



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. 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

HISTORY



- 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

BOARD OF TRUSTEES



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

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



LORI RUSSELL
Program Support

BLM PARTNERSHIP



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

58,150
MUSTANGS ON-RANGE
in 10 western states

47,000
MUSTANGS OFF-RANGE
awaiting adoption

INDUSTRY PARTNERS



Media Partner of the Extreme Mustang Makeover

www.westernhorseman.com



RAM

Truck Partner of the Extreme Mustang Makeover

www.ramrodeo.com

Vetericyn

Wound Treatment of the Extreme Mustang Makeover

www.vetericyn.com



Buckle of the Extreme Mustang Makeover

www.gistsilversmiths.com

RESISTOL
best all-around

Apparel of the Extreme Mustang Makeover

www.resistol.com



Saddle Partner of the Extreme Mustang Makeover

www.martinsaddlery.com



RIDE
TV UNBILLED

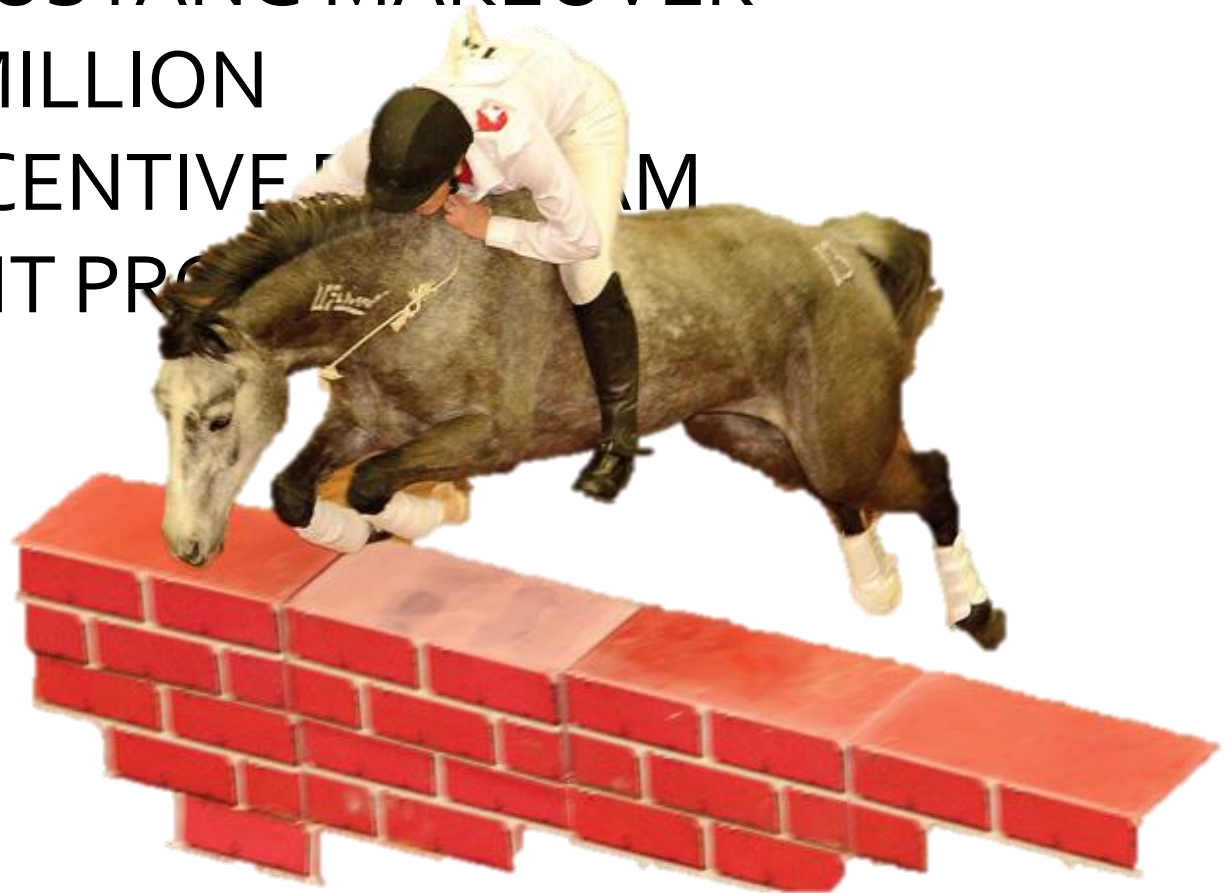
Television Partner of the Extreme Mustang Makeover

