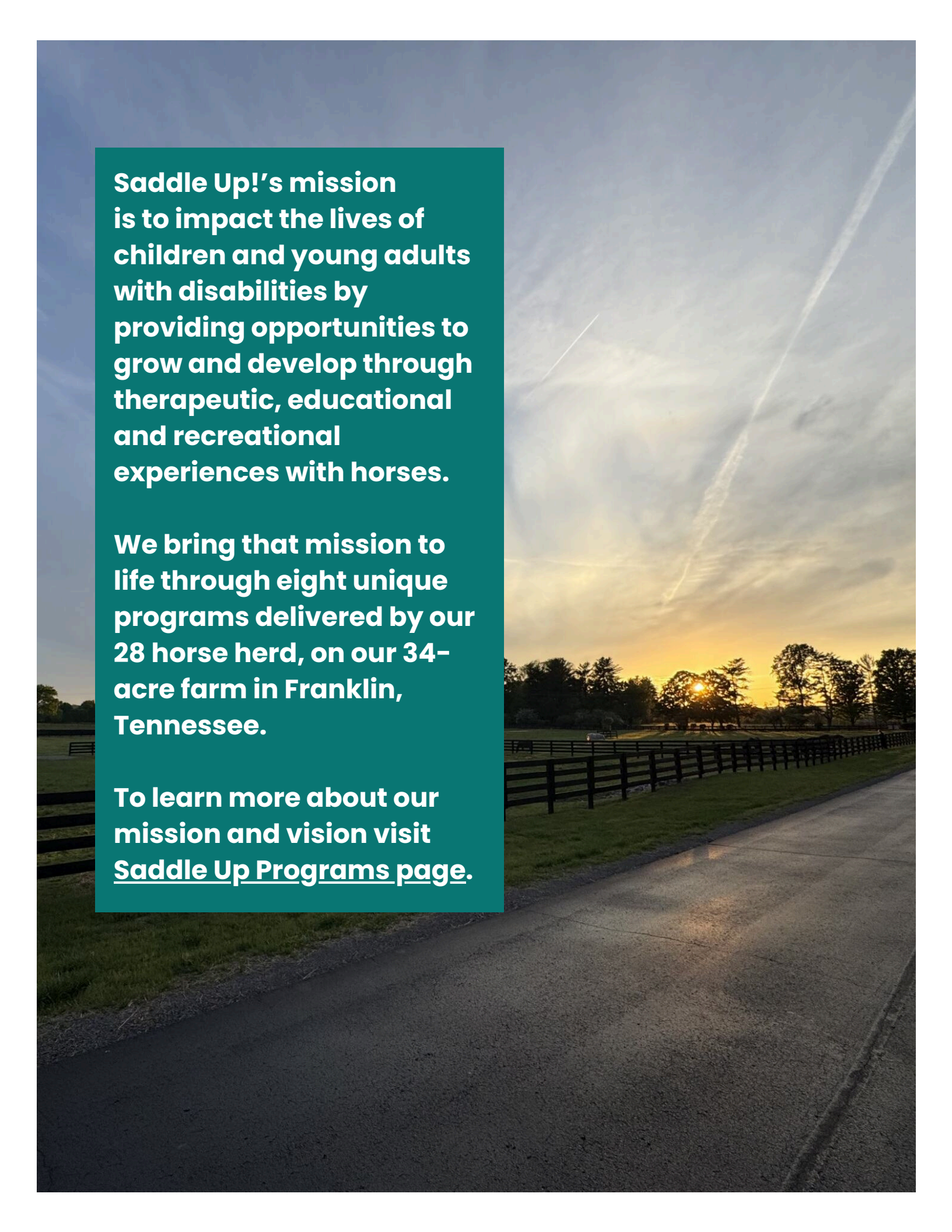




PONY UP!

Your step-by-step guide to fundraising for Saddle Up!



Saddle Up!’s mission is to impact the lives of children and young adults with disabilities by providing opportunities to grow and develop through therapeutic, educational and recreational experiences with horses.

We bring that mission to life through eight unique programs delivered by our 28 horse herd, on our 34-acre farm in Franklin, Tennessee.

