

# MCKINNEY COMMUNITY DEVELOPMENT CORPORATION Promotional and Community Event Grant Application

Fiscal Year 2022

## IMPORTANT:

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- The Grant Guidelines and Application are available at [www.mckinneycdc.org](http://www.mckinneycdc.org); by calling 972.547.7653 or by emailing [cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org)
- **Please call to discuss your plans for submitting an application in advance of completing the form.** A completed application and all supporting documents are required to be submitted via email or on a thumb drive for consideration by the MCDC board. Please submit the application to:

McKinney Community Development Corporation  
5900 S. Lake Forest Blvd., Suite 110  
McKinney, TX 75070

- *If you are interested in preliminary Board of Directors review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at [www.mckinneycdc.org](http://www.mckinneycdc.org), by calling 972.547.7653 or emailing [cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org).*

***Applications must be completed in full, using this form, and received by MCDC, via email or on a thumb drive, by 5:00 p.m. on the date indicated in schedule below.***

## Promotional and Community Event Grant Calendar:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 30, 2021	December 16, 2021	January 27, 2022
Cycle II: May 31, 2022	June 23, 2022	July 28, 2022

## APPLICATION

### INFORMATION ABOUT YOUR ORGANIZATION

Name: ManeGait Therapeutic Horsemanship

Federal Tax I.D.: 26-1525268

Incorporation Date: Nov 2007

Mailing Address: 4261 E. University Dr. #30-253 Prosper TX 75078

Physical Address: 3160 N. Custer Rd. McKinney TX 75071

Phone: (469) 423-5650 Fax: Email: [danna@manegait.org](mailto:danna@manegait.org) Cell: 214-250-0083

Website: [manegait.org](http://manegait.org)

**Check One:**

- Nonprofit – 501(c) Attach a copy of IRS Determination Letter
- Governmental entity
- For profit corporation
- Other

Professional affiliations and organizations to which your organization belongs:

Professional Association of Therapeutic Horsemanship International (PATH Intl.)

**REPRESENTATIVE COMPLETING APPLICATION:**

Name: Patricia Nelson

Title: Executive Director

Mailing Address: 4261 E. University Dr. #30-253 Prosper TX 75078

Physical Address: 3160 N. Custer Rd. McKinney TX 75071

Phone: 469-424-4942

Fax: 469-742-9677

Email: pnelson@manegait.org

**CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:**

Name: Danna Hamann

Title: Marketing and Development Director

Mailing Address: 4261 E. University Dr. #30-253 Prosper TX 75078

Physical Address: 3160 N. Custer Rd. McKinney TX 75071

Phone: 469-424-1247

Fax: 469-742-9677

Email: dhamann@manegait.org

## FUNDING

Total amount requested: \$10,000

Matching Funds Available (Y/N and amount): No

Have you received or will funding be requested from any other City of McKinney entity (e.g. McKinney Convention and Visitors Bureau, Arts Commission, City of McKinney) for this event?

Yes

No

Please provide details and funding requested:

This grant will fund **marketing and promotional expenses** for the **2022 ManeGait Country Fair** to include advertising in community magazines, radio promotion, and social media outreach. By promoting the ManeGait Country Fair, the MCDC grant will promote the services, businesses, and beauty of McKinney in support of tourism and community development.

## PROMOTIONAL/COMMUNITY EVENT

Start Date: April 23, 2022

Completion Date: April 23, 2022

## BOARD OF DIRECTORS *(may be included as an attachment)*

Bill Darling – ManeGait Co-Founder and Board President – Tradition Homes | Chairman

Priscilla Lewis Darling – ManeGait Co-Founder

Dawnda Daniel – Board Treasurer – Independent Bank | Audit Manager

Jason Burress – Burress Law PLLC | Owner / Attorney

Ryan Byrne – Appian Corporation | Account Director

Ryan Griffin – FCS Construction | President

Helen Fasken-Bell – Compass Counseling | Owner

Bill Heard – KVIL CBS Radio – Dallas | Retired

Katrina Hunter – ManeGait Board Member

Bruce Mead – Gray Branch Ranch | Proprietor

Shelley Mead – Shelley Mead Photography | Owner

Craig Moen – Wells Fargo Advisors | Financial Advisor

Cameron Reeves – Eagle Strategies, LLC | New York Life

Tom Reidy – Inspired Intellect | Executive Vice President

Josh Sandler – Gold Medal Pools | President and CEO

Landon Darling Schneider – ManeGait Founding Family

Zach Schneider – ManeGait Founding Family, Tradition Homes | President

Michael Scovel – New York Life | Dallas Managing Partner

Dr. David Stephens, DVM, DABVP – Weems & Stephens Equine Hospital | Veterinarian

Mark Wakeland – Wakeland Real Estate | President

Kelly Waterman – KNS LLC | President

## LEADERSHIP STAFF *(may be included as an attachment)*

Patricia Nelson, Executive Director

Danna Hamann, Marketing and Development Director

Sarah Dobbins, Program Director

**Using the outline below, provide a written narrative no longer than 7 pages in length:**

## **I. Applying Organization**

- Describe the mission, strategic goals and objectives, scope of services, day to day operations and number of paid staff and volunteers.

**OUR MISSION:** *At ManeGait Therapeutic Horsemanship, children and adults with disabilities move beyond their boundaries through the healing power of the horse and the dedication of a professional and caring community.*

Founded in 2007 by business and community leaders Priscilla and Bill Darling and their daughter, Landon Darling Schneider, ManeGait has had the privilege of serving North Texas for over 14 years.

Nestled in the heart of one of the fastest-growing communities in the country, ManeGait has become a beacon serving **thousands** of riders, families, volunteers, and organizations each year.

### **MANEGAIT PROGRAM OVERVIEW:**

ManeGait's nationally recognized equine therapy and brain building programs enable individuals with disabilities and military veterans to live more independent, fulfilling lives.

ManeGait provides weekly therapeutic programs to 150 riders with physical, emotional, cognitive, and behavioral disabilities, delivering more than 6,900 hours of services each year. Certified instructors lead our programs with the assistance of 26 therapy horses and a team of over 285 volunteers each week.

- **Therapeutic Horseback Riding** – ManeGait's core riding program consists of weekly private or small group riding lessons tailored to the needs of each rider. Individual goals are established and monitored throughout the session to help our special needs riders receive the physical, mental, and emotional benefits of therapeutic riding.
- **Therapeutic Carriage Driving** – This is a form of equine-assisted therapy where participants drive a horse-drawn carriage or cart. The program promotes coordination, fine and gross motor skills, visual perception, spatial awareness, communication skills, and independence.
- **GaitWay to the Brain Program** – Developed at ManeGait, the GaitWay to the Brain program improves outcomes for our riders by incorporating brain-building exercises into the framework of riding lessons and reinforcing these outcomes with at-home activities. Supported by evidence-based neurological research, this methodology is designed to increase brain and body integration for participants. Success of this program has led to a university research study and replication at riding centers across the U.S. and Canada.
- **'ManeGait to Freedom' Veteran Program** – This program is specifically designed to support the needs of injured and disabled military veterans.

**WHO WE SERVE:** ManeGait riders range from 5 to 72 years of age, with more than 70% are under the age of 21. Participants come from five North Texas counties. Disabilities served include: Autism Spectrum Disorder, Cerebral Palsy, Intellectual Disability, Developmental Delay, Down Syndrome, Attention Deficit Disorder / ADHD, Traumatic Brain Injury, Post-Traumatic Stress Disorder, among many other disabilities.



- Disclose and summarize any significant, planned organizational changes and describe their potential impact on the Project/Promotional/Community Event for which funds are requested.

Proceeds from the ManeGait Country Fair will support ManeGait’s 2022 program goals to increase our program capacity (reducing our rider waitlist) and ensuring rider fees remain affordable for families (not to exceed 15% of operating budget).

## II. Promotional/Community Event

- Outline details of the Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.

ManeGait is requesting an **\$10,000** grant from the McKinney Community Development Corporation to support **promotional activities** for the **2022 ManeGait Country Fair** on April 23, 2022. Net proceeds from the event provide direct support ManeGait’s therapy programs serving our special needs riders.

The **target audience** for this event includes friends of ManeGait and families from Dallas, Denton, Collin, Grayson and Rockwall counties.