www.ridetv.com

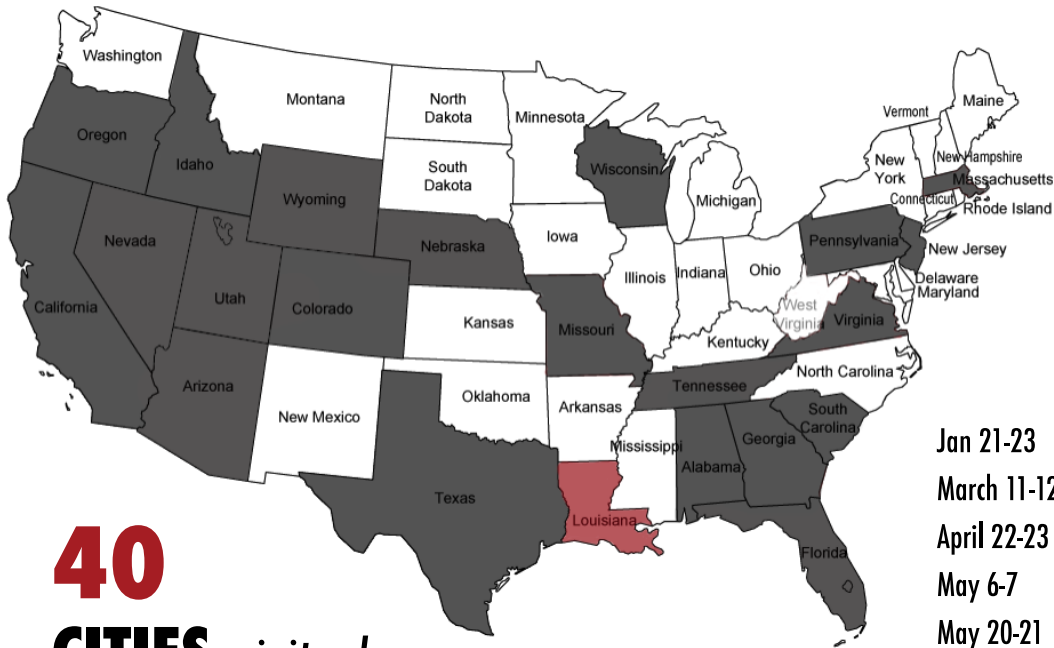
TRAINING & ADOPTION PROGRAMS



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



EXTREME MUSTANG MAKEOVER



40
CITIES *visited*

22
STATES *visited*

62+
**NATIONAL
EVENTS**
since 2007

10 YEARS OF EMM
celebration in 2016

Jan 21-23
March 11-12
April 22-23
May 6-7
May 20-21
June 18-19

Mustang Magic Fort Worth, TX
Gonzales, LA
Queen Creek, AZ
Jacksonville, FL
Ft. Collins, CO
Reno, NV

July 14-16
July 29-30
Aug 5-6
Aug 25-27
Sept 15-17

Sedalia, MO
Nampa, ID
Topsfield, MA
Lexington, VA
Fort Worth, TX



MUSTANG MILLION



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.



\$1,000,000 in Cash and Prizes
562 Mustangs Adopted
412 Competitors
40 States Represented
6,000 Finals Fans

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

2988 MUSTANGS ADOPTED
through TIP since 2007



MUSTANG STOREFRONT



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 ...



AMERICA'S 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.

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

QUEEN CREEK, AZ
APRIL 25-27TH

CELEBRATE
AMERICA'S
MUSTANG

Learn more at
AMERICASMUSTANG.COM

AMERICA'S MUSTANG

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. GONZALES, LA.
INDIANAPOLIS, IN. LEXINGTON, VA. QUEEN
CREEK, AZ. LANDER, WY. JACKSONVILLE, FL.
FT. COLLINS, CO. ROCK SPRINGS, WY.
COLGAGTE, OK. FARMINGTON, UT. RENO, NV.
ROCK SPRINGS, WY. SEDALIA, MO.
CHEYENNE, WY. NAMPA, ID. TOPSFIELD, MA.
CENTENNIAL, WY. DOUGLAS, WY. LEXINGTON,
VA.

YOUTH PROGRAMS



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 & MUSTANGS
- MUSTANG HERITAGE OPEN



VETERANS & MUSTANGS



© John Gutierrez
photography Z

VETERANS & MUSTANGS



26 Veterans SERVED
26 Mustangs ADOPTED

- 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



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

John Whitted photo

**Mustang
HERITAGE**
**meet the
MUSTANG**

MAY 13-14
NRS RANCH STORE
DECATUR, TEXAS

- mustangs on-site & available for adoption
- demos & education
- meet the Ft. Worth Extreme Mustang Makeover trainers and mustangs

