ADOPTION. EDUCATION. AWARENESS.
The Mustang Heritage Foundation is a 501 (c)(3) public, charitable, nonprofit organization dedicated to facilitating successful adoptions for America’s excess Mustangs. Founded in 2001, its mission is to help promote the Bureau of Land Management’s National Wild Horse and Burro Program and increase the number of successful adoptions by:

- Supporting and advancing the repositioning of wild horses (hereafter referred to as Mustangs) as a positive horse owning experience in conjunction with the BLM
- Assisting in creating a more marketable product through improving selection and expanded and enhanced training programs for critical Mustang age groups
- Attracting potential adopters and assisting the BLM in turning prospects into adopters
- Providing information and education about Mustangs, their care, nurturing and use as athletes and companion animals
- Identifying and providing opportunities to become involved in the Mustang experience through adoption, volunteering, sponsorship and philanthropy
The Mustang Heritage Foundation is governed by the by-laws created and adopted June 3, 2002. These Bylaws constitute the formal rules outlining the governance structure and democratic processes by which the Mustang Heritage Foundation shall operate.

From 2001 to 2005, the Foundation worked on selecting a comprehensive and effective Board of Trustees. In 2006 the MHF entered into a continuing Financial Assistance Agreement with the BLM’s Wild Horse & Burro Program. The agreement focused on MHF creating and implementing marketing and adoption programs that would support the BLM adoption program and increase the number of successful adoptions.

In 2007, the first Extreme Mustang Makeover took place with 100 trainers and 100 Mustangs and the Trainer Incentive Program was launched.

In 2013, the Foundation produces the richest, wild horse training event, Mustang Million, adopting out over 560 horses in 3 weekends and attracting over 5,000 spectators.

In 2015 the Foundation creates and launches a national awareness campaign, Americas Mustang.

In 2016 the Foundation increases TIP adoptions through a national push to increase Storefront programs across the United States. The Foundation also increases it’s savings to taxpayers by incorporating sale eligible animals into the TIP program and EMM events.

6,300+ MUSTANGS ADOPTED through MHF programs
The Mustang Heritage Foundation Executive Committee is comprised of a President, Secretary and Treasurer. The Executive Committee assists the Executive Director in the formulation and creation of long-range planning for the Foundation and periodically reviews the budget process and expenditures as presented by the Executive Director and Director of Operations. The Executive Committee is informed by the Executive Director periodically of the day-to-day operations of the Foundation.

Paula Carr  President, 2006
B.F. Yeates  Vice Chair, 2010
John Falen  Secretary, 2002
Robin Lohnes  Treasurer, 2013
Randall Carr  Board Member, 2006
KALI SUBLETT  
Executive Director

BYRON HOGAN  
Program Director

RANDI BLASIENZ  
Program Director

KYLA HOGAN  
Marketing Director

STORMY MULLINS  
Program Coordinator

BRITTANI PFAU  
Program Coordinator

LIZZY LANDRY  
Program Coordinator

LORI RUSSELL  
Program Support
Since 2007, the BLM has worked in partnership with the Mustang Heritage Foundation. This partnership has helped place over 6,300 Mustangs into adoptive homes. The Foundation would like to thank the national, local and state BLM offices and staff for their continued support.

Oregon BLM has participated in 3 EMM's and 7 Youth & Mustang Events!

-THANK YOU
# Industry Partners

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<thead>
<tr>
<th>Company</th>
<th>Role</th>
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<tr>
<td><strong>Western Horseman</strong></td>
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<td><a href="http://www.westernhorseman.com">www.westernhorseman.com</a></td>
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<td><strong>RAM</strong></td>
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<td><a href="http://www.ramrodeo.com">www.ramrodeo.com</a></td>
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<td><strong>Veternyc</strong></td>
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<td><strong>Gist</strong></td>
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<td>[<a href="http://www.gistsilver">www.gistsilver</a> smiths.com](<a href="http://www.gistsilver">http://www.gistsilver</a> smiths.com)</td>
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<td><strong>Martin Saddle</strong></td>
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<td><a href="http://www.martinsaddlery.com">www.martinsaddlery.com</a></td>
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<td><strong>Classic Equine</strong></td>
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<td><strong>Ride TV</strong></td>
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<td><a href="http://www.ridetv.com">www.ridetv.com</a></td>
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TRAINING & ADOPTION PROGRAMS

- EXTREME MUSTANG MAKEOVER
- MUSTANG MILLION
- TRAINER INCENTIVE PROGRAM
- STOREFRONT PROGRAM
EXTREME MUSTANG MAKEOVER

10 YEARS OF EMM celebration in 2016

40 CITIES visited

22 STATES visited

62+ NATIONAL EVENTS since 2007

Jan 21-23 Mustang Magic Fort Worth, TX
March 11-12 Gonzales, LA
April 22-23 Queen Creek, AZ
May 6-7 Jacksonville, FL
May 20-21 Ft. Collins, CO
June 18-19 Reno, NV

July 14-16 Sedalia, MO
July 29-30 Nampa, ID
Aug 5-6 Topsfield, MA
Aug 25-27 Lexington, VA
Sept 15-17 Fort Worth, TX
Offering $1 million in cash and prizes with no entry fee ranked Mustang Million among the most prestigious equine events! Trainers and adopters were able to select and adopt the Mustang of their choice from one of seven adoption auctions around the country. Only those Mustangs offered were eligible to run at the huge purse. Trainers then had just over 120 days to prepare the horse for classes and divisions of their choice.