### Goals & Objectives of ManeGait Country Fair

1. To raise financial support for ManeGait programs, which increases the quality of life for adults and children with disabilities
2. To raise awareness of ManeGait programs and increase community involvement as clients, volunteers, donors, and sponsors
3. To support the local community by promoting local businesses and providing a family-friendly activity for residents of McKinney and surrounding areas



### **\*\*RAISING THE BAR IN 2022\*\***

This is the fifth year for this event, and it has grown steadily in popularity. ManeGait’s Board of Directors and staff are committed to increasing its impact even further. Our committee is actively working on a plan to achieve the following objectives:

- Grow attendance 50% over 2021 → 2,200 attendees
- Grow net proceeds by 50% over 2021 → \$95,000
- Develop stronger vendor partnerships and enhanced sponsorship opportunities

### **\*\* REBRANDING \*\***

Our committee is considering rebranding the event to broaden appeal. This rebranding may include increased activities for adults, changes in the marketing messaging, and a possible name change. We plan to share more details at the MCDC Board presentation on December 16. **An MCDC Promotional Grant will be instrumental in helping ManeGait achieve these growth and rebranding goals.**

- Describe how this event will **showcase McKinney and promote the City for the purpose of business development and/or tourism.**

This event is an opportunity to promote local business development and tourism by bringing families from surrounding communities to McKinney. ManeGait is the perfect setting to feature the beauty of our city and the impact McKinney businesses and MCDC are having on the quality of life of our residence and the North Texas community.

- Promotional/Community Events must be **open to the public**. If a registration fee is charged, it must be \$35 or less.  
Entrance fee will be **\$50 per carload** (that is an average of \$6.25 to \$12.50 per person for a group of 4 to 8 people).
- **If the event benefits a nonprofit organization, specific detail must be provided regarding the benefit** (e.g. X\$ per entry; X% of overall revenue; X% of net revenue).

100% of net event proceeds benefit ManeGait

- Provide information regarding planned activities in support of the event, timeframe/schedule, estimated attendance and admission/registration fees, if planned.

Date: Saturday, April 23, 2022

Estimated Attendance: 2,200 visitors; 100 volunteers

Admission: \$50 per car, up to 8 people

Activities include live music, bounce houses, face painting, carnival games, nerf gun battlefield, food trucks and more. **Live entertainment will be featured on the City of McKinney stage.**



- Include the venue/location for the proposed event.

ManeGait Country Fair will be held at ManeGait's riding facility in northwest McKinney (HWY 380 and Custer Rd).

**Much of the event will be located in ManeGait's 20,000 square foot, "High Five" riding arena, which was built with the support of MCDC in 2010.**

- Provide a timeline for the production of the event.
  - Present – March 2022: Secure event sponsors, vendors, and volunteer support
  - February 15 – April 23: Promote event via press coverage, email, social media & event calendars
  - March 20 – April 24: Online ticket sales open
  - April 23: ManeGait Country Fair
  - April 30 – May 4: Post event promotion and acknowledgements

- Detail goals for growth/expansion in future years.

This is an annual event that will be held at ManeGait each spring. Our goal is to grow attendance and sponsorship support year over year. This event is an excellent way to create awareness about our programs, build partnerships with local businesses, and give the residents of McKinney (and surrounding areas) an opportunity to be part of ManeGait’s mission.

- Provide plans to attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue.

ManeGait has been improving the quality of life of McKinney residents and their families for 14 years. Funding from the ManeGait Country Fair will help us continue to grow our programs and to serve more members of our community. ManeGait also invites local businesses to take part in the Country Fair to promote their company and to introduce visitors to all that McKinney has to offer. As a thank you for sponsorship and support, we look forward to promoting our business sponsors, vendors and, MCDC with onsite and pre/post event media coverage.

ManeGait Country Fair also attracts visitors from other cities to McKinney. **In 2021, 68% of online ticket sales were from outside of McKinney including 20 different North Texas cities.**

**ManeGait is a perfect example of how McKinney is “unique by nature”.** It is a beautiful, peaceful property, which gives visitors the opportunity to experience nature in a personal way. Volunteers tell us that just being at ManeGait is a therapeutic experience in and of itself. Visiting during special events often inspires people to become regular weekly volunteers. Resulting in over 1,200 active ManeGait volunteers who come to McKinney from all over the metroplex.

- Demonstrate informed budgeting/financial planning – addressing revenue generation, costs and use of net revenue.

This is the fifth year for this event, and our team is committed to optimizing its impact through careful budget planning. This includes leveraging opportunities to increase sponsorships and in-kind donations and to minimize expenditures when possible. We continue to work to ensure that expenses are allocated to areas which drive attendance, improve the guest experience, ensure safety and security at the event, and promote ManeGait and the City of McKinney. Net revenue generated from Country Fair directly supports ManeGait’s therapeutic riding programs and helps us keep costs affordable for rider families.

**Has a request for funding, for this Project/Promotional/Community Event, been submitted to MCDC in the past?**

Yes  No

**Date(s):** December 2017, 2018, 2019

## Financial

- Provide an overview of the organization's financial status including the impact of this event on organization mission and goals.

ManeGait's total annual operating budget is \$1,382,000. By supporting Country Fair promotions, the MCDC grant will grow attendance and awareness for this event, generate financial support for ManeGait programs, and increased overall support for our mission.

- Please attach your organization's budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

Financial statements are enclosed.

- In addition to your organization's budget, please provide a detailed budget for the proposed Promotion/Community Event.

Event budget is enclosed

## Overview of Promotional/Community Event financial goal?

<b>Gross Revenue</b>	<b>\$134,800</b>
<b>Projected Expenses</b>	<b>\$38,706</b>
<b>Net Revenue</b>	<b>\$95,094</b>

**What dollar amount and percentage of Promotional/Community Event funding will be provided by other sources such as sponsorship, registration fees, individual or corporate donations, etc.?**

**\$124,800 (93% of funding comes from sources other than MCDC)**

<b>Sponsorship Revenue</b>	<b>\$99,000</b>
<b>Registration Fees</b>	<b>\$16,000</b>
<b>Donations</b>	<b>\$3,000</b>
<b>Other (raffle, auction, etc.)</b>	<b>\$6,800</b>
<b>Net Revenue</b>	<b>\$95,094</b>



#### IV. Marketing and Outreach

- Provide specific detail regarding the advertising, marketing plans and outreach strategies developed for this event.

As outlined above, ManeGait's event committee is developing a strategy to increase the impact of this event through enhanced offerings, marketing, and partnerships.

- Provide a detailed outline and budget for planned marketing, advertising and outreach activities and promotional channels (e.g. print, radio, social media platforms, etc.). **The total expenditures planned must match the amount requested in this grant application.**

##### ManeGait Country Fair Marketing Plan Includes:

- Radio Promotions (\$500)
  - The weeks leading up to the event, ManeGait will purchase advertising spots on 97.5 KLAK
- Online Promotions (\$1,500)
  - Includes, promotion of ManeGait Country Fair website and listing on local event calendars
  - E-Blasts to ManeGait database prior to the event (5,500 contacts)
  - Significant Facebook and Instagram Promotions
- Print Promotions (\$2,000)
  - Advertisement in community magazines including Community Impact and Star Local
- Billboard Advertising (\$5,000)
  - ManeGait will secure billboard space on HWY 380 for 3-4 weeks leading up to the Country Fair. Should there be limited availability or the cost exceeds this budget, we will reallocate this advertising funding to additional radio and print promotions.
- Signage and Flags (\$1,000)
  - Feather flags will be printed and displayed on ManeGait's property line on Custer Road.
  - Event yard signs will be ordered to promote in local neighborhoods and businesses.
  - Flyers and signs will be printed to be displayed in local businesses.

McKinney Community Development Corporation will be featured in all promotions.

#### V. Metrics to Evaluate Success

- Outline the metrics that will be used to evaluate success of the proposed Event.

In alignment with the event goals, metrics to evaluate 2022 ManeGait Country Fair success include:

##### 1. Raise financial support

- Gross event revenue (targeted at \$134,800)
- Net event revenue (targeted at \$95,094)

##### 2. Raise awareness

- Number of media mentions and advertisements
- Number of social media posts / reach
- Event Attendance (targeted at 2,200)

##### 3. Build community partnership and promote local businesses

- Number of community organizations participating / local business sponsorship

## **VI. Presentation to MCDC Board of Directors**

Completed applications that are eligible for consideration by MCDC will be presented to the board according to the schedule included on the first page of this application. **Please be prepared to provide the information outlined below in your presentation:**

- Details regarding the specific marketing activities (promotional channels) that you plan to use and the budget allocated to each (print, radio, social media, etc.).
- If this is an annual/biennial event, please include results you saw from use of the various marketing activities in the past (what worked, what didn't).
- Do you plan to utilize the grant requested to fund your total marketing budget? If not, what percentage would the grant cover?
- If possible, please include examples of past marketing initiatives (screen shots of ads, social media, etc.). Also – please include photos of previous year's event in your presentation.
- Please share the attendance numbers from the previous year's event (if this is a repeat event).
- If possible, please identify the number of people who attended from McKinney – and those who were visitors to the city.
- If you are applying as a for-profit organization, with a nonprofit beneficiary identified for your event, please include the name(s) of the nonprofit groups who will be supported by the event and the percentage of revenue (indicate gross or net) or dollar amount that will be provided.
- Presentations to the Board will be limited to no more than five (5) minutes.

