

Jill Haag Show Notes (8.30.22//9.21.22)

2:00- Q1- What is Southern Reins? What is the mission?

2:35- Q2- Whose idea was Southern Reins? How did it start?

- Nothing in the Memphis area that used horses as therapy

4:15- Q3- Why horses?

- Connection people have with animals is different from connection with other people
- Horses are non-judgmental

5:13- Q4- What is a typical day at Southern Reins?

- There is no typical day!
- Seven different programs offered
- Every day is the best day because of the impact

6:15- Q5- How is Southern Reins funded?

- 100% on donations, grants, or community giving
- Owned by the community

7:02- Q6- How do participants learn about Southern Reins?

- Word of mouth
- Getting messages out through community partners

7:42- Q7- What is your favorite story?

- Very first participant, Parker Brown

9:20- Q8- What type of help does riding a horse offer participants?

- Enhance participants daily living skills through working with horses
- Story of Kaitlyn

11:50- Q9- What is the fee for participants?

- Adaptive riding is the biggest program, with 4- 10-week sessions
 - o \$50 per lesson, \$500 for 10-week session
- Since 2016, SR has awarded 226 scholarships to those who've needed it

13:05- Q10- What is adaptive riding?

- Teaching riding skills to participants help improve overall daily living skills
 - o Adaptive riding vs. therapeutic riding
- Life-changing experience, majority of participants are returning

13:55- Q11- How does horse care work into the program?

- Overall horse care is heavily involved in all participants' sessions
- Helps build a connection to the animal
- Allows participants that cannot ride horses to still interact and learn from horses
 - o "At liberty work"

17-13- Q12- How many employed staff does Southern Reins have?

- Small but mighty team, seven employees, a lot of volunteers
- Safety is the number one priority
- Certain certifications are required
 - o PATH-certified instructors
- Disability education is important, continuing education is required for staff to maintain certification

20:00- Q13- How many horses does Southern Reins have?

- 11 horses, two on trial
- Horses at Southern Reins must wear several hats, be intuitive
- Story of Sadie from EQUIA-KIDS
- What makes horses so special- always living and responding in the moment

Q14- 23:00- What does it mean when a horse is 'on trial'?

- Testing temperament and kindness
- Horses at Southern Reins are probably on second or third phase of career
- Trusting the horses that are in the program
- Putting best 'hoof' forward every day

Q15- 24:50- How many hours do the horses work?

- In session 5 days a week, Saturdays starting soon
- Each horse works 1 to 2 hours a day, 7-10 hours a week
- Work is physically and emotionally taxing for horses
- Making sure horses have longevity

Q16- 25:50- Health of the horses

- Full Circle Equine is on-call veterinarian

Q17- 26:25- What has changed with nonprofits over the years?

- Building relationships with donors is even more important
 - o Changing donation trend: donors giving smaller amounts to many, now giving larger amounts to few
- Creating loyal donor relationships to survive

Q18- 27:32 - How big is the property at Southern Reins?

- 30 acres, 5 turn-out pastures, 12 stall barn, attached covered arena, several buildings including a learning center
- 6 forested acres will become trail riding paths with alcoves for activities

Q19- 29:00- What is the biggest challenge you face at Southern Reins?

- Staffing, getting people with the appropriate credentials for equine-assisted activities
- Home growing staff, instructors in training
- Always adapting and pivoting

Q20- 30:20- How can the community of Collierville help support Southern Reins?

- Volunteers, attend open houses and take a tour, learn more about the mission
- Donations and scholarship funding
- Getting the word out to people that might need Southern Reins

32:50- OUTRO

Website: www.southernreins.org

Social Media Information:

Facebook: facebook.com/southernreins

Instagram: instagram.com/southern.reins.equine.therapy

Twitter: twitter.com/southernreins

Donate to the Southern Reins Scholarship Fund: Southern Reins is raising money to support our Scholarship Fund to ensure that equine-assisted services are accessible to those in need regardless of their ability to pay. It costs \$160 to provide one lesson of adaptive riding, and thanks to the generosity of our donors, Southern Reins subsidizes the cost of every single lesson we offer. Donate today to change lives. . . one ride at a time. <https://www.southernreins.org/scholarship>