

2024 ANNUAL REPORT

# *Changing Lives One Stride at a Time*



## *Celebrating 35 Years*





# *A Message from the CEO*

As I reflect on 2024, I'm filled with gratitude and pride for the incredible progress we've made together at HETRA, and I look forward to an even more impactful 2025.

At HETRA, our core programs — Therapy Services, Adaptive Riding, Adaptive Carriage Driving, and Life Skills — remained the heart of our mission. We served nearly 10% more individuals, a reflection of both the increasing demand for services and the trust our community places in us.

We expanded HETRA University with two on-site events, a steady stream of webinars, and free weekly podcast episodes of Not Just a Pony Ride, continuing to equip EAS professionals nationwide. Our team also shared insights and advocated for Equine-Assisted Services at regional and national conferences.

2024 also brought challenges and triumphs. Our annual Blue Jeans and Dreams gala was postponed due to the devastating tornadoes that swept through our area. While our facility was spared, the surrounding community faced significant damage. Thanks to our supporters who rallied around us, the event returned stronger than ever in July. I'm deeply grateful for the outpouring of support.

Behind the scenes, we welcomed new therapists and instructors, all trained in the "HETRA way," rooted in the power of the horse-human connection that truly changes lives.

Most importantly, we witnessed incredible participant progress: standing longer without support, walking independently, and expressing wants and needs verbally instead of through behavior. These milestones brought positive change for the individuals, their families, caregivers, and communities.

As I look ahead to 2025, I remain committed to innovation, excellence, and accessibility. I'm energized by the opportunities ahead and deeply thankful for everyone who helps make this work possible.

Thank you for believing in our mission, for standing beside us, and for helping us make a difference that goes far beyond a pony ride.

With gratitude,

Edye Godden



# HETRA Board

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Retired - Police Department

### Darren Osten

Board Treasurer

Partner at Eide Bailly

### Grant Janke

Board Vice President

Asst. VP at Union Pacific

### Lisa Glidden

Board Secretary

Farmers National Company



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### Todd Schuiteman

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### Jennifer Hunter

Legal Services Coord.  
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### Dave Reeble

President & CEO  
at Moving Parts, LLC

### Julie Rouse

Self Employed

# Mission, Vision & Values

Our **MISSION** is to improve the quality of life both physically and emotionally of adults and children of all ability levels through equine-assisted activities.

We **ENVISION** a world where equine-assisted services are accessible to all who can benefit.

Our work is guided by these **VALUES**:

- Safety & Support – Creating a welcoming, secure space for participants, volunteers, and horses.
- Well-Being – Promoting physical and emotional health for everyone involved.
- Integrity – Holding ourselves to the highest ethical standards.
- Affordability – Keeping sessions accessible through financial assistance and fair pricing.



- Excellence – Ensuring quality through top-tier training and care.
- Innovation & Growth – Advancing the field through continuous learning and leadership.





## MAKING A DIFFERENCE



### VOLUNTEER OPPORTUNITIES

#### FOR INDIVIDUALS:

Barn Maintenance, Greeter,  
Groomer/Tacker, Horse Leader,  
Instructor Assistant, Side Walker

#### FOR GROUPS:

Corporate Teams, Community  
Organizations, and School Groups  
help with property maintenance for  
over 20 acres and 30 horses.

*"My time at HETRA has inspired me  
to help others and share the same  
level of care and support that I have  
received." - Jim O.*