To learn more about our mission and vision visit [Saddle Up Programs page.](#)

Let's talk, as peers, about peer-to-peer fundraising, aka Pony Up!

P2P is a powerful tool. It's a fun, meaningful way to support your community, bring people together and make a difference in the lives of riders at Saddle Up! - all on your own terms. It's a way to make a difference with your family and friends, share your own story and much more!

Most importantly, you'll introduce Saddle Up! to people who don't know about us yet. And we need everyone to know about our amazing programs and riders at Saddle Up!

With Pony Up, you can keep it simple with shares on social media, or go big by creating your own fundraising plans, hosting events and coordinating all the details. Either way, you won't be doing it alone. Saddle Up! is here to provide tools, tips and a fundraising platform to support your efforts every step of the way.



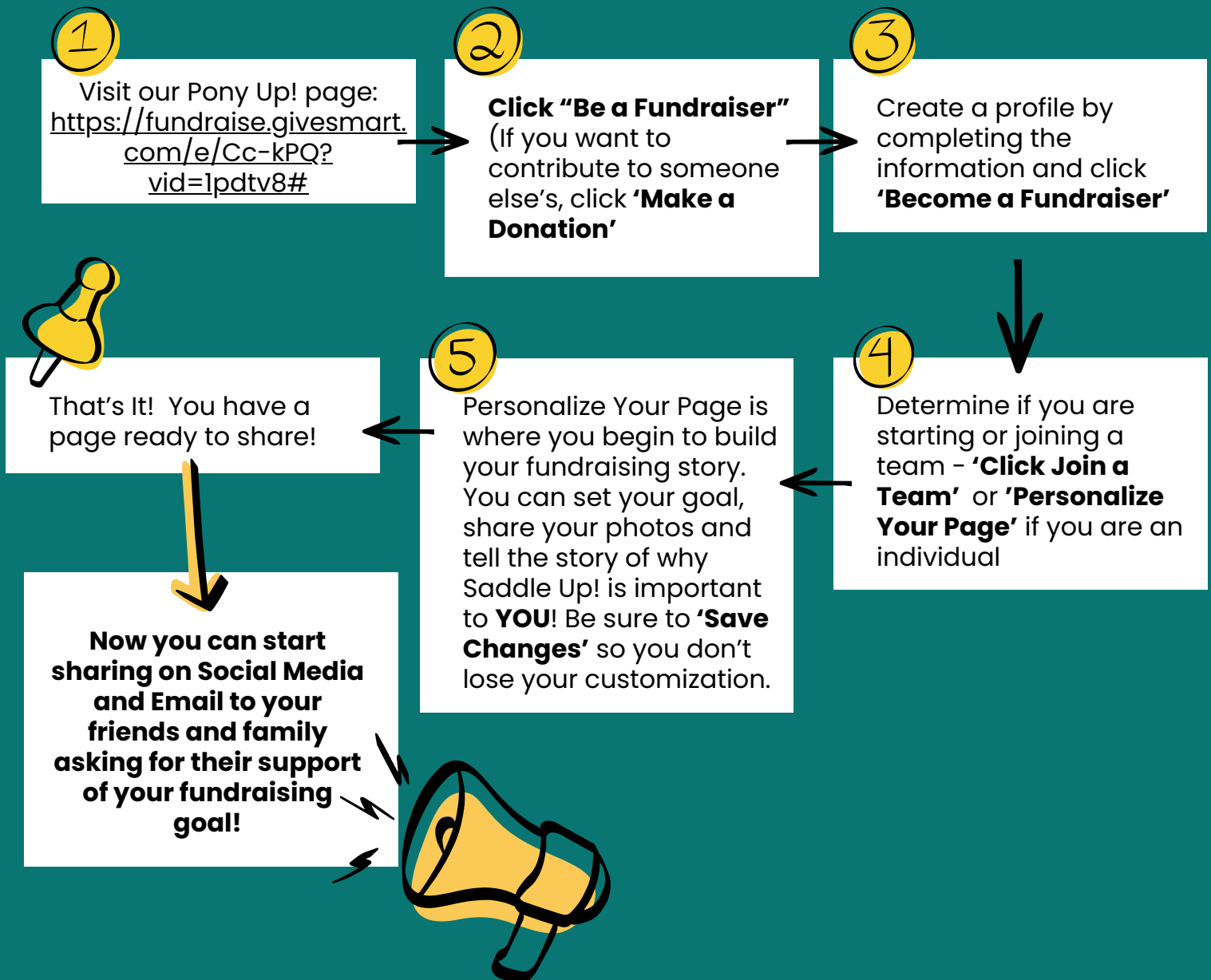
**PONY
UP!**
FOR
SADDLE UP!



