

The Many Faces of R.O.C.K.

FACT SHEET

Mission: Improving independence and life skills, in partnership with the horse.

Vision: A dynamic leader in equine-assisted activities through service, research and higher learning.

Type of Organization: Non profit 501(c)3 organization, accredited by the Professional Association of Therapeutic Horsemanship

Nancy Krenek, a licensed physical therapist and horse lover, founded Ride On Center for Kids (R.O.C.K.) in 1998. Nancy wanted to bring a catalyst for change to individuals with disabilities. Realizing that “movement creates change,” she started with one horse and four clients. Nancy’s vision has grown to over 192 clients and their families, 27 horses, 24 staff and over 350 volunteers per week. R.O.C.K. sits on 20 acres of donated land and is housed in a \$1.5 million facility that was paid for entirely by donations and grants from the Central Texas community. R.O.C.K. is currently the largest provider of hippotherapy and therapeutic riding services in Central Texas, and is one of only 177 PATH (Professional Association of Therapeutic Horsemanship) Premier Accredited Centers in the United States.

Location: R.O.C.K. is located in beautiful Central Texas just 25 miles from downtown Austin and two miles off of I-35. R.O.C.K. operates in a 42,000 square foot facility that includes a therapy room and a covered arena.

Treats a variety of diagnoses including: Cerebral Palsy, Multiple Sclerosis, Developmental Delay, Traumatic Brain Injury, Autism, Learning and Language Disabilities, At Risk Youth

Outcomes of Equine Therapy: R.O.C.K. utilizes the horse-human partnership to improve the potential of individuals with disabilities and disadvantaged youth through increased independence and life skills. The unique three-dimensional movement of the horse, which cannot be simulated in a clinical setting, and the extraordinary horse-human bond provides an opportunity for growth and development that cannot be replicated in any other environment. Through the client’s interaction with the horse – whether from the ground or on its back – the client’s balance and coordination are improved, their core muscles develop, gross and fine motor skills improve, cognition and speech increase, social, emotional and behavioral functioning improve, and self esteem and confidence increase. As clients build strength, life skills, and independence, they become more productive citizens in the community. Clients’ improved functional skills benefit their families, neighborhoods and schools, as well as ease pressures on the medical, welfare, and justice systems, leading to a stronger workforce and healthier communities.

Primary funding sources: R.O.C.K. clients pay 40% of the cost per session; funds must be raised to cover the remaining 60%. No one is turned away for their inability to pay. For some families 40% is too much, so \$30,000 per year is awarded in scholarships. Horses for Heroes clients, who are injured soldiers from Iraq, Afghanistan, and other wars, are not asked to pay a fee; subsequently, 100% of their costs are covered through grants and other fundraising programs. The actual cost to ride for a student is about \$150 per hour, which does not factor in the countless volunteer hours.

Saturday March 24, 2012
www.rockride.org

Ride On Center for Kids
PO Box 2422 Georgetown TX 78627
512.930.7625 phone
512.863.9231 fax
rockbarndance@rockride.org

The Many Faces of R.O.C.K.

2012 ROCK BARN DANCE SPONSORSHIP LEVELS

\$25,000

- TABLE FOR 10 WITH EXCLUSIVE SEATING
- FULL PAGE AD IN PROGRAM
- VIP PARKING AT THE EVENT FOR ALL TABLE GUESTS
- COMPLIMENTARY CHAMPAGNE
- RECOGNITION FROM STAGE
- RECOGNITION IN ALL EVENT PROMOTIONAL MATERIALS
- ON STAGE SIGNAGE AT EVENT

\$15,000

- TABLE FOR 10 WITH PREMIER SEATING
- HALF PAGE AD IN PROGRAM
- VIP PARKING AT THE EVENT FOR ALL TABLE GUESTS
- COMPLIMENTARY CHAMPAGNE
- RECOGNITION FROM THE STAGE
- RECOGNITION IN ALL EVENT PROMOTIONAL MATERIALS
- PREMIER SIGNAGE AT EVENT

\$10,000

- TABLE FOR 10 WITH PREFERRED SEATING
- QUARTER PAGE RECOGNITION IN PROGRAM
- VIP PARKING AT THE EVENT FOR ALL TABLE GUESTS
- COMPLIMENTARY CHAMPAGNE
- RECOGNITION FROM THE STAGE
- RECOGNITION IN ALL EVENT PROMOTIONAL MATERIALS
- PREFERRED SIGNAGE AT EVENT

\$7,500

- TABLE FOR 10
- RECOGNITION IN PROGRAM
- RECOGNITION IN ALL EVENT PROMOTIONAL MATERIALS
- SIGNAGE AT EVENT

\$5,000

- TABLE FOR 8
- LISTING IN PROGRAM
- RECOGNITION IN ALL EVENT PROMOTIONAL MATERIALS

\$3,000

TABLE FOR 6

\$1,000

TICKETS FOR 2

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To Potential Donors and Contributors:

Preparations for the 2012 Ride On Center For Kids (R.O.C.K.) annual Barn Dance are well underway. The Barn Dance will be held on Saturday, March 24th, and this year's theme will be "The Many Faces of R.O.C.K."