NRS

*See and learn about
America's wild Horses!*

512 869 3225
mustangheritagefoundation.org

MUSTANG OPEN



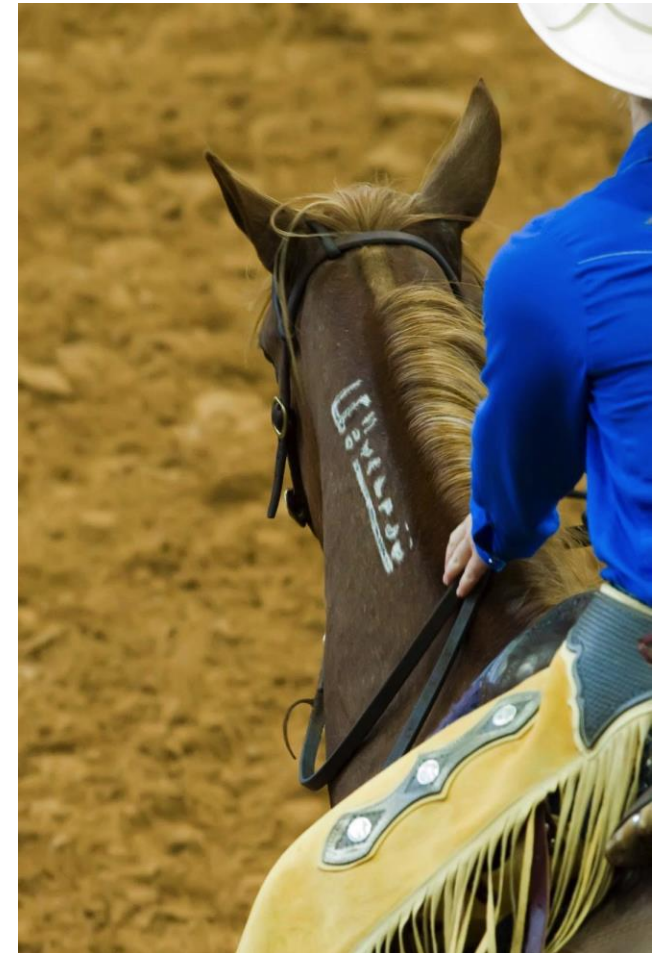
2016 DATES:

- JULY 14-16
SEDALIA, MO
- AUGUST 25-27
LEXINGTON, VA
- SEPTEMBER 15-17
FORT WORTH, TX

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



BLM WH&B PROGRAM MARKETING



TAGLINE DEVELOPMENT AD DEVELOPMENT & CREATIVE ELEMENTS

Adoption opportunities

- May 7
Ewing, IL
- May 20-21 *Trained Animals*
Riverton, WY
- May 20-21
Cassopolis, MI
- June 4
Ewing, IL
- June 7-21
Internet Adoption
- June 11 *Trained Animals*
Carson City, NV
- June 11-12
Santa Rosa, CA
- June 17-18
Farmington, UT
- June 17-18
Ithica, NY
- June 17-18
Fort Smith, AR
- July 14-16
Sedalia, MO

AMERICAN MUSTANG
americasmustang.com

Gentled horses are available across the United States through TIP. Adopt a halter-trained mustang or burro for \$125.

Approved TIP trainers can earn \$500-\$800 for gentling a mustang or burro and finding an adopter. Contact the Mustang Heritage Foundation at 512.869.3225 or visit mustangheritagefoundation.org

UNTOUCHED OR GENTLED

There is a wild horse or burro for you.

For more off-range adoption locations and opportunities visit BLM.gov or call 866.468.7826

Facebook, YouTube, and Mustang Heritage TIP logos are also present.

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 SHOEMAKER RODEO ARENA
301 Horse Thief Canyon Rd.
San Dimas, CA 91773

For more information visit BLM.gov or call 866.468.7826

UNIQUELY AMERICAN. UNIQUELY YOURS.

Wild Horse and Burro Program
Bureau of Land Management
U.S. Department of the Interior

Facebook and YouTube logos are also present.

UNIQUELY AMERICAN. UNIQUELY YOURS.

NUMBERS:



2015-16 ADOPTIONS														
Oct.1, 2015 -Feb. 28, 2016	Arizona	California	Colorado	Idaho	Montana	ES - MS	Nebraska	Nevada	New Mexico	Oregon	Utah	Wyoming	ES - WI	TOTAL
October	4	6				9	1	3	4	1	2		6	36
November	4	8				7		1	4	4	2	3	2	35
December	4	7		1		2	3	2	4	5	1		4	33
January	25	5				25	2	1	20	2	1	1	2	84
February	5	9	11	3		11		2	7	2		3	3	56
March	7	5		1		38		1	15	6	4	3		80
April				14		4					1	3	23	45
May														
June														
July														
August														
September														
LOCATION TOTALS	49	40	11	19	0	96	6	10	54	20	11	13	40	369

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

217 MILLION IN SAVINGS SINCE 2007