

2025

ANNUAL REPORT



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About the AEF

AN OVERVIEW

Albertans have long shared a profound connection with horses, donkeys, and mules. These trusted partners are woven into the fabric of our province, shaping our history, our communities, and the way generations have chosen to live, work, and ride. From quiet backcountry trails to bustling competition rings, equines remain at the heart of Alberta life.

Founded in 1978, the Alberta Equestrian Federation (AEF) has proudly served as the provincial voice and governing body for equestrian sport and activity for nearly five decades. Recognized by the Government of Alberta as the official Provincial Sport Organization for equestrian sport, AEF supports riders of all ages, abilities, and disciplines—whether their passion lies in recreation, education, or high-performance sport.

AEF delivers a comprehensive suite of programs and services designed to strengthen and sustain Alberta's equestrian community. These include member insurance, accessible education opportunities, recreational initiatives, and competitions across the province. We oversee the nationally recognized coaching and instructor certification program, ensuring consistent, high-quality rider development while prioritizing safety, fairness, and horse welfare.

Through strong partnerships with discipline, breed, and interest groups, AEF supports clinics, events, and learning opportunities that reflect the diversity of equestrian pursuits in Alberta. Our funding programs assist individuals and organizations in maintaining and expanding trail networks, enhancing educational programming, and hosting competitions at every level—from grassroots to elite.

Today, AEF proudly represents nearly 15,000 members in 425 communities across Alberta. Our mission remains clear and enduring: to provide programs, education, and practical resources that help horses live well and people thrive alongside them. From promoting responsible care and long-term sustainability to creating opportunities for riders and horse owners to connect, we're focused on strengthening the bond between horses and the people who love them—and building a community that supports both.



Adaptability & Leadership

We are adaptable in our actions, and we are leaders in the equine community.

Care & Stewardship

We prioritize the health, welfare, and safety of our equines and our members. As honest stewards, we know that the environment, animals, and people are interconnected.

Passion

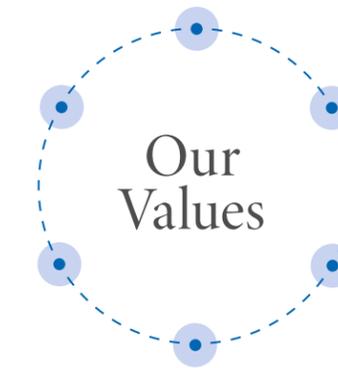
We are passionate about our equines, our people, and our industry.

Community

We exist to serve our community. We acknowledge our rich equine history and remain true to our grassroots origin.

Accountability

We account for our actions and accept responsibility in an open and transparent manner. We invest our resources wisely. We build trusting relationships with our equines, our members, and our community.



Inclusivity & Diversity

Together, we create an inclusive culture to encourage, support, and celebrate the diverse voices and experiences of our members. We are dedicated to experiencing authentic relationships with equines and each other.

Vision

United by our passion for equines, we foster an inclusive community where everyone thrives together.

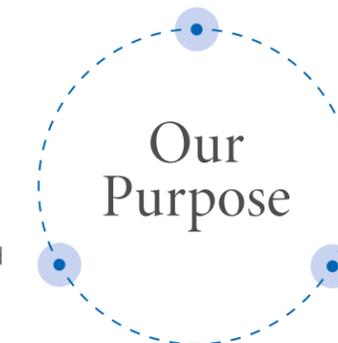
Mission

AEF supports Alberta's equine community through programs, education, and resources that promote horse welfare, sustainability, and meaningful connections among members.

Our Purpose

Five-Year Goal

By 2030, AEF will strengthen its financial foundation by growing revenue streams, increasing membership value, and establishing reserves to support future programs and community initiatives.



Our Social Responsibilities

THE WELFARE OF SOCIETY AND THE ENVIRONMENT



Land Acknowledgment Statement

The Alberta Equestrian Federation acknowledges that what we call Alberta is the traditional and ancestral territory of many diverse First Nations, Métis, and Inuit peoples who have lived on and cared for these lands for generations. As we make our own footprints and hoof prints, we acknowledge those whose footsteps have marked these lands for generations, and we are grateful to work and live upon this territory together.

We acknowledge the traditional Knowledge Keepers and Elders who are still with us today and those who have gone before us. We are thankful for the means to learn from all the traditional peoples of these lands as we move forward together in reconciliation.



Climate Emergency Statement

The Alberta Equestrian Federation acknowledges the world's climate emergency and resolves to contribute solutions to the climate crisis. We commit to demonstrating leadership to the equestrian community through sustainability in our operations, programs, and projects.

We will encourage and help the Alberta equestrian community to assess and implement their own positive changes for future generations.



Equine Welfare Position Statement

All equines matter. The Alberta Equestrian Federation is committed to the respectful and humane care of all equines throughout their lifespan.



Message from the President

JASON EDWORTHY

I will remember 2025 as the year your AEF Board of Directors sharpened its focus on the core elements that keep a non-profit organization strong, resilient, and relevant. Throughout the year, we concentrated on strengthening our financial foundation, improving our preparedness for emergencies and events that affect our members and their horses, and renewing our commitment to activities that support and enhance recreational riding across Alberta.

The Board undertook a thorough review of AEF's Strategic Plan and refined it into three clear and focused priorities: enhancing the value of AEF membership through meaningful benefits; building a strong and sustainable financial base; and strengthening AEF's role as a leader and trusted voice for Alberta's equestrian community. These priorities now guide our decision-making and help ensure our efforts are aligned with the needs of members and the broader industry.

To support stronger financial oversight, we introduced new tools to improve how the Board evaluates AEF's financial health. Directors are now provided with standard non-profit financial indicators that allow for timely and informed review without requiring specialized accounting expertise. We also engaged an independent auditor to provide a higher level of external review, reinforcing transparency and accountability.

