

- OK, here's your chance to test your knowledge about TRI. Answers are on the back page.
1. How many riders, volunteers, and friends collected bets in the 2006 TRI-FECTA?
  2. What was the average amount collected by each person?
  3. What was the largest number of bets collected by one person?
  4. What does "TRI-FECTA" stand for?
  5. Which horse will win this year's TRI-FECTA?

## A Note from Jan...



Before you read all about TRI's 3rd annual TRI-FECTA - its history and how you can help, etc. - I wanted you all to know just how I feel about this campaign.

The TRI-FECTA Campaign is TRI's ONE and ONLY big fundraiser for the year. We want to concentrate all our efforts on this campaign and not spread our requests for funds too widely. In collecting money to support our horses, we are really making sure that our riders can continue to take part in this incredible and unique program.

TRI-FECTA started as a wonderful idea from one of our volunteers/Board Members, Jayne Hannington. It grew and galloped away with brainstorming from Carrie Ashton, Adrienne Nemura (also volunteers and Board Members) and others. It just goes to show you how brilliant a group of dedicated and committed people can be!

I am personally honored to be part of Therapeutic Riding, Inc. The cliché that it is best to love the work you do is true for me. To look back and see how all of YOU - riders, volunteers, and families - have made TRI-FECTA (and therefore TRI) a growing success is amazing. Each year since it began, YOU have increased the number of TRI-FECTA participants. Last year, over 100 of you went out and raised funds for TRI. Every person that you ask for a donation for TRI-FECTA is a new family member for TRI. Our family is growing and that means not only support financially for TRI but also educating our community about the benefits of therapeutic riding and what they can personally do here at home in the Washtenaw County area.

Our JOY is to watch the personal growth of each and every rider - not only the physical or cognitive aspects of their lives but more importantly, the JOY it gives them to find their abilities. YES, I love TRI, and, by the way that each of you steps up to the plate in this oh-so important campaign, I can tell that you love it, too.

I ask you - please put yourselves out there this fall and make this 3rd annual TRI-FECTA another success story, for all those beautiful faces smiling with JOY as they climb onto the backs of their horses.

Therapeutic Riding, Inc.  
4715 East Joy Road  
Ann Arbor, MI 48105

# FALL, 2007



2006 Winner Sigbjorn, with  
Julia ready for the big race!

# TRI-FECTA EDITION

# THEY'RE OFF!



Well, they're ALMOST off, and that is where you come in. The horses are under starter's orders for our 3rd annual TRI-FECTA campaign. For those of you who are new to TRI, TRI-FECTA -Therapeutic Riding, Inc. providing riders with Fun, Excitement, Challenge, and Therapeutic Adventure -- is our major annual fundraising campaign. This campaign provides the bulk of the funds for our horses' care for the coming year and is absolutely crucial to our program's operation. EVERYONE needs to be involved. If you can afford to contribute personally, wonderful and thank you! Everyone can ask friends, co-workers, neighbors, and friendly strangers to contribute on behalf of your favorite horse. We are counting heavily on all of you helping out. The success of this campaign depends on you. With your help, everyone can be a winner. So, how do you get involved?

## Ready to race!!

**1** At the beginning of fall session, packets will be handed out to riders and volunteers. We will mail packets to those folks not participating in the fall session. What if you're not a rider or volunteer and you want to help out? Fantastic! Just call the office at 734-741-9402 or email us at [therapeuticriding@earthlink.net](mailto:therapeuticriding@earthlink.net) with your name and mailing address and we'll send a packet right out to you.

## They're Off!!

**2** The fun begins. Now you get to approach everyone you can think of and ask them to support TRI. You already know how wonderful TRI is and all the benefits our riders get from their experiences here. Get out there and tell people about us. Need some ideas? Here are some tactics used last year.

a. Send out an email to all of your friends and family, encouraging them to visit our website at [www.therapeuticriding.ws](http://www.therapeuticriding.ws). There, they can see our horses, download mail-in donation forms, or (NEW THIS YEAR) donate via credit card on our secure site.

b. Collect bottles and cans in your neighborhood and donate the proceeds to TRI.