# Volunteers

**488**  
TOTAL VOLUNTEERS

**25,553**  
DONATED VOLUNTEER  
HOURS

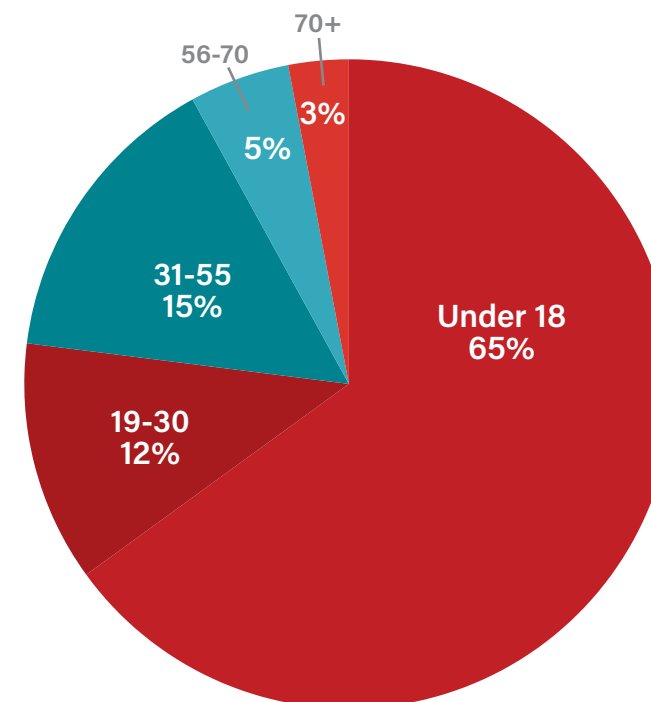
VALUE OF  
HOURS  
**\$888,988**  
\$34.79/HR.

#### NEBRASKA COUNTIES SERVED:

Burt, Cass, Crawford, Dodge,  
Douglas, Hall, Harrison, Lancaster,  
Merrick, Mills, Otoe, Platte,  
Pottawattamie, Sarpy,  
Saunders, Seward, Washington

# Participants

#### PARTICIPANT AGES IN CORE PROGRAMS:

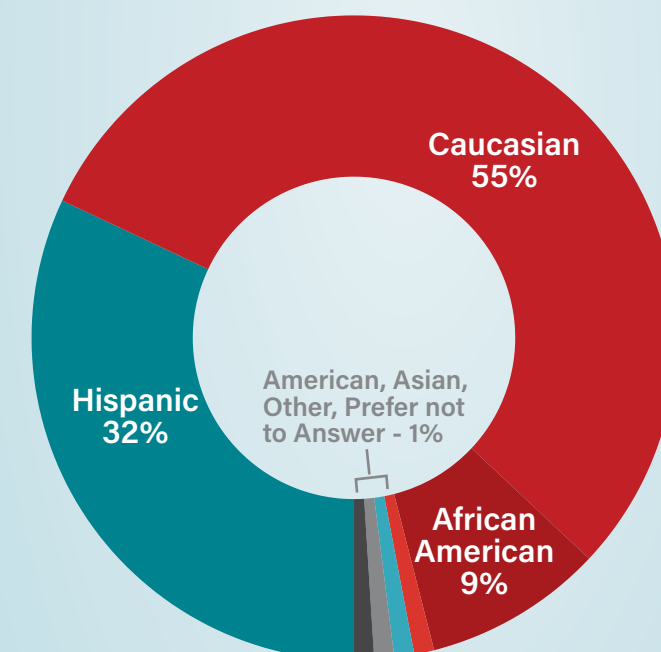


## WHO WE SERVE

**1,980**  
TOTAL PARTICIPANTS  
SERVED

**40%**  
PARTICIPANTS SERVED  
WITH DUAL DIAGNOSIS.  
Primary Diagnosis Categories =  
Physical, Social/Behavioral,  
Mental Health

#### ETHNICITIES OF PARTICIPANTS SERVED:





## HOW WE SERVE

### TOTAL PARTICIPANTS IN CORE PROGRAMMING

**270**

### TOTAL PROGRAMMING HOURS COMPLETED

**6,950**

#### PROGRAMMING PARTNERS

Rite of Passage - Uta Halle, Kids Can Community Center, The Collective for Hope, QLI, 360 Community Services Bennington High School, Aspire for Greatness, Brookstone Meadows, Gretna Public Library, Eastern Nebraska Veterans Home, Newport House, Fremont Public Schools, Wilson Performing Arts Center, Rose Blumpkin Jewish Home, Westside Transition Program, Westgate Assisted Living, Emerald Legacy Pointe, Wahoo Public School, Mead Public School, Lyons-Decatur Public School, College of Saint Mary

# Programming

#### PROGRAMS OFFERED

- Adaptive Carriage Driving
- Adaptive Riding
- Equine-Facilitated Mental Health
- Group Activity Programming (GAP)
- Life Skills
- Specialty Programming
- Therapy Services



*"This program has changed our lives ... We consider HETRA to be the spark that creates magic for so many individuals."*  
- HETRA Participant

# HETRA University

HETRA University brings the expertise of our Instructors and Therapists directly to you through online resources.