Five hundred and sixty two Mustangs, yearlings to age 6, were placed into adoptive homes through Mustang Million, saving taxpayers over $6.72 million dollars and helped raise awareness about the other 40,000 Mustangs that are currently awaiting adoption. This event provided a national stage to showcase the trainability, athleticism and talent of the American Mustang and helped spread the word about these special horses. From dressage to cow work, and trail to hunter hack, over 400 competitors, ages eight to 70, showed the best of their chosen Mustang.

An incredible week of competition ended in front of a sold out crowd of 6,000, as the top 20 Legends finalists competed for the champion prize of $200,000 and a 2014 Ram truck. Each competitor prepared a 3.5 minute freestyle performance complete with music and choreography. Tom Hagwood and his gelding Merv were crowned the first champions of Mustang Million.
2007  Trainer Incentive Program (TIP) was launched as a pilot program using 3- and 4-year-old Nevada geldings. Forty horses were adopted.

2008  TIP was expanded to include mares and Mustangs from other herd management areas. The number of adoptions increased five times to 207 adoptions.

2009  Youth and Yearling (YAY) program was created incorporating the adoption of yearlings into the Trainer Incentive Program. Number of adoptions doubled to 419 Mustangs.

2010  5- and 6-year-old horses were added as approved TIP horses. The new TIP Storefront Program was incorporated making it possible for some of the more successful TIP trainers to find homes for larger numbers of Mustangs. 622 Mustangs were adopted.

2011  The TIP program continues to expand. More than 450 Mustangs were adopted in 2011.

2012  MHF helps TIP trainers market the gentled Mustangs with the creation of an online gallery found on the Foundation website. New storefront trainers are added along with prison programs in Arizona and Kansas.

2013  The TIP program sees a noticeable increase in interest and new trainer applications.

2014  An abbreviated TIP program (March - October) still places over 200 Mustangs into adoptive homes.

2015  A record-breaking year for TIP, placing over 600 American Mustangs into private care.

2016  Burros and sale animals are incorporated into TIP. MHF’s Storefront Program is expanded.

2988 MUSTANGS ADOPTED through TIP since 2007
The Mustang Storefront Program is part of the Mustang Heritage Foundation’s Trainer Incentive Program and is available to individuals/organizations who;

a) have successfully been approved by the Mustang Heritage Foundation as a Trainer Incentive Program (TIP) Trainer,
b) have been approved by BLM to house 10 or more wild horses at any given time

**OPTIONS**

1) TIP ADOPTIONS  
2) TIP PICK UP LOCATION  
3) WILD HORSE & BURRO ADOPTION  
4) PURCHASED OR ADOPTED ANIMAL PICK UP

**LOCATIONS (ACTIVE & PENDING)**  
TX, CA, NM, TN, PA, WY, MA ...
Developed in 2015, the America’s Mustang Campaign is an effort to provide opportunities for more Americans to discover the mustang: learn about their special characteristics, where they are located, what they need as a breed, and how we can all help manage, care for, adopt or purchase one of our own.

**OCT 1, 2014**
Funding granted to MHF for Campaign creation

**OCT 2014 - APRIL 2015**
Campaign development, website development, creative look, event scheduling and marketing plan

**MAY 2015**
Campaign begins, marketing and public relations outreach, website and social media launch

**MAY - AUGUST 2015**
National event opportunities open to public, including 10 BLM facility and herd management area (HMA) tours

**2016 CELEBRATION EXPOS**
April 22-23 – Queen Creek, AZ  July 14-16 – Sedalia, MO  August 25-27 – Lexington, VA
AMERICA’S MUSTANG

FT. WORTH, TX. TOPEKA, KS. OREGON.
SPRINGFIELD, IL. GONZALEZ, LA.
INDIANAPOLIS, IN. LEXINGTON, VA. QUEEN
CREEK, AZ. LANDER, WY. JACKSONVILLE, FL.
FT. COLLINS, CO. ROCK SPRINGS, WY.
COLGATE, OK. FARMINGTON, UT. RENO, NV.
ROCK SPRINGS, WY. SEDALIA, MO.
CHEYENNE, WY. NAMPA, ID. TOPSFIELD, MA.
CENTENNIAL, WY. DOUGLAS, WY. LEXINGTON, VA.
Extreme Mustang Makeover Youth & Mustang Division
Youth had approximately 100 days to gentle and train randomly assigned, previously “untouched” Mustang yearling. Goals of training include halter breaking, trailer loading, picking up feet and leading through obstacles and maneuvers. At the end of the training period, youth compete at Extreme Mustang Makeover events. Over 80 youth (ages 8-17) competed from the states of Arizona, Colorado, Georgia, California, Idaho, and Texas.

