. & Trans.
Kat Imhoff, VA
James Madison's Montpelier
Karen Isberg, KY
KY Performance Products
Libbie Johnson, NC
Johnson- Powell Public Relations, Inc
Kerri Kent, WA
Kerri's Performance Equestrian Apparel

Scott King, KS
Boehringer Ingelheim
Cathy Laws, MD
The Equine Network
Elisabeth McMillan, TN
Rock Solid Great, LLC
James B. Miller, VA
USDA Forest Service, Retired
Rick Potts, MT
U.S. Fish & Wildlife
Melanie Peterson-Ramey, KY
Real Estate
William J. Price, V, NC
Charlotte Steeplechase Assoc, Inc
John Strassburger, CA
Equestrian & Author
Jane Thery, Washington, DC
Green Horse Enterprises, LLC

Conservation Partners, Education Partners, Business Members, and Conservation Leaders

- American Association of Equine Practitioners
- American Endurance Ride Conference
- American Trails
- Bay State Trail Riders Association
- Blackburn Architects
- Caledonia Conservancy
- Cedar Ridge Farm Equestrian
- Cornett and Associates
- Equestrian Partners in Conservation
- Foothills Equestrian Trails Association
- Foothills Riding Club
- Friesian Horse Association of North America
- Horse Farms Forever
- Horsemen's Council of Illinois
- Kentucky Thoroughbred Owners and Breeders Association
- Many Ponies Outfit & Ranch
- Mars Foundation
- Maryland Horse Breeders Association
- Maryland Horse Council
- Masters of Foxhounds Association
- Masterson Equestrian Trust
- My Horse University
- Nevada All-State Trail Riders, Inc.
- North Carolina Horse Council
- North Salem Bridle Trails Association
- Oregon Equestrian Trails
- Ortega Equestrian Center
- Palos Hills Horsemen's Association
- Pathfinder Farm
- Pennsylvania Equine Council
- Roaring Fork Valley Horse Council
- Roundup Riders of the Rockies
- Heritage and Trails Foundation
- Shawnee Trail Conservancy
- South Eastern Distance Riders Association
- Sun Star Farm
- Twin Oaks Valley Equestrian Association
- United States Dressage Federation
- United States Eventing Association
- United States Equestrian Federation
- United States Hunter Jumper Association
- United States Pony Club
- Wayne Area Conservancy Foundation



The Resource

Official Newsletter of the Equine Land Conservation Resource



Spring 2025

- Protecting Virginia's Horse Country: Conservation Strategies That Pay Off
- The Giangiulio's and Geraghty's Honored with 2024 Robert N. Clay Award
- Equine Places and Spaces
- ELCR Welcomes New Board Members
- ELCR Education Corner: Recent additions and updates to the ELCR Online Resource Library
- Introducing the Rural Landowner Manual for the Northern Piedmont
- Ways to Support ELCR



Fall 2025

- The Future of the Conservation Easement
- Equine Places and Spaces
- ELCR Education Corner: Recent additions and updates to the ELCR Online Resource Library
- ELCR's 2024 Annual Report
- ELCR's 2026-2028 Strategic Plan Update
- Ways to Support ELCR

Ways to Support ELCR

ELCR could not continue our vital mission of saving horse lands without your support!

1. Join ELCR as a **Conservation Partner** at www.elcr.org/join.
2. **Make a gift** in honor of friends and family, become a **monthly donor**, or **donate stock** to secure long-term change at www.elcr.org/donate.
3. Remember a cherished loved one or equine companion with a **Memorial Tribute Gift**.
4. Like and share ELCR on **Facebook** and **Instagram** and help us continue the conversation online.

The more people we reach, the more land and equine heritage we can save!  

Visit www.elcr.org for more information or contact us at info@elcr.org. 

ELCR's work is mainly funded by charitable contributions and memberships. Your gift helps us to expand our outreach, grow awareness about conserving land for horses, and continue our educational programming and technical assistance services. Please consider making an online gift at www.elcr.org/donate.

ELCR works through our **Conservation Members and Partners** to raise awareness of issues driving loss of horse lands and to support local actions to keep land open to horses. Please consider becoming an ELCR member today at www.elcr.org/join.

Thank You for Your Support!

Support ELCR

I wish to support ELCR's annual campaign with my gift of:

- | | | |
|----------------------------------|----------------------------------|-----------------------------------|
| ☐ \$2,500 | ☐ \$1,000 | ☐ \$750 |
| ☐ \$500 | ☐ \$250 | ☐ \$100 |
| ☐ \$50 | ☐ \$25 | ☐ \$ _____ |

☐ I wish to join ELCR as a Conservation Member (\$28)

☐ I wish to join ELCR as a Business Member (\$100)

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

My gift is ☐ in honor of ☐ in memory of (Name): _____

Please notify: _____

☐ I would like to make a one-time gift of \$ _____.

☐ I would like to make a monthly donation of \$ _____ for _____ months by credit card.

Payment Method

☐ Check enclosed ☐ Visa Credit Card ☐ Mastercard Credit Card

Name on Card: _____

Account Number: _____

Expiration Date: ____ / ____ Signature: _____



**Equine Land
Conservation Resource**
4037 Iron Works
Parkway, Suite 120
Lexington, KY 40511

If you prefer to donate online, visit www.elcr.org/donate.