#### CONFERENCES:

#### **4** CONFERENCES HOSTED AT HETRA

- HETRA University Live 1 - Region 7 Pre-conference
- PATH Intl. Region 7
- HETRA University Live 2 - The Big Picture
- Saddle Fit Clinic

#### HETRA STAFF PRESENTED **17** HOURS OF EDUCATION AT OUTSIDE CONFERENCES

- TRAV (Therapeutic Riding Association of Virginia)
- PATH Intl. Region 6
- PATH Intl. Region 8

#### WEBINARS:

#### **10** WEBINARS PRODUCED & **522** VIEWS



#### TOTAL STREAMS & DOWNLOADS

**10,276**

#### NOT JUST A PONY RIDE PODCAST:

#### **37** PRODUCED

#### AVERAGE **126 PLAYS**/EPISODE

#### WHO'S LISTENING?

USA, Australia, Canada, UK, South Africa, Germany, China, New Zealand, Thailand, Romania, Slovenia, Spain, Argentina, Greece, Brazil





# HETRA Herd

## DID YOU KNOW?

Equine-Assisted Services is the fastest growing industry, thanks to the powerful bond between humans and horses. Riding mimics the natural rhythm of walking, offering both physical and emotional benefits.

35

HORSES WORKED  
IN PROGRAMMING

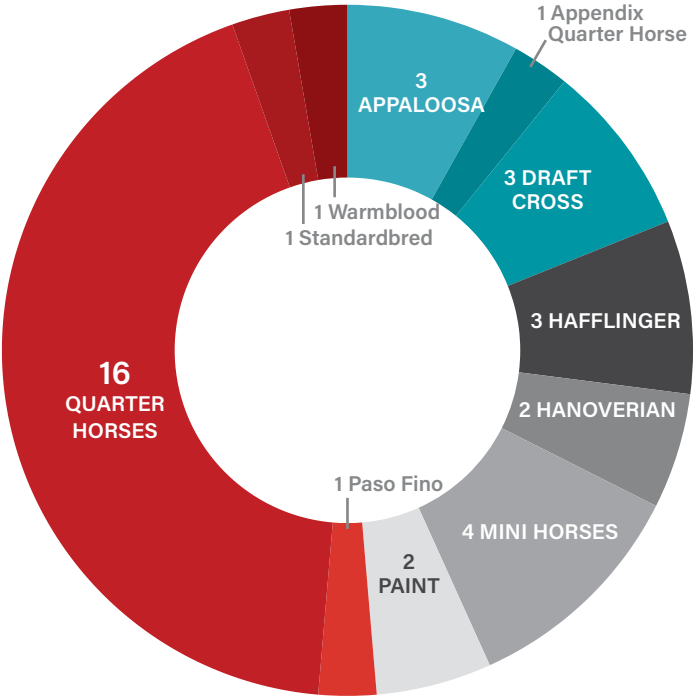


\$217,296

TOTAL ANNUAL COST  
OF CARE

*"I have anxiety and I have seen and felt firsthand the calming effect that just being near a horse has on the body. To just feel them breathe and look into their eyes does a lot for the soul."*  
- HETRA Participant

## BREEDS IN OUR HERD: 11



# Sponsorship

## HORSE SPONSORS

- Coby:** Edward Jones - Lori Blum
- Diamond:** Joan Hennighausen
- Frank:** Darrell & Coe Leta Logemann
- Galaxy:** Anonymous
- Honey:** William R. Patrick Foundation
- Jewel:** Barb Carpenter & Karen Sedoris
- JJ:** Colleen Potts & Family
- Megs:** Institute for Human Neuroscience- Boys Town National Research Hospital
- Smarty:** Nebraska Equine Veterinary Clinic
- Thunder:** In fond memory of Hope & Fritz Brockman
- Blue & Stormy:** Madi Storm



2024 HORSE OF THE YEAR:  
**THUNDER**

## BECOME A SPONSOR

Join the generous supporters who help us uphold the high standard of care our herd deserves. Scan the QR code or visit: [www.HETRA.org](http://www.HETRA.org) to learn more.





