



HOPE REINS

2021 Annual Report

The Year of the Hero



Heroes live here because of your generosity. *Thank you!*



Caden and his mentor, Ron, with Ruka

I can't begin to express my gratitude to you for providing such an amazing year. In 2021, you ensured the Heroes for Hope Campaign built a new home for more heroic horses to befriend and help kids heal. This philanthropic effort expanded the ranch's capacity to serve more kids. You never let our kids and horses down. That's why the 2021 Annual Report is named after you: The Year of the Hero!

2021 *Milestones*

- ▶ Hope Reins' gates stayed **open** all season despite **COVID-19**.
- ▶ **Pathway to Resilience**, the 3-year, 5-step equine mentorship program had its first full season!
- ▶ The Poole family built the **Ranch Manager Home** in honor of their father, **Greg Poole Jr.**
- ▶ Healing for kids hit an **all-time high** according to parent/caregiver survey data.
- ▶ Hope Reins' beta-test for its **Theory of Change** took center stage as outcomes for the kids you love were tracked and measured.
- ▶ You helped **194** hurting kids heal through **2,605** individual sessions, at absolutely no cost to them.
- ▶ You donated a record-breaking **\$1.9M**, including **60** generous *Legacy of Hope Giving Society* members, who are committed to multi-year gifts.
- ▶ You empowered **25** like-minded ministries from all over the country through The Business of Hope and Healing, a two-day virtual training.

Thank you for changing the lives of kids who are victims of trauma, right here in your own backyard. Remember, you're part of a very special group of people who not only help hurting kids heal today, but you also set them on a three-year Pathway to Resilience that equips them with skills to lead a happy, healthy life in the future. And, most importantly, you're giving them the gift of knowing God's love! Enjoy reading more about how you changed the world in 2021, one child at a time!

In Hope,

Kim Tschirret, Founder & CEO



EVEN HEROES *Retire*

Zeb found his forever home at Hope Reins after serving with the Raleigh Police Mounted Unit. “Zeb is like that big teddy bear,” says his former partner, Dawn Montemurro. “He’s perfect for his most important role yet at Hope Reins.” Carter struggled with agoraphobia after COVID-19 hit. His world shrank as did his dreams for the future. He isolated himself from school, his friends and the outside world. But then he met Zeb. The gentle giant has given Carter a reason to try.

Hope Reins is the leader in Faith-Based Equine Mentorship.

Mission

We pair hurting kids with trained mentors and rescued horses to find hope and healing.

Vision

To inspire true hope and real healing for every child.

Core Values

1. *Jesus Heals*
2. *Grace is our Default*
3. *Be Authentic*
4. *Share Your Story*
5. *Make it Better*

THREE REASONS WHY WE ARE *Unique*

📍 RANCH


With two fishing ponds, wooded trails, a community garden, a 4,000 sq. ft. log cabin, and 17 rescued horses, the 38-acre ranch is a beautiful and safe refuge.

⊕ RESCUE

Hurting kids connect with our horses because many are rescued from heartbreaking backgrounds of abuse themselves.

🕊️ RESTORATION

The horse’s story of rescue and redemption is the bridge to hope for the kids and their families. No place is this narrative exemplified more profoundly than in the Gospel of Jesus.



Thank you for giving Lili a hero to lean on.

Lili has always protected her little brother. When police found the twosome living in a drug-infested home, it was because Lili called 911 after discovering her birth mom unresponsive from an overdose. Once in foster care, she shielded him once again by alerting authorities of abuse. “The caregiver kept John in a cage,” says Elizabeth. “Lili found an old iPad and took a picture. I don’t think they’d have believed her if not for the photo.” Elizabeth and her husband, Stephen, adopted Lili, 10, and John, 9, five years ago after desperately wanting a family of their own. Says Elizabeth: “God prepared everything in

advance for us to adopt these two precious children. Even Hope Reins.” The couple heard about the equine mentorship program through a therapist and knew both kids harbored deep emotional scars. “Hope Reins has been amazing for them. Every Monday, they start counting the days and hours before they can come to the ranch,” laughs Elizabeth. “They both love their mentors and horses. I’ve seen them become kinder, gentler not only with each other but with everyone.”

Proven Process: Hope & Healing!

CORE BELIEFS & SKILLS YOU GIVE KIDS



It's critical to first build a foundation of safety and faith by instilling belief in God's promises with a child or teen. These are the "I am" statements above.

Healing begins as they experience and practice the four faith-based resiliency skills: trust, boundaries, communication, and leadership. Horses naturally teach

kids these skills, which are the healthy coping mechanisms needed to navigate life.

Hope Reins tracks weekly growth in the four skill areas. This process, coupled with parent feedback, measures growth and improved outcomes for kids.

Read on to see Hope & Healing in action!



