

2 0 2 3

ANNUAL REPORT



Table of Contents

01

About
the AEF

Pages 4-5

02

Our Social
Responsibilities

Pages 6-7

03

Message from
the President

Pages 8-9

04

Message from the
Executive Director

Pages 10-11

05

Association
Highlights

Pages 12-15

06

Marketing
and Outreach

Pages 16-17

07

Safe Sport
Policy Suite

Page 18

08

Share the
Trails Project

Page 19

09

Where Revenue
Was Generated

Pages 20-21

10

Our 2023–2028
Operational Plan

Pages 22-23

11

Our
Community

Pages 24-25

12

Awards and
Recognition

Pages 26-29

09

Looking
Ahead...

Pages 30-31

10

Statement of
Financial Position

Page 32

11

Statement of
Operations

Page 33

12

Meet the
Team

Pages 34-35



About the AEF

AN OVERVIEW

Albertans have a deep affection for their equine companions. Horses, donkeys, and mules are not just a hobby or a pastime, but a fundamental aspect of our province's culture and history, spanning several generations.

Since its establishment in 1978, the Alberta Equestrian Federation (AEF) has been the primary governing body for equestrian sport and activity in Alberta. We are recognized by the Government of Alberta as the official Provincial Sport Organization for equestrian sport. Our organization is committed to providing comprehensive support for equestrian activities, catering to beginners and experts alike, and including all age groups and disciplines.

Our programs and services encompass a broad range of benefits, such as membership insurance, inclusive educational opportunities, recreational activities, and competitive events. We administer the nationally recognized coaching and instructor certification program, which includes programs focused on rider development. We work with discipline, breed, and interest groups to provide educational resources, clinics, and events. We offer funding to individuals and clubs to maintain and expand trail systems, support educational initiatives, and we facilitate various levels of competitions.

We are grateful for the opportunity to serve and collaborate with all members of our AEF family. Our goal is to foster the special connection between horses and humans, and we are honoured to have a membership of nearly 18,000 individuals across 425 communities in Alberta. We are committed to supporting and enhancing the passion and devotion for horses throughout the province.



Passion

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

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.

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.



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

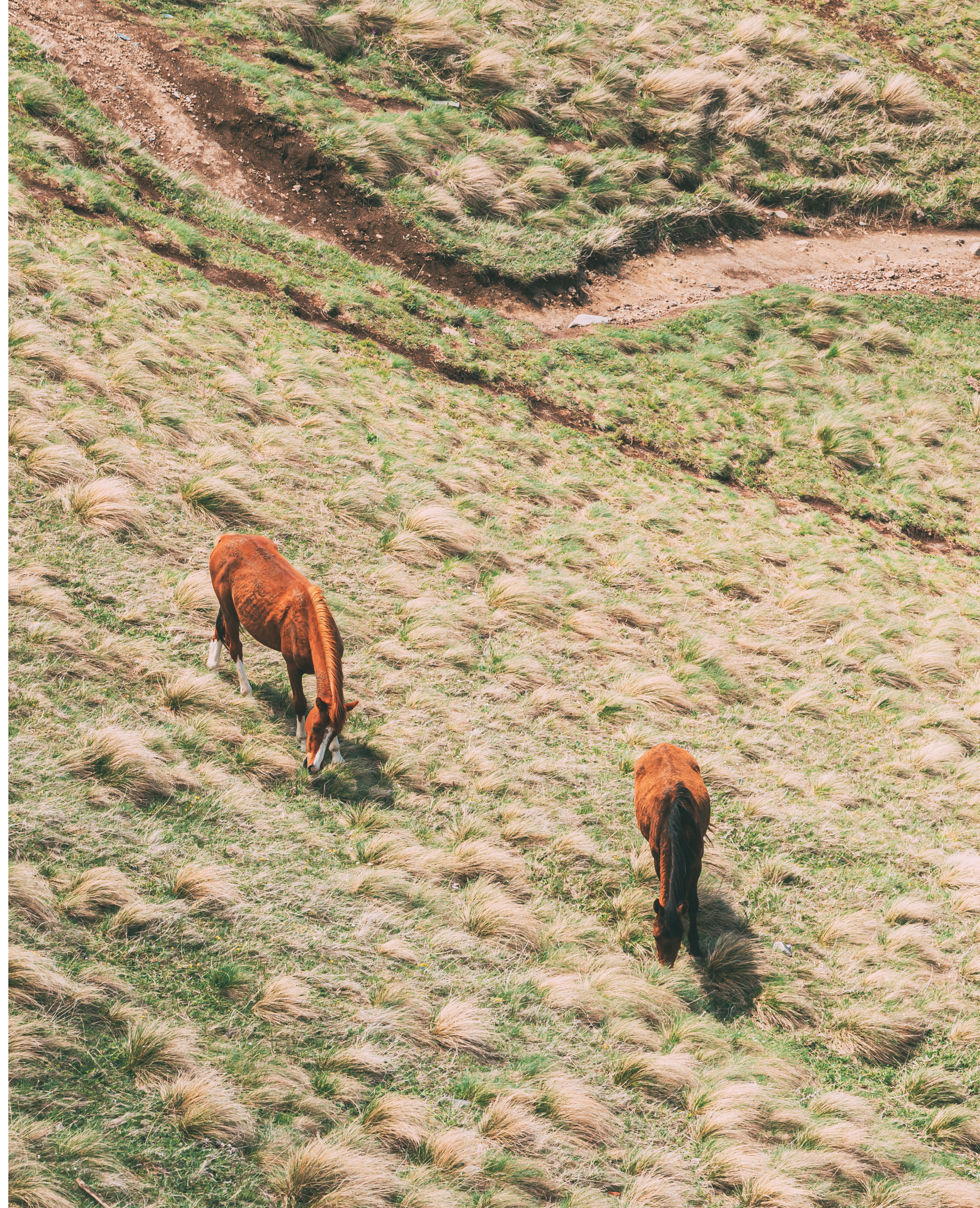
The Alberta Equestrian Federation acknowledges the world's climate emergency and resolves to contribute solutions to the climate crisis. We commit to demonstrating leadership to the equestrian community through sustainability in our operations, programs, and projects.

