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ANNUAL REPORT





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About Us

AN OVERVIEW OF AEF

Albertans are passionate about their horses, donkeys and mules. These equines are an integral and valued part of our province's culture and history, which has been carried forward from the past to the present.

Since 1978, the Alberta Equestrian Federation (AEF) has been serving the Alberta equine community as the only governing body for equestrian sport recognized by the Government of Alberta (GOA). We offer a wide range of programs and services covering equestrian activities supporting beginners to experts and for the young and the young at heart. Services range from insurance included in memberships, to focus areas on recreation, sport, education, and industry.

AEF administers the nationally recognized coaching and instructor certification program, which includes programs focused on rider development. We provide funding to individual members and clubs, for trail maintenance and expansion, for educational opportunities; and we support all levels of competitions.

There is a special bond between horses and humans. We are happy to support and encourage this bond for our membership of 18,000 in over 425 communities throughout Alberta. Thank you for being a part of the AEF family and letting us share and expand your passion for horses.



Passion

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

Adaptability & Leadership

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

Caring & 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



Community Driven

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.

Inclusive & Diverse

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

Our Mission

To assist in creating a positive environment for the enjoyment of equines. Through our leadership and proactive approach, we promote, facilitate, and co-ordinate equestrian-related activities for Alberta.

Our Vision

We are the premier source for education, information, and support for the entire equine community.

Our Social Responsibilities

THE WELFARE OF SOCIETY AND THE ENVIRONMENT



Land Acknowledgement 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 hoofprints, 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.



Message from the President

AEF PRESIDENT, SANDY BELL

We're better together

In 2022, the Alberta Equestrian Foundation (AEF) completed several important projects, many in partnership with others, and always with the help of dedicated volunteers. The below examples illustrate the depth and diversity of the AEF's work last year on behalf of our members and Alberta's equine community.

South Syncline Equestrian Campground

A while in the planning and development, this campground opened in June 2022 in Castle Provincial Park in southern Alberta. You can imagine the many things that are needed for this complex project – from pens to firepits, from signage to parking, and everything in between.

Our members also contributed significantly to the establishment of this designated equestrian camping area through the AEF's trail supporter fund and volunteerism. We're proud to be involved in this expansion of wonderful outdoor experiences for riders.

Economic impact of Alberta's equine community

Last year, the AEF led the way again with the public release and broad distribution of the results of research conducted in 2021. It's the first study of its type in Alberta and is ground-breaking in Canada. You've seen the results – the impact on our provincial economy is significant.

Again, and briefly, it was estimated that Alberta was home to just over 142,000 equines kept on over 25,000 properties. Our equine community contributed nearly \$1.4 billion in gross domestic product (total value of goods produced and services provided in one year) and over 20,300 jobs (full-time equivalents).

142,000
Equines kept
on over

25,000
Properties

\$1.4 Billion
In gross domestic
product

20,300
Jobs (full-time
equivalents)

AEF strategic plan 2023-2028

If you are a member of the AEF, the board of directors are your board, and we take the responsibility of representation very seriously. With that in mind, our board met several times in 2021 and 2022 to create the latest strategic plan for our organization. This plan is based on the principle of service to our members and community and built on lessons learned in the past few years. Our strategic priorities (overarching goals) for the next five years are to:

Ensure organizational
stability through
sustainable revenue.

Ensure robust learning
opportunities for the equine
community.

Expand leadership in
environmental and social
responsibility.

Enhance strong team
performance.

Increase awareness of the
value of membership.

Each of these priorities have measurable objectives within them and are already starting to unfold. We're excited to have you on the journey with us — stay tuned.

Partnership with Equestrian Canada

On behalf of our members, we signed a new partnership agreement with Equestrian Canada, the national governing body for equestrian sport. The agreement was negotiated in 2022 at great length and detail, and the AEF Board of Directors believe it's the basis for a balanced relationship to take us into the future. We look forward to the possibilities.

With huge thanks

2022 was another active year for the AEF and I hope that my fellow board members know how much I appreciate them for their dedication and efforts over the past year. As this annual report illustrates, we did some terrific work together! As always, I send a huge thank you to the AEF office team. Whether you are supporting members, providing services, helping volunteers, or acting as ambassadors, you do it with expert professionalism and down-to-earth approachability. You are simply the best.

And, most importantly, to our members and community partners – THANK YOU. The AEF came out of 2022 as an even stronger provincial organization, and that's because of you. Your ongoing support and belief in our mission are the foundation for our accomplishments.

Sincerely,
Sandy Bell

Message from the Executive Director

AEF EXECUTIVE DIRECTOR, SONIA DANTU

Facing challenges

The past years have continued to challenge us in many different ways. Despite these challenges, we are extremely grateful to all who support the AEF and the meaningful work we do for the horse industry. I continue to be extremely proud and grateful for the AEF team that always pulls together admirably and continues to adapt to the daily challenges in order to deliver membership programs and services to you, our members.

AEF priorities

Providing value to AEF members and valued stakeholders remains a top priority for our organization. We continue to seek feedback from our membership and respond to our ever-changing environment which will ensure the horse industry in Alberta thrives. It is not enough to expect members

to simply renew or sign up without staying current (changes and improvements to technology, increased offerings, etc.), and continuing to ensure value is always at the top of the list.