Recreational riding, safety and trail access remained key advocacy areas in 2025. For example, in Spring 2025 AEF released five educational videos on our YouTube channel

that provide introductions and safety basics for anyone learning to ride Alberta's trails. Volunteers and staff also put on three Share the Trail events at different locations, helping to educate all trail users how to use trails together safely. As a result of this and our networking, AEF has been invited to pursue designation as an Alberta Trail Manager for a defined region. In this role, AEF would assume responsibility for trail maintenance with particular attention to design and safety for equine use. This opportunity represents an important step forward for equestrian trail stewardship and will continue to be advanced in 2026.

In the competition and coaching sphere, AEF hosted the National Coaching Symposium, bringing together 150 coaches from across Canada to share ideas, discuss challenges, and explore best practices. This national event highlighted AEF's growing leadership role in education and collaboration within the equestrian sport community.

Looking ahead to 2026, AEF anticipates several exciting initiatives. We hope to update our successful 2021 Economic Impact Statement, which demonstrated that Alberta's equestrian community contributes approximately \$1.3 billion annually to provincial GDP, and to broaden its scope to better reflect the diversity of our sector. We also expect increased involvement in consultations related to provincial recreation infrastructure, including trail systems, trailheads, and equestrian campgrounds.



In our ongoing effort to increase member value, we plan to expand our Business Membership program and grow the range of discounts and benefits available to AEF members. In addition, new and engaging fundraising activities are being developed to further strengthen AEF's capacity to serve and advocate for Alberta's equestrian community.

Together, these efforts position AEF for a strong future. On behalf of the Board of Directors, thank you for your continued support and involvement as we work to ensure a vibrant, sustainable equestrian community for years to come.

~ Jason Edworthy



Message from the Executive Director

SONIA DANTU

2025 was a year of consolidation, delivery, and organizational strengthening for the Alberta Equestrian Federation (AEF). Building on the foundations established in previous years, AEF focused on stabilizing core systems, improving operational efficiency, and delivering programs and services that respond to the evolving needs of Alberta's equestrian community.

Throughout the year, operations remained tightly aligned with AEF's 2023–2028 Strategic Plan, with particular emphasis on enhancing the member experience, ensuring financial and organizational sustainability, supporting grassroots participation and sport development, and modernizing internal infrastructure to support long-term impact.

Operational Stability and Financial Stewardship

AEF entered 2025 operating in a complex environment marked by rising costs, increasing compliance requirements, and growing expectations on provincial sport organizations. Through careful financial management, disciplined budgeting, and improved operational controls, AEF projected a small year-end surplus while maintaining affordable membership fees and protecting core services.

Government funding through the Association Development Program continued to provide essential operational stability, supported by improved provincial reporting processes. In addition, significant restricted donations were received to aid athletes, coaches, officials, leadership, and equine livestock support. These funds were managed with strict oversight to ensure alignment with donor intent and transparent reporting.

Operational efficiencies were also realized through the

introduction of direct deposit payments, reductions in manual financial processes, and improved reconciliation procedures. These changes strengthened internal controls while freeing staff capacity to focus on service delivery and strategic priorities.

Membership Growth and Systems Modernization

Membership engagement remained strong throughout 2025. By October, AEF membership reached approximately 12,000 members, achieving over 95% of planned membership revenue. This growth reflects continued trust in AEF's role as both a service provider and advocate for Alberta's equestrian community.

A major operational milestone in 2025 was the successful transition to the HorseReg membership platform. This system modernization replaced legacy infrastructure, significantly reduced administrative burden, improved data accuracy, and enhanced the overall member experience. By year-end, individual, club, and business memberships were nearing full integration within a single, unified system, positioning AEF for improved retention, reporting, and scalability moving into 2026.

Communications, Engagement, and Visibility

Strengthening communication and transparency remained a priority throughout the year. The launch of AEF's redesigned website in July marked a significant step forward in digital accessibility, governance support, and engagement analytics. Early results showed strong traffic growth and improved insight into member behaviour and information needs.

AEF's communications channels experienced notable growth in 2025. E-News open rates remained consistently strong, Alberta Bits was refreshed with a renewed focus

on storytelling and community voices, and social media engagement increased substantially, particularly around major events and education initiatives. These efforts enhanced AEF's visibility, reinforced its leadership role, and supported more consistent, values-based messaging across platforms.

Programs, Sport, and Recreation Delivery

AEF continued to deliver a broad range of programs supporting recreation, sport, education, and equine welfare. Grassroots participation remained a cornerstone of operations through the Wild Rose Competition Program, which expanded in both scope and participation. The addition of dressage to the Provincial Circuit and new partnerships, including Working Equitation Canada, broadened access while maintaining a strong emphasis on safety and horse welfare.

Recreation and trail initiatives advanced through safety campaigns, multi-user engagement, and stewardship activities across the province. Active Living programs such as Ride & Drive and Live Outside the Box continued to promote wellness, connection, and participation for members of all ages.

Education, Coaching, and National Leadership

Education and coaching development were defining features of 2025. AEF successfully hosted the National Coaching Symposium and Leadership Meetings in Calgary, welcoming more than 150 participants from across Canada. This event positioned Alberta as a national leader in coach education, collaboration, and governance dialogue, while reinforcing AEF's role as a trusted partner within the national sport system.

At the provincial level, coaching and instructor certification remained strong, with hundreds of active certified coaches contributing to safe, high-quality equestrian experiences across disciplines.

Governance, Safe Sport, and Organizational Readiness

Behind the scenes, significant work continued to strengthen governance and risk management. Policy consolidation and Safe Sport alignment progressed throughout the year in response to new provincial

expectations and independent third-party complaint mechanisms. While complex, this work is essential to ensuring AEF operates with clarity, accountability, and consistency across all areas of the organization.

Operational planning and internal restructuring efforts were also initiated to support collaboration, resilience, and long-term sustainability. These changes reflect a deliberate shift toward shared responsibility, clearer systems, and a team-based approach to service delivery.

