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OUR BOARD

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Alicia Kershaw, Executive Director
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Vince Smith
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Brett Whysel

OUR BOARD OF ADVISORS

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Ben Goldberg
Art Goldberg
Leslie Jensen
Maggie Kulik
Jean Smith

THE SUZI SHELTON BAND



The Suzi Shelton Band supports GallopNYC

RIDE INTO SPRING SUPPORTERS

Alitalia Airlines
Andrea Anderson
Walker Blankenship, Kensington Stables
Georgina Bloomberg
Anthony Danza, Jamaica Bay Riding Academy
Exit 9 Gift Emporium
Miranda Feldman
First Class Liquors
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Thomas Schaller
Suzi Shelton's Suzi Music
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Sovereign Stables
Marcia Soloff
Rebecca and Cameron Stern, Bullfrog Creatives
The Farm on Adderley
Tyler Hill Bed and Breakfast
Kim and John Walker
Brett Whysel

TEMPLE GRANDIN, OUR HERO



We were graced with an appearance by Dr. Temple Grandin to a sell-out crowd.

GallopNYC is part of Equus Foundation's *carrots4acause*. Equus says "we hope to inspire, equip and mobilize as many people as possible to expand national participation and investment in charities that use the horse to benefit the public, promote horse welfare, and advance the equestrian sport." Thank you Equus for making GallopNYC a part of *carrots4acause*. Equus is also one of our financial supporters.



SPECIAL THANKS

Maggie Kulik for graphic design, and Manhattan Consulting Group for printing services
Aaron Nagler for color printing all the brochures we need and our retreat materials
Suzi Shelton, a parent, for donating proceeds of CD sales from her Suzi Shelton Band concert
Jeff Ackerman and Dawn Ewing, our mentors from the Ben Appelbaum Foundation
Cara Leo for the yummy food at our Ride into Spring event
Cornell Alternative Spring Break for a spring volunteer project
Barry Soloff for hours of highly effective strategic planning and marketing consultation and
Stefanie and Lori for creating our new brand strategy
Samuel Tilden Club for supporting of our youth intern project
"The Difference" and Liberty DeVito for the great music
Miranda Feldmann for hours of work on our fundraiser and Horse Show
Kensington Stables, Lynne's Riding School and Jamaica Bay Riding Academy staff for accommodating us
Bunches of carrots to our patient and kind animal helpers at all three stables
Park Slope United Methodist Church and Renee Mason, Georga Acola, and Michael and Judy Fram
Bennett Bullock for tech help with our Dr. Temple Grandin event

GIVING ALTERNATIVE LEARNERS UPLIFTING OPPORTUNITIES, INC.

GallopNYC ANNUAL REPORT 2010

A MESSAGE FROM GallopNYC's EXECUTIVE DIRECTOR

2010 has been a year of growth for GallopNYC, in every conceivable way.

- **Location**—we added two locations, Lynne's Riding School in Forest Hills, and Jamaica Bay Riding Academy in Brooklyn. Both stables have been welcoming and generous to us.
- **Schedule**—we added weekend sessions, a time of very high rider demand, by offering lessons at Lynne's on Sundays.
- **Program**—we developed and launched "Senior Saddles," a riding program for older adults. We also offered our first "Horses for Heroes" sessions for wounded war veterans.
- **Instructors**—we trained two new instructors, Maria Cooper and Joni Cherbo.
- **Staff**—we hired a volunteer coordinator, Ellen



MEET ELLEN DRY

Ellen Dry has joined GallopNYC as our first Volunteer Coordinator. She began riding when she was 11, and immediately fell in love with all things horses. Beginning with her first horse "Paddy Cake" (bought on St. Patrick's Day), she went on to compete in hunter and jumper classes in local and national shows. Life got in the way of riding after college and it wasn't until Ellen discovered GallopNYC in 2009, shortly after she moved to NYC, that she reconnected with horses and realized that there was one thing better than riding them: giving the opportunity to ride to GallopNYC students.