Membership experience

The AEF membership experience must be a positive, simple journey. Designing that experience is a priority for us, because our members matter. Throughout 2022, we continued to work toward building our ‘new normal.’ Building a new database and a new website. Building our reach throughout the community by once again participating in events and trade shows. Building stronger relationships through recreational trail projects and educational offerings both online and in person, and finally building the relationship with Equestrian Canada to ensure those who participate in sport have a meaningful experience.

Some of the highlights from 2022 can be seen through

- The increase in the number of horse shows, with numbers rivalling those in 2019.
- A new five-year strategic plan that will guide our operations through the next few years.
- The investment in a new membership database and website that will help us connect better with our members.
- The funding invested into the community for sport, recreation, and education that will strengthen our industry as a whole.
- A \$50,000 Equine Emergency Disaster fund created to assist with Alberta equines in life-threatening situations.
- Our first ever Presidents Award given to dedicated volunteer Norm Spencer, who has contributed thousands of hours to AEF recreational projects.
- Negotiating additional ‘actual value’ benefits for our members, included with each membership purchased.
- AEF venturing back into the ‘open for business’ world, attending trade shows, events, and conferences.
- The results from the completed Economic Impact Study.
- Our extremely successful clinic, Gait to Success.

We cannot forget that volunteers are extremely important to our community and to our organization. AEF sends a special thank you to those who volunteered at our 2022 casino fundraising event. We simply could not do these events without your contribution, and we are forever grateful for your selfless gift of time.

Volunteers are vital in the equine world and there are many working hard at shows, events, club meetings, clinics, etc. The valuable work volunteers do truly make a difference in our community. Thank you.

Last but certainly not least, long-term employees contribute to an organization’s positive culture, environment, progressive growth, and knowledge base. They help reflect a stable work environment and improve morale. On behalf of the operations team, board of directors, and membership, I express my sincerest appreciation and admiration of finance team member, Rita Bernard. Rita recently marked her 15-year anniversary of employment with AEF; she officially retired on March 15, 2023. Rita’s ingenuity and dedication is a great inspiration and motivation to the entire team. She will be missed.

Sincerely,
Sonia Dantu



Association Highlights

AEF ACCOMPLISHMENTS THROUGHOUT 2022

Educational

- **Transporting Your Horse, Tips and Best Practices** – online conferencing Community Engagement Session with Jennifer Woods, M.Sc. of Blackie, Alberta.
- **Coach Training Boot Camp** – five EC NCCP courses offered over four days: Long-Term Equestrian Development, Analyzing Beginner Equestrian Performance, Plan an Equestrian Practice, Design an Equestrian Sport Program, and Manage an Equestrian Sport Program.
- **Coach Developer Training Boot Camp** – delivered with the Coach Training Boot Camp, our Coach Developers were able to update their knowledge on the five courses delivered, plus share best practices while networking with peers.
- **Gait to Success Dressage** – symposium in Blackfalds, Alberta with Canadian Olympic dressage competitor Jacqueline Brooks.
- **Horse Vaccination 101** – online conferencing Community Engagement session Dr. Erika Sjolín, DVM, and Dr. Lauren Friedl, DVM, of Burwash Equine Services.
- **Authentic Inclusion 101** – online conferencing Community Engagement session with Ness Murby, a counsellor, inclusion strategist, independent consultant and the cofounder of TougherThan.
- Two training sessions for the Rookie Riders program, one in Okotoks and another in Grande Prairie. The Rookie Riders program complies with the first stage of the Long-Term Equestrian Development and represents an active start in the sport by children ages six to 12.

Recreational

- Finalized the new Castle Provincial Park equestrian campground, opened officially in June 2022.
- Trail Supporter funding for the Great Divide Trail toward building new and improving current equestrian trails and buying new tents for trail volunteers.
- Purchased and distributed around the province additional orange ‘horse trail’ blaze signs for finding routes on new trails.
- Participated in trail planning and field work on new winter trail development for equestrians.
- Consulted by and worked with AEP regarding several trailheads and staging areas in Kananaskis Country.
- Received a grant from AEP to pilot a trail safety day to raise awareness for all trail users.
- Installed a dozen yield safety signs around Alberta with more installations planned for 2023.

Developmental

- **Coaching Handbook and Resources (CHAR)** – an online and self-paced tool to help candidates understand the process to become EC NCCP certified coaches. CHAR was developed in conjunction with Ontario Equestrian.
- **Wild Rose Rulebook update** to ensure AEF Wild Rose sanctioned competitions stay relevant and aligned with other jurisdictions.
- **English and Western Instructor Cohort Pilot** – A goal was to involve participants at the grassroots level and provide more training opportunities in remote areas. The Cohort Pilot enabled us to certify instructors from Calgary, Red Deer, and Grande Prairie. It was delivered in partnership with Ontario Equestrian and was a huge success among our coaching candidates.
- **Two in-person coaching evaluations in 2022**, certifying two English instructors, two western instructors, and three English competition coaches.
- **Many presentations and tools were developed** to help instructors and coaches understand the importance of the Coach Status program and how to apply for it. Efforts paid off as we had 108 NCCP Certified and Licensed Coaches, nearly double from 55 in 2021.
- **More NCCP Certified and Licensed coaches and more Learn to Ride/Drive assessments were completed**; 169 assessments compared to 77 in 2021.
- **Created a streamlined coaching database and transferred it to an online platform enabling remote access.** We will create tools to notify coaches when their accounts need attention in the coming year.
- Online Frequently Asked Questions page created on our website for coaches and coach candidates.

Marketing and Outreach

AEF 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 2022 to December 2022.

