

MUSTANG HERITAGE FOUNDATION

An Overview of Programs, Events & Activities
actively promoting and increasing adoptions of BLM
wild horses.



Promoting successful adoption through training and gentling programs. Focused on serving:

- HORSE TRAINERS
- MUSTANG ADOPTERS
- YOUTH
- VETERANS
- UNDER-SERVED GROUPS



PROGRAMS:





EXTREME MUSTANG MAKEOVER 2014

- Mustang Magic, Fort Worth TX – 22 adoptions / Spectators – 3,000+
- EMM Norco, CA – Approx. 44 adoptions / Spectators – approx. 1,000+
- EMM Nampa, ID – Approx. 49 adoptions / Spectators – approx. 1,000+
- EMM Decatur, AL – Approx. 40 adoptions / Spectators – approx. 1,000+
- EMM Shartlesville, PA – Approx. 50 adoptions / Spectators – approx. 1,000+
- EMM Fort Worth, TX – Approx. 125 adoptions / Spectators – approx. 5,000+

TOTAL ESTIMATED EMM ADOPTIONS IN 2014 = 330

EMM events held in these states

COVERAGE



2007 - 2014



TRAINER INCENTIVE PROGRAM (TIP)

In 7 years, almost 2,300 Mustangs have been adopted through the Trainer Incentive Program!

- 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 web site. 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 – 350 projected TIP adoptions



The Trainer Incentive Program employs more than 300 trainers in 40 states! Talk about spreading the word!

YOUTH PROGRAMS

Mustang Million Youth & Yearling Edition

- Youth had approximately 140 days to gentle and train their chosen, 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 competed in Fort Worth for a \$50,000 purse and prizes.
- Over 70 youth (ages 8-17) competed from the states of Alabama, Arkansas, California, Florida, Georgia, Iowa, Indiana, Kentucky, Louisiana, Missouri, North Carolina, Oklahoma, Oregon, Pennsylvania, South Carolina, Texas and Washington.

Youth and Yearling 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 420 youth (ages 8-17) have been involved in YAY events.

Since Youth Programs began in 2008, more than 800 Mustangs have been adopted!

2014 YAY Events

TN – 30 Youth/Yearlings

OR – 30 Youth/Yearlings

WA – 15 Youth/Yearlings

MA - 22 Youth/Yearlings

UT – 5 Youth/Yearlings

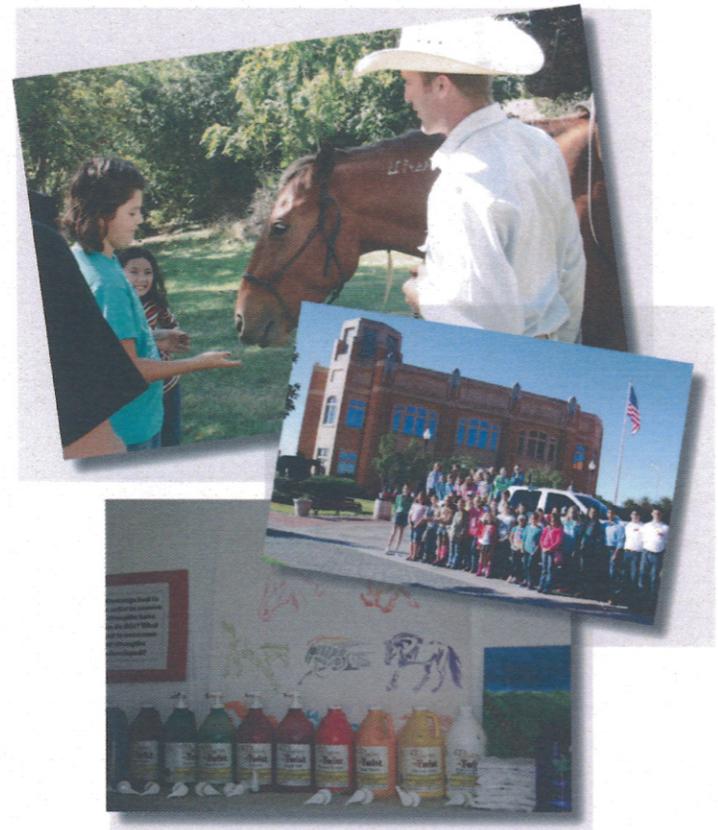
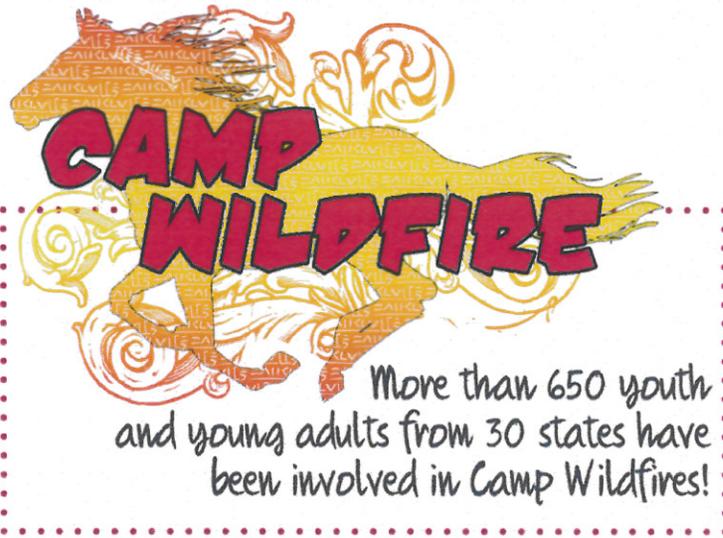