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



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

SANDY BELL

The Alberta Equestrian Federation ended the 2023 year in a terrific position, as you'll note from the details in this annual report. From the perspective of the AEF's Board of Directors, we successfully tackled our governance responsibilities with the input and assistance of members, volunteers, staff, and partners.

2023 saw the completion of several governance projects, such as: the establishment of an enduring Equine Emergency Fund; the Safe Sport Policy Suite, Member Code of Conduct and Ethics; Equine Welfare Position Statement; and two rounds of official bylaw updates.

The Equine Welfare Position Statement is a foundational statement of principle that we have carried for some time. However, this belief is now finally stated in explicit, clear, and public terms. We believe that: All equines matter. The Alberta Equestrian Federation is committed to the respectful and humane care of all equines throughout their lifespan.

To further clarify:

- This applies to all equines (horses, ponies, donkeys, mules, hinnies) owned and feral.
- Owned equines are to be treated in accordance with the Code of Practice for the Care and Handling of Equines developed and regularly reviewed under the auspices of the National Farm Animal Care Council.
- AEF recognizes that the five freedoms apply to all equines owned and feral.
 - Freedom from hunger and thirst.
 - Freedom from discomfort.
 - Freedom from pain, injury, or disease.
 - Freedom to express normal behaviour.
 - Freedom from fear and distress.
- Transportation in accordance with the Health of Animals Regulations for Animal Transport enforced by the Canadian Food Inspection Agency and in accordance with any further Provincial regulations.
- Euthanasia in accordance with Canadian Veterinary Medical Association Guidelines.

This statement is based upon our organizational values and will be threaded throughout our actions as an organization. This is a bold and strong position to move the AEF forward into the future with the caring and stewardship that our equine partners deserve.

Once again, and it always bears repeating, the AEF is centred on our members, and we are committed to working with our partners and funders to further our vision and mission. As we close 2023 and move into 2024, the AEF Board of Directors thanks you sincerely for your ongoing support and your commitment to Alberta's equestrian and equine community.

~ Sandy Bell



Message from the Executive Director

SONIA DANTU

As we usher in the vibrant season of spring, the Alberta Equestrian Federation Society (AEF) reflects on the significant milestones achieved in 2023 and looks ahead to a promising future. In collaboration with our dedicated board of directors and office team, we are thrilled to share the exciting developments that will shape the equestrian landscape throughout 2024.

In the past year, strategic planning has been at the forefront of our efforts. A comprehensive strategic plan, crafted by our board of directors, sets the foundation for the exciting journey ahead. Aligned with this overarching strategy, our office team has developed a comprehensive operations plan, ensuring integration and coordination with our strategic goals.

One of the notable accomplishments of the past year was the expansion of our team with the addition of another staff member. After over a decade of dedicated service with a team of six, we welcomed a seventh crew member. This addition positions us strongly to serve our membership with renewed vigor and dedication.

Furthermore, within our strategic and operational plans, we have undertaken trailblazing policy work. The introduction of our Safe Sport Policy Suite and a new Code of Conduct and Ethics for the board, staff, and members marks a pivotal moment in our commitment to fostering a secure and ethical environment within the equestrian community. We look forward to sharing these developments with our members throughout the coming year.

A significant step forward in equine advocacy was the completion of an Equine Health and Wellness position statement, as outlined in our President's message. This statement reinforces our commitment to the respectful and humane care of all equines, encompassing horses, ponies, donkeys, mules, and hinnies, whether owned or feral. Emphasizing adherence to established codes of practice and regulations, this statement sets a gold standard for equine welfare.

Looking ahead, we are dedicated to enhancing your membership benefits. Our service-driven approach aims to elevate the value and experience for our members. Strengthening our engagement with stables and equine facilities, we are committed to providing valuable resources and tools to support their businesses. The coming year will witness a surge in educational opportunities, including partnerships with the University of Calgary and Equine Guelph, as well as the delivery of a balanced variety of clinics and events at reduced rates for all members.

In the realm of communication, a new communications plan is on the horizon. Additionally, we are focusing on the development of coaches and streamlining the delivery of rider levels. Our commitment to Diversity, Equity, Inclusion, and Belonging is unwavering, with strategic initiatives that will be integrated into our programming.

As we embrace the vibrant spirit of spring, the AEF extends gratitude to our members and partners. Your commitment to our shared vision has propelled us to new heights, and we are eager to embark on a promising journey. Your continued involvement is the bedrock of our endeavors, empowering us to advocate for equine welfare, provide enhanced membership benefits, and foster a thriving equestrian community.

Your ongoing support fuels our passion for equine well-being, community engagement, and the pursuit of excellence in equestrian activities. Together, we create a tapestry of shared values and aspirations that resonate far beyond the stables and arenas. We couldn't do it without you.