## Acknowledgements

***If funding is approved by the MCDC board of directors, Applicant will assure:***

- The Promotional/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization.
- All funds awarded will be used **exclusively** for advertising, marketing and promotion of the Promotional/Community event described in this application.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Promotional/Community Event. A logo will be provided by MCDCV for inclusion on all advertising, marketing and promotional materials. Specifics for audio messaging will be agreed upon by applicant and MCDC and included in an executed performance agreement.
- The Organization officials who have signed the application are authorized by the organization to submit the application;
- Applicant will comply with the MCDC Grant Guidelines in executing the Promotional/Community Event for which funds were received.
- A final report detailing the success of the Promotional/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Promotional/Community Event.
- Grant funding is provided on a reimbursement basis subsequent to submission of a reimbursement request, with copies of invoices and paid receipts for qualified expenses. Up to 20% of the grant awarded may be withheld until the final report on the Promotional/Community Event is provided to MCDC.
- Funds granted must be used within one year of the date the grant is approved by the MCDC board.

**We certify that all figures, facts and representations made in this application, including attachments, are true and correct to the best of our knowledge.**

**Chief Executive Officer**

Signature

**William Darling**  
Printed Name

November 30, 2021  
Date

**Representative Completing Application**

Signature

**Patricia Nelson**  
Printed Name

November 30, 2021  
Date

***INCOMPLETE APPLICATIONS, OR THOSE RECEIVED AFTER THE DEADLINE, WILL NOT BE CONSIDERED.***

## CHECKLIST:

### Completed Application:

- Use the form/format provided
- Organization Description
- Outline of Promotional/Community Event; description, budget, goals and objectives
- Indicate how this event will showcase the City of McKinney for business development/tourism
- Promotional/Community Event timeline and venue included
- Overall organization **and** event budget that includes plans and budget for advertising, marketing and outreach included
- Evaluation metrics are outlined
- List of board of directors and staff
- Financials: organization's budget and P&L statement for current and previous fiscal year; Promotional/Community Event budget; audited financial statements are provided
- IRS Determination Letter (if applicable)

***A FINAL REPORT MUST BE PROVIDED TO MCDC WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE PROJECT/PROMOTIONAL/COMMUNITY EVENT.***

***FINAL PAYMENT OF FUNDING AWARDED WILL BE MADE UPON RECEIPT OF FINAL REPORT.***

***PLEASE USE THE FORM/FORMAT OUTLINED ON THE NEXT PAGE FOR THE FINAL REPORT.***



## **McKINNEY COMMUNITY DEVELOPMENT CORPORATION**

### **Final Report**

**Organization:**

**Funding Amount:**

**Project/Promotional/Community Event:**

**Start Date:**

**Completion Date:**

**Location of Project/Promotional/Community Event:**

**Please include the following in your report:**

- Narrative report on the Project/Promotional/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance. If the event includes a charitable component, include the donation made.
- Samples of printed marketing and outreach materials (MCDC logo to be included)
- Screen shots of online Promotions (MCDC logo to be included)
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

**Please submit Final Report no later than 30 days following the completion of the Promotional/Community Event to:**

McKinney Community Development Corporation  
5900 S. Lake Forest Blvd., Suite 110  
McKinney, TX 75070

Attn: Cindy Schneible  
[cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org)



EQUINE THERAPY

BRAIN-BUILDING

COMMUNITY CENTER

KNOWLEDGE CENTER

## 2022 Annual Operating Budget

### REVENUE

Donations	\$270,000
Special Events	
Gala at the 'Gait	\$492,000
Rider Cup Golf Tournament	\$110,000
ManeGait Country Fair	\$95,000
Net Special Events	\$697,000
Grant Revenue	\$220,000
Riders Fees	\$160,000
Other Program Income	\$35,000
<b>Total Revenue</b>	<b>\$1,382,000</b>

### EXPENSES

Therapeutic Riding Program Expenses	\$15,000
GaitWay Program Expenses	\$5,000
Horse Care	\$100,000
Volunteer Expenses	\$4,000
Repairs and Maintenance	\$62,000
Equipment Expense	\$4,000
Utilities	\$30,000
Total Employee Costs	\$970,000
Marketing & Development	\$35,000
Information Technology	\$20,000
Accounting	\$15,000
Insurance	\$26,000
General Administration	\$20,000
Interest Expense	\$2,400
Uncollectable Rider Fees	\$5,000
<b>Total Expenses</b>	<b>\$1,313,400</b>

## 2022 ManeGait Country Fair Budget

Income Sources	2022 Budget
Presenting Sponsor	\$ 20,000
Triple Crown	\$ 15,000
Grand Champion	\$ 10,000
Winner's Circle	\$ 30,000
Blue Ribbon	\$ 20,000
Good Neighbor	\$ 3,000
Friend of MG	\$ 1,000
<b>Sponsorship Totals</b>	<b>\$ 99,000</b>
Presale Tickets	\$ 6,000
Day of Tickets	\$ 10,000
Raffle/Donations	\$ 3,000
Beer & Wine; Mini Bar	\$ 1,800
ManeGait Market	\$ 2,000
Food Truck Donations	\$ 1,000
<b>Event Proceeds</b>	<b>\$ 23,800</b>
General Donations (outside of fair)	\$ 2,000
MCDC Grant	\$ 10,000
<b>Donations and Grants</b>	<b>\$ 12,000</b>
<b>Total Income</b>	<b>\$134,800</b>

Expenses	2022 Budget
Auction/Raffle	\$ 300
Décor	\$ 500
Entertainment	\$ 10,655
Facilities	\$ 6,496
Food and Beverage	\$ 2,675
Hospitality	\$ 4,500
Marketing and Promotion	\$ 11,200
Rentals	\$ 2,050
Volunteer/Committee Mgmt	\$ 1,330
<b>Total Expenses</b>	<b>\$39,706</b>

<b>Net Income:</b>	<b>\$95,094</b>
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# Finance Report

ManeGait Therapeutic Horsemanship  
For Reporting Period 2021 Through 3Q2021



Prepared on  
**October 9, 2021**



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# Statement of Activity

January - September, 2021

		Total
	Jan - Sep, 2021	Jan - Sep, 2020 (PY)
<b>REVENUE</b>		
4100 Rider Fees	94,307.94	86,742.33
4200 Donations	192,935.63	61,443.43
4220 3rd Party Events	114,351.41	36,487.25
4250 Champions for Horses	24,910.00	18,457.98
<b>Total 4200 Donations</b>	<b>332,197.04</b>	<b>116,388.66</b>
4400 Grants		
4410 Restricted Funds	65,000.00	
4420 Capital Spending (Unrestricted)		6,800.00
4430 Operating Funds (Unrestricted)	301,600.00	136,479.29
<b>Total 4400 Grants</b>	<b>366,600.00</b>	<b>143,279.29</b>
4800 Fundraising Event Income		
4810 Golf Outing	171,201.33	89,755.00
4820 Gala at the Gait	11,644.00	-115.00
4845 Country Fair	105,277.30	85,755.00
<b>Total 4800 Fundraising Event Income</b>	<b>288,122.63</b>	<b>175,395.00</b>
4900 Other Program Income	7,761.42	2,063.09
4910 PATH Certification Workshop	1,761.68	500.00
4920 Horse Show Competition	1,020.00	2,195.04
4930 Logo Wear and Promo	360.00	190.00
<b>Total 4900 Other Program Income</b>	<b>10,903.10</b>	<b>4,948.13</b>
4950 Other Income	1,935.57	96.16
<b>Total Revenue</b>	<b>1,094,066.28</b>	<b>526,849.57</b>
<b>GROSS PROFIT</b>	<b>1,094,066.28</b>	<b>526,849.57</b>
<b>EXPENDITURES</b>		
5000 Program Expenses		
5001 Program Supplies	2,324.45	2,293.17
5002 Outside Services	488.34	
5003 Dues and Memberships	2,260.00	2,335.00
5004 Horse Show Competitions	220.51	6,062.14
5005 Logo Wear & Mdse	70.64	542.12
5006 Program Events	3,528.23	
5007 Helmet Program	1,788.98	
5009 Miscellaneous Program Expenses	1,144.62	534.64
<b>Total 5000 Program Expenses</b>	<b>11,825.77</b>	<b>11,767.07</b>
5100 GaitWay Program		
5101 Therapy Services		9,843.75
5102 GaitWay Supplies	3,892.57	73.93
<b>Total 5100 GaitWay Program</b>	<b>3,892.57</b>	<b>9,917.68</b>
5200 Horse Care		
5202 Vet Services	7,552.67	5,925.17