Last year's Barn Dance was a great success, and we invite you to help us make this event even better. Our goal is to raise funds to support the facility and programming offered at R.O.C.K. We can accomplish this goal in 2012 by offering unique and outstanding auction items, and we need your help to ensure the success of this event.

We are looking for donations of goods and services from the community that R.O.C.K.'s services support. Because we offer both a silent and a live auction, we are able to present a wide variety of offerings to entice our bidding audience. I invite you to get involved in this very worthwhile endeavor.

The attendees at the R.O.C.K. Barn Dance always love the opportunity to bid on special events or vacation getaways. Items such as those listed below are always popular.

- Airline tickets
- Stays at a hotel, a condo, or a vacation home
- Tickets to sporting events and concerts
- Services from a private chef, bartender, or caterer
- A show by a music group

Attendees at the Barn Dance love to "shop local," so this is a great opportunity to showcase your business to a loyal clientele by offering goods and services from local Williamson County businesses.

Please consider how you might be able to join us, the R.O.C.K. Barn Dance Committee, in presenting an outstanding array of live and silent auction items to raise money for this vital service organization that assists those in need in our community. Take a moment to read the enclosed materials and remember that you are always welcome to come out and visit us at R.O.C.K. to see first-hand the remarkable work being done.

Thank you for your time and consideration. You can contact me, Christie Williams Roberts at (512) 966-7771 or cwilliams@millsandwilliams.com.

I look forward to hearing from you.

Sincerely,



Christie Williams Roberts
Live/Silent Auction Chair 2012

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The Many Faces of R.O.C.K.

SPONSORSHIP REPLY FORM

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Email: _____ Website: _____

YES! I would like to sponsor R.O.C.K.'s 2012 Barn Dance Event:

\$25,000 \$15,000 \$10,000

\$7,500 \$5,000 \$3,000

\$1,000

Please Charge My: MasterCard Visa American Express Discover

Card Number: _____ Expiration Date: _____

Amount To Be Charged: _____ Security Code: _____

Billing Address: _____ Zip Code: _____

Authorization Signature: _____

Please make checks payable to R.O.C.K., Ride On Center for Kids and return forms to:

ROCK, Ride on Center for Kids

P.O. Box 2422

Georgetown, Texas 78627

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The Many Faces of R.O.C.K.

IN-KIND REPLY FORM

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Email: _____ Website: _____

Donation Description, Item or Service Provided:

Retail Value of Donation: _____

Donation Made in Honor of: _____

Additional Notes:

The above information is correct to the best of my knowledge.

Signature: _____

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The Many Faces of R.O.C.K.

A brown haired child with a tender face sitting atop a horse. . . A hardworking dust covered volunteer. . . The healing soul and body of a soldier. . . A smile from an instructor. . . The understanding gaze of a horse. All these faces and many more come together to enable the unique and transformative environment at the Ride On Center for Kids (R.O.C.K.) that provides clients with a diverse array of programs:

- **Hippotherapy:** Provides physical therapy, speech therapy and occupational therapy.
- **Horses for Heroes:** Improves the lives of servicemen and women who have suffered injury in the line of duty.
- **Therapeutic Riding:** Benefits individuals with special needs by increasing functional life skills.
- **Equine-Facilitated Learning and Equine-Facilitated Psychotherapy Programs:** Utilizes the horse-human interaction to foster an environment that promotes self-discovery.
- **Georgetown ISD Program:** Creates a learning environment where special needs students work with horses and their peers to improve life skills.
- **Taylor ISD Program:** Offers special needs students an opportunity to experience the world around them by riding a horse.
- **Juvenile Justice Program:** Provides at risk youth with psychotherapeutic intervention that utilizes the horse-human interaction to address coping, communication, relationship, and anger management skills, as well as improve self-worth.
- **Helping Hand Homes Program:** Offers young victims of domestic violence an opportunity to discover healthy boundaries and relationships, as well as improve self-worth through interactions with the horse.
- **Over 21 Club:** Provides social opportunities for homebound adults with disabilities, combining horsemanship with indoor and outdoor recreational activities.
- **Research:** Partners with local universities and hospitals to collect qualitative and quantitative data focusing on the benefits of the horse-human relationship.

Twenty-seven horses, approximately 350 volunteers per week, and 24 staff members support the 192 clients that are receiving services at R.O.C.K. This year's Barn Dance is Saturday, March 24, 2012, and you can help us support and pay tribute to the worthwhile mission of R.O.C.K. by celebrating all that R.O.C.K. has accomplished and enable continued growth by attending this annual fundraising event. Put on your boots, come ready to dance, eat amazing food, meet new people, see old friends, and be entertained all while raising money for R.O.C.K.

Please become one of "The Many Faces of R.O.C.K." by supporting R.O.C.K through participation in the 2012 Barn Dance. Your support will allow R.O.C.K. to continue to grow and help the members of our community. Your support, time and dedication are greatly appreciated.

Thank you.

Sincerely,



Abigail Griswell
Barn Dance Chair

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