In closing, I wanted to express our deepest appreciation to our outgoing President, Sandy Bell. Over the past three years, Sandy has exemplified transformative leadership, dedication,

and unwavering commitment to the AEF. In the humble opinion of many, including myself, Sandy has orchestrated a complete transformation within the board. Her focus on planning for the future, dedication to building a competency-based board, implementation of crucial policies, and her overall role as a strong leader for our organization have left a permanent mark.

As we bid farewell to Sandy in her role as President, and welcome her to the position of Past President, we celebrate the legacy she leaves—a legacy marked by resilience, vision, and a profound commitment to the equestrian community. We express our deepest thanks for her transformative leadership and look forward to her continued mentorship for three years in the Past President role.

On behalf of the entire AEF family, we express our deepest gratitude. Thank you for being an integral part of our non-profit journey, working collaboratively to shape a future where all equines thrive, and the equestrian spirit flourishes.

~ Sonia Dantu



Association Highlights

ACCOMPLISHMENTS THROUGHOUT 2023

Educational

- Gait to Success Dressage with Gina Smith: Eight riders and 60 auditors had the opportunity to learn from Olympic dressage rider and Equestrian Canada High Performance Coach Gina Smith. Gina stressed the importance of fundamental basics regardless of the level of training.
- Jason Irwin Horsemanship clinic: This clinic catered to both general western and recreational members. Expert horsemanship instructor Jason Irwin worked with 10 riders to address individual problems and provided solutions to improve horse and rider partnerships.
- Hunter/Jumper Stewards Officials' clinic: Susan Hawes, head steward for Spruce Meadows, covered the importance of stewards at competitions, their roles and responsibilities, and how to maintain a professional relationship with competitors, coaches, other officials, and show organizers. The clinic was certified by Equestrian Canada and was attended by 20 participants.
- Gait to Success Hunter/Jumpers with Karen Healey: Renowned US hunter/jumper judge and clinician, Karen Healey, shared her expertise on riding and training with 16 riders and 70 auditors.
- Coaching Connection: played a key role in the development of the Coaching Connection concept and the design of the weekly social media posts. Coaching Connection was created to inform and educate the industry not only in Alberta but also in Canada about the coaching program. It's the first national campaign that includes all the provinces and territories in weekly social postings. A lot of work has been done in 2023 to ensure coaches, parents and athletes understand the NCCP, Safe Sport, and Coach Status program.
- We hosted three Cohorts that saw 50 candidates trained throughout 2023 by delivering three EC NCCP courses: Long-Term Equestrian Development, Plan an Equestrian Practice, and Analyzing Beginner Performance.
- Coach Developers' opportunities:
 1. We helped subsidize Alberta Coach Developers to assist them in attending the 2023 Equestrian Canada National Coach Developers' Symposium in Toronto, Ontario to ensure our Coach Developers' team is informed and follows the national standard for the coaching program.
 2. We helped subsidize Alberta Coach Developers' registration in the 2023 Petro-Canada Sport Leadership Sportif conference in Calgary.

- Board and staff members are completing the online Indigenous Canada course offered by the University of Alberta. Indigenous Canada is a 12-lesson Massive Open Online Course (MOOC) from the Faculty of Native Studies that explores the different histories and contemporary perspectives of Indigenous

peoples living in Canada. From an Indigenous perspective, this course explores complex experiences Indigenous peoples face today from a historical and critical perspective, highlighting national and local Indigenous-settler relations.

Recreational

- Received three grants from Alberta Forestry, Parks and Tourism specifically around trail use on public lands. These three grants are earmarked for trail projects: Unite the Trails, Share the Trails, and Responsible Trail Use.
- Created an online forum, as part of the Unite the Trails project. The forum encouraged trail users in Alberta to share and discuss their concerns and issues with trail use for horseback riders in the province and how they can work together to leverage the AEF to improve trail use for horse riders.
- Hosted two Trail Safety Days, in Canmore and Blairmore, for the Share the Trails project.
- Distributed 40 Share the Trail signs to trail users across Alberta to be displayed across multi-use trails on public lands.



Association Highlights

ACCOMPLISHMENTS THROUGHOUT 2023

Developmental

- Wild Rose Rule Book was updated to ensure Wild Rose sanctioned competitions stay relevant and aligned with other jurisdictions. Addition of vaulting discipline and rules to Wild Rose sanctioned competitions.
- Three English and Western Instructor and Competition Coach Cohorts were hosted throughout 2023. The goal was to involve participants at the grassroots level and provide more training opportunities in remote areas. The Cohorts enabled us to train and/or certify instructors and coaches from Airdrie, Black Diamond, Blackfalds, Breton, Calgary, Carstairs, Cayley, Edmonton, Grande Cache, Grimshaw, Leduc, Lethbridge, Okotoks, Red Deer, Rocky View County, Sexsmith, and Spruce Grove. The Cohort has been a huge success among our coaching candidates.
 1. We developed a system using Google Classrooms to facilitate candidates' learning processes during the Cohorts. This tool makes resources easily accessible while providing a streamlined method to submit assignments and videos for evaluation. It also provides a channel to connect with peers and Coach Developers. Other provinces and territories started using this system after our template was created.
- Two in-person coaching evaluations were conducted in 2023, certifying English instructors and competition coaches.
- Alberta was second in leading NCCP support by certifying 25 per cent of Canada's new equestrian coaches in 2023!
 - ✓ 6 new English Instructors
 - ✓ 1 new Western Instructor
 - ✓ 17 new English Competition Coaches
 - ✓ 2 new Western Competition Coaches
- In response to emphasizing Diversity, Equity, Inclusion, and Belonging (DEIB) in our operational plan, our coaching directory has a feature where instructors and coaches can add the inclusion services they provide. Now, riders can search for instructors and coaches that offer services such as:
 - ✓ 2SLGBTQI+ friendly
 - ✓ Accessibility to para-equestrian athletes/riders
 - ✓ Provide accommodations to persons with disabilities (physical or mental)
 - ✓ Assistance with financial barriers
 - ✓ Teaches in different languages: i.e., Blackfoot, Cree, French, German, etc.
- 149 NCCP Instructors and Coaches obtained Licensed Coach Status in 2023; up from 127 in 2022.
- We are still finalizing the Learn to Ride/Drive assessments completed in 2023. To date, we have 174 assessments (this number is expected to increase). This is up from 169 assessments in 2022.