Looking Ahead

2025 was a year of steady progress and responsible stewardship. The groundwork laid through system modernization, financial discipline, program delivery, and national leadership has positioned AEF to enter 2026 with confidence, clarity, and capacity.

AEF's ability to deliver on its mandate is the result of a committed staff team, dedicated volunteers, engaged members, and the continued leadership of the Board of Directors. Together, these efforts ensure that equestrian sport, recreation, and equine welfare remain accessible, supported, and sustainable across Alberta.

Thank you to everyone who contributed to the work of AEF in 2025. The organization moves forward strengthened by collaboration, guided by strategy, and focused on serving Alberta's equestrian community with integrity and purpose.

Sincerely,

~ Sonia Dantu





Association Highlights

ACCOMPLISHMENTS THROUGHOUT 2025

National Coaching Symposium & Leadership Meetings

In September 2025, AEF hosted the National Coaching Symposium and Sport Leadership Meetings over five days in Calgary, bringing together more than 150 participants, including provincial and national sport organization representatives, coaches, coach developers, and equestrian sport leaders from across Canada.

The event provided a national forum for collaboration, professional development, and open dialogue focused on advancing coaching education, strengthening alignment across jurisdictions, and supporting the long-term growth of equestrian sport. Through a combination of expert-led presentations, interactive workshops, and facilitated discussions, participants engaged in coaching program development, national updates, and the sharing of best practices across disciplines and provinces.

Hosting both the Symposium and Leadership Meetings strengthened inter-provincial collaboration and deepened connections within Alberta's coaching community, fostering a strong sense of shared purpose and collective responsibility for the future of coaching in Canada. The event also reinforced Alberta's role as a leader in coach education, system alignment, and national knowledge-sharing.

The success of the Symposium was supported by a coordinated, cross-departmental effort within AEF, with staff leading program development, national leadership discussions, and on-site event delivery. AEF was proud to collaborate with national and provincial partners, including Equestrian Canada, NCCP, and multiple PTSOs, reflecting a shared commitment to advancing safe, structured, and high-quality coaching across the country.

Event Highlights Shared From Participants

Having so many folks who deliver these programs in one place. Also Alison Forsyth on the opening day was a strong and compelling presenter. That was definitely a highlight.

Meeting more coach developers in person rather than over a Zoom meeting was definitely a highlight. It was great being able to interact with them, along with all the other coaches.

Meeting up with my colleagues from other PTSOs after a long absence and talking about new approaches to old things. Meeting new coaches and working with them in live scenarios—hearing their perspectives. Working in the beautiful Epic facility. The food onsite was delicious, plentiful, and it was great to not have to go somewhere else to eat during the workshops.

I know first-hand what a challenge it is logistically to set up an event like this. Kudos and thanks to AEF for taking on this responsibility, and to Epic Stables for offering their facility, horses, coaches, and riders. It was an excellent location for a symposium, and it was fabulous to be able to eat and stay working and not have to go back and forth between venues. Thank you!

I enjoyed the networking, the excellent presentations, exercise groups in the morning, lunches, and break snacks. AEF and Epic Stables were wonderful and very professional.

The biomechanics presentation was a highlight, as was the interaction with coaches in other disciplines.

Association Highlights

ACCOMPLISHMENTS THROUGHOUT 2025



Certification & Sanctioning

Officials

- 58 carded AEF officials

Sanctioned Competitions

- 74 AEF Wild Rose competitions
- 12 EC competitions

Coaching

- 575 certified coaches in Alberta
- 300 hold active NCCP certification
- 191 maintain EC Licensed Coach status
- 12 AEF members enrolled in the Fall Online Cohort, working toward achieving NCCP certification

Adoption of Safe Sport Policies

Leading the Way in Safe Sport for Equestrians in Alberta

At the heart of AEF's mission is a deep respect for people and the horses we ride together—and that includes ensuring our sport is safe, respectful, and welcoming for everyone. In 2025, we made significant progress in adopting and embedding Safe Sport policies that reflect our values and leadership within Alberta's sport community.

AEF has firmly aligned with the Alberta Safe Sport framework, partnering with the Alberta Sport Leadership Association (ASLA), the Alberta Safe Sport Complaint Mechanism (ABSSCM), and the Alberta Universal Code of Conduct (ABUCC) to provide a clear, independent pathway for reporting concerns of maltreatment or prohibited behaviour. All Safe Sport concerns—from athletes to officials—are submitted through this independent mechanism administered by ALIAS, ensuring reports are handled confidentially and impartially and in line with provincial standards.

Our approach is proactive and prevention-focused: Safe Sport is about education, accountability, and protecting participants, not policing reasonable coaching decisions or constructive feedback. AEF continues to support participants with accessible resources, respectful reporting pathways, and ongoing education so everyone can engage with confidence and trust.

By championing Safe Sport policies at both organizational and provincial levels, AEF will remain a leader in fostering ethical, supportive, and respectful equestrian environments. We recognize that healthy communities are built on safety, inclusion, and shared responsibility.



Trail Safety & Stewardship Initiatives

ACCOMPLISHMENTS THROUGHOUT 2025



In 2025, the Alberta Equestrian Federation (AEF) again participated in the Recreation Working Group Engagement Session hosted by Alberta Forestry and Parks in the Crowsnest Pass. Ongoing involvement in this annual forum advances AEF's trail and recreation mandate by providing direct engagement with government, land managers, and multi-user stakeholders across Alberta.

These discussions strengthen policy dialogue, shared stewardship strategies, and coordination among user groups. AEF's consistent participation ensures the equestrian community is represented in provincial recreation planning and directly led to involvement in engagement for the upcoming Plan for Parks, to be released in 2026.

AEF also expanded its Trail Safety Day program from

one event to three activations during the summer trail season, hosted in high-use, multi-user areas. These events educate the public on safe and respectful practices when encountering horses on shared trails.