		Total
	Jan - Sep, 2021	Jan - Sep, 2020 (PY)
5204 Equine Supplies	1,233.78	43.29
5205 Shavings	578.84	
5206 Feed/Hay	39,253.78	43,559.07
5207 Farrier Fees	14,140.00	12,728.00
5209 Miscellaneous Horse Expenses	845.76	284.25
<b>Total 5200 Horse Care</b>	<b>63,604.83</b>	<b>62,539.78</b>
5300 Volunteer Expenses		
5301 Recognition	2,059.86	753.40
5302 Supplies	162.68	
5303 Volunteer Recruiting and Training		34.07
5304 Miscellaneous Volunteer Expenses	508.04	195.10
<b>Total 5300 Volunteer Expenses</b>	<b>2,730.58</b>	<b>982.57</b>
5500 Fundraising Event Expense		
5510 Golf Outing Expense	36,418.70	
5520 Gala at the 'Gait Expenses	-940.59	-785.59
5530 Country Fair Expenses	40,801.94	8,260.50
<b>Total 5500 Fundraising Event Expense</b>	<b>76,280.05</b>	<b>7,474.91</b>
6000 Employee and BOD Costs	100.00	
6001 Salaries & Wages	543,655.47	481,124.60
6002 Payroll Taxes	41,572.31	36,579.23
6003 Payroll Processing Fees	2,644.87	2,813.61
6010 Workman's Comp	6,039.00	7,320.00
6011 Health Insurance	53,949.24	50,874.57
6020 Employee Training	730.00	250.00
6021 Conferences	650.95	
6022 Travel	158.48	
6040 Meetings	146.81	95.19
6050 Appreciation	1,002.58	218.75
6055 Other Miscellaneous Employee Expenses	1,007.81	133.31
<b>Total 6000 Employee and BOD Costs</b>	<b>651,657.52</b>	<b>579,409.26</b>
6060 Insurance		
6062 Officer's Liability	3,222.21	3,029.85
6063 Umbrella Policy	5,577.00	5,492.50
6064 Auto	11,676.87	10,970.11
6065 Commercial Liability	2,409.02	2,409.12
<b>Total 6060 Insurance</b>	<b>22,885.10</b>	<b>21,901.58</b>
6100 Development & Marketing		
6101 Marketing - Outside Services	20,934.24	6,195.00
6103 Grant Proposal Expenses	419.98	42.38
6105 Donor Recognition/Gifts/Signage	833.28	262.78
6108 Marketing Supplies	962.84	581.24
6109 Miscellaneous D & M Expenses	4,647.53	704.05
<b>Total 6100 Development &amp; Marketing</b>	<b>27,797.87</b>	<b>7,785.45</b>

	Total	
	Jan - Sep, 2021	Jan - Sep, 2020 (PY)
6210 Repairs and Maintenance		
6211 Gait House	6,410.20	
6212 Equipment	11,889.00	3,739.02
6213 Truck and Trailer	588.62	139.75
6214 Admin Building	151.39	17.81
6215 Barn	3,464.57	996.32
6216 Pasture & Arena	5,395.04	7,049.01
6218 Gas	1,018.14	822.20
6219 Miscellaneous Facilities Expenses	67,429.10	318.86
6220 Cleaning	2,343.00	3,100.00
<b>Total 6210 Repairs and Maintenance</b>	<b>98,689.06</b>	<b>16,182.97</b>
6230 Utilities		
6231 Trash Disposal	7,147.29	5,018.20
6233 Internet	6,034.76	6,837.87
6234 Water	2,538.10	3,203.80
6235 Electricity	6,197.80	5,769.05
6236 Telephone	1,504.47	1,421.33
<b>Total 6230 Utilities</b>	<b>23,422.42</b>	<b>22,250.25</b>
6310 Equipment Expense		1,187.00
6316 Program Equipment and Tack	3,500.00	2,052.27
<b>Total 6310 Equipment Expense</b>	<b>3,500.00</b>	<b>3,239.27</b>
6400 General/Administrative	1,974.75	181.99
6405 Bad Debt Expense		5,069.14
6410 Office Supplies	3,225.02	4,724.01
6420 Postage	638.51	882.73
6430 Bank/CC Processing Fees	9,657.92	9,336.91
6440 Accounting - Outside Services	12,000.06	11,900.06
6500 IT Expenses	14,026.08	11,086.70
8100 Interest Expense	5.69	76.15
<b>Total 6400 General/Administrative</b>	<b>41,528.03</b>	<b>43,257.69</b>
7000 Depreciation	49,251.78	49,251.78
Uncategorized Expense	136.75	
<b>Total Expenditures</b>	<b>1,077,202.33</b>	<b>835,960.26</b>
<b>NET OPERATING REVENUE</b>	<b>16,863.95</b>	<b>-309,110.69</b>
<b>NET REVENUE</b>	<b>\$16,863.95</b>	<b>\$ -309,110.69</b>

# Statement of Financial Position

As of September 30, 2021

	As of Sep 30, 2021	As of Sep 30, 2020 (PY)	Total Change
<b>ASSETS</b>			
<b>Current Assets</b>			
<b>Bank Accounts</b>			
1010 Cash on Hand	-15.59	0.00	-15.59
1011 Operating Account	853,638.23	440,931.81	412,706.42
1012 Reserve / Designated Bank Acct	130,000.00	145,344.00	-15,344.00
<b>Total 1010 Cash on Hand</b>	<b>983,622.64</b>	<b>586,275.81</b>	<b>397,346.83</b>
<b>1090 Petty Cash</b>			
1091 Petty Cash on Hand	1,203.60	279.77	923.83
1093 Dover Gift Card	-295.32	67.18	-362.50
1094 Lowes Gift Card	0.00	70.45	-70.45
1095 Tractor Supply Gift Card	0.00	310.33	-310.33
1096 Walmart Gift Card	0.00	50.00	-50.00
1097 Home Depot Gift Card	25.00	25.00	0.00
1098 Target Gift Card	0.00	80.00	-80.00
1310 Angel Tree / Gift Cards	31.23	50.00	-18.77
<b>Total 1090 Petty Cash</b>	<b>964.51</b>	<b>932.73</b>	<b>31.78</b>
<b>Total Bank Accounts</b>	<b>984,587.15</b>	<b>587,208.54</b>	<b>397,378.61</b>
<b>Accounts Receivable</b>			
1200 Accounts Receivable	67,425.09	26,337.97	41,087.12
<b>Total Accounts Receivable</b>	<b>67,425.09</b>	<b>26,337.97</b>	<b>41,087.12</b>
<b>Other Current Assets</b>			
1300 Prepaid Expenses	48,274.48	23,048.95	25,225.53
1340 Prepaid Insurance	9,106.43	7,226.43	1,880.00
<b>Total Other Current Assets</b>	<b>57,380.91</b>	<b>30,275.38</b>	<b>27,105.53</b>
<b>Total Current Assets</b>	<b>1,109,393.15</b>	<b>643,821.89</b>	<b>465,571.26</b>
<b>Fixed Assets</b>			
1500 Program Equipment	89,332.60	86,632.60	2,700.00
1501 Saddles & Tack	10,641.12	10,641.12	0.00
1502 Gaitway Program	26,423.64	26,573.64	-150.00
1600 Program Equip - Accumulated Dep	4,862.50	0.00	4,862.50
<b>Total 1500 Program Equipment</b>	<b>131,259.86</b>	<b>123,847.36</b>	<b>7,412.50</b>
<b>1510 Land &amp; Leasehold Improvements</b>			
1511 Land	1,014,273.36	1,014,273.36	0.00
<b>1512 Leasehold improvements</b>			
1513 LHI--Admin Bldg	73,521.59	73,521.59	0.00
1514 LHI--Barn	98,580.45	98,580.45	0.00
1515 LHI - Instructor House	45,549.65	45,549.65	0.00
1516 LHI - Property Improvements	400,139.44	400,139.44	0.00
1517 LHI - Shed	2,348.00	2,348.00	0.00
<b>Total 1512 Leasehold improvements</b>	<b>620,139.13</b>	<b>620,139.13</b>	<b>0.00</b>

	As of Sep 30, 2021	As of Sep 30, 2020 (PY)	Total Change
<b>Total 1510 Land &amp; Leashold Improvements</b>	<b>1,634,412.49</b>	<b>1,634,412.49</b>	<b>0.00</b>
1520 Farm Equipment	56,993.66	56,993.66	0.00
1530 Vehicles	33,219.28	33,219.28	0.00
1540 Admin Equipment	45,094.95	45,094.95	0.00
1640 Program/Admin Equipment - Acc D	4,956.34	0.00	4,956.34
<b>Total 1540 Admin Equipment</b>	<b>50,051.29</b>	<b>45,094.95</b>	<b>4,956.34</b>
1550 Horses	65,749.00	65,749.00	0.00
1650 Horses-Accumulated Depreciation	2,206.85	2,206.85	0.00
<b>Total 1550 Horses</b>	<b>67,955.85</b>	<b>67,955.85</b>	<b>0.00</b>
1560 Arena	259,208.80	259,208.80	0.00
1699 Accum Depreciation	-749,452.02	-672,558.76	-76,893.26
<b>Total Fixed Assets</b>	<b>1,483,649.21</b>	<b>1,548,173.63</b>	<b>-64,524.42</b>
<b>TOTAL ASSETS</b>	<b>\$2,593,042.36</b>	<b>\$2,191,995.52</b>	<b>\$401,046.84</b>