It's working! **99%** percent of parents/caregivers see improvement in value, trust, communication and sense of belonging.*

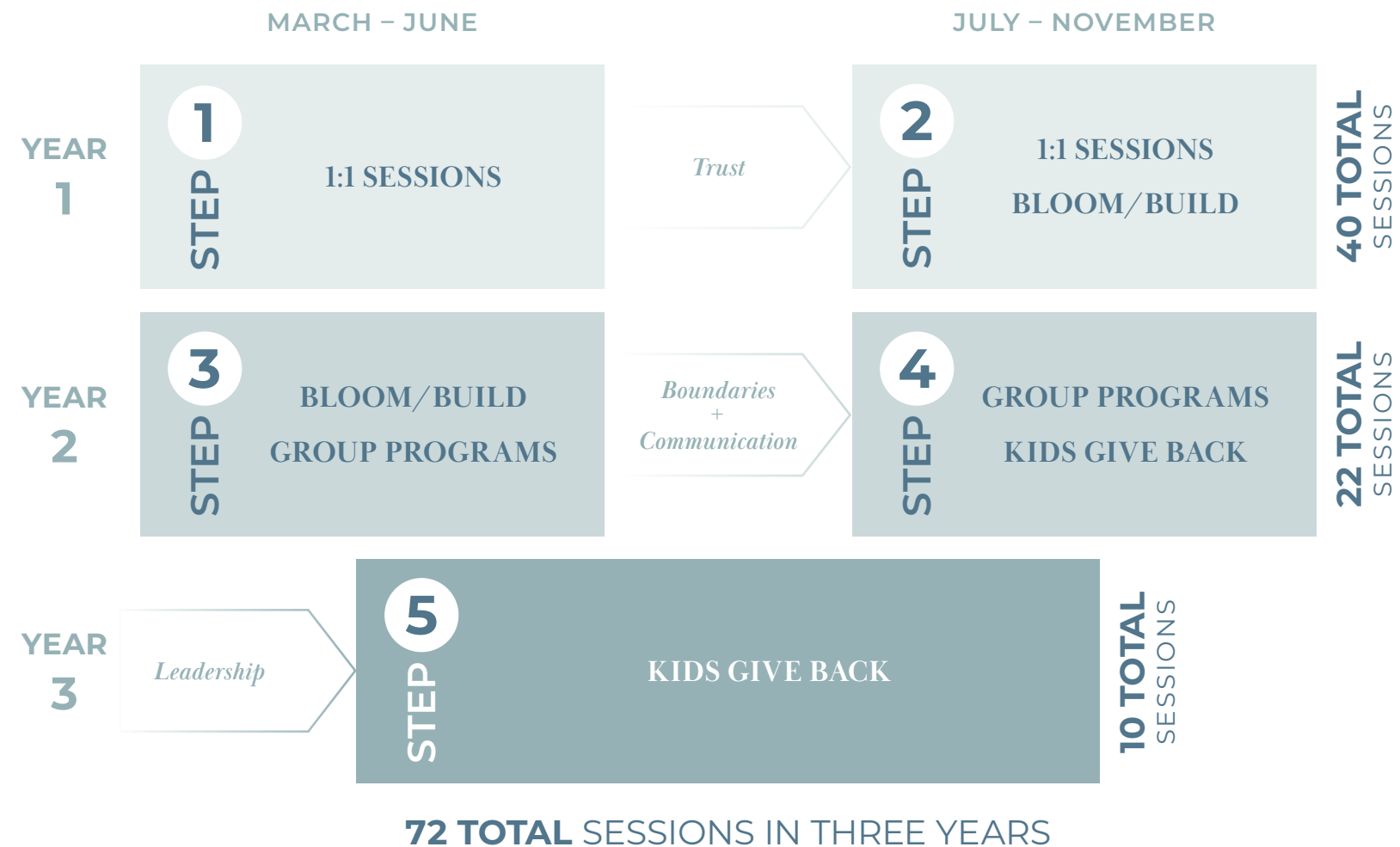
*2021 Parent Survey Data.

CRISES THAT BRING KIDS TO US

- | | |
|--|---|
| 76% struggle with anxiety and/or depression | 61% suffer from PTSD |
| 59% experience loss or grief | 31% experience violence at home, school, or in community |
| 52% live at or below poverty line and need financial support | 14% have contemplated or attempted suicide |
| 61% traumatized by abuse (sexual, physical, emotional/verbal) | |

Thank you for being on the journey of *Hope & Healing* with us!

THE PATHWAY TO *Resilience*



WHO YOU *Support*

Kids who experience a serious traumatic event or face multiple Adverse Childhood Experiences (ACE). They're incredibly diverse, aged 5-18, but unfortunately share the pain of a crisis beyond their control: neglect, abandonment, violence or sexual/physical abuse, to name just a few.

The Pathway to Resilience allows deeper, more meaningful sessions.

Ninety-nine percent of our parents/caregivers say they've seen a reduction in anxiety/depression, improvement in relationships, and/or an increase in self confidence.*

*2021 Parent Survey Data.

HOPE BY THE *Numbers*

PARENT SURVEY RESULTS

- 100%** would recommend Hope Reins
- 100%** noticed positive impact on child/teen
- 94%** noticed some or significant positive improvement*
- 88%** experienced a reduction in anxiety and depression

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NORTH CAROLINA COUNTIES SERVED

The majority of our clients come from Wake, Durham, and Franklin counties. We also have families from counties in VA and SC.

