Celebrating 20 years of improving independence and life skills in partnership with the horse.

Click Here to Donate Now!
Dear ROCK Family,

As I look back, it is hard to believe that we are beginning our 20th year of serving children, adults and veterans, supporting independence, and improving life skills as we partner with the magnificent horse. In the Fall of 1998, ROCK had its first pilot program with just one horse, Miss Prissy Texas, and four students. It has now grown to what you will see in this report. The Williamson County Sun article in the Fall of 1998 brought us George and Barbara Brightwell and the donation of their precious land that began it all.

What a journey this has been! The investment has required 6,935 days (or 19 years) of feeding and caring for a grand total of 142 horses, lifting up thousands of children, adults, veterans and their families, and a multitude of steps by ROCKateers, staff, and horses totaling enough miles to travel to the moon and back.

The labor of love and the commitment through the years from our Board members, staff, donors, foundation partners, all our families, and amazing ROCKateers has made ROCK successful. We are committed to our core values of honor, integrity, compassion, excellence, and safety. You will see how we continue to improve in these areas and find ways to measure progress in meeting our mission and vision. This past year we participated in the Quality of Texas examination of ROCK and learned more areas that we can continue to improve upon as we look forward and plan our goals for the next 20 years.

This year, many of our leaders at ROCK will be presenting at State and National conferences. We conducted research and had publications in industry literature. Many opportunities were available for ROCK to mentor and train others in the art of healing through these amazing horses. We also continue to partner with Texas A&M with the Parson’s Mounted Cavalry, learning, and growing at TAMUS Courtney Cares in College Station.

I am thankful for the gifts, all the steps, and all the memories. I hope you will consider investing your time, talent and treasure in a lasting way at ROCK.

Lift up a child, feed a veteran, invest in our land or our future arena, pay for a scholarship, sponsor a horse, play golf in October to benefit our ROCK On Veterans and dance at our 2018 ROCK’s County Fair Barn Dance with Asleep at the Wheel, Ray Benson and Dale Watson on April 7, 2018.

ROCK On,

Nancy Krenek
CEO/Founder

Thank you, George & Barbara Brightwell for your generosity, guidance, and vision over the last 20 years!
20 YEARS

Spring 1998 A child with Down syndrome is put on a horse at Kelly’s Kids with Nancy O’Meara Krenek.


October 1998 ROCK, Ride On Center for Kids begins with four (4) children and one (1) horse, Miss Prissy Texas at Emerald Meadows owned by Alida Darlington. Merlin Hoppe builds the first ramp.

January 1999 George and Barbara Brightwell invite Nancy to coffee to discuss leasing and donating the original 20 acres of land.

Summer 1999 ROCK begins to operate on the Brightwell property.

2003 Margo Dewkett of Windridge, Longview, Texas leads the ROCK board retreat. She challenges the Board to build a covered arena. Ride Inside in 2005 campaign begins.

2005 1SGT Scott Sjule, with the Horse Detachment of the 1st Cavalry Division at Ft. Hood, Texas calls and requests ROCK’s assistance to help put amputees on horses for rehabilitation at BAMC in San Antonio. This happens with Cavalry horses and active duty soldiers. ROCK documents four sessions with research and a video which goes viral. The program model is adopted by PATH Intl. and leads to programs nationwide.

January 2006 Board retreat - Margo Dewkett returns. Board members and staff bless the newly constructed covered arena, each room, horse stalls, and parking area and write phrases of blessing over each space.

April 2006 Dedication ceremony of the newly constructed Merlin Hoppe Arena and ROCK facility.

2007 Research begins in earnest at ROCK. As of 2017, ROCK publishes three research articles in peer review journals and completes over 20 research projects.

2011 ROCK remodels and adds additional offices, a ROCKateer Lounge, and expands the Lynne C. Christianson Therapy Gym.

2012 Texas A&M University System (TAMUS) calls and requests ROCK begin an Equine-Assisted Activities and Therapy Center on campus in College Station in partnership with TAMU Corps of Cadets Parsons Mounted Cavalry. ROCK continues to manage this program today.

2014 ROCK receives Ethics in Business Award by RecognizeGood.

2014 ROCK purchases additional 20 acres to the North.

June 2016 & 2017 ROCK is recognized and receives awards by Quality Texas Foundation.

July 2017 ROCK purchases additional 20 Acres, House, and Barn to the South.
HOW WE SERVE...

★ EQUINE-ASSISTED THERAPY (EAT)
Also known as hippotherapy, EAT is a physical, occupational, and speech-language therapy treatment strategy that utilizes the dynamic movement of the horse to achieve therapy goals.