CAMP WILDFIRE

In 2010, the Mustang Heritage Foundation received a grant from the Bureau of Land Management Environmental Education division to host three Mustang day-camp events called "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. Due to the success of the program in 2010, the Mustang Heritage Foundation has received funding to continue Camp Wildfire events every year since.

2014 Camps

- Panhandle Plains Historical Museum, Canyon, TX
- National Cowgirl Hall of Fame & Museum, Fort Worth, TX
- Williamson County Juvenile Detention Center, Georgetown, TX
- MHF Adoption & Education Facility, Georgetown, TX
- Flying S Ranch, Luling, TX



MUSTANG MILLION 2013



THE RICHEST WILD HORSE TRAINING EVENT

Offering \$1 million dollars 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. They 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 \$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.



562 Mustangs Adopted
412 Competitors
40 States Represented
6,000 Freestyle Finals Fans



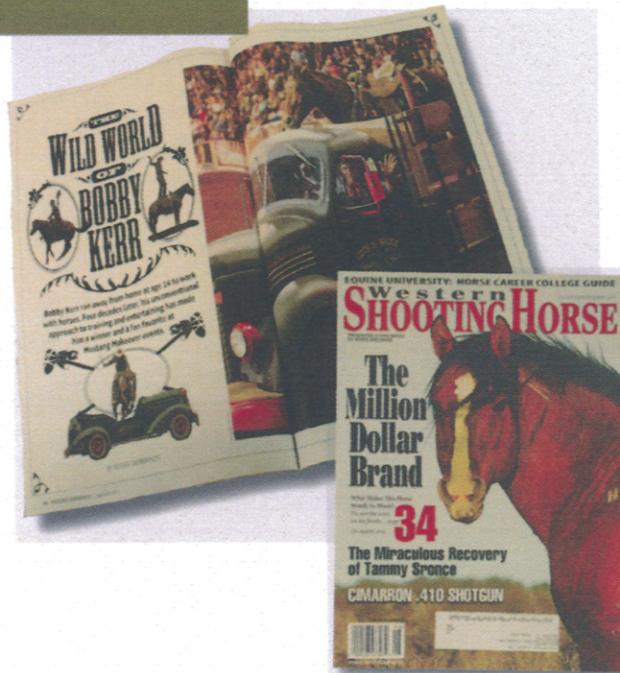
Positive National Media

The Extreme Mustang Makeovers (EMM) continue to be a driving force behind the Mustang Heritage Foundation. They raise awareness of the Mustang's plight in many ways. EMM Mustangs are blazing trails in popular magazines, newspapers, news broadcasts and documentaries to name just a few places they have left hoof prints.

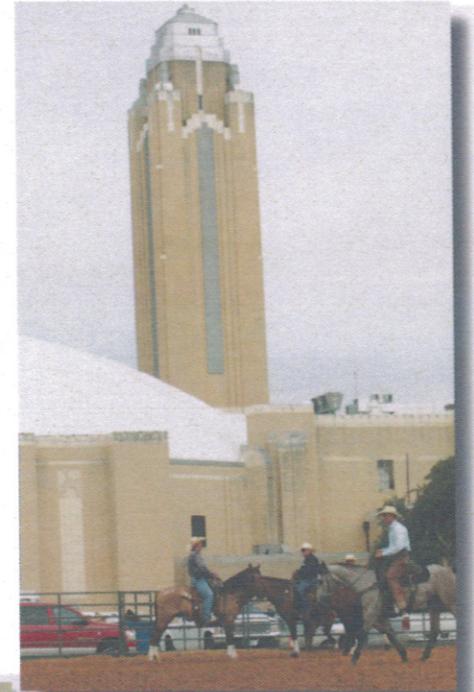


MUSTANG MILLIONAIRE: PLACE YOUR BETS

The Mustang Million competition & five Mustang trainers were featured in a reality television series on Nat Geo Wild that aired December 2013!