Campaign Highlights



Email Communications

From “in case you missed it” webinar videos to photo contests, membership renewals and updates — here’s a snapshot of all of our email communication efforts.

Campaign Highlights



Social Media Engagement

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

Instagram Highlights



Facebook Highlights



Photo Contests

Will You Be My Equine Valentine?

AEF’s first-ever Equine Valentine photo challenge was a huge success thanks to our amazing community. This photo contest engaged the membership by driving visits to our website to vote on community uploaded photos.



A Night Mare on Colt Street

If you thought the Rosedeer Hotel in Wayne, AB was spooky, think again! This Halloween is all about your Night Mares, Ghoulish Geldings, and Spooktacular Stallions! This photo contest engaged the membership through social media sharing and tagging of the AEF Facebook and IG Pages.



Website Insights



Top three most visited pages



Top three locations of visitors



Economic Impact Survey

THE ECONOMIC IMPACTS OF ALBERTA'S EQUINE COMMUNITY

In 2021 AEF hired an independent contractor, Serecon Inc., to conduct a study to determine the current status of Alberta's equine community and estimate the economic benefits that it contributes to the provincial economy. The study was designed to capture the impact of all businesses and services in Alberta that connect, directly and indirectly, to the equine community and its related industry.

The diverse nature of the equine sector makes it challenging to capture data. Despite the complications, the AEF believes that understanding the economic footprint of this sector will assist all interested groups in making important decisions that will contribute to a thriving, growing equine community in Alberta.

Major Findings

- The diverse mix of equine activities makes a significant financial contribution to the province. Findings indicate the total economic impact of the equine community in terms of gross domestic product amounted to \$1.356 billion in 2021.
- All expenditures related to the equine community totaled over \$1.7 billion. These expenditures resulted in a contribution of \$855 million in labour income.
- The equine community has a notable impact on employment in Alberta. Analysis reveals that over 20,300 full time equivalent (FTE) jobs are contributed after accounting for all equine-related expenditures.
- Study results show Alberta's total population of horses to be just over 142,000 horses, kept on over 25,000 properties. Roughly 50 per cent of horses are used for recreation (backyard ownership, trail riding, summer camps, etc.), 38 per cent for sport (western, jumping, dressage, vaulting, etc.), and six per cent for work (outfitting, ranch work, guiding, etc.).
- When it comes to overall expenditures (training, board, feed, health care, etc.) per horse surveyed, owners of horses used for sport pay nearly twice as much (at approximately \$12,700 per year) as those used for recreation (approximately \$7,500), and over three times those used for work (approximately \$3,700).

Using the Results

This study shows the equine community's significant impacts across the province, demonstrating the great importance of this diverse and wide-reaching sector. Findings will help determine the best way to enhance and grow the equine community. They will inform decisions in many areas including agriculture, sport, recreation, and government, and help identify future trends and drivers of change.

AEF is committed to sharing and using the study information to develop and enhance our programs and service offerings, attract new partnerships, strengthen existing partnerships, and supporting other groups in the equestrian community whenever possible.

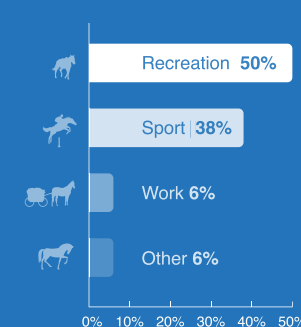
The Economic Impact of Alberta's Equine Community

In 2021 AEF hired an independent contractor to conduct a study to determine the current status of Alberta's equine community and estimate the economic benefits that it contributes to the provincial economy. Here are some key findings.

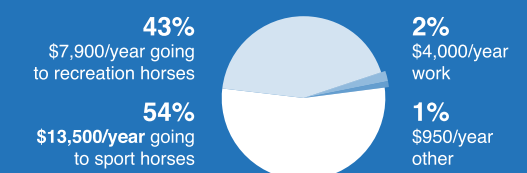
Total GDP

The equine community's impact in Alberta's economy is **\$1.356 billion**

Use of horses



Cost of owning a horse



Alberta's equine community creates

20,380 jobs

6,780 jobs related to additional equine activities (coaching, equine assisted learning, horse and rider training, etc.)

13,600 jobs directly related to horse keeping (stable/barn labour, vet, farrier, retail, etc.)

142,230 horses, mules, and donkeys. Kept on **25,043** Properties of Alberta

ALBERTA EQUESTRIAN
FEDERATION



Scan to view the entire report, or download the report from albertaequestrian.com

Where Revenue Was Generated

AN OVERVIEW OF THIS YEAR'S REVENUE

Close to 10% of revenue came from generous donations and grants for many of the above projects – thank you for the meaningful contributions. AEF is grateful to acknowledge assistance from Alberta Environment and Parks with a \$10,000 grant in 2022 that will help fund an Equestrian Trail Riding Safety Program.

55%

AEF Membership

25%

Programs & Services

15%

Grants & Casino

5%

Other self-generated, Advertising & Sales

Investments

\$27,549

was provided to trail/campground development and maintenance, liaising on various projects and continuing to advocate for equestrian use on trails across the province. Some funding was provided due to Alberta government grants.

\$30,000

went toward completing the Economic Impact of Alberta's Equine Community that will assist all interested groups in making important decisions that will contribute to a thriving, growing equine community in Alberta.

\$281,174

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.