★ EQUINE-ASSISTED ACTIVITIES (EAA)
Also known as Therapeutic Horsemanship, EAA is designed to teach horsemanship and riding skills to individuals with special needs, with the goal of increasing functional life skills.

★ ROCK ON VETERANS
ROCK On Veterans offers co-ed and women only programs for veterans and active duty service members, as well as programs for veteran families, partnering participants with horses and veteran volunteers. Meals are served during the Monday and Tuesday evening classes to build comradery and expand the ROCK On Veterans community.

★ EQUINE-FACILITATED LEARNING (EFL)
EFL is an educational approach that incorporates equine facilitated activities using the experience of equine/human interaction in an environment of learning and self discovery.

★ TAMUS COURTNEY CARES EQUINE THERAPEUTIC PROGRAM
In 2012, ROCK began partnering with Texas A&M University System to provide the staff, knowledge, and expertise in equine-assisted activities and therapies for this program in College Station, Texas.

★ ROCKATEERS
ROCK has many opportunities for volunteers (ROCKateers) to expand their horse knowledge, serve on a board or committee, help with office work, sidewalk, horse handle, and take on leadership roles in a volunteer capacity.

★ STAR PROGRAM - INSTRUCTORS IN TRAINING
ROCK’s STAR (Student Teachers Aspiring to be Registered) program is a 20-week intensive learning program that offers instruction and hands-on experience to prepare participants interested in pursuing certification through PATH Intl. as a Therapeutic Riding Instructor.

★ INTERNSHIPS
Through partnerships with colleges and universities, ROCK offers opportunities for internships in many fields.

★ SCHOOL PROGRAMS (EAL)
Through partnerships with local school districts, ROCK is able to create connections with the horse and facilitate learning between diverse student populations through equine-assisted learning (EAL) programming.

★ SUMMER CAMP (EAL)
ROCK offers summer camps full of fun and learning about the horse during the month of July for children with disabilities, children of veterans and service members, and at-risk youth.

★ RESEARCH IN PARTNERSHIP WITH INSTITUTIONS OF HIGHER LEARNING
ROCK is fulfilling our vision to be the trusted leader in equine-assisted activities through service, research, and higher learning by collaborating with universities to conduct research to document the effectiveness of equine-assisted activities and therapies.

★ H.O.P.E. (HORSES OFFERING PEOPLE ENRICHMENT)
ROCK provides educational and intern support to this non-profit EAT program serving children with special needs in Beijing, China founded by Dr. Priscilla Lightsey. Learn more at hopebeijing.org.
PROGRAMS

ROCK riders participate in a Special Olympics Horse Show.

TOP 10 DIAGNOSES TREATED

1. AUTISM
2. CEREBRAL PALSY
3. DEVELOPMENTAL DELAY
4. DOWN SYNDROME
5. PTSD
6. SEIZURE DISORDER
7. SPEECH DELAY
8. TRAUMATIC BRAIN INJURY
9. ADHD
10. VISUAL IMPAIRMENT

SERVICE HOURS TO PARTICIPANTS

9,017
VETERANS

ROCK has provided equine-assisted activities and therapy to our nation’s veterans through the ROCK On Veterans program since 2005. This program offers veterans and active duty service members the opportunity to partner with a horse and veteran volunteers, strengthening independence and functioning through physical, emotional, and spiritual progress. The physical benefits of caring for and riding a horse manifests in multiple ways, retraining the body for improved balance and coordination. Emotionally and spiritually, learning to lead the horse teaches individuals to lead themselves, helping return the reins of life back to the rider. Guided by principles of good horsemanship and leadership, veterans are able to reclaim their status as CEO of their lives.

* We invite you to ask a veteran or service member in your life to check out our program! *
reported improved physical well being

58% reported improvement in trust

92% reported decrease in anxiety

67% reported improvement in relationships and communication

67% reported being more comfortable in crowds

83% reported improvement in quality of life

Results listed above are from a ROCK On Veteran Post 8 Week Overall Goal Survey. FY 2016-17

Thank you to the 34 restaurants and community groups serving 60 meals during our ROCK On Veteran classes this year.
Our mission is accomplished thanks to the passion and commitment of our volunteers (ROCKateers) ages 14 to 91.

Volunteer opportunities include:
- Sidewalkers
- Horse Handlers
- Barn Maintenance
- Office Assistance
- Special Events
- Work Groups

ROCK is governed by a volunteer board of 21 leaders and an advisory board of eight. ROCK’s strategic plan consists of 10 implementation teams to facilitate continued progress towards improvement in excellence.