## LIABILITIES AND EQUITY

### Liabilities

#### Current Liabilities

##### Accounts Payable

2000 Accounts Payable	11,661.14	0.00	11,661.14
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<b>Total Accounts Payable</b>	<b>11,661.14</b>	<b>0.00</b>	<b>11,661.14</b>
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##### Credit Cards

2020 Credit Cards	0.00	0.00	0.00
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2021 Visa ... /0344/0154	404.75	847.89	-443.14
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2022 Lowes Credit Card	37.01	404.70	-367.69
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2025 Visa .../0245/0162	3,990.24	521.33	3,468.91
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2026 Visa ... /0014/0147	47.79	8.00	39.79
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2027 Costco Visa Card	358.90	3,296.99	-2,938.09
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2028 Amazon American Express Card	3,187.18	136.91	3,050.27
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2029 AAdvantage Card	1,523.49		1,523.49
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<b>Total 2020 Credit Cards</b>	<b>9,549.36</b>	<b>5,215.82</b>	<b>4,333.54</b>
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<b>Total Credit Cards</b>	<b>9,549.36</b>	<b>5,215.82</b>	<b>4,333.54</b>
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##### Other Current Liabilities

2050 Accrued Liabilities	32,004.06	35,395.22	-3,391.16
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2103 Payroll Liabilities	-287.97	0.00	-287.97
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2190 Deferred Revenue - Fundraising	274,839.00	289,998.21	-15,159.21
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2201 Payroll Protection Program	130,000.00	152,100.00	-22,100.00
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<b>Total Other Current Liabilities</b>	<b>436,555.09</b>	<b>477,493.43</b>	<b>-40,938.34</b>
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<b>Total Current Liabilities</b>	<b>457,765.59</b>	<b>482,709.25</b>	<b>-24,943.66</b>
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<b>Total Liabilities</b>	<b>457,765.59</b>	<b>482,709.25</b>	<b>-24,943.66</b>
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### Equity

3000*OE Opening Bal Equity	0.00	5,191.00	-5,191.00
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32000 Retained Earnings	1,818,412.82	1,803,205.96	15,206.86
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3901 Board Designated Reserve	300,000.00	200,000.00	100,000.00
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3999 Net Assets with Donor Restrictions	0.00	10,000.00	-10,000.00
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	As of Sep 30, 2021	As of Sep 30, 2020 (PY)	Total Change
Net Revenue	16,863.95	-309,110.69	325,974.64
<b>Total Equity</b>	<b>2,135,276.77</b>	<b>1,709,286.27</b>	<b>425,990.50</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$2,593,042.36</b>	<b>\$2,191,995.52</b>	<b>\$401,046.84</b>

MANEGAIT

FINANCIAL STATEMENTS  
AND INDEPENDENT AUDITOR'S REPORT

DECEMBER 31, 2020 AND 2019



MANEGAIT

DECEMBER 31, 2020 AND 2019

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**LORI K. ORTA, P.C.**  
Certified Public Accountant

## Independent Auditor's Report

To the Board of Directors  
ManeGait

We have audited the accompanying financial statements of ManeGait (a non-profit organization) (the "Organization"), which comprise the statements of financial position as of December 31, 2020 and 2019, and the related statements of activities and changes in net assets, cash flows, and functional expenses for the years then ended, and the related notes to the financial statements.

### **Management's Responsibility for the Financial Statements**

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of the financial statements that are free from material misstatement, whether due to fraud or error.

### **Auditor's Responsibility**

Our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audits to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### **Opinion**

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of ManeGait as of December 31, 2020 and 2019, and the changes in its net assets and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

### **Emphasis-of-Matter – Global Pandemic**

As discussed in Note 10 to the financial statements, the World Health Organization has characterized the novel strain of coronavirus ("COVID-19") as a pandemic. While the Organization expects this matter to negatively impact its results, the extent of the impact of COVID-19 on the Organization's operational and financial performance will depend on future developments. Our opinion is not modified with respect to that matter.



Dallas, Texas  
April 30, 2021

ManeGait  
STATEMENTS OF FINANCIAL POSITION  
December 31,

ASSETS

	2020	2019
<b>CURRENT ASSETS</b>		
Cash and cash equivalents	\$ 784,577	\$ 429,719
Cash and cash equivalents - with donor restrictions	-	10,000
Accounts receivable	10,054	15,892
Contributions receivable	-	6,000
Prepaid expenses	8,409	16,511
Total current assets	803,040	478,122
 <b>PROPERTY, PLANT AND EQUIPMENT AT COST - NET</b>	 1,521,049	 1,595,402
 <b>TOTAL ASSETS</b>	 \$ 2,324,089	 \$ 2,073,524

LIABILITIES AND NET ASSETS

<b>CURRENT LIABILITIES</b>		
Accounts payable	\$ 16,618	\$ 10,210
Accrued liabilities	40,418	49,233
Note payable	152,100	-
Total current liabilities	209,136	59,443
 <b>NET ASSETS</b>		
Without donor restrictions		
Designated by Board for operating reserve	200,000	100,000
Undesignated	1,914,953	1,904,081
Total without donor restrictions	2,114,953	2,004,081
With donor restrictions	-	10,000
Total net assets	2,114,953	2,014,081
 <b>TOTAL LIABILITIES AND NET ASSETS</b>	 \$ 2,324,089	 \$ 2,073,524

The accompanying notes are an integral part of these financial statements.

ManeGait  
STATEMENT OF ACTIVITIES AND CHANGE IN NET ASSETS  
For the Year Ended December 31, 2020

	Without Donor Restrictions	With Donor Restrictions	Total
<b>SUPPORT AND REVENUES</b>			
Donations	\$ 346,951	\$ -	\$ 346,951
Special events	628,692	-	628,692
Less direct expenses	<u>(78,512)</u>	-	<u>(78,512)</u>
Net special events	550,180	-	550,180
Grant revenue	189,779	-	189,779
Riders fees	113,521	-	113,521
Other program income	16,117	-	16,117
In-kind goods and services	5,000	-	5,000
Net assets released from restrictions	<u>10,000</u>	<u>(10,000)</u>	<u>-</u>
Total support and revenues	<u>1,231,548</u>	<u>(10,000)</u>	<u>1,221,548</u>
<b>EXPENSES</b>			
Program services			
Therapeutic Riding	763,127	-	763,127
GaitWay to the Brain	<u>80,507</u>	-	<u>80,507</u>
Total program services	843,634	-	843,634
Supporting services			
Management and general	83,425	-	83,425
Fundraising	<u>193,617</u>	-	<u>193,617</u>
Total supporting services	<u>277,042</u>	-	<u>277,042</u>
Total expenses	<u>1,120,676</u>	-	<u>1,120,676</u>
Changes in net assets	110,872	(10,000)	100,872
NET ASSETS, at beginning of year	<u>2,004,081</u>	<u>10,000</u>	<u>2,014,081</u>
NET ASSETS, at end of year	<u>\$ 2,114,953</u>	<u>\$ -</u>	<u>\$ 2,114,953</u>

The accompanying notes are an integral part of these financial statements.

ManeGait  
STATEMENT OF ACTIVITIES AND CHANGE IN NET ASSETS  
For the Year Ended December 31, 2019

	Without Donor Restrictions	With Donor Restrictions	Total
<b>SUPPORT AND REVENUES</b>			
Donations	\$ 262,657	\$ -	\$ 262,657
Special events	958,917	-	958,917
Less direct expenses	<u>(299,714)</u>	-	<u>(299,714)</u>
Net special events	659,203	-	659,203
Grant revenue	239,350	46,000	285,350
Riders fees	155,362	-	155,362
Other program income	59,535	-	59,535
In-kind goods and services	1,000	-	1,000
Net assets released from restrictions	<u>103,172</u>	<u>(103,172)</u>	<u>-</u>
Total support and revenues	<u>1,480,279</u>	<u>(57,172)</u>	<u>1,423,107</u>
<b>EXPENSES</b>			
Program services			
Therapeutic Riding	785,447	-	785,447
GaitWay to the Brain	<u>104,906</u>	-	<u>104,906</u>
Total program services	890,352	-	890,352
Supporting services			
Management and general	81,001	-	81,001
Fundraising	<u>211,333</u>	-	<u>211,333</u>
Total supporting services	<u>292,334</u>	-	<u>292,334</u>
Total expenses	<u>1,182,686</u>	-	<u>1,182,686</u>
Changes in net assets	297,593	(57,172)	240,421
NET ASSETS, at beginning of year	<u>1,706,488</u>	<u>67,172</u>	<u>1,773,660</u>
NET ASSETS, at end of year	<u>\$ 2,004,081</u>	<u>\$ 10,000</u>	<u>\$ 2,014,081</u>

The accompanying notes are an integral part of these financial statements.