It isn't out of the ordinary for local news stations to show up at Extreme Mustang Makeover Events to interview trainers and the Mustang Heritage Foundation staff.



Well known publications such as Western Horseman, Texas Monthly, National Geographic and the New York Times have published excellent articles about Extreme Mustang Makeovers.

FACEBOOK

The Extreme Mustang Makeover Facebook page has increased from **9,000** fans to more than **70,000** since August of 2010.

Mary Miller Jordan

I simply can not thank you enough MHF - each of these special lifetime equine partners of mine are Mustangs that I trained and adopted through Extreme Mustang Makeovers ... the EMM is just one stepping stone in the true JOURNEY these Mustangs take us on .. thank you SO MUCH for opening my eyes to the best mentors I've ever had! - mmj <http://www.youtube.com/watch?v=hlWcXYcuFok>

Michael Lane

Just got back from Murfreesboro, TN where my daughter Amanda completed in her first Mustang Challenge. This was a great weekend and I hated for it to end. If you love horses, check this out!

Gina Cheatham Ive had alot of horses...but my Mustang is the best one I have ever had.. 😊

Dixie Shemwell Oh how I love to watch the trust these mustangs have in these people in such a short time. Beautiful to watch.

Barbara Buckley I wish all the mustangs had the same chance to show their stuff.



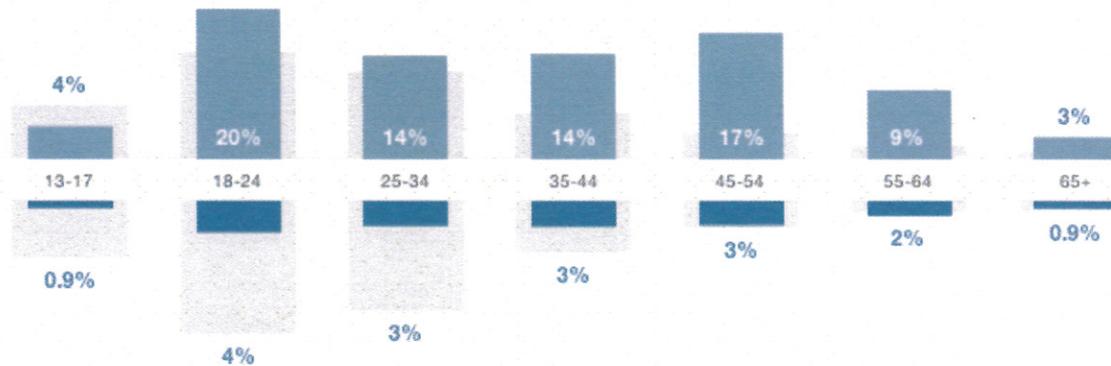
Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	53,687	Fort Worth, TX	343	English (US)	54,466
Canada	1,028	Dallas, TX	312	English (UK)	1,697
Australia	589	Los Angeles, CA	293	Spanish	821
Mexico	536	Houston, TX	259	Portuguese (Brazil)	343
Brazil	344	Austin, TX	216	French (France)	323

Women

82% Your Fans
46% All Facebook

Men

18% Your Fans
54% All Facebook



A WIDE REACH

World Wide Web

The Mustang Heritage Foundation website (mustangheritagefoundation.org) is the portal to all the events and programs that the Foundation offers. The Extreme Mustang Makeover (extrememustangmakeover.com) has a "stand alone" website that attracts the largest number of visitors. Each site has sponsor logo representation.

www.mustangheritagefoundation.org

Number of unique visits since Jan. 1, 2013 61,207
 Number of page views since Jan. 1, 2013 339,616

www.extrememustangmakeover.com

Number of unique visits since Jan. 1, 2013 185,057
 Number of page views since Jan. 1, 2013 744,257