\$10,000

Alberta Environment and Parks grant for a "Trails Day" and to support the maintenance, development/growth of Alberta's natural resources. On August 27, a Trail Safety Day was held in Bragg Creek. This was a great an opportunity to create awareness and educational materials to increase safety on shared recreational trails.

\$36,248

went to individual and club members to ensure continued professional development and help restart programs.



Reinvestment

Reinvestment in the Alberta equine community is an important way to significantly increase the value of the industry. AEF supports 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

\$4,000

Scholarships and bursaries

\$38,248

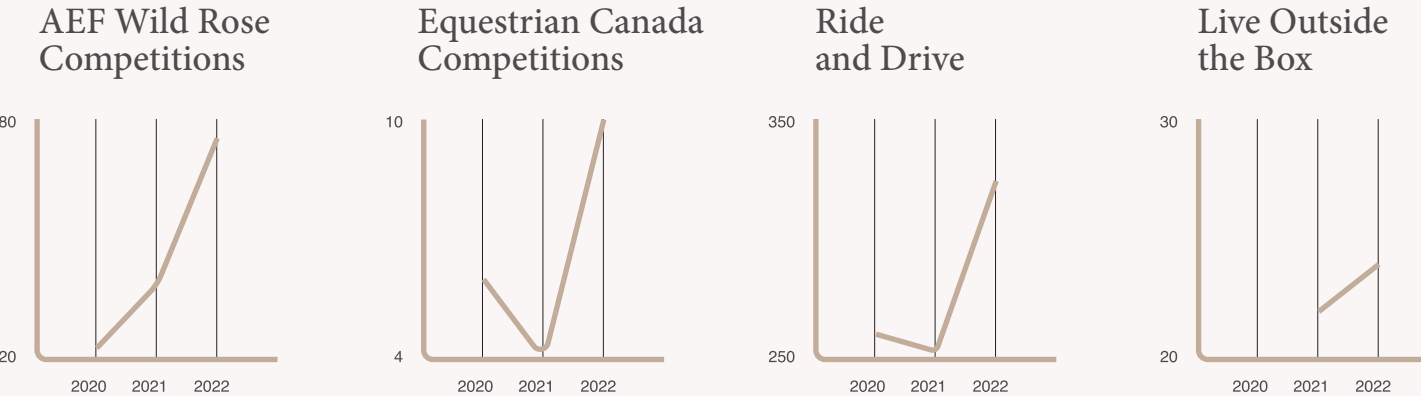
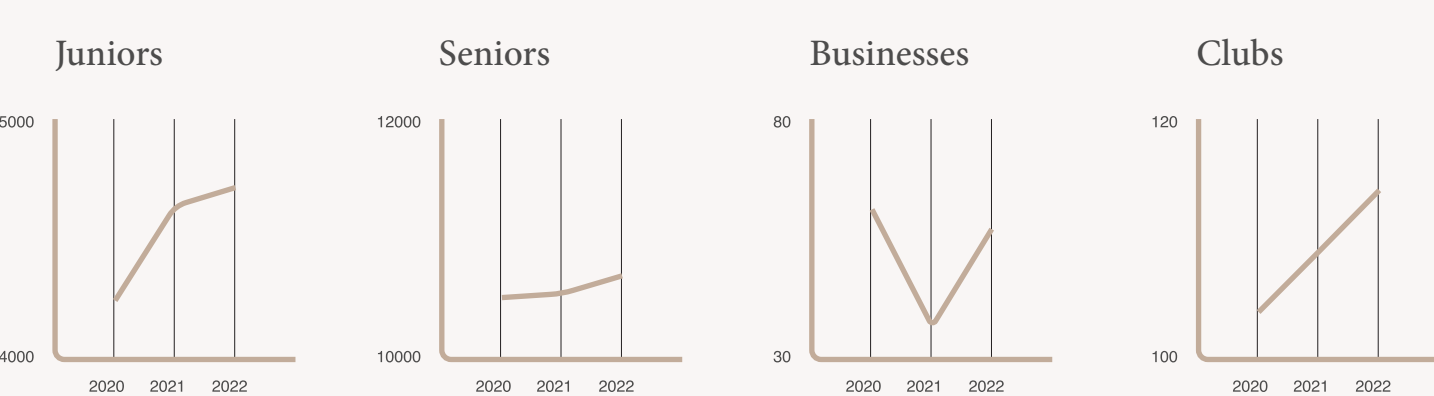
Individual /club funding and clinics/events

\$5,000

Trail supporter projects

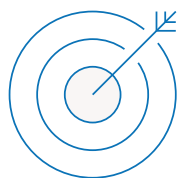
\$17,200

Wild Rose competition sanctioning incentives including Win Your Entry, Volunteer Recognition, Pay It Back



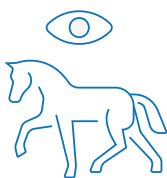
Our 2023-2028 Strategic Plan

GOALS AND OBJECTIVES FOR THE UPCOMING YEAR



Our 5-Year Goal

We are Alberta's most respected and trusted equine community with 30,000 members.



Our Vision

We are the premier source for education, information, and support for the entire equine community.



Our Values

Community Driven

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

Adaptability and Leadership

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

Caring and 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.

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.

Inclusive and Diverse

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.

Passion

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

2023-2028 Strategic Objectives

Increase awareness of the value of membership

- Adopt a service-driven approach that enhances the member experience.
- Implement a stable/facility program.
- Create an Ambassador Program to empower existing members with information and tools to communicate the value of membership.