Run a marathon! Friends of one our riders did this and donated funds raised to TRI. You could also bike, walk, swim...

d. Participate in the local fun run at the U of M. The name of the run is "The Big House Big Heart" and it is happening on September 30, 2007. There is a 5K and a 1-mile fun run (families welcome) finishing on the 50 yard line after running through the Big House tunnel! If you want info on joining the TRI team for either the 5K or the fun run, or if you want to donate to the team, please contact Debata Graham (a TRI parent) via email at [debata@umich.edu](mailto:debata@umich.edu), or by phone at 734-717-0190.

e. Remind all those people from whom you bought cookie dough, magazine subscriptions, plants/flowers, chocolate bars, etc., that it's *their* turn to help *your* organization now.

f. Approach businesses you visit frequently and request a corporate donation.

g. See if your religious organization, workplace, or civic organization has a "Charity of the Month" program and ask if TRI can be this month's charity.

h. Get your friends together and declare a moratorium on spending money on clothes shopping/coffee/chocolate/fast food... for a month and donate the money you would have spent on those items to TRI. You'll feel good knowing you're supporting a great cause and be healthier, too! How about involving your spouse or kids too?

## Keep them racing!

**3** Turn in your donations and tally sheets each week. We'll have a racetrack posted in the arena showing how close each horse is to the finish line. Each week, we'll advance the horses based on the donations turned in so far. Is your favorite horse in the lead? Great - but keep collecting to be sure he/she stays there. Your favorite is still back in the pack? You'll need to get out there and bring in more donations to speed him or her around the track.

a. We'll also be passing out prizes each week to the rider and volunteer who brought in the most donations that week.

b. The Class Coordinators have already been bragging that THEIR night/day will bring in the most donations, so how about it? Are the Tuesday night folks the best fundraisers? Or is it Saturday mornings? Or who?

## And the winner is...

**4** Turn in all donations and tally sheets by noon on Saturday, October 13, 2007. Last year, Sigbjorn rode his "new kid" status all the way to the Winner's Circle. Dobbs and Hannah are busy planning their training program for this year and are determined to give him a run for his money. The winning horse will get a special "horse spa" day of treats and pampering, not to mention bragging rights over the rest of the herd for the next year.

## Celebrate at the Winners Circle.

**5** We will hold a celebration party for all the members of our TRI family. The date and location will be announced during our kick-off week.

# 2007 Calendar

Fall Session:  
September 10 - October 20, 2007

Last year's TRI-FECTA campaign was an amazing success and raised over \$42,000. Our sincere thanks go out to everyone who worked so hard bringing in those donations. As you all know, prices for everything - gas, food, etc. - have been going up this year, and we're seeing the same increases in expenses here at the barn. So, this year, we have to raise the bar and bring in even more bets on each horse. Fortunately, we know the TRI family is up to the challenge and will bring all of our horses across the finish line in style. If you have any questions about the TRI-FECTA campaign, please call the office at 734-741-9402, email us at [therapeuticriding@earthlink.net](mailto:therapeuticriding@earthlink.net), or visit the TRI-FECTA page on our website at [www.therapeuticriding.ws](http://www.therapeuticriding.ws).



Dobbs warming up for '07 TRI-FECTA



Fable & Josh in training for TRI-FECTA 2007

## Thank You!

Thank you all for your ongoing support and commitment to TRI. We know how much this program means to everyone and we strive every day to make it the best possible experience for our riders, volunteers, and families. Won't you join us and do your part to keep this very special program "in the winner's circle"?

- Answer to TRI Test:  
1. One hundred and twelve!!  
2. \$32 - over 1/2 of you brought more than the \$200 we asked you to collect. Thanks!  
3. Rays brought in over 80 donations for Fable, with help from his friends Knut and David, who ran a marathon in Philadelphia in his honor.  
4. Therapeutic Riding, Inc. providing riders with Fun, Excitement, Challenge, and Therapeutic Adventure.  
5. Only you can determine the answer to that one!