Trail Safety Days were held May 31 at Cougar Creek (Canmore), August 9 at West Bragg Creek, and August 23 at Sandy McNabb. While weather impacted attendance at some locations, important lessons were learned—particularly the value of aligning with established community events to increase reach and impact.

In 2026, AEF will prioritize partnerships with established events such as Friends of Kananaskis Provincial Parks Day and the annual Canmore activation, while continuing to expand public education efforts across Alberta's shared trail systems.

Trail Safety & Stewardship Initiatives

ACCOMPLISHMENTS THROUGHOUT 2025

Advocacy and Protection of Non-Motorized Trail Access

AEF also provided support to the Whitecourt Horse Club (WHC) in efforts to protect the non-motorized designation of trails within the Whitecourt Sandhills Public Land Use Zone (WS PLUZ). This 16 sq. kilometre area is designated for Nordic skiing and equestrian use.

In recent years, the local Nordic ski club has experienced vandalism and infrastructure damage associated with unauthorized motorized use, ultimately forcing the club to withdraw from the area. Equestrian users are now facing

similar challenges.

AEF remains committed to safeguarding traditional equestrian access across the province and will continue working closely with the Whitecourt Horse Club in 2026 to advocate for the protection and responsible use of these designated non-motorized trails.

AEF continues to work closely with other non-motorized user groups such as the BVRA, BCTA, and GDTA to monitor and maintain non-motorized trails.

Trail Management Designation

In 2025, AEF submitted an application to Alberta's Ministry of Forestry and Parks to become a designated Trail Manager. Effective January 2026, AEF was formally appointed as the official Trail Manager for non-motorized provincial trails within the Panther Corners Public Land Use

Zone (PLUZ) and the Dormer/Sheep PLUZ.

This designation represents a significant milestone in AEF's stewardship mandate and reinforces the organization's commitment to the responsible management and long-term sustainability of Alberta's non-motorized trail systems.





Marketing and Outreach

E-NEWS AND SOCIAL MEDIA ANALYTICS

Monthly E-News

Monthly community-related news, reflections, and updates for both members and enthusiasts with over 22,000 active users. E-News featured consistent updates on events and equine news while promoting our business members. The data below is reflective of engagement from January 2025 to December 2025.

Campaign Highlights

 **205,889** total E-News emails sent

 **21%** average open rate

 **3,637** total clicks through to our website and featured business accounts

Email Communications

From our Equine Emergency Help Directory and wildfire notices, requirements for Wild Rose competition coaches, funding opportunity announcements, membership renewals, and coaching updates—here's a glimpse of all our email communication efforts.

Campaign Highlights

 **315,914** total emails sent

 **67%** average open rate

 **9,333** total clicks per unique opens

Social Media Engagement

Here's a snapshot of our reach on social media, primarily focused on Instagram and Facebook.

Instagram Highlights

 **1,900** Instagram visits (up 50.6%)

 **69,300** views

 **481** new followers

Facebook Highlights

 **13,700** Facebook visits (up 15.1%)

 **1.1M** views

 **579** new followers

2025 Modernizations

A FASTER, FRIENDLIER DIGITAL HOME



Website Upgrade

This year, we launched a reformatted, easy-to-navigate, interactive website developed by Twirling Umbrellas.

Developed with our community in mind, the site is designed to guide visitors on a clear journey through our content—helping them quickly find answers, discover resources, and take action with confidence.

Built for Our Audience (and the Way They Browse)

The website was designed with the user experience at the forefront. Clear pathways, intuitive menus, and purposeful page structure make it simpler for visitors to:

- locate key information without hunting for it,
- move smoothly between related pages,
- and understand what to do next—whether that’s learning more, registering, or reaching out.
- In short: fewer dead ends, more “Oh good—there it is.”

Full Control, In-House

A major benefit of the update is the flexibility and control it gives our team, and being built in the user-friendly WordPress software. We can now manage the website directly, including the ability to:

- create and publish new pages
- build and update resources
- maintain event calendar and directories
- develop forms
- post news and updates

This means we can respond faster to the needs of our community, keep information current, and continuously improve the experience—without relying on outside support for day-to-day updates.

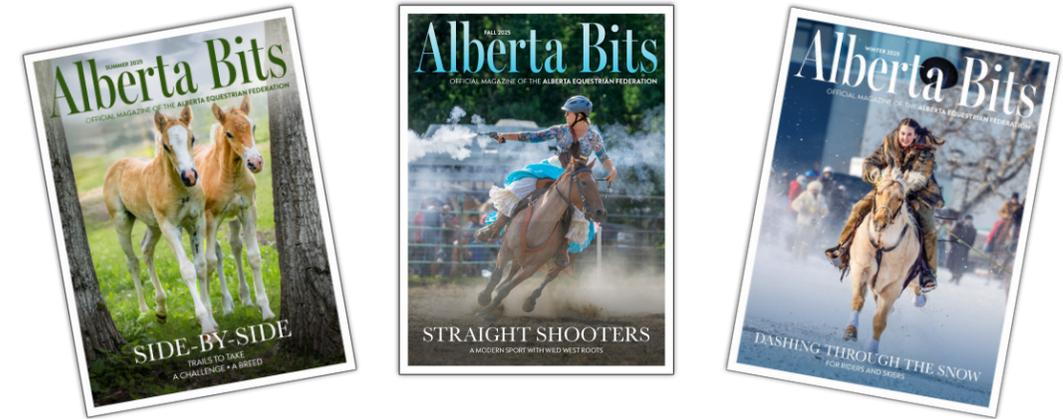
Stronger Insight Through Analytics

Along with improved navigation and functionality, the website provides full access to analytics. This allows us to better understand what our audience is looking for, which resources are most used, and where we can continue refining content to serve members and stakeholders more effectively.

With a modern foundation in place, the website positions us to keep building—adding timely content, enhancing self-serve tools, and evolving our digital presence as our community grows. It’s a strong step forward in making engagement easier, information clearer, and connection to our organization more accessible.