Ensure robust learning opportunities for the equine community

- Use a variety of methods and tools to deliver accessible learning opportunities.
- Partner, network and participate in events to actively showcase the AEF.
- Pilot “Meet a Horse” program.

Expand leadership in environmental and social responsibility

- Establish diversity, equity and inclusion policies and programs that enhance opportunities for groups.
- Promote Safe Sport, inclusion and diversity, and positive mental health.
- Establish a proactive plan that builds trust regarding the social licence of horse use in sport and work.

Ensure strong team performance

- Maintain a strong foundation for board and staff success through policy, onboarding and aligning best practices.
- Analyse and assess the organization through annual evaluations.
- Establish a web based communications tool for board and staff.

Ensure organizational stability through sustainable revenue

- Clearly and consistently communicate ways to donate to the AEF.
- Continue to take advantage of relevant grant opportunities, including those specific to diverse groups.
- Understand how partners feel about their benefits and maximize their experiences.

Our community

HONORARY LIFETIME AEF MEMBERS

Betty
Ellis

Lorraine
Hill

Ike
Lanier

Trish
Mrakawa

Les
Oakes

Tom
Wright

Irene
Smith

Raymond
Antonuk

Ernest
Cunningham

Bill
desBarres

Marvin
Donaghy

Lloyd
Dreger

Gerald
Wilson

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

Thank you so much for the halter and lead rope!
The halter fits Angel perfectly and looks really good! I'm having a fun time with Live Outside the Box. Many thanks.

- Svea

"The Ride and Drive T-shirt is great!
And I'll enjoy the water bottle."

- Marlys

Great program! I felt like nothing was hidden, and everything was made available and clear. Overall, it was a great way to get certified.

- Beverley

I would highly recommend (the cohort) to review coaching concepts and be assessed in real time. It was great to collaborate with other instructors!

- Taya

I wanted to say thank you for including us in the clinic this weekend. I realize putting on a clinic of that size is a huge undertaking and I appreciate what you and the AEF have done for us.

- Karen

I am an adult amateur dressage rider in Alberta, and Tony is an Alberta-bred horse. This clinic afforded us an amazing opportunity for local training that we would not otherwise have had.

I like the timeline of the cohort. The program starts lightly in August and then gets deeper later on with more participation needed. It didn't cut into my show season.

- Melanie

- Sarah

A very welcoming and friendly group of people. I felt this program opened up a bunch of opportunities for me. Personally, I was able to receive some very good feedback that I will take with me in my coaching career.

What our members had to say in 2022

I loved (the cohort). It was very professional, informative, comfortable, and welcoming.

- Laura

I would like to take this opportunity to thank you for all the work you put in leading up to and during our Coaching Boot Camp. Your efforts will ensure a stronger Coach Developer team that delivers content with consistency.

- Tara

I enjoyed all the presentations and learned new things I can take forward to evaluations or when facilitating. It was amazing to work with you young prospective instructors and coaches helping them on their journey.

Finally, I really appreciated having Helen's and Ruth's perspectives on each of the modules. It renewed my enthusiasm for the material and helped me connect with others in my community. Thank you again,

"I just wanted to send a thank you for the opportunity to ride in the clinic and that it was a great weekend. Great clinician, well organized event, and all. Thanks"

- Colleen

- Laurie

"Thank you ten times over! What a great hour of information!"

- Wendy

"This presentation was excellent! Good for review as well as lots of new learnings. Thank you very much!"

"Thank you so much. Our club has had a few very tough years financially and this will really help us when planning our next show. Thanks, AEF, for all you do..."

- Audrey

"Thank you for the recognition that was recently given to me for my contribution as a volunteer at the Spring into Dressage show. I am deeply honoured, and it was indeed a surprise.

- Vic

It was my pleasure to help make the show a success and fun for all of those who participated – both the competitors and other volunteers."

I would definitely sign up to do another cohort, as well as refer other clients and coaches to do the same. After this amazing coaching evaluation format (cohort), I can proudly call myself an EC NCCP certified instructor!

- Amy

Awards and Recognition

CELEBRATING SUCCESS



Provincial Awards



Outstanding Instructor/Coach
Lisa Denyer



Sportsmanship Excellence
Savannah Hanson



Outstanding Volunteer
Kathy Marston



Above and Beyond Excellence
Jamee DeWit



Outstanding Horse
NightWind's
Indigo Bey



Outstanding Stable/Facility
Equine Haven Recovery
Care and Equestrian
Centre Ltd.



Outstanding Equine Personnel
Judy Robertson



Ava Scheerhoorn
Marlene Waldner Western
Youth Bursaries



Hailey Nelson
Educational Scholarship
Recipients



Danielle Friesen
Marlene Waldner Western
Youth Bursaries

Ride and 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. The following reached their 2,000-hour milestones!