Creating your own Pony Up! fundraiser

Saddle Up!'s online Pony Up! fundraising platform makes it easy – helping you get started, set up profile and rally support from your family, friends and community!

Here's how to create your fundraising page:



Bring your fundraiser to life



Your fundraising page lives online, but that doesn't mean it has to stay there. There are many ways to bring the impact of what you're doing to life with your friends and family! Plus you can organize your fundraiser around events or activities you are already doing.



Calendar Dates

Ask your friends and family to donate based on the day on the calendar - If its April 10, donate \$10.



Host a Party

Don't want to wait for your next birthday? No problem! It's never a bad time to have fun with your besties while making an impact.



Tributes

Organizing an event to honor or remember someone special? Consider rallying loved ones to donate in honor or memory.



Go for a RUN

Have your kiddos join you in fundraising or set a mileage goal and ask for your friends to support you with a donation!



Workplace Team Activity

Collaborate with your colleagues to raise money while celebrating a holiday or important event. Depending on your team, make it a competition!!



TIPS FOR BRING YOUR FUNDRAISER FROM ONLINE TO THE REAL WORLD:

- Share the time, date and details of your event early
- Create a QR code that links your fundraising page and print it on flyers so it can be easily scanned
- Share photos with friends on social media to keep spreading the world!

Tag @saddleupnashville!

Spread the word



Use email, social media, and your creativity to spark interest and start engaging your personal network with your fundraising efforts.

- **Your Network.** Think of people that you can count on for their support – friends, family, neighbors, and coworkers
- **Email.** Email drives more donations than social media. Personalized messages to your family, friends and contacts will help them feel engaged!
- **Make it Personal!** How has Saddle Up! affected you, your family and loved ones? Tell the story of you, your personal connection to the riders, horses and volunteers on the farm.
- **Social Media.** Use Facebook, Instagram, Snapchat, LinkedIn and TikTok to update your supporters about your team.
- **Turn-it-Around.** Remember those people that have asked you to buy products they sell, purchase cookies from their kids, support school events and donate to their charitable fundraisers? Now is the time to turn around and ask them to support your team!
- **Make it a Numbers Game.** Find a creative way to ask for support using numbers. Ask people to donate \$12 on the 12th of the month, or to donate the total of their birthday (month plus day)
- **Keep Asking!** People want to support you, but everyone is busy and forgets. Follow up with your supporters, send updates to help remind them of your efforts and personalize your requests



Need a little help?

Some Details to Help Get Started:



Saddle Up! is celebrating their 35th anniversary this year! We are the oldest and largest equine-assisted services program in Middle Tennessee - and the only PATH (Professional Association of Therapeutic Horsemanship) Intl. Premier Accredited Center in the Region.



We serve children and young adults ages 2 to 26 representing more than 50 different diagnoses through recreational, educational, and therapeutic equine programs.



The Kids - they are why we are here!

236 Riders in 2025

565 total participants in 2025

5,366 total hours of life-changing programming

8 innovative programs

13 counties served



70 Cents of every dollar raised goes directly toward programming.



Families never pay more than \$35 for an hour of adaptive riding, however, our direct costs for that hour is \$268. Fundraising fills that gap!



The Herd - Everyone loves them!

28 therapy horses

2025 cost of Hay, Feed, and Horse Healthcare - \$429,755

Total Cost per Year for One Horse - \$15,348

4,100 Annual Volunteer Hours Devoted to Horse Care

Need a little more? We're here to help! Reach out to Tabitha Griffith at tgriffith@saddleupnashville.org or 615.794.1150 ext. 350