

## Organization

**Official Name:** RIDING EMPHASIZING INDIVIDUAL NEEDS AND STRENGTHS  
**\*Legal Name:** Riding Emphasizing Individual Needs and Strengths  
**\*Year Company was Founded:** 1984  
**\*Address:** 4461 S. Mission Road  
**Address (2):**  
**\*City:** Fallbrook  
**State:** California  
**Zip/Postal Code:** 92028  
**\*Main Telephone:** 760-731-9168  
**Main Fax:** 761-731-3949  
**Website Address:** reinsprogram.org  
**\*Main Email Address:** canece@reinsprogram.org

**\*Mission Statement and History:** Our mission is to support the physical, mental and emotional health of disabled children and adults with therapeutic equine-assisted activities.

REINS was founded in 1984 in a San Marcos backyard. A small handful of parents saw the benefits horseback riding was giving their students with disabilities and decided to make it available to as many people as possible. We moved to Fallbrook in 1991 and to our current location in 1997. In 1999 we were able to purchase our property and, with the help of a private donor, were able to completely pay off our mortgage in 2009. We are proud to be able to tell our donors that every penny of their donation goes directly to our students. REINS student population has grown steadily over the years to offer 8,000 lessons annually. We also attract over 1,000 Volunteers each year. We are currently recognized in the top 3% out of more than 850 PATH International Therapeutic Riding Programs.

**\*Board of Directors :** Jim Betz, President - Owner Of Betz Concrete  
John Kearns, Treasurer - Retired CPA  
Kim Brickell, Volunteer  
Dr. Steve Colburn -Veterinarian, Owner of Creekside Veterinary  
Kim Carlson - Owner of Elite Homes Real Estate  
Pam Farrow, Program Parent

**Most Recent 990:** FRHD 990 Attachment.docx

**\*Most recent audited financial statement with management letter:** 2019 Balance Sheet .pdf, 2019 Profit & Loss -.pdf

## Proposal

**\*Request Owner:** Rachel Mason  
**Request Source:** External (Submitted 04/09/2020)  
**Proposal Type:** Ongoing Program

## Agency Capability

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Briefly describe your organization's history and accomplishments. :

REINS was founded in 1984 in a San Marcos backyard. A small handful of parents saw the benefits horseback riding was giving their students with disabilities and decided to make it available to as many people as possible. We moved to Fallbrook in 1992 and to our current location in 1997. In 1999 we were able to purchase our property and, thanks to a private donor, were able to completely pay off our mortgage in 2009. REINS student population has grown steadily over the years and while we once held lessons only a half day each week we now offer 8,000 lessons annually. We are currently recognized in the top 3% out of 850 PATH International Therapeutic Riding Programs and we have become a leading center in this field. REINS is proud to be celebrating our 36th Anniversary this year.

**What are the current activities and/or programs offered by your organization?:**

REINS provides therapy to nearly 200 students with a wide variety of diagnosis. Meaningful and purposeful activities are used with the client based on their interests and needs. During lessons, clients can work to refine fine motor, gross motor, bilateral coordination, oral motor and visual motor skills.

REINS wouldn't be possible without its amazing staff of weekly volunteers. REINS also offers a Healthy Volunteer Program. Volunteers make the program what it is by participating in various duties. Anywhere from leading horses during lessons to side walking with students to ensure safety, as well as grooming and tacking horses, and maintaining and improving the facility. These activities are benefiting both our disabled community and health and well-being of our community at large.

**List and describe current collaborations with other organizations that enhance your ability to provide services through this program.:**

We work locally with San Diego Regional Centers, Foundation for Senior Care, a variety of Disabled Adult Group Homes, Escondido Veterans Administration.

Fallbrook & Bonsall High Schools - We attend Community Fairs and share our volunteer opportunities with the youth.

Care-Rite Vocational Services- Care Rite and REINS collaborate on volunteer and fundraising opportunities for the disabled members of our community.

Fallbrook Blanket Project that services seniors and those feeling disenfranchised by donating handmade blankets to other non-profits to raise money for their programs.

CERT to coordinate CPR/First Aid Training for our staff and volunteers.

We also have ongoing relationship with nursing and P/T O/T Students at the local colleges.