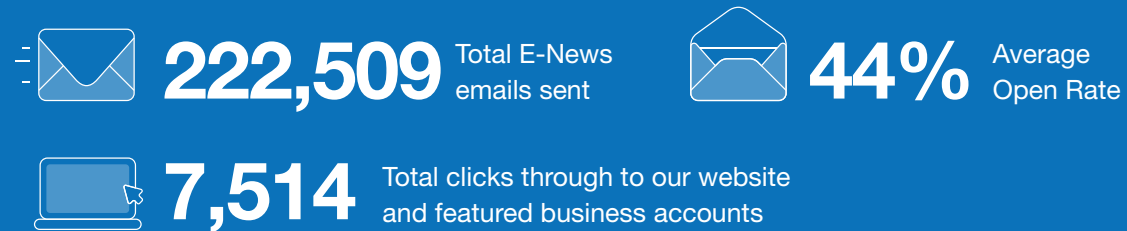
Marketing and Outreach

E-NEWS AND SOCIAL MEDIA ANALYTICS

Monthly E-News

Monthly community-related news, reflections, and updates for both members and enthusiasts with over 24,000 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 2023 to December 2023.

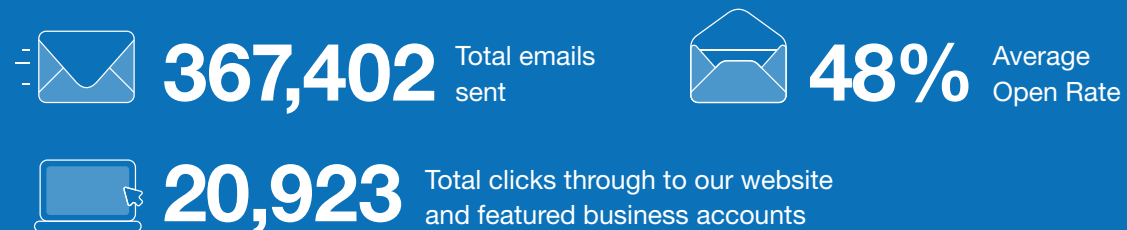
Campaign Highlights



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

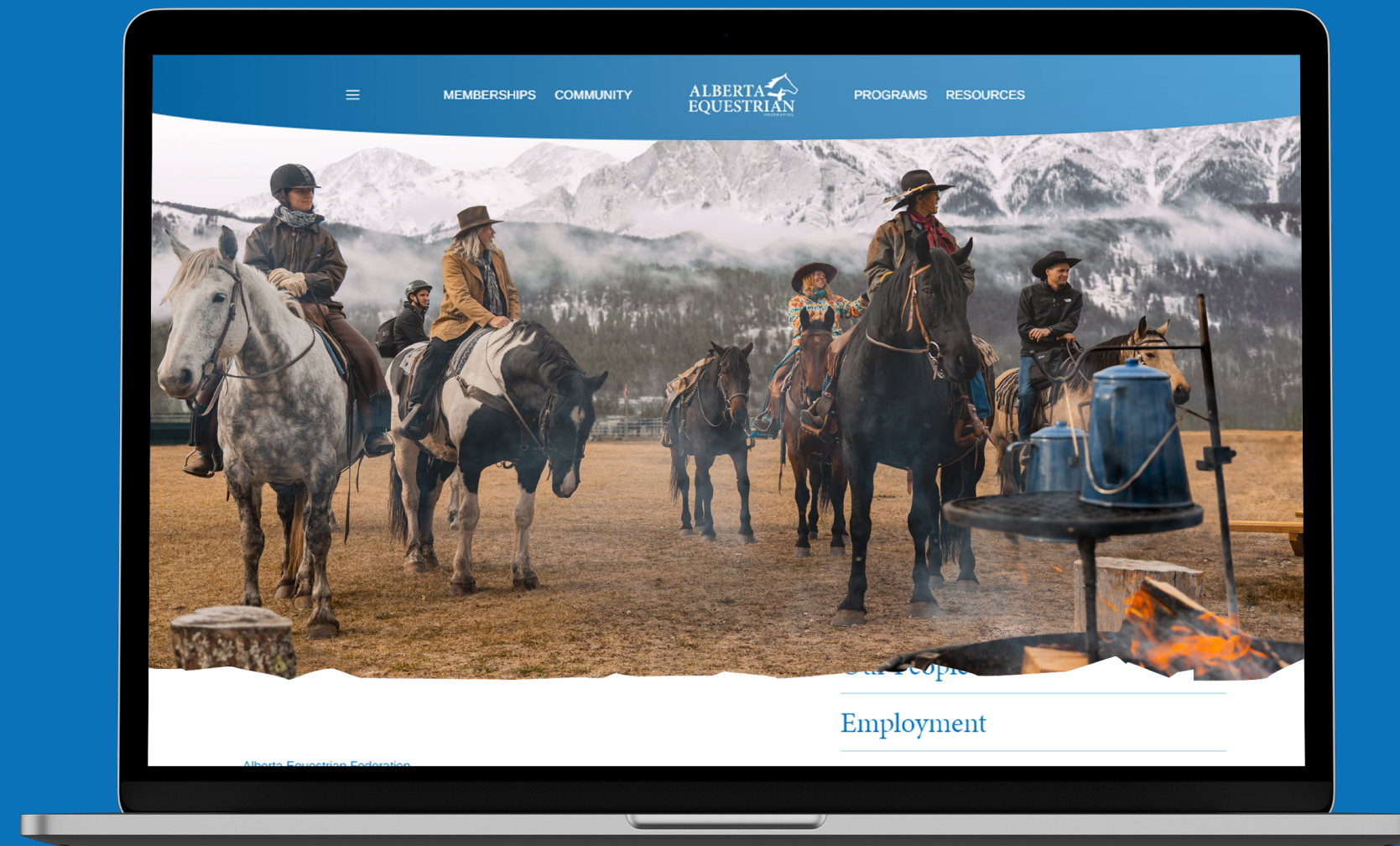


https://www.albertaequestrian.com/

Website Insights



Top Three Most Visited Pages



Safe Sport Policy Suite

COMMITMENT TO MEMBERS' WELL-BEING

As the Provincial Sport Organization for equestrian sport, the AEF has a fundamental obligation and responsibility to protect the health, safety, and physical and mental well-being of every individual participant that is involved in AEF affiliated activities, competitions, or clinics. We take situations involving misconduct or maltreatment very seriously.

For this reason, we took the time and resources to research and develop a suite of safe sport policies, including a code of conduct and ethics, that will help guide activities in equestrian sport in Alberta.

Sport should be healthy and fun for everyone. We are committed to promoting and educating our members on strong, clear, and effective policies and processes for preventing and addressing all forms of misconduct or maltreatment in equestrian activities.

AEF's policies will promote a safe sport environment in a manner that allows for consistent, immediate, appropriate, and meaningful action should any issues arise. They are also intended to be proactive in preventing issues from arising by communicating expected standards of behaviour.