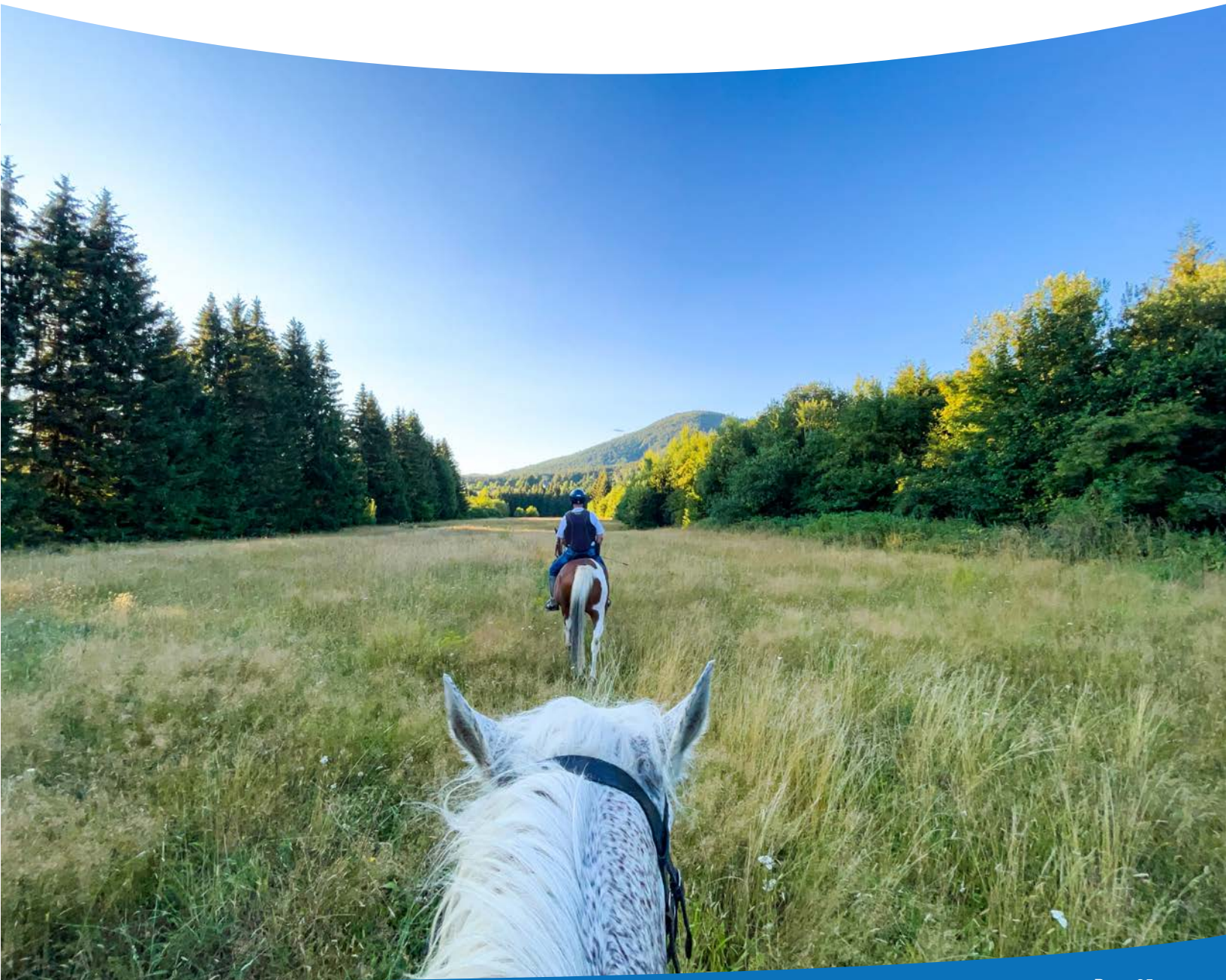
Anne Lewis



Bonnie Quance



Inga Skog



Looking Ahead...

FUTURE PLANS FOR THE COMMUNITY

Every quarter of society was presented with challenges that began with the COVID-19 pandemic, and the AEF was no exception. Ongoing economic volatility has placed even more strain on operations as we face greater demand for services, at times disruption of operations, and planned projects due to labour shortages and uncertainty over future funding. Through it all we have continued to provide essential services and focus on core goals to ensure we are delivering value to our membership.

While the years to come will always present challenges, continuing to focus on solid goals will help us grow and, ultimately, benefit the membership. Aligned with our new strategic and operational plan, we will concentrate on:



Continuing to strengthen and grow our membership base



Fostering and building a sense of community



Enhancing the membership experience and providing a way for members to provide input



Revamping the website to ensure a positive experience, membership retention, brand repositioning, and a continual refresh of the online store