**Program Information**

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**Is this application being submitted in collaboration with another agency?:** No

**Project Title:** P/T, O/T, Speech and Behavioral Therapy

**Requested Cash Amount:** \$91,000.00

**This is an ongoing program that began on:** 03/23/1984

**Name of the person submitting the grant:** Canece Huber  
760-731-9168  
canece@reinsprogram.org

**Name of Program Coordinator:** Shauna Jopes  
760-731-9168  
shauna@reinsprogram.org

**Is the Program Coordinator responsible for submitting quarterly reports?:** No

**If the Program Coordinator is not responsible, please provide the responsible person's information:** Canece Huber  
760-731-9168  
canece@reinsprogram.org

**Ages Served:** Children (infants to 12): 43%  
 Young adults (13-18): 17%  
 Adults (18-60): 32%  
 Seniors (60+): 8%

**Gender:** Female: 57%  
 Male: 43%

**Select the income limit category of your target population:** Very Low (50%) Income Limits, ceiling of \$53,500

**Projected number of residents (participant/client) that will directly benefit from this program:** 42

**Projected number of residents that will indirectly benefit from this program:** 168

**How will the program be staffed?:** Paid: 20%  
 Volunteer: 80%

**Statement of Problem/Needs Assessment**

**Discuss the need for the proposed program or service within the District.:**

REINS provides therapy on horseback to children and adults with disabilities. With over 800,000 people with disabilities in San Diego County alone, the need for therapy programs that improve the quality of life for the disabled community is imperative. Given that Fallbrook, Bonsall, DeLuz & Rainbow are nestled just far enough from the larger cities, it is important for our own community to have therapy opportunities for our residents. Therapeutic Horsemanship is a unique form of therapy and it can only be duplicated by another therapeutic riding facility. REINS is the only Therapeutic Riding Facility in Fallbrook, and the largest in San Diego County.

At REINS we are constantly working to increase the services we provide for our clients. Working with specialized, highly educated therapists, we are able to offer advanced physical, mental, and emotional therapy for our students. When working with a Physical Therapist we can focus on muscle tone, increasing strength, and improving balance. With the help of an Occupational Therapist, a student can translate skills they develop at REINS into the rest of the everyday life (such as fine motor or hand-eye coordination skills.) A Speech Language Pathologist can help clarify speech and develop better language skills, increase social skills, or make it possible to communicate with their horse, instructors, and peers.

Within our weekly resident students, over 70% of them have a speech impediment of some sort. We have had great success with being able to improve our students' speech abilities through our therapy on horseback. Since the diaphragm sits within the core of the body, strengthening the core muscles through our horseback therapy greatly strengthens our students speaking ability. This also helps immensely with their ability to eat solid foods. We have had many students be taken off their feeding tubes because of the strength they have gained through their lessons here.

While each of our REINS Instructors are certified through PATH International, we make it a priority to bring in specialists to make sure our students are getting the highest quality of therapeutic health services for their conditions. There is a need for this high level of educational consult our special needs students. Through our Consulting Therapy program we are able to provide this valuable therapy to our students who would otherwise be unable to afford these services.

**Reference your supporting data below.:**

[https://www.statelinetack.com/content/horse-care/benefits-of-therapeutic-equine-riding-therapeutic-riding-facility/?srccode=ADSLPH&gclid=Cj0KCQjwmpb0BRCBARIsAG7y4zYIAhpEm7Y6PiFmi-Z38Rr-ysAe5xVkas1SkRvesWoP3pb5wbh4U8QaAid5EALw\\_wcB](https://www.statelinetack.com/content/horse-care/benefits-of-therapeutic-equine-riding-therapeutic-riding-facility/)

<https://www.pathintl.org/resources-education/resources/eaat/27-resources/general/194-eaat-benefits>

What other organizations within the community offer similar programs/ services that address this need?:

There aren't any programs offering this service in this area.

## Program/Services Description

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The Fallbrook Regional Health District has identified several health disparities that effect the long term health and well being of our community. The following questions address how your program addresses these concerns. :

Which one of the following categories best describes the primary goal and objectives of your program?:

Treatment: Direct provision of care in medical, dental, vision, or behavioral health.

Which of the following health disparities does the program address:

- Behavioral & Mental Health (e.g., Anxiety, Depression, Substance Use, )
- Cardiovascular health (e.g., High Cholesterol, Hypertension)
- General Fitness
- Medical Services (e.g., Maternal/Child, Podiatry)
- Senior Services (e.g., Aging in place, Dementia, Transportation)
- Youth Services (non-school based)

Describe how the program provides the service.:

We are fortunate that REINS is well known in our District and in our community. Our relationship doctors, therapists and programs for the disabled are well versed on the benefits of therapeutic riding and refer clients regularly. We have a small waiting list at all times as the needs of our community are so great.