2025 Modernizations

A RENEWED CHAPTER



Alberta Bits

Alberta Bits entered a new chapter last year under new publishing leadership and a refreshed editorial vision—one that honours our equestrian heritage while embracing a stronger, more purposeful way of sharing it.

The magazine now places storytelling at its core, featuring authentic narratives that celebrate Alberta’s remarkable horses and the people devoted to them. From backyard trail companions and equine-assisted partners to high-performance athletes, and from breeders and coaches to

volunteers and officials, these stories reflect the full diversity of our equestrian community.

Enhanced by vibrant, striking photography, each issue captures both the power and the quiet beauty of life with horses. Distinct from fleeting online content, *Alberta Bits* delivers thoughtfully curated stories and insights rooted in local knowledge—created to be savoured, shared, and kept.

Database Refresh

In 2025, we successfully completed a comprehensive upgrade of our database system, strengthening how we support members and manage our operations. The new platform offers greater reliability and stability, ensuring member information, transactions, and communications are handled with enhanced accuracy and security. It also improves administrative efficiency and reduces downtime, creating a stronger operational foundation.

The upgraded system integrates seamlessly with other platforms, allowing for better coordination across programs, events, and partners. For members, the most noticeable

benefit is a more secure and dependable renewal process, making it easier to complete memberships quickly and confidently—especially during peak periods.

This investment demonstrates AEF’s commitment to continuous improvement. By modernizing our core infrastructure, we are building systems that are dependable, efficient, and ready to support Alberta’s equestrian community well into the future.

Where Revenue Was Generated

AN OVERVIEW OF THIS YEAR'S REVENUE



Approximately 40% of revenues, once again, came from generous donations and grants for many of the above projects—thank you for the meaningful contributions.

Reinvestments

Reinvestment in the Alberta equine community is an important way to significantly increase the value of the industry. We support growth and development by investing in numerous opportunities aimed at providing funding for projects, educational initiatives, clinics, events and opportunities that will enhance the overall well-being of the community.

A few numbers from reinvestment:

\$16,930 was generously donated by members towards the Equine Emergency and Disaster Fund. The AEF is honoured to be able to support equine owners in times of need, during emergencies and disasters, with the help of our members.

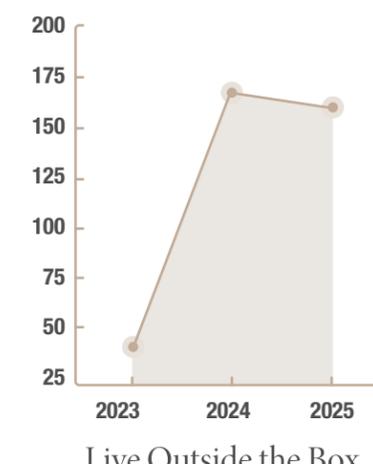
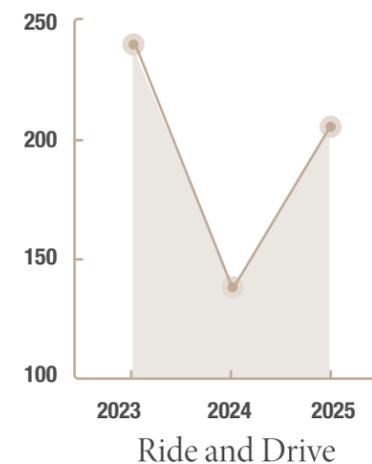
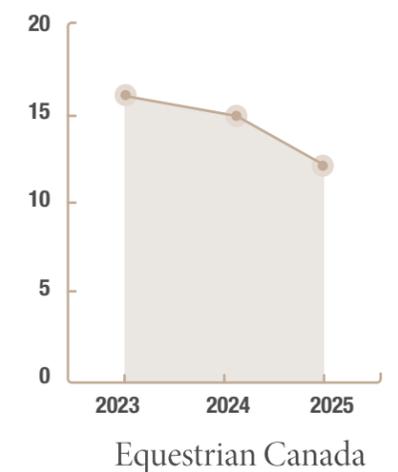
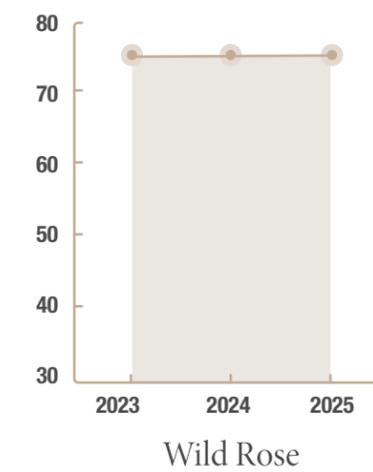
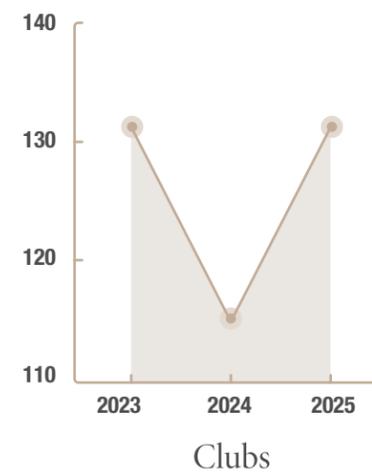
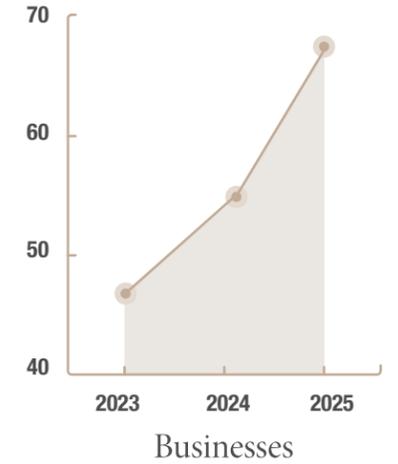
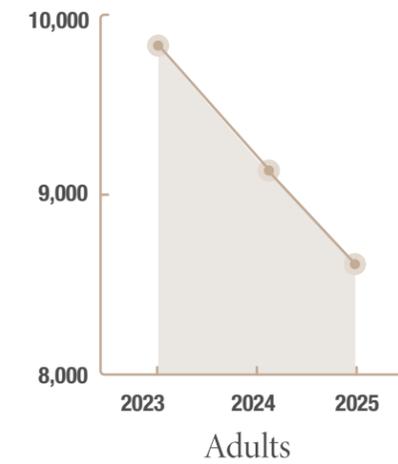
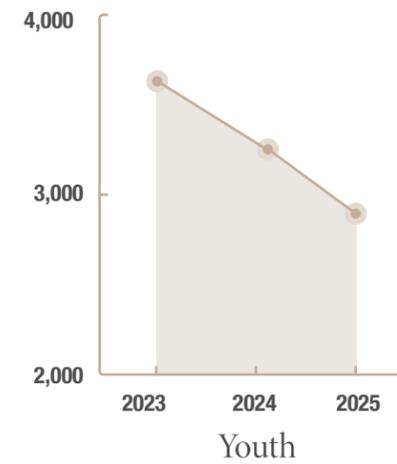
\$3,000 was provided to trail development and maintenance, liaising on various projects and continuing to advocate for equestrian use on trails across the province.