We look forward to sharing the policies and educational resources with our members in the coming year.

Share the Trails Project

TRAIL EDUCATION AND SAFETY OUTREACH INITIATIVE

With grant funds from Alberta Forestry, Parks and Tourism, AEF ran the initial year of the Share the Trails Project with a goal of educating all trail users (hikers, dog walkers, bikers, and horseback riders). Information focused on sharing the trails with all users and educating non-equine users on safe practices when sharing the trails with horses.

In 2023 AEF hosted two Trail Safety Day events in Cochrane and Blairmore. In Cochrane, AEF set up a Share the Trails information booth on the Indian Flats Trail outside of the town. This Trail Safety Day was organized in collaboration with the Bow Valley Riding Association, and we were joined by CAMBA (Cochrane and Area Mountain Biking Association), Alpine Canada, and the Rundle Riders.

In Blairmore the AEF set up the Share the Trails booth at the Crowsnest Community market beside the Blairmore Rangers Station booth (the local government land managers).

Both Trail Safety Days were well received with many attendees and great discussions. The Share the Trails Project will continue for another year, and we anticipate more Trail Safety Days in 2024.



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. We are grateful to acknowledge assistance from Alberta Forestry, Parks and Tourism with a \$10,000 grant in 2022 that will help fund an Equestrian Trail Riding Safety Program.



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:

\$12,710 was generously donated by members toward the Equine Emergency and Disaster Fund. The fund was created to provide financial assistance in response to the 2023 wildfires. 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.