Youth and Mustang Challenge Events
Youth and Yearling Mustang Challenge (YAY) events are held regionally and managed by approved trainers in the Trainer Incentive Program (TIP). Youth gentle and train a yearling Mustang to prepare for a competition in their region to win prizes and awards. Since 2010, over 520 youth (ages 8-17) have been involved in YAY events.

1000 MUSTANGS ADOPTED through youth programs

Camp Wildfire
At each Camp Wildfire event, youth ages 8-18 learn about the American Mustang and its inhabitation of the West through fun and exciting activities.
NON BLM FUNDED PROGRAMS

- MUSTANG MAGIC
- MEET THE MUSTANG
- VETERANS & MUSTANG
- MUSTANG HERITAGE OPEN
VETERANS & MUSTANGS
VETERANS & MUSTANGS

- 8-WEEK SESSION
- 3 DAYS PER WEEK
- 5-10 VETERANS & WILD MUSTANGS PER SESSION
- NO COST TO VETERANS
- NO COST TO BLM - CONTRIBUTION BASED PROGRAM

26 Veterans SERVED
26 Mustangs ADOPTED
MEET THE MUSTANG

- NRS WORLD – DECATUR, TX
- CARRS WILD HORSE & BURRO CENTER – CROSS PLAINS, TN

• Wild horse and burro adoptions
• Educational seminars
• Training demonstrations
• TIP Trainer Education
The Mustang Open encourages adopters to exhibit their BLM Mustang or Burro in a fun show atmosphere that offers something for every level of horsemanship.

- **IN-HAND**
- **WALK-TROT**
- **WALK-TROT-LOPE**
- **TRAIL**
- **FREESTYLE**
- **PATTERN**
- **JACKPOT SPEED EVENT**

**2016 DATES:**
- **JULY 14-16**
  - SEDALIA, MO
- **AUGUST 25-27**
  - LEXINGTON, VA
- **SEPTEMBER 15-17**
  - FORT WORTH, TX
BLM WH&B PROGRAM
MARKETING

TAGLINE DEVELOPMENT
AD DEVELOPMENT & CREATIVE ELEMENTS

Join us at
San Dimas
Wild Horse and Burro Adoption
May 13-15, 2016
Sponsored by the San Dimas Rodeo Association

Approximately 20 horses and 10 burros, both wild and trained, will be available for adoption. Minimum bid is $125. Previous adopters will be on site to showcase their animals and share their experiences.

Friday
12 noon – 5 pm
Preview animals and submit applications for bidder numbers.

Saturday
7 am – 4 pm
8 am oral/live-bid auction
Preview animals and submit applications for bidder numbers, adopt.

Sunday
7 am – 12 noon
Adoption of remaining animals, first come, first served.
TEX SHOEKER
RODEO ARENA
301 Horse Thief Canyon Rd.
San Dimas, CA 91773

For more information, call 866.468.7826
BLM.gov or call 866.468.7826
UNIQUELY AMERICAN. UNIQUELY YOURS.
### NUMBERS:

#### 2015-16 ADOPTIONS

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#### PENDING ADOPTIONS BY PROGRAM/EVENT:

- Trainer Incentive Program: 127
- EMM - Arizona: 33
- EMM - Florida: 31
- EMM - Colorado: 35
- EMM - Nevada: 35
- EMM - Missouri: 29
- EMM - Idaho: 27
- EMM - Massachusetts: 49
- EMM - Virginia: 59
- EMM - Texas: 105

Total Pending Adoptions: 530
Total Completed Adoptions: 369
Proj. Annual Adoptions: 899

1,200 PROJECTED ADOPTIONS
SAVINGS:

MHF COST SAVINGS TO BLM AND TAXPAYERS:

$850 = Approx. gather and removal costs
$1,000 = Approx. ORC preparation, transp. and maintenance during gather year
$46,150 = Approx. ORC holding costs (or $1,846 @ 25 years)
= $48,000 = Avg. lifetime holding cost of a gathered, un-adopted Mustang

$1,850 = Avg. cost, to BLM, per head when put through a MHF program
5 Years = Avg. age of MHF program horse

$1,850 = Gather and Maint.
$9,230 = 5 yrs. of holding
= $11,080 = Avg. amount per head spent by BLM before putting into MHF program

$11,080 = Spent by BLM before put into MHF program
$1,850 = MHF costs per head for adoption program
= $12,930 = Total cost to BLM for horse adopted through MHF

$48,000 = BLM costs if NOT ADOPTED
- $12,930 = BLM costs if ADOPTED through MHF
$35,070 = Avg. SAVINGS PER HEAD WHEN ADOPTED THROUGH MHF

6,200 = Number of animals adopted through MHF programs since 2007

$217,434,000 = Total savings to BLM and taxpayers