\$10,024 went to individual and club members to ensure continued professional development and help restart programs. Another **\$3,590** was provided through the various Scholarship and Bursary programs that the AEF offers.

\$513,790 supported athlete development and programs to encourage not only a healthy lifestyle, but to provide the skills, abilities, and reinforcement to keep working toward dreams of reaching the podium. Most notably this year was our hosting of the National Coaching and Leadership Symposium, our contribution to assist with the Royal West Championships, and our financial support of the new Prairie Region Medal Scholarship program.

Membership Overview

2023–2025



Our Community

HONORARY LIFETIME MEMBERS

Raymond
Antonuk

Sadie Bernice
Lenz

Ernest
Cunningham

Bill DesBarres

Marvin
Donaghy

Lloyd
Dreger

Lorraine
Hill

Ike
Lanier

Trish
Mrakawa

Les
Oakes

Irene
Smith

Gerald Wilson

Tom
Wraight

Honorary Lifetime Members are designated by the AEF Board of Directors for their outstanding lifetime achievements or contributions to the equestrian community in Alberta.

What You Said

TESTIMONIALS FROM MEMBERS

I am so happy to have enrolled into the Ride & Drive Program one more time. Being involved in both riding and driving, I am able to enjoy my horses each day. I have been blessed to do these things in my retirement, keep being active, and focus on multiple disciplines to keep me sharp and my body moving. Keeping track of the hours encourages the importance to set goals at this stage of life.

I am truly grateful for the program, and my AEF membership for the insurance coverage, and other services available. Needless to say I have learned to use my helmet, to protect my noodle, so I can continue this lifestyle for many more years.

~Bonnie

I am writing to send a huge thank you to the Alberta Equestrian Federation for their generous donation of \$500 towards the costs incurred while fulfilling the requirements to support my Three Day Eventing Judge application that I submitted earlier this year.

One of these was to attend a two-day clinic that was held at the beautiful Wesley Clover Parks in Ottawa during their May Event. It was extremely educational, and we were kept very busy with assignments and discussion with an individual evaluation at the end of the weekend. The cost to attend was, of course, significant and this contribution is extremely helpful.

I am happy to report that I recently received notification that I am now a fully certified Three Day Event Judge (Level 2)!

~Sue

Getting support from AEF means a lot to us. It helps make our practices and events possible, and we're really proud to be part of the AEF community. We've made great friends, built confidence with our horses, and can't wait to keep learning and improving. Thank you for helping kids like us chase our goals!

~Karen

We would like to thank AEF again for the support and assistance in making these opportunities more affordable and accessible to our eventing community, it is greatly appreciated!

~Jessica

What You Said

TESTIMONIALS FROM MEMBERS

I am truly honoured to be a recipient of the 2025 Marlene Waldner Western Youth Bursary. This generous support provides young riders like myself with valuable opportunities to learn, grow, and deepen our connection to the sport we love. Opportunities like this have a lasting impact and play a vital role in nurturing the future of western riding in Alberta.

Being part of the Western Equestrian Community is like being a part of a supportive and passionate family. It's a community built on respect, dedication, and a shared love for horses. I am incredibly proud to be part of it. Thank you to the Alberta Equestrian Federation for making this opportunity possible.

Thank you again for the opportunity!

~Kayla

The NCCP Competition Coach Certification Cohort has been an amazing opportunity for individuals such as myself to come together and learn in a safe and supportive environment. As a mother of twin toddlers, trying to balance life, teaching and a full time job, the Competition Cohort sets us up for success, while still allowing the ability to balance the other aspects of life outside of our passions.

Working and growing the grassroots clients is incredibly rewarding and the AEF scholarship fund has allowed me to be able to work towards my certifications without the worries of the financial burden that comes along with it.

~Terri

I'm grateful to the Alberta Equestrian Federation for supporting its members through funding, so that I can continue to seek out development opportunities for myself and my horses. The AEF's commitment to the growth and development of equestrians makes experiences like these more accessible and impactful.

~Nathalie





Presence in the Community

WHEN WE'RE OUT AND ABOUT

In 2025, the Alberta Equestrian Federation (AEF) adopted a more strategic and targeted approach to event participation, prioritizing high-profile venues and gatherings that aligned with our mandate and provided meaningful opportunities to engage directly with members and the broader equestrian community. This deliberate focus enhanced the visibility of the organization, strengthened stakeholder relationships, and reinforced AEF's leadership presence across multiple disciplines within the province.