Training courses are offered throughout the year and, while horse experience is valued, it is not required.

350
ANNUAL VOLUNTEERS

23,500
VOLUNTEER SERVICE HOURS
Horses and Humans share similar pelvic movement patterns at the walk, so a person riding a horse receives a simulated walking experience with the horse’s movement.* Often the rider can receive up to 160 bilateral, symmetrical and rhythmical impacts in just one minute which provides a biofeedback opportunity for the neuromuscular system (brain, nerves, and muscles). For example, during speech therapy, the body systems that support speech and language skills help improve posture, motor skills and attention to task, while offering a positive impact on the vestibular and respiratory systems. The horses nature and the barn setting offer a natural environment for learning language and communication. When supportive staff and ROCKateers are added, improved behavior and social skills result as well. Physical Therapists focus on improved balance and body awareness for physical improvement and safety.

For children with sensory issues, such as those with Autism or children who have body awareness issues, not knowing where their body is in space, the horse’s movement provides deep pressure with each step. This input helps train neural pathways and processing, and provides a calming effect on the nervous system that helps the rider respond to the world in a more proactive way. For our adults rehabilitating from stroke or head injury, the resounding movement of the horse provides incredible feedback for relearning functional life skills and achieving independence.

Connections and Leadership: When our veterans and at-risk youth learn to lead the horse and experience boundaries, they often learn or regain the skill and confidence needed to be the CEO of their life. For many individuals this produces a feeling of peace, decreased anxiety**, and improvement in quality of life.

Other opportunities when the local school makes the barn their classroom, educators and ROCK staff and Rockateers partner to offer a catalyst for reaching a child’s goals. Additional opportunities are when children and adults want to compete in local horse shows and Special Olympics resulting in the participation of team sports with the pride of improving skills. All this results in a social environment for training of appropriate behavior as well as love and acceptance. A winning combination with these incredible horses.

At ROCK, we believe that healing takes place in community. We offer that community as our riders are surrounded by their families, ROCKateers, professional staff, all connecting and centering around the lessons and movement of the horse. The continued research, testimonies and data collection will only yield more information as to why the horse - human connection heals.


ROCK is committed to documented outcomes and impacts of this partnership with the horse. This is seen in the over 20 research collaborations that ROCK has completed with local universities and most recently as ROCK and TAMUS Courtney Cares partner with local departments at Texas A&M for further research.

Three articles have been published with Baylor University in peer reviewed journals and continue to add to the information of “how and why” this connection and therapeutic activity is so powerful for children, adults, and veterans.

At ROCK we apply our core values of HONOR, INTEGRITY, COMPASSION, EXCELLENCE, and SAFETY to everything we do.
ROCK is living out the vision to be the trusted leader in equine-assisted activities through service, research and higher learning. We are grateful to our many donors and supporters who allow us to continue this important work.
The annual budget for FY 2016-2017 was $1.2 million. We are proud to report that 75 cents of every dollar from tuition and donations was spent on our programs.

Special thanks to John Phelps Photography for taking many of the amazing photos in this annual report!
2015 PATH Intl. Awards:
• Child Equestrian of the Year - Joshua Kim, ROCK Rider
• PATH International Equine Services for Heroes® Equestrian Recognition Award - Mary Ballengee, ROCK On Veteran
• Region 8 Certified Professional of the Year - Dr. Priscilla Lightsey, ROCK & Courtney Cares Staff

13th Annual Ethics in Business & Community Award - Nonprofit

2016 Quality Texas Foundation Quest for Excellence - Pioneer Award

2017 Quality Texas Foundation Quest for Excellence - Commitment Award

PATH Intl. Premier Accreditation- ROCK, August 2015

PATH Intl. Premier Accreditation- TAMUS Courtney Cares, June 2016
Thank you to our Foundation Partners!

Austin Community Foundation
Baylor University
CarMax Foundation
Chisholm Trail Communities Foundation
The Roy F. & Joann Cole Mitte Foundation
Costco Foundation
Foundation for Global Sports Development
City of Georgetown
Georgetown Health Foundation
Greater Round Rock Community Foundation
Norbert H. Hardner Foundation
Junior League of Austin PATH, Intl.
Seeds of Strength
StillWater Foundation
Sun City Texas Community Association
Texas Veterans Commission
WJM Foundation
Wounded Warrior Project
COURTNEY CARES

SAFETY  EDUCATION  SERVICE  RESEARCH
In 2011, ROCK was contacted by the Texas A&M System as directed by the Board of Regents, to assist TAMUS to start an equine-assisted activities and therapy center.