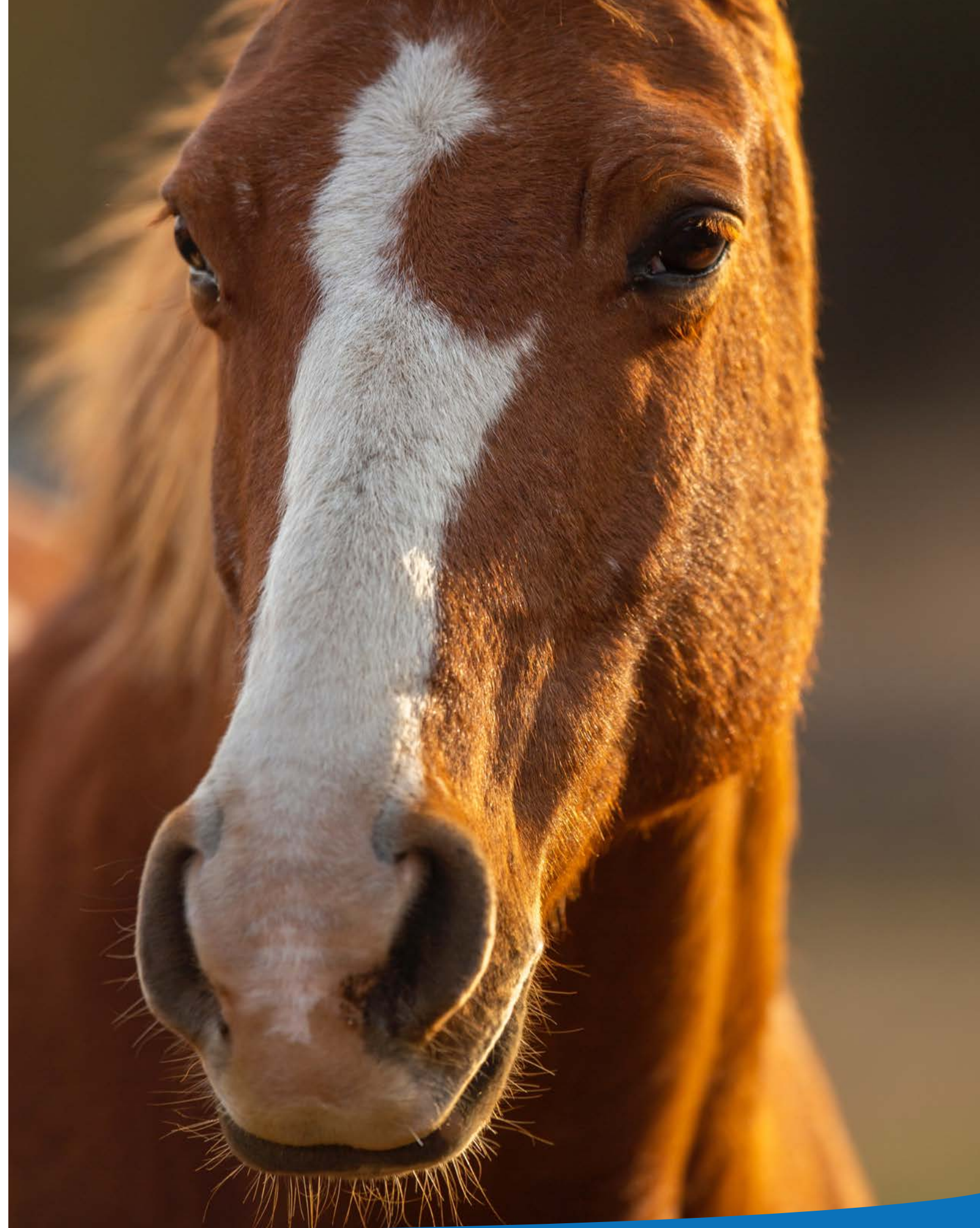
Supporting the Alberta equine industry with current, ongoing, and future needs



Continuing to meet the Government of Alberta's legislative and accountability requirements for funding



Having an effective means of reaching non-members in the province to encourage membership and support for the Alberta equine industry



The Alberta Equestrian Federation Society

STATEMENT OF FINANCIAL POSITION - AS AT DECEMBER 31, 2022

Assets

Current	2022	2021
• Cash	\$ 275,931	\$ 906,113
• Accounts receivable	358,491	1,444
• Goods & services tax receivable	5,671	12,125
• Prepaid expenses	12,403	12,435
• Short-term investments	54,601	109,221
	\$ 707,097	\$ 1,041,338
Investments	\$ 110,772	\$ 54,059
Capital Assets	58,554	73,191
Emergency Contingency Fund	140,000	140,000
Equine Disaster Emergency Fund	50,000	-
	\$ 1,066,423	\$ 1,308,588

Liabilities

Current		
• Accounts payable & accrued liabilities	\$ 88,761	\$ 37,146
• Unearned membership fees	385,863	351,598
• Deferred contributions	45,254	-
	\$ 519,878	\$ 388,744
Canada Emergency Business		
Account Loan	-	\$ 40,000
Deferred Revenues	439,573	434,518
	\$ 959,451	\$ 863,262

Net Assets

Net Assets	\$ 106,972	\$ 445,326
	\$ 1,066,423	\$ 1,308,588

The Alberta Equestrian Federation Society

STATEMENT OF OPERATIONS - FOR THE YEAR ENDED DECEMBER 31, 2022

Revenue

	2022	2021
• Grants	\$ 81,610	\$ 100,438
• Memberships	651,413	641,301
• Sport	290,761	203,858
• Trail support	2,595	6,000
• Education	52,926	8,248
• Advertising & promotion	20,802	16,483
• Sales	32,458	42,612
• Administration	38,370	46,492
• Other income & donations	23,592	87,976
• Recreation	38,029	125,665
• Casino	26,735	7,749
	\$ 1,259,291	\$ 1,286,822

Expenses

• Salaries & employee benefits	\$ 524,502	\$ 415,624
• Member & director insurance	121,040	119,688
• Education	51,011	20,245
• Advertising & promotion	139,715	101,429
• Office administration	223,570	107,885
• Sport	337,447	288,842
• Trail support	2,595	6,000
• Rent	66,592	64,713
• Cost of goods sold	37,606	44,900
• Professional fees	4,257	13,661
• Meetings	30,753	41,044
• Recreation	32,156	124,549
• Breeds & industry	11,763	39,743
	\$ 1,583,007	\$ 1,388,323

• Deficiency before amortization	\$ (323,716)	\$ (101,501)
• Amortization	14,638	6,798
• Deficiency of revenue over expenses	\$ 1,066,423	\$ 108,299