Becoming GallopNYC's Volunteer Coordinator wasn't on her "to-do" list when she began volunteering, but Ellen immediately recognized that the more volunteers GallopNYC had, and the better they were trained and supported, the more children and adults could join as riders and ride safely. When Ellen isn't giving an orientation to new volunteers or answering inquiries from prospective volunteers, you'll find her in the stable or in the ring — not far from the horses and students she has come to love.



Ride with Pride 2010

Dry, a grant writer and administrative assistant, Brooke Belott, and an events manager, Eliza Beckwith, greatly expanding our ability to maintain a quality program

- **Fun**—we had a wonderful horse show, an amazing visit with Temple Grandin, and a reception at a Board Member's

home, plus a great party with "The Difference."

- **Money**—a record breaking year for Fundraising (bucking the national trend too). We must continue to raise funds but we are proud of our growth. Thank you for your support.

Alicia Kershaw

A FEW WORDS FROM THE BOARD PRESIDENT

It has been a real honor to be part of the leadership team for this wonderful organization. Our accomplishments over the past year are a solid testament to the commitment and dedication of our board, staff and volunteers. Every day we witness the validity of our mission in action as horses help to change the lives of all of our participants. I can't think of a more worthwhile program to be involved in.

Suzanne Marquard



Pagi, Ben and Emma at Ride with Pride 2010



MEET NEW INSTRUCTOR JONI CHERBO

Joni Maya Cherbo has been a lifelong horse lover starting at the age of 2 ½ when she was given a ride on a police horse in Chicago, Illinois. She rode saddle horses throughout her youth, moved on to fox hunting as a young adult, and then turned her attention to dressage. She has studied and shown dressage for many years under the tutelage of Olympic rider, Lendon Gray. Joni became certified as a NARHA therapeutic riding instructor in 2010.



Do you use AMAZON.com? Buy your books, CDs, etc. on our website and GallopNYC will receive a small commission. <http://gallopnyc.org/BookList.html>

LOOKING AHEAD

We should save these for the 2011 report but we are just too excited to wait!

Autism Speaks Family Services Community Grants GallopNYC \$23,000 supporting an innovative educational program for young adults with ASD, building on our successful work with youth interns.

GallopNYC will use funds from Autism Speaks to pilot the program, as well as create innovative resources that will be made available to therapeutic riding centers and other service providers nationwide.

NY Cares VIP Grant: New York Cares, the city's largest volunteer organization, selected GallopNYC as one five awardees of the new Volunteer Impact Partnership program (VIP), an intensive three-year volunteer impact study with

New York Cares to identify and measure the benefits of multi-level volunteer services on nonprofit capacity. "The selected organizations will benefit by expanding and enhancing their programming through volunteer resources delivered by New York Cares." The program value to GallopNYC is \$150,000 over three years.

And what's next?? GallopNYC has a strategic plan for continued growth and, most key, our own site. We are training more instructors, expanding our schedule and working hard to make sure we maintain the quality, professionalism, can-do energy and welcoming environment that make us GallopNYC. We trotted on into 2010 - 2011 just might be taken at a GALLOP!

Alicia Kershaw

Riders in the Sky



Thanks to a grant from the Salesforce Foundation, GallopNYC jumped into the Cloud. We adopted and adapted a sophisticated "CRM" program that allows us to:

- Track rider progress
- Keep contact with volunteers and log their time
- Schedule riders and volunteers
- Track and communicate with donors.

We expect to show results, and foundation and corporate donors rightly demand those results. Salesforce allows us to track each rider's progress against goals we set at the beginning of each session.