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PARTNER ORGANIZATIONS

Hope Center
Refugee Hope Partners
Durham Rescue Mission
Boys & Girls Clubs

THE TEAM *You Back*

11 full-time | **10** part-time | **229** volunteers

🕒 **20,838** volunteer hours
 ✖️
 💰 **\$28.54*** per hour
 =
 💰 **\$594,717** worth of volunteer time

Thank you!

*by Independent Sector

2021 *Finances*

REVENUE

Programs and Other	\$ 1,839,044
Capital Revenue	\$ 99,408
Total Amount Received	\$ 1,938,452

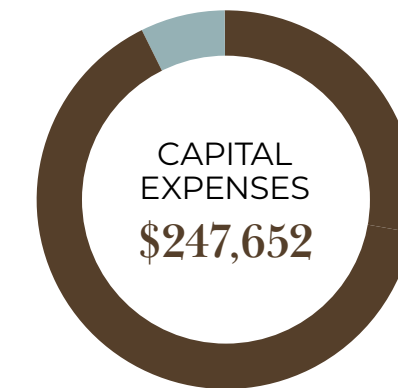
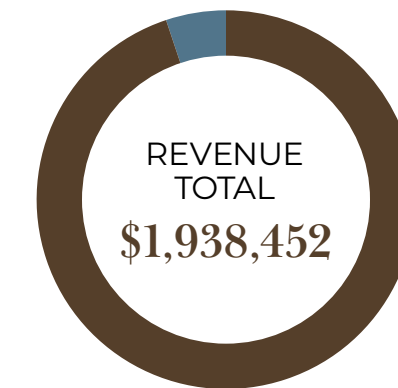
CAPITAL EXPENSES

Construction ¹	\$ 229,774
Land Acquisition Assessment ²	\$ 17,878
Total Capital Expenditures*	\$ 247,652

OPERATIONAL EXPENSES

Program	\$ 1,034,526
Management and General	\$ 198,947
Fundraising	\$ 92,843
Total Operational Expenses**	\$ 1,326,316

* Does not include 2021 depreciation.
 ** Figures are pre-audited for 2021 but not expected to significantly change.
¹ Built Ranch House and dry lot to expand herd.
² Due diligence on potential property to purchase



THE POOLE FAMILY: *Generational Generosity*

As Christian author John Ortberg reminds us in his bestselling book *When the Game is Over, It All Goes in the Box*, the only real ‘winnings’ you claim and keep after death are your own soul and the love you have for Christ and each other.

Greg Poole, Jr.’s life exemplified this ideal. Mr. Poole, former President & CEO of Gregory Poole Equipment Company, lent his vast experience in construction and earthmoving to Hope Reins when it was needed most: six years ago after we moved into a newly purchased ranch. Mr. Poole provided the needed machinery, an army of trained professionals, and equipment operators to help transform a former cattle ranch into a place today called Hope Reins.

His love for our hurting kids fueled his neverending generosity and desire to complete whatever job needed to be done – even if it meant climbing aboard one of his Excavators himself (which he often did!).

He also had an amazing connection with our staff and enjoyed many lively conversations with them over coffee and donuts or BBQ lunch.

When Mr. Poole passed away in 2018, he left behind a city that felt his influence at every turn. He and his father developed MacGregor Downs, Lochmere, and MacGregor Park. In his later years, he worked tirelessly advocating for the

“All heroes are shadows of Christ.”

–John Piper

establishment of the Dorothea Dix Park in Raleigh. But his character and love of people will be remembered the most, according to his son, Gregory Poole III. “My father’s life was framed by his high school class motto, ‘Building for Character, Not for Fame.’”

Greg and his wife, Emily, have carried forth Mr. Poole’s love for the ranch and generosity by building the Greg Poole, Jr. Ranch House at Hope Reins in his honor. “One of his greatest concerns for Hope Reins’ future was our ability to

attract and retain high-caliber talent like Brandon for the vital position of Ranch Manager,” says CEO & Founder Kim Tschirret. The Gregory Poole Jr. Ranch House not only honors Greg’s legacy but also fulfills his desire to provide a private, secure home with a lifetime impact for many ranch managers to come.



2016 at the Ranch: Mr. Poole with Founder/CEO Kim Tschirret & COO Barb Foulkrod



The ranch house is 1,600 square feet of “pure peace, pleasure, and joy for my family,” says Brandon.

After living over three years in makeshift quarters inside the lodge that also serves as a workspace for staff, the Wert family can finally call the ranch, a home. “We love everything about the house, but the best is sitting on the back deck for dinner and having coffee early mornings on the front porch.”



Hope Reins Ranch Manager, Brandon Wert, his wife, Jodi, and their dog, Billie. (Not pictured, daughters Lucia and Jakelynn.)

The world needs
heroes like you.
*Thank you for
your generosity.*



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