Each potential student completes an 8 page intake Enrollment Form that is completed in part by caregivers, therapists and includes a physician's referral and release.

An intake evaluation is completed by our Program Director. Once it is determined that we have both availability and that REINS can benefit the student we schedule an initial ride.

What is/are the program goal(s) and what are the objectives for each goal.:

Define goal #1 for this program :

The goal is to provide the residents of the district a a comprehensive equine-assisted therapy program that can focus on all physical, mental and emotion needs of our students.

Number of Objectives for this program:

1

Objective 1:

We will evaluate and assign all district resident students to the appropriate form of therapies for their specific health needs.

Measuring Success for Goal #1:

We set 1-3 goal for each student to reach within each quarter and provide a report to FRHD with the result and progress each student reaches.

Define goal #2 for this program if applicable.:

All Instructors will receive continuing education sessions in the areas of P/T, O/T, Speech and Behavioral Therapies to further enhance the quality of each lesson.

Number of Objectives for Goal #2 of this program:

1

Objective 1 for Goal #2:

To increase the quality of lessons that we provide for each student. This allows our instructors to individualize their lessons and improve the health of each of each rider.

Measuring Success for Goal #2:

REINS will submit attendance records for completion of all Continuing Education Sessions and records of improved skills of our students.

## Anticipated Acknowledgment

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Acknowledgment:

We will continue to recognize FRHD in press releases, social media and they are currently listed on our website.

REINS is open to requests for further recognition that the District may suggest.

## Financial Reporting & Budget

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**Has your organization requested funding from FRHD for this program before?:** Yes, requested and funded

**Have grant funds awarded to your organization ever been withdrawn, reduced or discontinued?:** No

**Please list other grant funders that have been approached by your organization in the past 3 years, including FRHD. Include Name, Date, Amount Requested, Declined or Pending.:**

2017 Grants Awarded

- Hole Hearted, Inc.\$2,250.00
- Air Warrior Courage Foundation\$750.00
- K.T. & E.L. Norris Foundation\$5,000.00
- Military Spouse Association\$4,000.00
- National Christian Foundation\$5,000.00
- County of San Diego-Community Reinvestme\$10,000.00
- City of San Marcos\$1,500.00
- Bonsall Rotary\$2,000.00
- Employees Community Fund of Boeing\$2,500.00
- County of San Diego - Community Enhance\$22,500.00
- Toyota Carlsbad/ Lesus Carlsbad\$2,500.00
- Air Warrior Courage Foundation\$15,750.00
- The Country Friends\$5,000.00
- Nordson Corpoation Foundation, The\$5,000.00
- Longwell Family Foundation\$1,000.00
- Schwab Charitable\$1,000.00
- Witman Family Foundation\$5,000.00
- Zable Foundation\$10,000.00
- Marjorie Mosher Schmidt Foundation\$20,000.00
- The Crevier Family Foundation\$10,000.00
- City of Temecula\$1,000.00
- Ark Antiques\$4,000.00

2018 Grants Received

- Air Warrior Courage Foundation, Inc\$15,000.00
- County of San Diego Community Enhancement Fund (District 5)\$15,000.00
- Crevier Family Foundation (Don Crevier)\$10,000.00
- Dr. Seuss Foundation\$2,000.00
- Equus Foundation, Inc\$500.00
- George & Diana Allen Family Foundation\$250.00
- LA 84 Foundation\$14,063.00
- Las Patronas\$20,000.00
- Marjorie Mosher Schmidt Foundation\$20,000.00
- Rancho Santa Fe Foundation\$250.00
- Stanley E. Hanson Foundation\$5,000.00

The Country Friends\$5,000.00  
The Thursday Club Foundation\$10,000.00  
Toyota of Carlsbad\$500.00