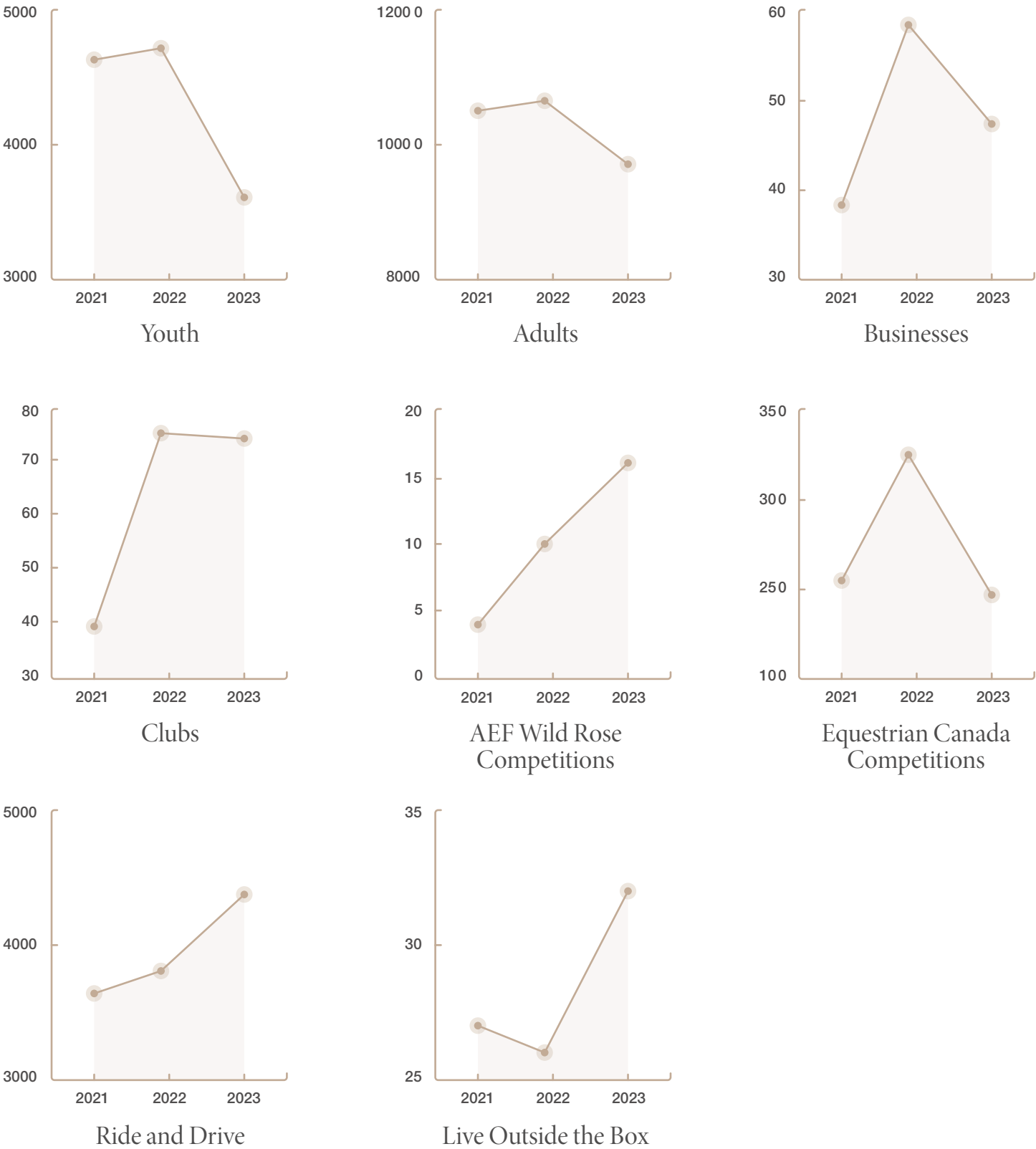
\$25,841 was provided to trail/campground development and maintenance, liaising on various projects, and continuing to advocate for equestrian use on trails across the province. Some funding was provided from Alberta government grants.

\$36,296 went to individual and club members to ensure continued professional development and help restart programs.

\$360,395 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.

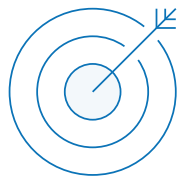
Membership Overview

2021 - 2023



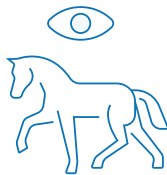
Our 2023–2028 Operational Plan

IN ALIGNMENT WITH OUR STRATEGIC PLAN, VISION, AND MISSION



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 Mission

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

Operational Plan Action Items Charted

- Information, education, and awareness campaign to introduce our new Safe Sport Policy Suite and Code of Conduct and Ethics.
- Revision and implementation of corporate strategic communications plan.
- Define governance and operations roles and enhance board governance training.
- Development of equine registry with a stable program and membership database.
- Roll out of revised, tiered Wild Rose Competition Program.
- Implementation of Diversity, Equity, Inclusion, and Belonging education for staff and board.
- Ambassador program that will increase engagement of members and promote our programs and services.



Our Community

HONORARY LIFETIME MEMBERS

Betty
Ellis

Lorraine
Hill

Ike
Lanier

Trish
Mrakawa

Les
Oakes

Tom
Wraight

Irene
Smith

Raymond
Antonuk

Ernest
Cunningham

Bill
desBarres

Marvin
Donaghy

Lloyd
Dreger

Gerald
Wilson

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

I ride for a living, so having milestones to hit on my personal horses really motivated me to ride for fun. I have found over the years that it is important to make time for my own horses and the Ride and Drive Program was a great way to do it.

Jessica Johanson,
Ride and Drive Member

So glad to be part of this community and organization!

Lisa Denyer, 2022
Outstanding Instructor/Coach Annual Award Winner

Thank you to Maureen Waldner foundation and the AEF. I was a recipient of her bursary this year, and I used it to purchase a new riding helmet.

Morgan DeZaeyer,
Marlene Waldner Western Youth Bursary Recipient

On behalf of the board of Calgary Regional Trail Riders (CRTR), I would like to thank AEF for your presentation at the CRTR general meeting last night. Everyone who attended really appreciated learning more about AEF and all of the amazing benefits the organization provides to its members.

Candace,
Calgary Regional Trail Riders

I enjoy knowing how many hours I spend riding home horses, horses at the barn, or other people's horses at endurance events. I like getting prizes too!

Paige Dombrosky
Ride and Drive Member

Thank you so much for hosting such an incredible event! It was an amazing weekend.

Amanda Jean,
2023 Jason Irwin Clinic Participant

Thank you for sharing your powerful insights in the excellent interview published in the June 2023 EC Insider. The AEF from the ground floor to the board room, and everything and everyone in between, is enriched by your perspectives and efforts. You are a voice to be heard and respected in the equestrian community across Canada.

Sandy

What our members had to say in 2023

Thank you and AEF so much for helping with funding to allow Coach Developers this great professional development opportunity!! I learned so much that will be directly related to how we can support our athletes, future coach candidates and even ourselves. I have downloaded the slides and will also be sharing with others in the horse industry. Very exciting and enlightening stuff!!

Raema Racher

Oh my gosh! I checked my mailbox the other day and I was so pleased to find a letter and cheque in there from AEF for the cost of the Working Equitation clinic that I attended in the spring! Thank you EVER so much. I just wanted to let you know that my Canadian Horse gelding, Moose and I won the overall high point award in September for Novice B! We are so stoked, however...this means that we are moving up another division for the upcoming competition year! Lots of hard work ahead for the both of us this winter to work toward this goal. In any case, I wanted to write and thank you so much for granting me this funding!

