



2020 Annual Report



HEARTLAND EQUINE THERAPEUTIC RIDING ACADEMY

est. 1989 / www.HETRA.org

Changing Lives One Stride At A Time

**Despite the obstacles,
we made a difference,
together, in 2020!**



LETTER FROM HETRA'S CEO:

2020 was certainly a year of obstacles & challenges for all of us. In March, due to the COVID-19 pandemic, we closed our campus for two months in order to protect the health and safety of our participants, volunteers and staff. With the physical campus closed, we focused on virtual offerings for our participants, families, volunteers and the community through HETRA University. Two months later, after implementing safety procedures and policies related to COVID, we reopened in a tiered format for our participants.

As we began to reopen our campus, we found our participants and families were in even greater need of HETRA services. More than 42% of participants and their families have stated that they experienced a decline in mental or physical health due to the suspension of programming due to the COVID closure. Many have also expressed more of a need for scholarships and assistance due to the economic toll of COVID on individual families.

At the end of the day, we continue to prioritize our mission and continue to impact the participants and their families that we serve here at HETRA. Although we are still facing many challenges related to COVID, with your help we can continue to impact each and every individual that steps through our barn doors. From our heart to yours, we thank you for being a part of the HETRA family and changing lives one stride at a time.

Edye Godden
- Edye Godden, CEO

Our Mission

HETRA's mission is to improve the quality of life both physically and emotionally of adults and children of all ability levels through Equine-Assisted Activities.



Board of Directors

Officers: Steve Henthorn (President), Kim Falk (VP), Jennifer Hunter (Secretary), Darren Osten (Treasurer)

Members: Kris Covi, Mike Doiel, Alex Hayes, Lisa Hobza, Grant Janke, Ellen Janssen, Cindy Makinster, Teresa Negron, Kathy Sangimino, Todd Schuiteman, Ron Turner



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Dr. Michael Gross, Kirk Peck, PT, Dr. Matt Rivard, Linda Sobeski, Pharmacist, Dr. Hope Voto, Dr. Dave Watts, Dr. Heather Zimmerman



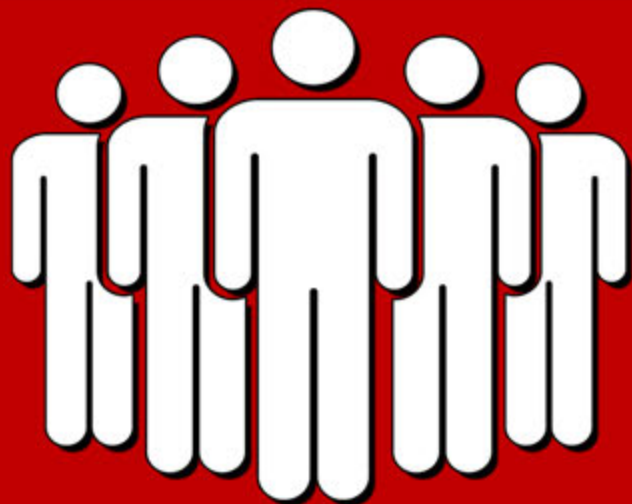
Volunteers

18,254
Volunteer Hrs

40 Volunteers / Day
6 Days / Week



306
Total Volunteers



Youngest Volunteer: 13-yrs-old
Oldest Volunteer: 76-yrs-old
Session Volunteer Positions:

**Instructor Assistant, Sidewalker,
Groomer, Tacker, Blue Leader,
Gold Leader, Platinum Leader,
Barn Leader**

Participants

443

Participants
Served Across
12 Counties!