ManeGait  
STATEMENTS OF CASH FLOWS  
For the Years Ended December 31,

	2020	2019
Cash flows from operating activities		
Increase in net assets	\$ 100,872	\$ 240,421
Adjustments to reconcile increase in net assets to net cash provided by (used in) operating activities		
Loss on sale of assets	2,460	943
Depreciation	76,893	69,979
Bad debt	5,069	7,649
Acquisition of property, plant and equipment via non-cash contributions	(5,000)	(1,000)
Changes in operating assets and liabilities, net		
Accounts receivable	769	(1,828)
Contributions receivable	6,000	922
Prepaid expenses	8,102	(7,169)
Accounts payable	6,408	1,532
Accrued liabilities	(8,815)	(19,253)
Refundable advance	-	(50,000)
Net cash provided by operating activities	192,758	242,196
Cash flows from investing activities		
Acquisition of property, plant and equipment	-	(172,766)
Proceeds from sale of assets	-	1,600
Net cash used in investing activities	-	(171,166)
Cash flows from financing activities		
Proceeds from line of credit	-	20,000
Payments on line of credit	-	(20,000)
Proceeds from note payable	152,100	-
Net cash provided by financing activities	152,100	-
INCREASE IN CASH AND CASH EQUIVALENTS	344,858	71,030
Cash and cash equivalents, at beginning of year	439,719	368,689
Cash and cash equivalents, at end of year	\$ 784,577	\$ 439,719
<b>Supplemental disclosures of cash flow information</b>		
Cash paid during the year for		
Interest	\$ 113	\$ -
Non-cash transactions		
Property, plant and equipment acquired via non-cash contributions	\$ 5,000	\$ 1,000
Property, plant and equipment acquired via accrued liabilities	\$ -	\$ 10,645
Reconciliation of cash and cash equivalents reported within the statements of financial position to the statements of cash flows:		
Cash and cash equivalents	\$ 784,577	\$ 429,719
Cash and cash equivalents - with donor restrictions	-	10,000
Total cash and cash equivalents shown in the statements of cash flows	\$ 784,577	\$ 439,719

The accompanying notes are an integral part of these financial statements.

ManeGait  
STATEMENT OF FUNCTIONAL EXPENSES  
For the Year Ended December 31, 2020

	Program Services			Supporting Services			Total
	Therapeutic Riding	GaitWay to the Brain	Total Program Services	Management and General	Fundraising	Total Supporting Services	
Employee salaries and benefits	\$ 495,888	\$ 54,238	\$ 550,126	\$ 54,238	\$ 170,462	\$ 224,700	\$ 774,826
Employee development and training	-	-	-	2,963	-	2,963	2,963
Program expenses	13,949	-	13,949	-	-	-	13,949
GaitWay program	-	16,136	16,136	-	-	-	16,136
Horse care	80,608	-	80,608	-	-	-	80,608
Volunteer expenses	1,022	-	1,022	-	-	-	1,022
Repairs and maintenance	20,840	5,999	26,839	2,210	2,526	4,736	31,575
Equipment expense	2,154	620	2,774	228	261	489	3,263
Utilities	25,835	-	25,835	930	1,899	2,829	28,664
Development and marketing	-	-	-	8,336	9,300	17,636	17,636
Information technology	11,548	-	11,548	415	849	1,264	12,812
Accounting	-	-	-	9,513	-	9,513	9,513
Insurance	22,244	-	22,244	801	1,635	2,436	24,680
Bank fees and office expenses	12,206	3,514	15,720	1,295	1,479	2,774	18,494
Depreciation	69,304	-	69,304	2,496	5,093	7,589	76,893
Interest expense	-	-	-	-	113	113	113
Bad Debt	5,069	-	5,069	-	-	-	5,069
Loss on disposal of assets	2,460	-	2,460	-	-	-	2,460
	<u>\$ 763,127</u>	<u>\$ 80,507</u>	<u>\$ 843,634</u>	<u>\$ 83,425</u>	<u>\$ 193,617</u>	<u>\$ 277,042</u>	<u>\$ 1,120,676</u>

The accompanying notes are an integral part of these financial statements.

ManeGait  
STATEMENT OF FUNCTIONAL EXPENSES  
For the Year Ended December 31, 2019

	Program Services			Supporting Services			Total
	Therapeutic Riding	GaitWay to the Brain	Total Program Services	Management and General	Fundraising	Total Supporting Services	
Employee salaries and benefits	\$ 478,888	\$ 52,378	\$ 531,267	\$ 52,378	\$ 164,650	\$ 217,028	\$ 748,295
Employee development and training	-	-	-	2,412	60	2,472	2,472
Program expenses	34,858	-	34,858	-	-	-	34,858
GaitWay program	-	36,669	36,669	-	-	-	36,669
Horse care	86,443	-	86,443	-	-	-	86,443
Volunteer expenses	3,637	-	3,637	-	-	-	3,637
Repairs and maintenance	20,696	5,958	26,654	2,195	7,771	9,966	36,620
Equipment expense	4,403	1,267	5,670	467	534	1,001	6,671
Utilities	14,090	-	14,090	507	1,035	1,543	15,633
Development and marketing	-	-	-	-	23,712	23,712	23,712
Information technology	21,097	-	21,097	760	1,549	2,309	23,406
Accounting	-	-	-	16,017	-	16,017	16,017
Property and franchise taxes	-	-	-	-	98	98	98
Insurance	21,726	-	21,726	782	1,597	2,379	24,105
Bank fees and office expenses	29,986	8,632	38,619	3,180	3,634	6,814	45,433
Depreciation	63,073	-	63,073	2,271	4,635	6,906	69,979
Interest expense	-	-	-	-	46	46	46
Bad debt	5,699	-	5,699	-	1,950	1,950	7,649
Loss on disposal of assets	850	-	850	31	62	93	943
	<u>\$ 785,447</u>	<u>\$ 104,906</u>	<u>\$ 890,352</u>	<u>\$ 81,001</u>	<u>\$ 211,333</u>	<u>\$ 292,334</u>	<u>\$ 1,182,686</u>

The accompanying notes are an integral part of these financial statements.



ManeGait  
NOTES TO THE FINANCIAL STATEMENTS

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Nature of Business

The Organization is incorporated under the laws of the State of Texas as a nonprofit organization and is located in McKinney, Texas. The Organization is a therapeutic horsemanship center offering therapeutic equestrian activities and therapy in a caring, high-integrity environment. The Organization serves children and adults with disabilities so that they can move beyond their boundaries through the healing power of the horse and the dedication of a professional, caring community. The focus of therapeutic riding lessons is skill development and progression while improving the rider's physical, cognitive, emotional and social skills. The Organization derives most of their revenues from free-will donations, fundraising events, grants and rider fees.

The Organization's programs are as follows:

Therapeutic Riding – The Organization's riding programs consist of weekly private or small group lessons where riders learn to walk, trot, canter jump, and compete as equestrians. Horseback riding is a rewarding activity that provides many physical, cognitive, and emotional benefits. These benefits include greater core strength, balance, coordination, and speech; as well as confidence, independence, teamwork, and the unconditional acceptance and companionship of a horse.

GaitWay to the Brain – Developed at the Organization, GaitWay to the Brain ("GaitWay") is the first program of its kind to integrate brain-building exercises into the framework of equine therapy to extend and amplify the benefits of riding. Outcomes of the GaitWay program have been validated by third-party research and have led to replication of the program at riding centers across the U.S. and Canada. GaitWay classes are conducted one-on-one or in small groups. The program takes participants through a series of activities that stimulate underutilized parts of the brain, which gives clients the improved ability to focus, center themselves, and get the most benefit out of therapeutic riding.

Basis of Accounting

The accompanying financial statements have been prepared on the accrual basis of accounting in accordance with accounting principles generally accepted in the United States of America.

Net assets, revenues, gains, and losses are classified based on the existence or absence of donor or grantor-imposed restrictions. Accordingly, net assets and changes therein are classified and reported as follows:

Net assets without donor restrictions - Net assets available for use in general operations and not subject to donor restrictions. Net assets without donor restrictions may be designated for specific purposes by action of the Board of Directors as reserve funds. See Note 7.