AEF's 2025 event participation included:

- Horse Expo, Westerner Park, Red Deer, AB (April 24–27, 2025)
- Trail Safety Day activations, hosted in May and August 2025 (as outlined above)

- The Xibition Reining Stakes & Futurity, Calgary Stampede Park (August 2–9, 2025)
- The CPKC 'International' at the Masters Invitational, Spruce Meadows (September 7, 2025)
- The Royal West Championships, Calgary Stampede Park (October 15–25, 2025)

These events represent a cross-section of Alberta's equestrian sector, from grassroots recreational riders to elite international competition. By maintaining a presence at these venues, AEF was able to engage directly with athletes, coaches, officials, industry partners, and recreational members; provide information regarding programs and services; promote safety and stewardship initiatives; and reinforce the value of membership within the provincial federation.



Awards and Recognition

CELEBRATING EXCELLENCE



Annual Provincial Awards

The Annual Provincial Awards are a meaningful celebration of excellence within Alberta's equestrian community, recognizing the individuals, facilities, and equines who make an extraordinary impact on sport, recreation, and the horse industry. Rooted in strong ethics, sportsmanship, and a commitment to equine welfare, the Annual Provincial Awards highlight the timeless values that strengthen the equestrian tradition and inspire the community to continue growing together—always with the horse at the heart of it all.



Sheri Cameron
Outstanding Instructor/Coach



Gabrielle Shank
Outstanding Athlete/Rider



Tyne Alliban
Sportsmanship Excellence

Oakley
(Stephanie Patterson)
Outstanding Horse



Ulterra Equestrian
Outstanding Stable/Facility



Doug Orr
Above and Beyond Excellence



Awards and Recognition

CELEBRATING EXTRAORDINARY SERVICE



2025 President's Award



Mary H. Bell, VMD

In 2025, the Alberta Equestrian Federation was proud to present the President's Award to Mary H. Bell, VMD, in recognition of her extraordinary and enduring contributions to Alberta's equestrian community.

The President's Award is one of AEF's most distinguished honours and is presented at the discretion of the President's Suite. It is not awarded annually, but reserved for individuals whose leadership, service, and dedication have made a significant and lasting impact on the welfare of horses and the strength of the equestrian industry.

A third-generation horse person and highly respected equine veterinarian, Dr. Bell has devoted her career to advancing equine health and welfare at the provincial, national, and international levels. Since relocating to Alberta in 2019, she has provided invaluable leadership to AEF through her service on the Board of Directors, the Industry Committee, the Equine Emergency Fund Task Force, and through her instrumental role in developing the AEF Equine Welfare Position Statement and strengthening competition medication control initiatives.

Dr. Bell's lifelong commitment to horses, volunteer leadership, and industry advancement exemplifies the spirit of the President's Award. AEF is honoured to recognize her lasting contributions to Alberta's herd and equestrian community.

Awards and Recognition

CELEBRATING HEALTH AND WELLBEING

Live Outside the Box

This fun program is free for youth members aged seven to 15. Live Outside the Box participants track and log horse time hours, other outdoor activity hours, and healthy servings to earn some great prizes. The participants this year logged a total of 3,121 horse time hours, 5,521 outdoor activity hours, and 5,825 healthy servings!

Grand Prize Winners:

Horse Time Hours

Presley Lewis

Savanna Redston

Arianna Angelstad van Elmpt

Outdoor Activity Hours

Salena Williamson

Zoey Williamson

Presley Lewis

Healthy Servings

Savanna Redston

Svea Josephson

Arya Shirvell



Special thanks to our official program partner, **Acera Insurance** for ensuring the AEF continues to provide programs and opportunities like this to our members.

Awards and Recognition

CELEBRATING HEALTH AND WELLBEING



Awards and Recognition

CELEBRATING ACCOMPLISHMENTS

Ride & Drive

Ride and Drive rewards recreational riders, drivers, and vaulters of all ages an extra incentive to spend more hours in the saddle or behind the breeching for practice, exercise, therapy or just plain fun.

Four members reached their 2,000-hour milestones this year:

Raelyn Danyluk

Anne Lewis

Paige Dombrosky

Bonnie Quance

Scholarships

Jessica Wolfs
Educational Scholarship

Marlene Waldner Western Youth Bursaries

Hazel Gray

Kayla Bullard

Jemah Knelsen

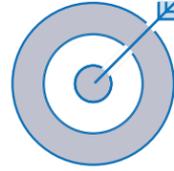
Lauren Roncin Wiebe

Keira Roncin Wiebe



Looking Ahead: 2026

GROWING OUR COMMUNITY



The strength of our community has always come from horse people who believe in doing things well—with care, integrity, and a deep respect for the animals that bring us together. In 2026, we build on that foundation with purpose and momentum.

A Stronger, More Integrated Membership Strategy

2026 will see the launch of a coordinated, province-wide membership marketing campaign designed to welcome new participants and reconnect with those who may have drifted away. Our focus will be clear: demonstrate the value of belonging, celebrate every discipline, and ensure that whether someone competes at a national level or rides quietly on weekends, they see the benefit and feel part of something meaningful.

This campaign will be supported by stronger data, better storytelling, and a more seamless member experience from first click to first ride.

Strategic Growth Through Giving

We will implement a focused, strategic push for donations to support key programs and long-term sustainability. By clearly communicating impact and connecting supporters to meaningful outcomes, we aim to build a culture of giving that strengthens the entire equestrian community in Alberta.

Careful financial stewardship and sustainability will guide every decision. We are committed to protecting resources today so that future generations can continue the ride.

Stewardship of Trails & Public Lands

The development of the Trail Manager role in the Panther Corners and Dormer/Sheep Public Land Use Zones will be an important focus in 2026. Responsible land stewardship ensures that recreational riders can continue to access Alberta's remarkable landscapes while protecting the land for future generations.

We are committed to being respectful, responsible users of public lands—preserving access through collaboration and proactive management.

Safe Sport: A Cornerstone of 2026

A significant priority for 2026 will be the rollout and integration of comprehensive Safe Sport policies. Creating safe, respectful, and accountable environments is essential, not just for compliance, but for trust. We will support clubs, coaches, volunteers, and participants with clear guidelines, education, and resources to ensure that our sport remains welcoming and secure for all.