Services Offered:

Adaptive Riding, Therapy Services,
Adaptive Carriage Driving,
Equine-Assisted Learning,
Equine Facilitated Psychotherapy
Life Skills Training,
Equine Services for Veterans



2,603
Programming Hours

Horses

25

Members of the HETRA Herd



Average Age **17**
of our Horses

12 Max Number of
Rides per Week

Breeds Include:

Draft Cross, Haflinger, Miniature Horse,
Paint, Paso Fino, Pinto Pony,
Quarter Horse, Rocky Mountain Horse,
Standardbred, Tennessee Walker,
Warmblood



Blue & Stormy
2020 Horses of the Year

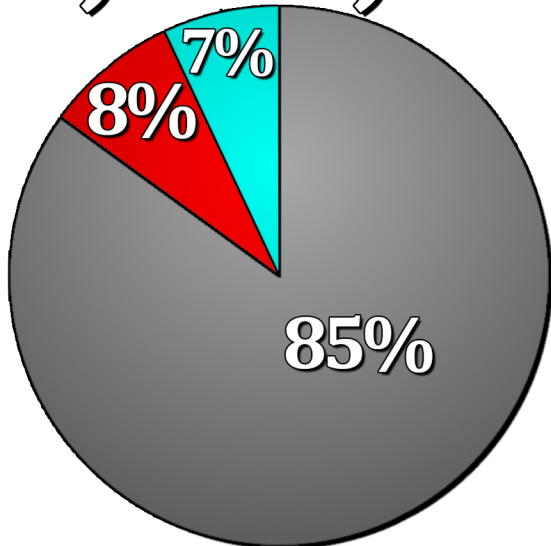


Financials



INCOME

\$1,375,862

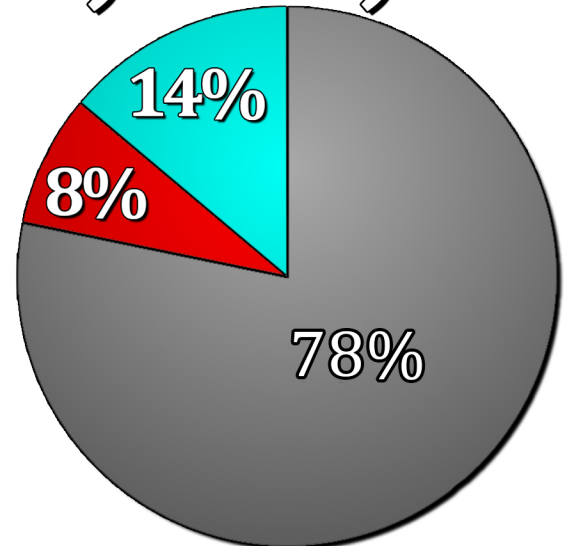


Donations & Grants: 85%
Special Events: 8%
Programming: 7%



EXPENSES

\$1,217,409



Program: 78%
Administrative: 8%
Fundraising: 14%



\$11,577

Total Scholarship
Funding Awarded

\$283.39

Programming
Cost per hour





HETRA UNIVERSITY

In late March of 2020, HETRA was compelled to close down its campus for 8 weeks due to Covid-19 restrictions. This forced the staff to think outside the box for ways to continue to engage with our participant and EAS community through virtual means. Thus, the organization's aspirations of offering webinars and other online educational content were fast-tracked into a reality. On March 20th, Cassidy Fredrickson, PATH Intl. Certified Instructor & Therapist, filmed and published a "Grooming Tools" instructional video with HETRA horse Mack. Within the short three-minute video, Cassidy coined the term "HETRA University," and the program launched from there.

19 EAS
Webinars
** 363 Paid Viewings*

10 Educational
Videos



In July, 2020, HETRA launched a 5-Week Work Readiness Program Funded Through a Grant from the NE Dept. of Special Education. The individual development of all five initial participants was improved!



HETRA also produced 13 "Story Time with the Minis" videos which featured staff, volunteers, and friends of HETRA reading children's books alongside mini horses Blue & Stormy.