# A HETRA Success Story

## ANNIKA'S RIDE

### THE JOURNEY

Since the age of eight, Annika has had a deep passion for horseback riding. However, her life took a dramatic turn in September 2023 when a tragic accident during her freshman year in college resulted in emergency brain surgery. **In the wake of this challenge, a new goal emerged: getting Annika back in the saddle.**

After relocating to Omaha in March 2024, with the incredible support of her medical professionals, and the collaboration between Quality Living Inc. (QLI) and HETRA, Annika's journey to recovery began. She embraced an intensive therapy regimen from 9 AM to 3 PM daily, relearning vital skills.

During her initial sessions on the Equicizer, a mechanical horse that provided a unique therapeutic experience, Annika achieved her first step in regaining the strength needed to get back on a horse. **For Annika, riding is more than just a hobby: it's her identity.**

### A SANCTUARY OF HOPE

HETRA provided a piece of home for Annika to help push her through those tough days. With the support of the HETRA team, she rebuilt her strength and regained confidence while preparing to return home and once again ride independently.

**SCAN TO READ THE FULL STORY  
ON HETRA'S WEBSITE. →**



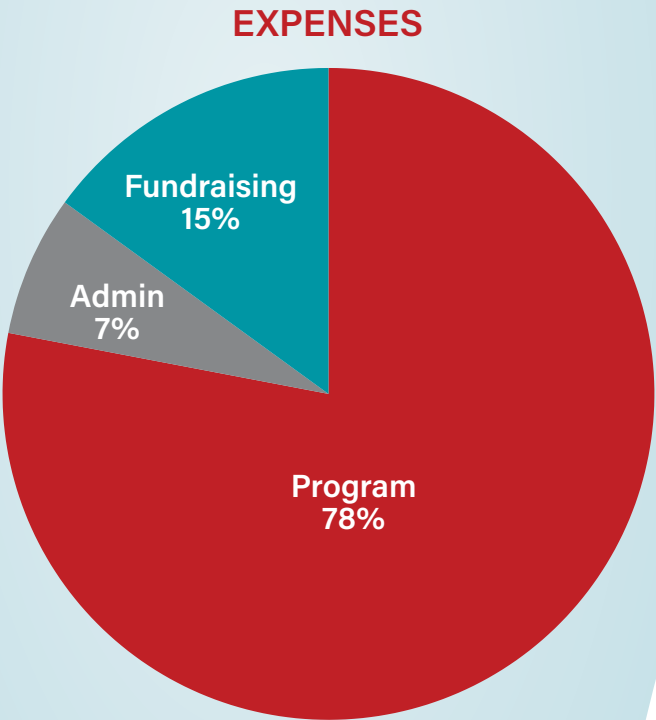
*Taken just six months apart, the two photos to the right, highlight HETRA's remarkable impact on Annika's strength and posture, showing that community support can help us achieve anything despite life's unpredictability.*





FINANCIAL IMPACT

Each session costs HETRA significantly more than participants are asked to pay. Thanks to our generous donors, grants, and fundraising efforts, we're able to keep our services affordable and accessible to those who need them most.