Net assets with donor restrictions - Net assets subject to donor-imposed restrictions. Some donor-imposed restrictions are temporary in nature, such as those that will be met by the passage of time or other events specified by the donor. Other donor-imposed restrictions are perpetual in nature, where the donor stipulates that resources be maintained in perpetuity. Donor-imposed restrictions are restrictions when a restriction expires, that is, when the stipulated time has elapsed, when the stipulated purpose for which the resource was restricted has been fulfilled, or both. There were no perpetual net assets in nature at December 31, 2020 and 2019. See Note 8.

ManeGait  
NOTES TO THE FINANCIAL STATEMENTS

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (Continued)

Liquidity and Availability

Assets are presented in the accompanying statements of financial position according to their nearness of conversion to cash and liabilities according to the nearness of their maturity and resulting use of cash. See Note 2.

Cash and Cash Equivalents

Cash and cash equivalents consist of cash on hand and all highly liquid investments purchased with an initial maturity of three months or less. The FDIC deposit insurance insures deposits up to \$250,000 per deposit, per insured bank for each ownership category. There was approximately \$497,000 and \$178,000 uninsured cash at December 31, 2020 and 2019, respectively.

Accounts Receivable

Accounts receivable consist of rider fees. Management evaluates accounts receivable and writes off accounts when they are deemed uncollectible. The results of using the method are not materially different from using the reserve method.

Property, Plant and Equipment

Property, plant and equipment are recorded at cost if purchased, or at estimated fair value as of the date of donation. The Organization capitalizes expenditures for these assets in excess of \$1,000 and with an estimated useful life greater than one year. The costs of maintenance and repairs are charged to expense as incurred. Depreciation is computed on a straight-line basis over estimated useful lives as follows:

	<u>Estimated Lives</u>
Leasehold improvements	10 - 20 years
Farm equipment	5 - 7 years
Program equipment	5 years
Vehicles	5 - 7 years
Admin equipment	5 years
Horses	5 years
Arena	19 - 20 years

Accrued Liabilities

Various expenses of the Organization that were incurred before December 31, 2020 and 2019, respectively, but paid afterwards, have been accrued and reported as accrued liabilities. See Note 4.

Fair Value of Financial Instruments

The carrying value of cash and cash equivalents, cash and cash equivalents – with donor restrictions, accounts receivable, contributions receivable, prepaid expenses, accounts payable, accrued liabilities, and note payable approximate fair value due to the short-term maturities of these assets and liabilities.

ManeGait  
NOTES TO THE FINANCIAL STATEMENTS

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (Continued)

Revenue Recognition

Contributions and grants are generally recorded only upon receipt unless evidence of an unconditional promise to give has been received. Unconditional promises to give (pledges receivable) that are expected to be collected in future years are recorded at the present value of the amounts expected to be collected and reduced by an allowance for uncollectible amounts. Conditional promises to give are recognized when the conditions to which they are subject are met. Rider fees are reflected as revenue as services are provided. Deferred revenue arises from advance billing of rider fees for the subsequent riding sessions received in the current period.

In-kind Goods and Services

Contributed assets are reflected as contributions in the accompanying financial statements at their estimated values on the dates of receipt. Contributed services are reflected in the financial statements at fair value of the services received if the services received (a) create or enhance nonfinancial assets or (b) require specialized skills that are provided by individuals possessing those skills and would typically need to be purchased if not provided by donation.

The value of in-kind goods and services is as follows for the years ended December 31,:

	2020	2019
Horses	\$ 5,000	\$ -
Program equipment	-	1,000
	\$ 5,000	\$ 1,000

In addition, many individuals volunteer their time and efforts that help the Organization provide its services. Approximately 350 individuals volunteered approximately 10,800 hours of service with an estimated value of approximately \$294,000 for the year ended December 31, 2020. Approximately 480 individuals volunteered approximately 19,500 hours of service with an estimated value of approximately \$496,000 for the year ended December 31, 2019. The value of this contributed time is not reflected in the accompanying financial statements because it does not meet the above criteria.

Functional Allocation of Expenses

The costs of providing various programs and other activities have been summarized on a functional basis in the statements of activities and changes in net assets. Accordingly, certain costs have been allocated among the programs and supporting services benefited. Such allocations are determined by management on an equitable basis.

The expenses that are allocated include the following:

	<u>Method of Allocation</u>
Salaries and benefits	Time and effort
Depreciation	Square footage
Insurance	Square footage and usage
Utilities	Square footage and usage

ManeGait  
NOTES TO THE FINANCIAL STATEMENTS

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (Continued)

Income Taxes

The Organization is exempt from federal income taxes under Section 501(c) (3) of the Internal Revenue Code, except to the extent it has unrelated business income. For the years ended December 31, 2020 and 2019, the Organization had no material net unrelated business income. Accordingly, no provision for income taxes has been provided in the accompanying financial statements. The Organization is not recognized as a private foundation.

The Organization has concluded that it does not have any unrecognized tax benefits resulting from the current or prior period tax positions. Accordingly, no additional disclosures have been made on the financial statements regarding ASC 740, *Income Taxes*. The Organization does not have any outstanding interest or penalties, and none have been recorded in the statements of activities and change in net assets for the years ended December 31, 2020 and 2019. The Organization's informational returns filed are generally subject to examination for three years after the later of the due date or date of filing. As a result, the Foundation is no longer subject to income tax examination by tax authorities for years prior to 2017.

Use of Estimates

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect certain reported and disclosures. Actual results could differ from those estimates.

Accounting Pronouncements Adopted

In November 2016, the FASB issued ASU 2016-18 (Topic 230) – *Statement of Cash Flows*. This ASU requires entities to show the changes in the total of cash, cash equivalents and restricted cash in the statement of cash flows and reconcile those amounts to the statement of financial position. The Organization adopted ASU 2016-18 on December 31, 2020, and applied the provisions retrospectively to all periods presented in the financial statements. For the years ended December 31, 2020 and 2019, the Organization added \$0 and \$10,000, respectively of restricted cash to the total cash and cash equivalents presented in the statements of cash flows. The Adoption of ASU 2016-18 had no impact to total unrestricted revenues, excess of revenues over expenses or total net assets.

In 2014, the FASB issued ASU 2014-09, Revenue from Contracts with Customers (Topic 606) which is a comprehensive new revenue recognition standard that will supersede existing revenue recognition guidance. The core principle of the guidance is that an entity should recognize revenue to depict the transfer of promised goods or services to customers in an amount that reflects the consideration to which the entity expects to be entitled in exchange for those goods or services. The entity should recognize revenue when (or as) the entity satisfies a performance obligation. Not-for-profit entities must consider whether certain arrangements are fully or partially subject to Topic 606. Examples include, but are not limited to memberships, sponsorships, grants and contracts. Further, judgment is required to bifurcate transactions between contribution and exchange components. The Organization has adopted this ASU as of and for the year ended December 31, 2019.

In 2018, the FASB issued ASU 2018-08, Clarifying the Scope and Accounting Guidance for Contributions Received and Made to address difficulty and diversity in practice among not-for-profit entities in (1) evaluating whether transactions should be accounted for as contributions (nonreciprocal transactions) subject to Topic 958, Not-for-Profit Entities or as exchanges (reciprocal transactions) subject to Topic 606 and (2) determining between conditional and unconditional contributions. This ASU applies to all entities that receive or make contributions.

The term used in the presentation of financial statements to label revenue (for example, donations and grant revenue) that is accounted for within Topic 958 is not a factor for determining whether an agreement is within the scope of that guidance. The Organization has adopted this ASU as of and for the year ended December 31, 2019.

ManeGait  
NOTES TO THE FINANCIAL STATEMENTS

2. LIQUIDITY AND AVAILABILITY

The following reflects the Organization's financial assets as of December 31, 2020 and 2019, reduced by amounts not available for general use because of donor-imposed restrictions within one year of the statements of financial position date. Amounts available include donor restricted amounts that are available for general expenditure in the following year.

	<u>2020</u>	<u>2019</u>
Financial assets		
Cash and cash equivalents	\$ 784,577	\$ 429,719
Cash and cash equivalents – with donor restrictions	-	10,000
Accounts receivable	10,054	15,892
Contributions receivable	-	<u>6,000</u>
Total financial assets	794,631	461,611
Less amounts not available to be used within one year, due to		
Net assets with donor restrictions	-	(10,000)
Designated by Board for operating reserve	<u>(200,000)</u>	<u>(100,000)</u>
Financial assets available to meet general expenditures within one year	<u>\$ 594,631</u>	<u>\$ 351,611</u>

As a part of the Organization's liquidity management, it has a policy to structure its financial assets to be available as its general expenditures, liabilities, and other obligations come due. To help manage unanticipated liquidity needs, the Organization has a committed line of credit in the amount of \$200,000, which it could draw upon. See Note 5. In addition, the Board designates a portion of any operating surplus to its operating reserve, which was \$200,000 and \$100,000 as of December 31, 2020 and 2019, respectively. See Note 7.