Thank You

Abel, Jennifer
Adkison, Katie
Adler, George & Judith
Ahrens, Lisa
Akaki, Joseph
Aldrich - Knight, Mary
Allen, Darlene
Allen, Pam
Almond, Heather
Althoff, Ed & Mary
American National Bank
Andersen, Richard & Martha
Anderson, Julie & Dave
Anderson, Maggie
Anderson, Renee
Anderson, Wendy
Anding, Annie
Arant, Jessica
Arant, Taplin
Arant, Yasha
Archer, Nancy
Asher, Lori
Ashley, John
Atamanchuk, Wayne
Atkinson, Laura, Riley, & Ashley
Augustine, Viann
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Baca, Carie
Bachman, Melissa
Bailey, Jennifer
Balcom, Angie
Balschweis, Mark
Bancke, Lindy
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Batt, Erin
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Battay, Gary & Marcia
Beaman, Susan
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Beason, Miranda
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Belding, Ruth Ann
Belknap Kees, Jenny
Bell, Coleman
Bemis, Dave and Diane
Bendon, Jacqueline
Benevise Causes
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Berlage, Stephen & Diane
Berry, Brent & Susan
Bevington, Erin
Bevington, Matt
Bevington, Noah
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Big Sky Chiropractic Clinic
Bishop, Sherri & Brice
Black, Dr. Mike
Black, Kyle
Blackburn, Randy & Sharon
Blakely, Ashley
Blanchard, Crystal
Blankenship, Sarah
Blanton, Ray & Barbara
Blazek, Ardith
Blazek, Elisa
Blue Cross Blue Shield
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Bode, Akanksha
Boettger, Monte & Bonnie
Bolin, Prentiss
Book, Sheryl
Borchert, Mary & Tim
Borggreen, La Vonne
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Boro, Ron & Carolyn
Borseth, Paul & Stacy
Bowdino, Brad & Ronda
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Brady, Keryl
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Cafferty, Kim
Callaway, Courtney
Cameron, Kary & Christopher
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Cardwell, Brent & Jennifer
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Charvat, Josh
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Cory Heath
Cotner, Mindy
Coulaf, Kathy
Couron, Doug & Susan
Covi, John & Sandra
Covi, Kris
Covi, Sandra
Cox, Allen
Cox, Diana
Cox, Katherine
Cramer, Tom
Craven, Doug
Crichton, Dusten
Crist, JW
Cronin, Kelsey
Crooks, Danielle
Crouch, Eric and Nikki
Custard, Norman & Linda
Czak, Jennifer
Daharsh, Melissa
Dailey, Rick & Laury
Dannelly, Megan
Davies, Erin
Davis, Austin
Davis, Rick
Day, Lori
Day, Marianne
Deaver, Joyce & Lennie
Decher, Peter
Deines, Naomi
Delehoj, Vance & Marcia
Denison, Sheryl
Denkovich, John Carl
Devasure, S.E.
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Diane Duren & Drew Collier
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Diers, Charles & Mary Lou
Diers, Suzanne
Digirolamo, Julia
Dillon, Blake
Dillon, Meredith
Dimmitt, Kathleen
Dinslage, Deanne
Dirt Road Ranch
Dobbs, Teri
Dodson, Emily
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Emmel, Nancy
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Engle, Jim & Donna
Ernst, Mitchell
Eshleman, John
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Falknor, Maddie
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Hartso, Lynnae & Danyela
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Hawkins, Sue
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Hayes, Robert
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Helget, Thomas & Theresa
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Heller, Sara
Helton, Gail
Hemmer, Mike
Hempel, Angie
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Hendricks, Michelle
Hendricks, Todd
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Hennighausen, Joan
Henricksen, Jenny & David
Hentges, Christine
Henthorn, Elizabeth
Henthorn, John
Henthorn, Steve
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Hess, Vicky
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Hicks, Nicholas & Amanda
Higginson, Susan
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Hilt, Michael & Bobbi
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Hinrichs, Larry & Virginia
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Hladky, Marvin & Patricia
Hobza, David and Lisa
Hobza, Deanna
Hodges, Phyllis
Hoffmann, Sheila & Daniel
Hogan, Tara
Hohn, Curt
Hoich, John L.
Hokamp, Judith
Hollendieck, Rick
Holloway, Lori
Holt, Patricia
Home Instead Senior Care
Horgan, Ashley
Horsemen's Park

You Helped Us Make A Difference in People's Lives!

