



ADOPTION. EDUCATION. AWARENESS.



MISSION

The Mustang Heritage Foundation is a 501 (c)(3) public, charitable, nonprofit organization dedicated to facilitating successful adoptions for America's excess mustangs and burros. Our program areas focus on adopters, philanthropists, youth and horse training professionals. Since 2007 the Mustang Heritage Foundation has placed over 7,000 BLM held mustang into private care through training and gentling programs.



HISTORY

- 2002 By-laws created and adopted June 3, 2002.
- 2001 - 2005 Selection of a comprehensive and effective Board of Trustees.
- 2006 Entered into a continuing Financial Assistance Agreement with the BLM's Wild Horse & Burro Program
- 2007 Creation & Production of the first **Extreme Mustang Makeover**
Creation & Implementation of the **Trainer Incentive Program**
- 2013 Creation & Production of **Mustang Million**
- 2015 Creation & Launch of a national awareness campaign, **Americas Mustang.**
- 2016 Implements a national push to increase **TIP Storefront** locations across the United States

BOARD OF TRUSTEES

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

STAFF



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



BLM PARTNERSHIP

Since 2007, the BLM has worked in partnership with the Mustang Heritage Foundation. This partnership has helped place over 7,000 Mustangs into adoptive homes. The Foundation would like to thank the national, local and state BLM offices and staff for their continued support.

Nevada BLM has participated in 2 EMM's and 1 Youth & Mustang Event!

-THANK YOU



10 YEARS. 10 CITIES. 10 TIMES THE EXTREME.
2007 - 2016

EXTREME MUSTANG MAKEOVER

2007 - 2016

22 states **30** cities
83 events **1500** trainers
3764 mustangs adopted



2016

271 Animals Adopted

33 Animals Sold

10 Events

400,000 Annual YouTube Views



EXTREME MUSTANG MAKEOVER

2,000 Average Attendance

\$1,300 Adoption averages

\$1,000 Sale averages

- Increase in 1st time trainer participation
- Increased educational outreach through demos & seminars
- Increased spectator involvement, “Meet the Mustang”
- 2017 will focus on fewer events, more trainers & increased education





2017 TENTATIVE EVENT SCHEDULE

January 19-21	Mustang Magic, Fort Worth TX
May 18-20	EMM, Jacksonville FL
June 15-17	EMM, West Springfield MA
July 6-8	EMM, Lexington KY
August 10-12	EMM, Monroe WA
September 14-16	EMM, Fort Worth TX

TRAINER INCENTIVE PROGRAM



861 TIP Animals placed to date

514 Horses

155 Youth

124 Storefront

41 Burros

9 Sales



440 Trainers approved

3 States w/o TIP trainers; ND, SD, VT

FL State with most adoptions

CA State with most trainers

TIP STOREFRONT

The TIP Storefront Program is an extension of the Mustang Heritage Foundation's Trainer Incentive Program.

PURPOSES:

- Increase # of animals TIP trainers are allowed to take into training at any given time
- Increase the availability of TIP animals for other TIP trainers
- Increase the overall availability of wild and gentled mustangs and burros in Eastern States
- Provide another location for Internet pick up's

124 Adoptions

11 Approved & Active Facilities

AL , CA, CO, FL, ID, IN, NM, OR, PA, WA

5 Facilities Pending Approval

AZ, CA, MO, VA, WY

TIP STOREFRONT

PROCESS:

- Follow the steps to becoming a MHF TIP trainer
- Review TIP Storefront Program guidelines
- Submit Statement of Interest Form to MHF
- MHF application review
- BLM Site visit
- Coordination call b/w MHF, BLM & Trainer

Great Escape Mustang Sanctuary, 2016 TIP Storefront Facility.

<https://www.youtube.com/watch?v=O3qFMvrzUzY>

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

AMERICAS MUSTANG

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.



** Off range corral tours, HMA tours, live demonstrations, eco-sanctuary tours, seminars*



AMERICA'S MUSTANG
CELEBRATION EXPO - JULY 14-16 - SEDALIA, MO
LIVE STREAM

1,191 Live stream Views

13,000 Website Page Views

14 National Events



7,000+ Facebook Live Views



Freeze branding demonstrations, adoption how to & more



2016 IN REVIEW

1,200 Projected Annual Adoptions

\$57,600,000 Annual savings over lifetime care to tax payers & BLM

125,000 Facebook Fans

600+ Active and Passionate Trainers

LOOKING AHEAD

2,000 Annual Adoptions

Continue to build a national network of mustang and burro adopters, trainers and enthusiasts.

Improve horse and burro selection process for all MHF training and gentling programs

Increase the placement of America's Wild horses & burros through the development of partnerships with individuals, corporations, veterans groups, youth groups & others who have the desire and ability to either train, adopt or support MHF programs.