2023 Individual Funding Recipient

A huge thank you goes to Alberta Equestrian Federation for the opportunity to ride with Gina Smith!! Beyond happy with Crystal, over the last two days!! So much to learn from such an amazing clinician.

Meghan Penner,
2023 Gait to Success Dressage Participant

A great weekend at the Gina Smith symposium. Thanks to the AEF for putting on this lovely event.

Maggie Fraser,
AEF Educational Scholarship Recipient

Sheri Dumonceaux,
2023 Gait to Success Dressage Participant

I had an absolute blast this weekend! I learnt so much from Karen Healey! Thank you, Alberta Equestrian Federation, for arranging and putting this clinic on and Horse in Hand Ranch for hosting! I cannot wait to apply everything I learnt from these past three days and see where this takes us!

Emilie Andersen,
2023 Gait to Success Hunter/Jumper Participant

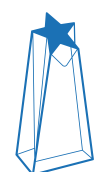
I am honoured to be one of the chosen recipients, and I just want to say thank you.

Brooke Boyd

A few months ago, I was blessed with receiving some funding from the Alberta Equestrian Federation to take part in a once in a lifetime clinic. The clinic not only benefited me from an athlete's aspect but also as an equestrian vaulting coach. I was able to experience working one-on-one for multiple hours with an incredible vaulter, coach, and judge from France, Jacques Ferrari. Jacques has many successes in the vaulting community, not only being a top vaulter himself but becoming a coach and FEI judge. During this clinic I not only got to train and benefit myself but got tips and expertise on how to better my own athletes and learned numerous drills to work on to become a better vaulter. I am extremely thankful to the Alberta Equestrian Federation in supporting me in this journey and highly appreciate the money I received for me to grow myself within this unique discipline as well as share the knowledge I learned with my own athletes in hopes to expand the sport in Alberta.

Awards and Recognition

CELEBRATING SUCCESS



Provincial Awards

Dolly Lehne
Sportsmanship Excellence

Daphnine Di Lillo
Outstanding Volunteer

Milestone Farms
Outstanding Stable/Facility

Christine Collins
Above and Beyond Excellence

Sweetheart (Joyce Enders)
Outstanding Horse

Gabriele Klotz
Outstanding Instructor/Coach

Mollie Ferris
Outstanding Equine Support
Personnel

Daniel Klotz-Dedora
Outstanding Athlete/Rider

Scholarship Recipients

Maggie Fraser, Anna Nelson
Educational Scholarship Recipients

Hannah Sheehan
Industry Scholarship Recipient

Marlene Waldner Western Youth Bursaries

Julia Barrett

Ryla Montgomery

Morgan DeZaeyer

Ride and Drive

Ride and Drive offers 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. Six members reached their 2,000-hour milestones in 2023. Congratulations on this amazing accomplishment:

Paige Dombrosky

Jessica Johanson

Carmela Crocker

3 other members



Awards and Recognition

CELEBRATING SUCCESS

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 8,705 horse time hours, 10,779 outdoor activity hours, and 18,951 healthy servings!

Horse Time Hours

Paige Dombrosky

Kylie Dombrosky

Bromley Causton

Outdoor Activity Hours

Brooklyn Neal

Carson Fraser

Lincoln Fraser

Healthy Servings

Saya Doran

Jennifer Finnie

Mya Tooley



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

Canter Away Current

Rewarding coaches and instructors who keep their NCCP credentials and requirements updated and current with the provincial and national standards.

WINTER CANTER AWAY WINNER

Kathleen Winfield

"I have been an NCCP drive instructor for over 20 years and have loved sharing my knowledge with students keen to learn and improve their driving skills.

I embarked on the Coach Developer journey to further skill development and help produce new drive coaches who could demonstrate their driving skills and were evaluated to demonstrate their teaching and lesson planning skills.

Keeping my NCCP certification current by maintaining the Licensed Coach Status is important to me; it assures clients of my continued efforts to keep current on my skill sets, continually adding to my knowledge and commitment to proper carriage driving."

SPRING CANTER AWAY WINNER

Susanne Rauhut

"I started riding at age 11 in a riding school in Germany. Five years later, I developed my passion for coaching.

Teaching dressage, jumping, vaulting, and working with disabled children was my second job. I successfully completed my Trainer 1 and 2 in Germany and followed my dream to coach English riders after moving to Canada in 2003.

In 2015 I became an NCCP certified competition coach. Over the years, I did a lot of Rider Level testing up to Level 8 along with the P'tit Trot Program. I'm proud to be an important resource for riders and coaches who want to become an EC NCCP Certified Coach."

SUMMER CANTER AWAY WINNER

Lorraine Hill

"Thank you to AEF for supporting the Coaching Certification Program, including this incentive. I was an initial participant in the coaching program starting with the NCCP workshops, and became an Alberta Master Coach Developer until the program transitioned to the more accessible online education program.

As a strong believer in "life-long learning", I feel participating in certification programs and updating adds to a coach's repertoire of equine and coaching knowledge. I have always enjoyed sharing knowledge and experiences with other coaches which is so valuable to helping riders improve their skills and enjoy their equestrian journey."

Looking Ahead...

FUTURE PLANS FOR THE COMMUNITY

In our last Annual Report, we told you about the robust strategic plan we had in place. In the past year we are very proud of the planning that has gone into how we can deliver. Our programs and services will continue to strengthen as we work through the plans we have in place to reach our business objectives. Changes are inevitable; the base and support are there for moving forward.