| | | | | | |
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Hulsing, Michelle Hunter, Jennifer & Christopher Huntwork, Jay Hussey, Bill & Vicki Huston, Karen & Timothy Huxhold, Pamela Hwang, Soonjo Inch, Kari Innovative Blood Resources Isackson, Ronald & Jennilou Iverson, Daniel & Dixie Jacobsen, Pat jaekel, Chris & Amy Janeczko, Edward & Linda Janke, Aaron Janke, Gary & Marilyn Janke, Grant and Sara Janke, Jeanette Janke, Shonda Janousek, Reed Janos, D.L. & B.A. Janosik, Kevin Janine, Jason Janine, Mary Janik, Garry & Loraine Janik, Jeff & Lynn Janik, Kim Janik, Loren and Pam Janik, Mari Anne Janik, Matt & Theresa Janik, Tereshel Janik, Todd & Mandy Janikstone Supply Janin, Janis Janjanssen, Donald & Karen Janjanssen, Mary Janjanssen, Amanda & Eric Janjanssen, Mike & Debby Janjanssen, Don & LuAnn Janjanssen, Mary Jo & John Janjanssen, Jodi Janjanssen, Larry & Julene Janjanssen, Chris Janjanssen, Matt Janjanssen Lewis Consulting Janjanssen, Kerry Janjanssen, Patricia Janjanssen, Ranee Janjanssen, John and Kathy Janjanssen, Dana Janjanssen, Keith Janjanssen, Vicki Janjanssen, Maureen Janjanssen, Jerry Janjanssen, Dr. Brady Janjanssen, Jodi Janjanssen, Kieffer, Joel Janjanssen, Kalyn Janjanssen, Richard Janjanssen, Chris & Gari Janjanssen, Kaitlann Janjanssen, Michael & Sharon Janjanssen, Todd Janjanssen, Kari Janjanssen, Dirk & Jill Janjanssen, Cynthia Janjanssen, Jessica Janjanssen, Kelsey | Kistler, Wendi Kitchen, Cindy Klapal, Ali Klaumann, Connie Klaumann, Dale & Janice Kloekner, Marla Knop, Shonda Knotts, Peggy & A.G. 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|---|--|--|--|---|--|

Thank You

Sederholm, Linda
Sedlak, Brenda
Sedoris, Karen
Seger Barker, Mary
Seim Johnson
Seitzinger, Lyle & Sherma
Selmer, Kerby
Semin, Sara
Sensenig, Wendy
Settles, Dori & Jim
Seward, Robert
Seymour, Sarah
Shamburg, Mike & Trinetta
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Simmons, William
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Sisson, Calvin R.
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Spratt, Tanya
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Stanner, Sharon
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Steinhoff, Blake
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Stemm, Mike
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Stephens, Cathy & Diana
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Stichler, Caryn & Greg
Stillahn, George & Lisa
Stock, Bradley
Stockman, Holly & Chris
Stone, Marika
Storm, Kris
Stover, Todd
Struthers, Michael
Struwe, Leeza
Stuart, Karen
Stuchlik, Ed & Susan
Stueckrath, Lori, Hallie & Terry
Sudbeck, Benjamin
Sufficool, Michael & Beth
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Suing, Jessica
Sullivan, Ann
Sullivan, Colleen
Sullivan, Julie
Sullivan, Rebecca
Sullivan, Ryan
Sunderland, Whitney, Kate, and Tess
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Sutton, Lori
Swanz, John & Linda
Sweet, Kelli
Swenson - McClellan, Jan
Swisher, Pamela
Swoboda, Michelle & Art
Sysum, Molly & Peter
Szostak, Gerry & Bernie
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Tarr, Steve & Traci
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Taylor, Ronald & Christine
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The Blackbaud Giving Fund
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The Sherman Family
Thede, Jean
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Thomas, Linda
Thomas, Richard & Barbara
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Wier, James & Linda

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Wright, Robin
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Zeigler, Elizabeth
Zeleny, Steve
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Brandquist, John
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Delephant Weidner, Marianne
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a year of many
obstacles, but
you helped us
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