Video

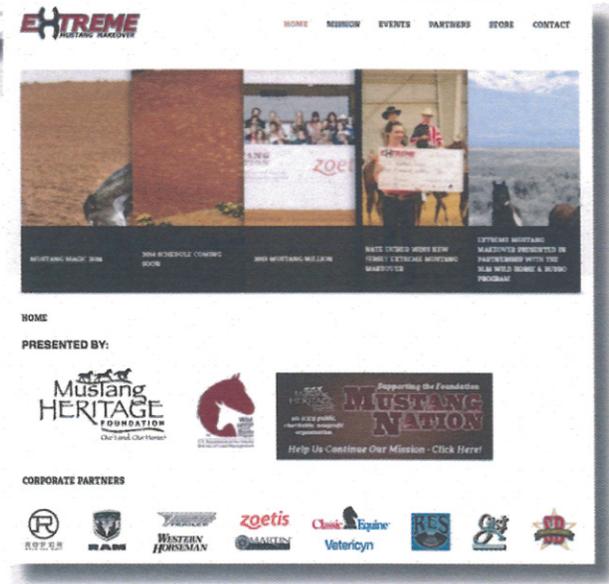
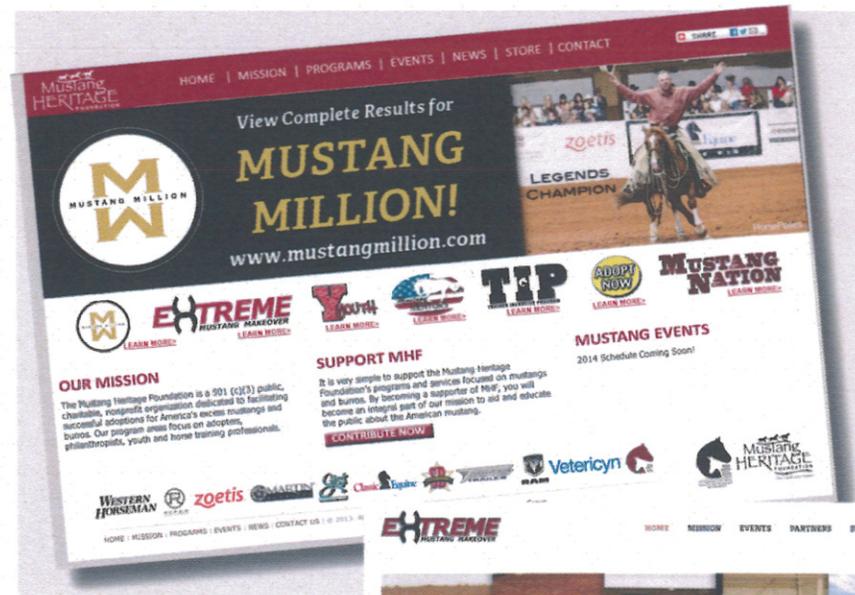
YouTube ExtremeMustangVideo

327,450 views in 2013
 956 subscribers

Electronic Monthly Newsletter

Constant Contact

The monthly Mustang Messenger is sent out to the complete email list at the beginning of each month. Each issue lists Mustang Heritage Foundation sponsors and has a link to sponsors' website. There is also a monthly feature story highlighting sponsor history, products, etc. The newsletter is sent to more than 15,000 subscribers each month.



New in 2013

 @HeritageMustang



Mustang Heritage Foundation



Instagram

@Extrememustangmakeover

ADOPTIONS & SAVINGS

\$46,252: Average lifetime cost of un-adopted mustang

\$2,100: Average cost to BLM for 1 MHF adoption

4,862: MHF adoptions 2007-2013

\$224,877,224: Avg. lifetime cost of holding 4,862 un-adopted mustangs @ \$46,252 / horse

\$10,210,200: Avg. one-time cost to BLM for MHF adoption of 4,862 mustangs @ \$2,100/horse

\$214,667,024: Avg. savings to BLM for 4,862 adoptions since 2007

\$44,152 : Avg. savings to BLM/horse adopted @ \$2,100

Adoption (of any kind/through any partnership or program) equates to an approx. **savings of over \$40,000 / horse.**

*BLM must continue providing funding to groups/programs who can successfully facilitate adoptions.



WHAT'S NEXT.....

2014:

- 600+ estimated adoptions @ \$1,250,000
- 6 EMM Events & TIP
- Filled all desired slots with only 30-60 days of advertising!

With more funding and a longer time frame we could move a larger number of horses.

2015:

- 1,000+ adoptions @ \$2,100,000
- 8 EMM Events & TIP

- 1,500+ adoptions @ \$3,150,000
- 10 EMM Events & TIP

The Mustang Heritage Foundation and the Extreme Mustang Makeover events have the interest and momentum to host 10 or more events in 2015.