**49**  
PARTICIPANTS RECEIVED  
SCHOLARSHIPS

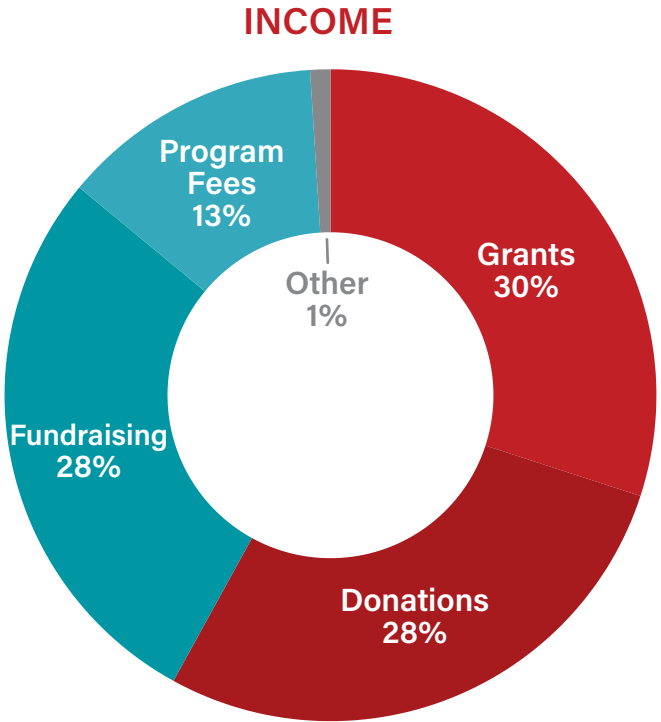
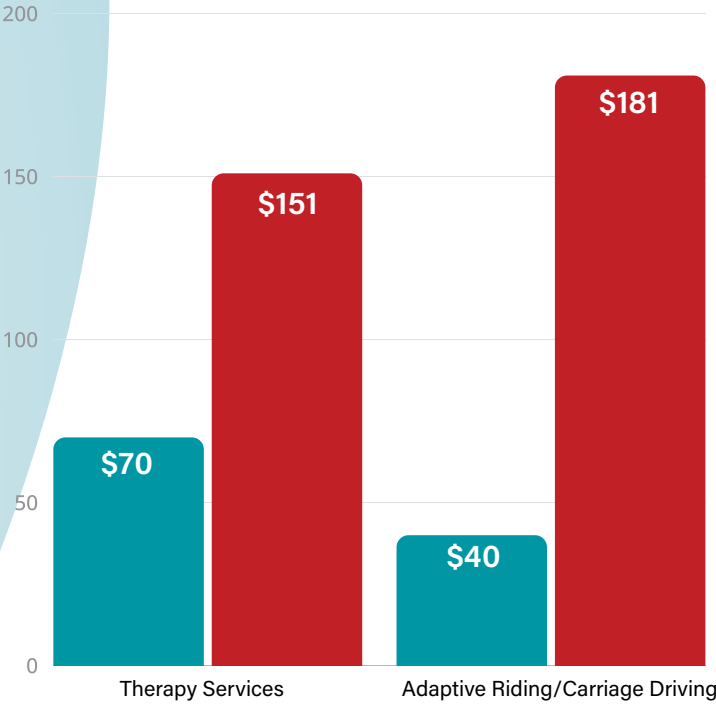
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**\$68,850**  
TOTAL AMOUNT  
AWARDED

Financials

2024 SESSION FEES  
Based on 30 min. session.

- Participant Fee
- HETRA-Funded Cost



Fundraisers

COMMUNITY EVENTS & BENEFIT:

- 23rd Annual Blue Jeans & Dreams Benefit
- Ice Cream Cruise at i29 Speedway
- Ticket In Ticket Out (Ameristar Casino)
- 3rd Annual HETRA Cornhole Tournament
- 4th Annual HETRA Fun Run
- Runza Night
- Tidal Wave



COMMUNITY EVENT  
HIGHLIGHT

ICE CREAM CRUISE

Our most successful community event of the year was the Ice Cream Cruise, presented by 1320Video.com and Off The Line Performance in September. HETRA was honored to be one of only two nonprofit beneficiaries of this high-profile event.



BLUE JEANS &  
DREAMS RAISED  
**\$328,779**

BENEFIT HIGHLIGHT



23RD ANNUAL  
BLUE JEANS & DREAMS

**627**  
ATTENDEES

**84**  
SPONSORS





# Foundations

Gretna Community Foundation  
 HDR Foundation  
 James C. Semerad Foundation  
 Jimdonna Charitable Fund  
 Lester A. Walker Foundation  
 Lindsay Family Foundation  
 Merck Foundation  
 Midlands Community Foundation  
 Mutual of Omaha Foundation  
 Naro Family Foundation  
 Mariner Foundation  
 Nebraska Council for Developmental  
     Disabilities  
 Nebraska Soldiers Foundation  
 Offutt Officers' Spouses' Club  
 Pledgeling Foundation  
 Rebensdorf Family Foundation  
 Richard A. Shaw Fund  
 Rotary Club of Omaha  
 Roy and Gloria Dinsdale  
     Family Foundation  
 Schemmer Gives Back