2019 Grants Awarded

.Ability Central \$4,000.00  
.Air Warrior Courage Foundation \$31,925.00  
.Ark Antiques \$2,000.00  
.County of San Diego - Community Enhance \$10,000.00  
.County of San Diego-Neighborh Reinvestme \$25,000.00  
.Current Wisdom, Inc. \$5,625.00  
.Dr. Seuss Foundation \$2,000.00  
.Employees Community Fund of Boeing \$5,000.00  
.EQUUS Foundation, Inc. \$500.00  
.Fallbrook Regional Health District \$83,557.50  
.LA 84 Foundation \$14,062.00  
.Lakeside Foundation \$5,000.00  
.Marjorie Mosher Schmidt Foundation \$20,000.00  
.Military Spouse Association \$4,250.00  
.Nordson Corporation Foundation, The \$5,000.00  
.Promises2Kids Foundation \$500.00  
.Rally for Children \$1,000.00  
.Smart and Final Charitable Foundation \$250.00  
.The Country Friends \$5,000.00  
.The Rotary Foundation \$1,000.00  
.The Stanley E. Hanson Foundation \$2,500.00  
.Witman Family Foundation \$5,000.00  
.Zable Foundation \$10,000.00

2017 Grants Denied

Ambrose Monell Foundation\$200,000  
Build-A-Bear\$5,000  
County of San Diego Neighborhood Reinvestment\$10,000  
Opus Community Foundation\$3,000  
Matthews Memorialization\$3,000  
Petco\$10,000

2018 Grants Denied

Autism Speaks\$5,000  
Cushman Foundation\$50,000  
Zable Foundation\$10,000  
CECO Grant\$10,000  
Build-A-Bear\$5,000

2019 Grants Denied  
Cushman Foundation\$50,000  
County of San Diego Neighborhood Reinvestment\$10,000  
Matthews Memorialization\$3,000

2020 Pending  
Autism Speaks Local Grant Program \$5000  
County of San Diego Community Enhancement \$55,000  
County of San Diego Neighborhood Reinvestment \$72,000  
Boeing Community Funding \$4000  
Military Spouses Association Camp Pendleton \$4650  
Fallbrook Regional Health District P/T, O/T, Speech and Behavioral Therapy \$91,000  
Fallbrook Regional Health District Healthy Volunteer Program \$41,000  
May & Stanley Smith Charitable Trust \$10,000  
Nordson Foundation \$5000

**Please list the fund raising events conducted by yourself or other organization(s) where proceeds have been designated to your organization as beneficiary of funds raised. Include Name, Date, Amount:**

Prior to COVID 19 REINS had four fundraising events scheduled.  
"Horses, Hats and Hope": A Kentucky Derby Party May 2, 2020 \$10,000 Operating Expenses  
"A Day at the Races": The Pacific Classic at Del Mar August 22 \$2000 Operating Expenses  
Our Annual"REINS of Life" Golf Tournament June 26,2020 \$18,000 -Operating Expenses  
Annual Country Hoedown, October 10, 2020 Hoedown \$100,000 Operating Expenses  
See's Candy \$3000

**Describe your plan for maintenance/ continuation of the proposed program beyond the 2020-2021 fiscal year.:**

REINS is celebrating it's 36th Anniversary this year and we are a stable and well established non-profit in our community. We have proven to be good stewards of all funds that have been generously donated throughout the years and have solid financial stability to plan on a future for REINS.

**Describe what other funding sources will be used to support this program; include fees for services contracts or other revenue sources?:**

Sales from our used Tack Store  
on-going \$50,000  
Workshops and Clinics -ongoing \$11,000  
FEC Boarding Facility - \$12,000

**Program Budget File:** 2020\_2021\_FRHD\_CHC\_Program\_Budget-PT-OT, Speech and Behavior-Final.xlsx

**Attestation:** • I certify that all information presented in or attached to this Application is complete and accurate

## Payment

## Scan

No matches were found

## Approval

**Requested Amount:** \$91,000.00  
**\*Recommended Amount:**  
**Prior Approved Grants:**  
**Request Status:** External

## Contact

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**Salutation:** Mrs.  
**\*First Name:** Canece  
**Middle Name:**  
**\*Last Name:** Huber  
**Title:** Business Development Manager  
**Address:** 4461 S. Mission Road  
**Address 2:**  
**City:** Fallbrook  
**State:** California  
**Province:**  
**Zip/Postal Code:** 92028  
**Country:**  
**Telephone:** 760-731-9168  
**Fax:**  
**Email Address:** canece@reinsprogram.org  
**Contact Type:**  
**Creation Date:** 03/02/2020  
**Last Saved By:** 1000000010519571  
**Last Saved Date:** 02-MAR-20 01.39.38.798929 PM  
**Notes:**  
**\*Internal Use Only?:** N  
**Suffix:**