3. PROPERTY, PLANT AND EQUIPMENT

Property, plant and equipment consist of the following at December 31,:

	<u>2020</u>	<u>2019</u>
Land	\$ 1,014,273	\$ 1,014,273
Buildings	220,000	220,000
Land improvements	398,224	398,224
Farm equipment	56,994	56,994
Program equipment	124,848	124,848
Vehicles	33,219	33,219
Admin Equipment	45,095	45,095
Horses	66,249	65,749
Arena	<u>259,209</u>	<u>259,209</u>
	2,218,111	2,217,611
Less accumulated depreciation	<u>(697,062)</u>	<u>(622,209)</u>
Total property, plant and equipment at cost-net	<u>\$ 1,521,049</u>	<u>\$ 1,595,402</u>

Depreciation expense was \$76,893 and \$69,979 for the years ended December 31, 2020 and 2019, respectively.

4. ACCRUED LIABILITIES

Accrued liabilities consist of the following at December 31:

	<u>2020</u>	<u>2019</u>
Audit and accounting fees	\$ 10,500	\$ 12,274
Gala expenses	29,918	26,268
Accrued signage expenses	-	<u>10,691</u>
	<u>\$ 40,418</u>	<u>\$ 49,233</u>

ManeGait  
NOTES TO THE FINANCIAL STATEMENTS

5. LINE OF CREDIT

The Organization has a \$200,000 line of credit with a financial institution. The interest rate is the Prime rate with a floor of 3.25%. Collateral is a first lien deed of trust on the Organization’s property at 3160 North Custer Road, McKinney, Texas. On August 25, 2020, the line of credit was renewed with a new maturity date of August 25, 2022. As of December 31, 2020 and 2019, the outstanding balance was \$0.

6. NOTE PAYABLE

On April 28, 2020, the Organization received loan proceeds in the amount of \$152,100 under the Paycheck Protection Program (“PPP”). Established as part of the Coronavirus Aid, Relief and Economic Security Act (“CARES Act”), the PPP provides for loans to qualifying businesses in amounts up to 2.5 times the business’s average monthly payroll expenses. PPP loans and accrued interest are forgivable after a “covered period” (eight or 24 weeks) as long as the borrower maintains its payroll levels and uses the loan proceeds for eligible purposes, including payroll, benefits, rent, and utilities. The forgiveness amount will be reduced if the borrower terminates employees or reduces salaries during the covered period. Any unforgiven portion of a PPP loan is payable over two or five years at an interest rate of 1%, with a deferral of payments for 10 months after then end of the covered period. The Organization intends to use PPP loan proceeds for purposes consistent with the PPP and apply for forgiveness within 10 months of the end of the covered period.

To the extent that the Organization is not granted forgiveness, the Organization will be required to pay interest on the PPP loan at a rate of 1% per annum. If the application for forgiveness is not made within 10 months of the end of the covered period, payments of principal and interest will be required through the maturity date of April 23, 2022. The terms of the loan provide for customary events of default, including payment defaults, breach of representation of warranties, and insolvency events. The PPP loan may be accelerated upon the occurrence of a default event. See Note 11.

7. BOARD DESIGNATED NET ASSETS

The Board has designated \$200,000 and \$100,000 from net assets without donor restrictions as an operating reserve at December 31, 2020 and 2019, respectively. The operative reserve is to ensure the stability of the mission, programs, employment, and ongoing operations of the Organization. The operating reserve will be funded with surplus operating funds and will be calculated each year after approval of the annual budget.

8. NET ASSETS WITH DONOR RESTRICTIONS

Net assets with donor restrictions are restricted for the following purpose at December 31,:

	2020	2019
Subject to expenditure for specified purpose:		
GaitWay Equipment	\$ _____ -	\$ <u>10,000</u>

Net assets were released from donor restrictions by incurring expenses satisfying the restricted purpose for the years ended December 31,:

	2020	2019
Satisfaction of purpose restrictions:		
GaitWay program	\$ 10,000	\$ 6,000
Herd expansion	-	10,500
Harnessing Our Horsepower – capital improvement project	-	57,172
Facility improvement	-	30,000
	\$ 10,000	\$ 103,172

ManeGait  
NOTES TO THE FINANCIAL STATEMENTS

9. SPECIAL EVENTS

The Organization has various special events to help fund current operations. The revenue and related expenses from such events are as follows for the years ended December 31,:

	2020		
	Special Events Revenue	Special Events Expense	Net Special Events
Golf outing	\$ 89,755	\$ -	\$ 89,755
Gala at the Gait	453,182	(70,251)	382,931
Country fair	85,755	(8,261)	77,494
	\$ 628,692	\$ (78,512)	\$ 550,180
	2019		
	Special Events Revenue	Special Events Expense	Net Special Events
Golf outing	\$ 123,240	\$ (29,992)	\$ 93,248
Gala at the Gait	738,973	(229,945)	509,028
Country fair	96,704	(39,777)	56,927
	\$ 958,917	\$ (299,714)	\$ 659,203

In addition to special events, total fundraising expenses were 18% and 19% of total donations, net special events and grant revenues for the years ended December 31, 2020 and 2019, respectively.

10. RISKS, ECONOMIC OUTLOOK AND UNCERTAINTIES

The Organization depends heavily on donations and special events for its revenue. The ability of the donors to continue giving amounts comparable with prior years may be dependent, among other things, upon current and future overall economic conditions and the continued deductibility for income taxes purposes of donations to the Organization. While management believes the Organization has the resources to continue its programs, its ability to do so, and the extent to which it continues, may be dependent on the above factors.

The COVID-19 pandemic, whose effects first became known in January 2020, is having a broad and negative impact on commerce and financial markets around the world. The United States and global markets experienced significant declines in value resulting from uncertainty caused by the pandemic. The Organization is closely monitoring its liquidity and is actively working to minimize the impact of these declines. The extent of the impact of COVID-19 on the Organization's operational and financial performance will depend on certain developments, including the duration and spread of the outbreak and its impacts on the Organization's donors, employees, and vendors, all of which at present, cannot be determined. Accordingly, the extent to which COVID-19 may impact the Organization's financial position and changes in net assets and cash flows is uncertain and the accompanying financial statements include no adjustments relating to the effects of this pandemic.

11. SUBSEQUENT EVENTS

In January 2021, the Organization received full forgiveness of the PPP loan and is not required to repay any of the balance or interest

Subsequent to year end, the Organization applied for and was approved for a \$130,000 loan under the Paycheck Protection Program Round 2 created as part of the relief efforts related to COVID-19 and administered by the Small Business Administration. The loan accrues interest at 1%, but payments are not required to begin for 10 months after the end of an eight- or 24-week loan forgiveness covered period. The Organization is eligible for loan forgiveness of up to 100% of the loan, upon meeting certain requirements during the covered period. The loan is uncollateralized and is fully guaranteed by the Federal government.

ManeGait  
NOTES TO THE FINANCIAL STATEMENTS

11. SUBSEQUENT EVENTS (Continued)

In April 2021, the Organization approved a Capital Campaign Project, the Beacon Project, to fully optimize every acre of land by adding a second covered riding area, a 20-stall horse barn, pasture reconfiguration, and a new administrative building with a therapy center and conference space. The total budget for this multi-phased project is \$9,000,000. Groundbreaking is anticipated by July 2023.

In connection with the preparation of the financial statements, subsequent events have been evaluated by the Organization through April 30, 2021, which was the date the financial statements were available for issuance, and concluded that no additional disclosures are required.



E.

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: JUN 24 2008

MANE GAIT  
C/O CHERYL C TURNER  
3160 N CUSTER RD  
MCKINNEY, TX 75071-3051

Employer Identification Number:  
26-1525268  
DLN:  
17053070043028  
Contact Person:  
JOSEPH LAUX ID# 31077  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
December 31  
Public Charity Status:  
170(b)(1)(A)(vi)  
Form 990 Required:  
Yes  
Effective Date of Exemption:  
November 9, 2007  
Contribution Deductibility:  
Yes  
Advance Ruling Ending Date:  
December 31, 2011  
Addendum Applies:  
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. During your advance ruling period, you will be treated as a public charity. Your advance ruling period begins with the effective date of your exemption and ends with advance ruling ending date shown in the heading of the letter.

Shortly before the end of your advance ruling period, we will send you Form 8734, Support Schedule for Advance Ruling Period. You will have 90 days after the end of your advance ruling period to return the completed form. We will then notify you, in writing, about your public charity status.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Letter 1045 (DO/CG)

MANE GAIT

Sincerely,

A handwritten signature in black ink that reads "Robert Choi". The signature is written in a cursive style with a large, prominent initial "R".

Robert Choi  
Director, Exempt Organizations  
Rulings and Agreements

Enclosures: Publication 4221-PC  
Statute Extension