50 Mile March Foundation  
 Alfred G. Thomsen Foundation  
 Amy L. Scott Family Foundation  
 Charles E. Lakin Foundation, Inc.  
 Chris and Betsy Murphy Family Foundation  
 Christopher & Dana Reeve Foundation  
 Cielo Foundation Boulder  
 CL Werner Foundation  
 Debby Durham Family Foundation  
 Dixon Family Foundation  
 The Enrichment Foundation  
 Farm Credit Services of America  
 First Responders Foundation  
 Fremont Area Community Foundation  
 Gary and Mary West Foundation

*\*We recognize and thank our anonymous foundations.*

# Foundations

Sports for Kids Foundation  
 Stieren Family Charitable Fund  
 The Charles and Mary Heider  
     Family Foundation  
 The Kind World Foundation  
 The Lozier Foundation  
 WalMart Foundation  
 William and Ruth Scott  
     Family Foundation  
 William R Patrick Foundation

# Donors

**OVER \$5,000**

Ameristar Casino Hotel Council Bluffs  
     Brad & Ronda Bowdino  
     Cindy Rose  
 Darrell & Coe Leta Logemann  
 Diane Duren & Drew Collier  
     Diane Withem  
 Edward Jones - Lori Blum  
     Friends of HETRA  
     Grant & Sara Janke  
 Helget Home Medical  
     Ice Cream Cruise  
 Jack & Stephanie Koraleski  
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     Jeanine Carson  
 Jim & Kathy Helget  
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 Nebraska Equine Veterinary Clinic  
     Steven & Cynthia Deters  
 Stonebraker Home Solutions  
     Don & LuAnn Kaiser  
     Todd & Barb McQueen  
     Valley Corporation

**TOTAL DONORS**  
**1590**







# Our Impact

## RECOGNIZING THE NEED

In Nebraska, 22% of adults live with a disability. and 1 in 3 have experienced a mental health challenge in the past year. Sarpy County, where HETRA operates, has **fewer than 1.5 mental health providers per 1,000** residents, and most Nebraska counties face a shortage. For those with disabilities, stigma, provider shortages, and limited services make care less accessible.

**22%**  
OF ADULTS LIVE WITH A  
DISABILITY IN NEBRASKA

**1 in 3**  
FACED MENTAL HEALTH  
CHALLENGES IN 2024



## WHY HETRA IS ESSENTIAL

We close these gaps with inclusive, proven programming that draws on the horse-human connection. In 2024, HETRA **served 1,918 individuals**—up from 1,752 in 2023. Participants ranged from ages 2 to 100 and represented a variety of diagnoses. Supported by **488 volunteers** who **gave over 25,000 hours**, our core programs helped people reach life-changing milestones: standing without assistance, walking independently, and speaking for the first time. These victories ripple through families, caregivers, and the community, fostering confidence, independence, and connection.

# Strategic Plan

## LOOKING AHEAD: HETRA'S STRATEGIC VISION FOR 2025–2030

As we continue to grow and evolve, HETRA remains deeply committed to meeting the expanding needs of our community through transformative equine-assisted services. Our strategic plan for 2025–2030 outlines a bold and thoughtful roadmap focused on four key pillars: **1. Programming, 2. Financial Sustainability, 3. Workforce Development, and 4. Program & Facility Expansion.**

1

PROGRAMMING  
OBJECTIVE:

Expand program offerings to support community needs and maintain core programming.

2

FINANCIAL  
OBJECTIVE:

Grow the financial health and stability of the organization.

3

WORKFORCE  
OBJECTIVE:

Attract, retain, and develop a skilled workforce to support efficient, consistent, and mission-driven daily operations.

4

EXPANSION  
OBJECTIVE:

Increase Facility and Program Resources to meet growing community needs.

## You Make Us Stronger!

Behind every number is a story—a child finding their voice, a veteran rebuilding trust, a caregiver finding hope. This is possible with the generosity of people like you.

Together, we can keep breaking barriers, building confidence, and creating opportunities through the power of horses.

### FEELING INSPIRED?

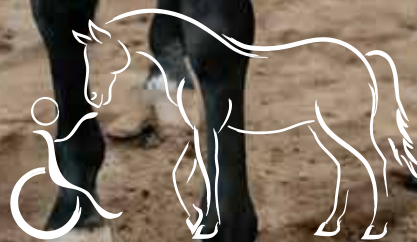
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