2010 SUPPORTERS

Amazon.com	Google Grants
Adikes Family Foundation	Goldman Sachs Community Teamworks
American Express Company Employee Giving Program	H&R Block
Ben Appelbaum Foundation	Ambrose Monell Foundation
Mary Duke Biddle Foundation	Laura J. Niles Foundation
Bloomberg Sisters Foundation	Nonprofit Technology Network (NTEN)
Brooklyn Community Foundation	The Park Slope Civic Council
Build-A-Bear Workshop	Salesforce Foundation
CME Group Community Foundation	Subak Family Foundation
The Downey Family Foundation	Swiss Re
Equus Foundation	Samuel J. Tilden Democratic Club
Foundation Grow	UBS
Google	The Lee & Cynthia Vance Foundation
	Vertical Response

GIVING ALTERNATIVE LEARNERS UPLIFTING OPPORTUNITIES, INC.

Audited Statement of Activities Year Ended December 31, 2010

Support and Revenues (Unrestricted):	
Riding fees	\$125,475
Less: Tuition waivers	(72,756)
Net riding fees	52,719
Grants	42,600
Contributions	93,215
Contributed services	61,200
Special events	42,515
Interest income	352
Other income	1,327
Total Support and Revenues	\$293,928
Expenses:	
Program Services:	
Therapeutic horseback riding program	\$253,591
Support Services:	
Management and general	29,135
Total Expenses	\$282,727
Increase in Net Assets:	
Unrestricted	\$11,201
Increase in Net Assets	\$11,201
Net Assets Beginning of Year:	\$103,362
Net Assets End of Year:	\$114,563

YOUR FINANCIAL SUPPORT

goes entirely to providing lessons. In 2010 GallopNYC offered tuition waivers (no cost or reduced-price lessons) to the more than two-thirds of our riders who have low incomes, with a value of about \$72,756. In addition, because of the needs of the community we serve, we have set our fees below our costs, covering the difference, about \$157,000, with your generous help.



Board member Hans LaVerge greets guests at his home

OUR FABULOUS VOLUNTEERS

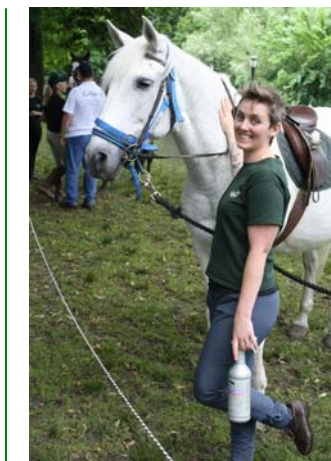
Our success as an organization depends on engaging volunteers. We began with 10 volunteers in 2007 and now have about 200 active volunteers and more than 1,000 volunteers on our roster. Thanks to Salesforce we can now report that we have trained 243 new volunteers since September 2010. Recently, one volunteer contributed over 100 hours over an 8-week period and many others regularly contribute more than 4 hours a week over an 11-week period.

In the Fall of 2010 alone we recorded 2,584 volunteer hours, with a value of \$55,000, and that's in just ONE of the three sessions we offer each year.

Most of our staff and some of our board members began their association with GallopNYC as volunteers and continue to volunteer. Thanks to Ellen and to our NY Cares VIP grant, we expect our volunteer program to continue to flourish.

OUR PARTICIPANTS

GallopNYC in 2010 provided more than 2700 lessons, offering services to about 150 riders per week. We held lessons up to 8 times a week at three locations for 33 weeks, plus a day of camp that served 12 campers with Huntington's Disease. We offered two days each week of hippotherapy with Physical Therapist Diane Garcia.



MEET NEW INSTRUCTOR MARIA COOPER

Maria is a life-long horse-woman, and long-term GallopNYC team member. She was lucky enough to grow up in New Zealand, learning riding and competing within the Pony Club system, and is these days a passionate "natural horsemanship" proponent. Prior to becoming an instructor, Maria was an active volunteer with GallopNYC in many different capacities. This gives her a broad understanding of what makes a successful TR experience for all involved.



Eric cleans Cody's hoof