Meet the Team

ALBERTA EQUESTRIAN FEDERATION

AEF Staff

- Sonia Dantu, Executive Director
- Norma Cnudde, Office Coordinator
- Jessa Arnold, Membership
- Kenda Lubeck, Program Manager
- Deb Smith-Jones, Finance and Support
- Karina Fernandes, Sport and Recreation Manager

Board of Directors

- Sandy Bell, President
- Jason Edworthy, President Elect
- Sharon Crawford, Secretary
- Nicolas Brown, Treasurer
- Brenda Spanier, Director
- Mary Bell, Director
- Pat Buffalo, Director
- Jennifer Dimopoulos, Director



In Memory of Margot Anderson

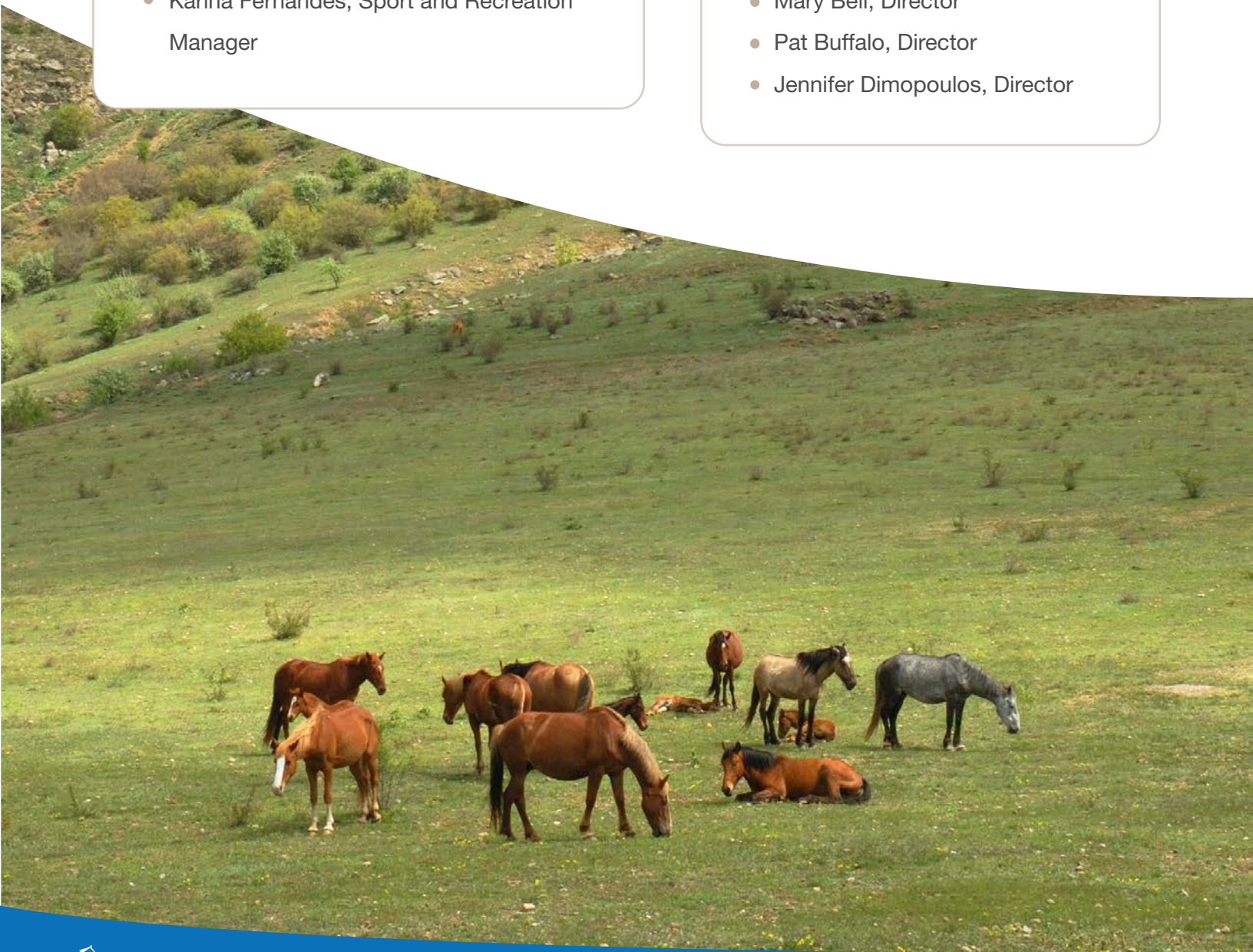
The Board of Directors of the Alberta Equestrian Federation mourn one of our valued members, Margot. Patricia Margot Rae Anderson passed away peacefully in hospital on January 16, 2023, at the age of 60 years.

Margot was passionate about horses, including her own Clydesdales. Along with being an entrepreneur and small business owner, Margot was a Certified Equine Bodyworker/ANMR Diamond Level Practitioner. In 2021 she was elected to the AEF board and, right from day one, Margot demonstrated her commitment to the work of our board and various committees.

Margot was an integral part of the AEF. Of note was her insightful contributions to the strategic direction of the whole organization as we shaped the plan to carry us into the future for the benefit of our thousands of members.

We remember Margot for her dedication to the AEF board and its membership as a whole, and for her friendship to us as individuals. Her enthusiasm, clarity, and creative thinking was a delight to us all. We will miss her courageous and loving spirit.

Margot made a difference in the lives of countless equines and their people. We are grateful to have known her.



Our Partners

2022



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