Advancing Our Technological Capabilities

We, like all businesses, continue to adapt to ever-changing advances in technology. We learn and research how we implement user-friendly platforms to streamline work and do more with less. As a non-profit we always strive to take a little and make it go a long way. It is with functional tools that we can build trust and confidence in our members.

Communication and Engagement

Hand in hand with advancing technology comes evolving ways to communicate. Encouraging seamless two-way communication with our membership is vital so we can continue to serve our membership. We will continue to solicit feedback in dynamic ways, and we will align our messages and actions with the important information we need to deliver.

Diversity, Inclusion, Equity, and Belonging

We recognize the importance in expanding our education so we can walk the talk. Implementing policies and practices that promote different cultures and capabilities builds strength in the horse industry. We strongly believe in fostering an environment where everyone feels a sense of belonging and has equal opportunities.

Balanced and Diverse Approach to Clinics and Events

We have a variety of events planned that cater to different skill levels, disciplines, and interests within the equestrian community. We collaborate with trainers, experts, content specialists and professionals from various backgrounds to provide a diverse range of learning opportunities using many different tools and approaches. Our Wild Rose Competition Program has been adapted to ensure fairness, while still increasing the incentive to compete and develop skills at the grassroots level.

Promoting Safe Sport

Our new Safe Sport Policy will help to ensure the safety, well-being, and integrity of AEF members in sports, recreation, and physical activities. It addresses various aspects of equestrian sport, including athlete protection, fair competition, ethical conduct, and the prevention of abuse, harassment, and discrimination in equestrianism. In the coming year we will promote awareness and education around our policies and how we can all benefit from a healthy sporting environment.

Continuing to focus on solid goals will help us grow and, ultimately, benefit the membership. In addition to our operational plan focuses, we will continue to deliver on:



Strengthening and growing our membership base.



Fostering and building a sense of community.



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



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.



Continuing to grow our Equine Emergency Disaster Fund so we can be there to support those in need.

The Alberta Equestrian Federation Society

STATEMENT OF FINANCIAL POSITION - AS AT DECEMBER 31, 2023

Assets

Current	2023	2022
• Cash	\$ 216,648	\$ 275,931
• Accounts receivable	269,879	358,491
• Goods & services tax receivable	6,507	5,671
• Prepaid expenses	24,353	12,403
• Short-term investments	57,744	54,601
	\$ 575,131	\$ 707,097
Investments	\$ 113,668	\$ 110,772
Capital Assets	87,017	58,554
Emergency Contingency Fund	140,000	140,000
Equine Disaster Emergency Fund	50,000	50,000
	\$ 965,816	1,066,423

Liabilities

Current		
• Accounts payable & accrued liabilities	\$ 43,806	\$ 88,761
• Unearned membership fees	474,876	385,863
• Deferred contributions	6,410	45,254
	\$ 525,092	\$ 519,878
Canada Emergency Business		
Deferred Revenues	525,885	439,573
	\$ 1,050,977	\$ 959,451

Net Assets

Net Assets	\$ (85,161)	\$ 106,972
	\$ 965,816	\$ 1,066,423

The Alberta Equestrian Federation Society

STATEMENT OF OPERATIONS - FOR THE YEAR ENDED DECEMBER 31, 2023

Revenue

	2023	2022
• Grants	\$ 122,370	\$ 81,610
• Memberships	765,693	651,413
• Sport	382,435	290,761
• Trail support	25,841	2,595
• Education	150,679	52,926
• Advertising & promotion	19,466	20,802
• Sales	31,701	32,458
• Administration	31,398	38,370
• Other income & donations	76,390	23,592
• Recreation	9,180	38,029
• Casino	38,845	26,735
	\$ 1,653,998	\$ 1,259,291

Expenses

• Salaries & employee benefits	\$ 613,990	\$ 524,502
• Member & director insurance	142,263	121,040
• Education	93,331	51,011
• Advertising & promotion	172,213	139,715
• Office administration	175,022	223,570
• Sport	407,246	337,447
• Trail support	25,841	2,595
• Rent	66,968	66,592
• Cost of goods sold	45,456	37,606
• Professional fees	26,337	4,257
• Meetings	48,810	30,753
• Recreation	5,911	32,156
• Breeds & industry	990	11,763
	\$ 1,824,378	\$ 1,583,007

• Deficiency before amortization	\$ (170,380)	\$ (323,716)
• Amortization	21,753	14,638
• Deficiency of revenue over expenses	\$ (192,133)	\$ (338,354)

Office Staff

- Sonia Dantu, Executive Director
- Norma Cnudde, Office Coordinator
- Jessa Arnold, Membership
- Kenda Lubeck, Communications & Engagement Manager
- Karina Fernandes, Sport & Recreation Manager
- Johanna Nimchuk, Finance & Support
- Gavin Pearson, Project & Events Coordinator

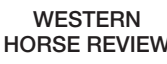
Board of Directors

- Sandy Bell, President
- Jason Edworthy, President Elect
- Jennifer Dimopoulos, Secretary
- Nicolas Brown, Treasurer
- Kate Wood, Director
- Brenda Spanier, Director
- Mary Bell, Director
- Pat Buffalo, Director
- Claire Goddard, Director
- Brooke Hartwick, Director
- Cailin Kopetski, Director
- Edna Kaiser, Director
- Sonia Dantu, Executive Director
- Flo Scherpenisse, Recording Secretary



2023

Our Partners





albertaequestrian.com