Enhancing Our Systems

Behind every strong organization is infrastructure that works. In 2026, we will continue refining our database systems—streamlining processes, improving reporting accuracy, and ensuring members experience smooth, efficient service.

Advancing our technological capabilities will allow us to communicate better and make informed decisions that protect the long-term health of our organization.

Communication & Engagement

In 2026, we will integrate our approach to communication—delivering timely, clear, and relevant information through diverse digital platforms and in-person engagement. From educational symposiums and community gatherings to enhanced digital outreach, our goal is simple: ensure our members feel informed, heard, and valued.

Strong communication builds trust. And trust builds community.

Diversity, Inclusion, Equity & Belonging

We will continue strengthening diversity, inclusion, equity, and belonging through intentional dialogue, representative imagery, and meaningful action. Our community thrives when people from all backgrounds see themselves reflected in our sport and feel welcomed into it.

Horse sport has always been about partnership. That partnership extends beyond the barn aisle—it includes every person who shares a love of horses.

Our Commitment

At its heart, 2026 is about strengthening what has always mattered: a thriving equestrian community rooted in respect, safety, and opportunity. By investing in membership growth, strong governance, responsible financial management, technological advancement, and inclusive engagement, we are positioning AEF to serve Alberta's horse community with confidence and clarity.

The future is built one careful step at a time—and we are stepping forward together.

The Alberta Equestrian Federation Society

STATEMENT OF FINANCIAL POSITION AS AT DECEMBER 31, 2025

Assets

	2025	2024 <i>(Unaudited & Restated)</i>
CURRENT		
Cash & Cash Equivalents, Unrestricted	\$ 211,562	\$ 13,946
Accounts Receivable	145,041	2,557
Goods & Services Tax Receivable	-	8,975
Prepaid Expenses	23,804	19,014
	380,407	44,492
Externally Restricted Assets	210,417	134,075
Property & Equipment	73,026	76,097
Long Term Investments	186,306	178,875
Total Assets	\$ 850,156	\$ 433,539

Liabilities

	2025	2024 <i>(Unaudited & Restated)</i>
CURRENT		
Accounts Payable & Accrued Liabilities	\$ 78,749	\$ 63,225
Goods and Services Tax Payable	8,513	-
Deferred Membership Revenues	292,047	7,021
Insurance Payable	115,905	602
Source Deductions Payable	2,294	197
Deferred Cash Contributions	210,417	134,075
Total Current Liabilities	707,925	205,229
Total Liabilities	\$ 707,925	\$ 205,229

Net Assets

	2025	2024 <i>(Unaudited & Restated)</i>
Unrestricted	\$ 69,205	\$ 152,213
Invested In Property & Equipment	73,026	76,097
	142,231	228,310
	\$ 850,156	\$ 433,539

The Alberta Equestrian Federation Society

STATEMENT OF OPERATIONS FOR THE YEAR ENDED DECEMBER 31, 2025

Revenue

	2025	2024 <i>(Unaudited & Restated)</i>
Membership & Insurance	\$ 793,089	\$ 851,211
Donations, Restricted	514,394	691,953
Education	93,895	43,885
Casino Contributions	81,927	3,717
Government Grants	81,700	81,700
Sport	23,601	32,145
Advertising & Merchandise Sale	22,611	37,055
Recreation	12,115	11,547
Other Income	7,005	9,883
Interest Income	6,725	7,476
Donations, Unrestricted	1,068	25,850
	\$ 1,638,130	\$ 1,796,422

Expenses

	2025	2024 <i>(Unaudited & Restated)</i>
Wages & Benefits	\$ 619,819	\$ 636,220
Sport	411,653	447,606
Administration	281,600	338,729
Education	96,084	62,411
Rent	69,100	72,274
Alberta Bits Magazine	60,059	58,723
Office	48,804	46,895
Professional Fees	27,550	14,849
Development & Training	27,283	29,659
Interest & Bank Charges	14,362	17,210
Recreation	13,478	61,475
Merchandise Purchases	10,110	15,226
Insurance	7,661	4,672
Telecommunications	6,194	5,647
Travel	806	4,653
Breeds & Industry	-	3,067
	\$ 1,694,563	\$ 1,819,316

Deficiency Of Revenue

BEFORE AMORTIZATION	\$ (56,433)	\$ (22,894)
Less: Amortization Expense	(29,646)	(19,024)
DEFICIENCY OF REVENUE AFTER AMORTIZATION	\$ (86,079)	\$ (41,918)



Meet the Team

ALBERTA EQUESTRIAN FEDERATION

Office Staff

- Darlene Legge, Programs & Administration
- Johanna Nimchuk, Finance & Compliance
- Gavin Pearson, Coaching, Sport & Development
- Jessa Arnold, Member Relations
- Karina Fernandes, Sport & Recreation
- Kenda Lubeck, Communications & Marketing
- Sonia Dantu, Executive Director

Board of Directors

- Jason Edworthy, President
- Lindsey Seidel-Wassenaar, President Elect
- Sandy Bell, Past President
- Ally Penic, Treasurer
- Kate Wood, Director
- Louise Caplan, Director
- Jennifer Dimopoulos, Director
- Pat Buffalo, Director
- Claire Goddard, Director
- Anne Stone, Director
- Sonia Dantu, Executive Director
- Flo Scherpenisse, Recording Secretary

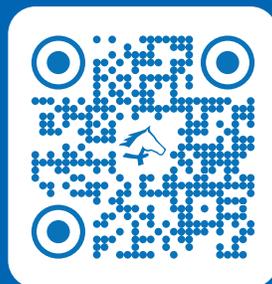
2025 Our Partners



ALBERTA EQUESTRIAN FEDERATION



#120, 251 Midpark Blvd SE Calgary, AB T2X 1S3



albertaequestrian.com