The decision to start an EAAT center resulted from a donation to TAMUS in memory of Courtney Grimshaw Fowler (Class of 85). Courtney was an avid equestrian and businesswoman on the international level. When she died in 2010, her family wanted to establish a living, breathing legacy at her beloved Texas A&M. Thus, the program “Courtney Cares” was established.

The TAMUS Courtney Grimshaw Fowler Equine Therapeutic Program, “Courtney Cares,” began serving children, adults and veterans in 2012, and is staffed and managed by ROCK. The horses are leased from the Texas A&M Corps of Cadets Parsons Mounted Cavalry, led by Bob Byrns, a PATH Intl. Instructor. At any given time, Courtney Cares partners with 12 to 20 horses out of the 69 horses and mules in the Cavalry unit.

In 2016, Courtney Cares became a Premier Accredited PATH Intl. program. The core values of Courtney Cares are safety, education, service, and research. This program cultivates future leaders and supporters of Equine-Assisted Activities and Therapies through education and service learning opportunities, and encourages research in this industry.

CourtneyCares.org
ROCK STAFF

Nancy Krenek
CEO; Founder; Doctor of Physical Therapy; PATH Intl. Registered Instructor; Hippotherapy Clinical Specialist; Executive Director, TAMUS Courtney Cares

Donelle Beal
TAMUS Courtney Cares Program Director

Kevin Bowers
PATH Intl. Registered Instructor; Veterans Program Co-Coordinator

Rebecca Delich
Bookkeeper

Heidi Derning
PATH Intl. Registered Instructor; Veterans Program Coordinator

Callee Dorman
PATH Intl. Registered Instructor (ROCK & Courtney Cares)

Devon Felts
PATH Intl. Registered Instructor; STAR Program Co-Coordinator; Assistant Program Coordinator

Susan Finfer
Chief Financial Officer

Jen Howicz
Physical Therapist Assistant; Member, AHA & PATH Intl.

Kayla Johnston
PATH Intl. Registered Instructor; Equine Assistant Manager

Betsy Kahl
PATH Intl. Advanced Instructor; Licensed Clinical Social Worker

Amy Keck
PATH Intl. Registered Instructor

Britney Lee
Physical Therapist Assistant; Member, AHA & PATH Intl.

Priscilla Lightsey
Doctor of Physical Therapy (ROCK & Courtney Cares); PATH Intl Registered Instructor; Hippotherapy Clinical Specialist; HOPE Beijing, Founder & CEO

Shannon Middleton
Safety and Education Director; Speech Language Pathologist; PATH Intl. Registered Instructor; Equine Specialist in Mental Health; Hippotherapy Clinical Specialist

Shay McMinn
Speech Language Pathologist

Amanda Mott
PATH Intl. Registered Instructor

Chris Marcum
Grants Consultant

Calli Rae Murrah
Physical Therapist Assistant; PATH Intl. Registered Instructor

Dorothy O’Neal
Volunteer Director; PATH Intl. Registered Instructor

Karah Powell-Ricketts
Community Development Manager

Olivia Prince
PATH Intl. Registered Instructor; Volunteer Coordinator Assistant; STAR Program Co-Coordinator

Sheri Ruther
Business Operations Director

John Schmalstieg
Property & Facilities Manager

Lesley Shedeck
Equine Director

Kathy White
Communications Director

Kristin Witcher
Program Director; PATH Intl. Registered Instructor

ROCK HERD
ROCK BOARD

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Nolan Ryan
Reid Ryan
Ron Shelly

★★Thank You★★
Ronah Currey
Carter Hall
for your service on our
Board of Directors

*****

Commitment to Excellence

ROCK has been on a journey since 2007 of evaluating and improving ROCK towards efficiency. The tool used most often has been the Malcolm Baldrige method, resulting in Texas Quality awards to ROCK for two consecutive years. This evaluation is carried over into how we set up guidelines and policies and procedures at Texas A&M as well.

ROCK is a Premier Accredited Center of the Professional Association of Therapeutic Horsemanship International since 2000. This requires high safety standards and passing the accreditation process through following policies and procedures promoting excellence and safety. TAMUS Courtney Cares has been a Premier Accredited Center since 2016.
ROCK was founded on the belief that there is amazing potential within each individual. The connection with the horse provides a potential explosion of opportunity through movement and experiential learning of life skills both on and off the horse.

The future of ROCK is exciting, especially as we see lives transformed and missions met. We hope you will give us a hand in moving ROCK forward into the next 20 years.
THANK YOU

Healing Thru Horses would not be possible without the help and support of everyone who donates to ROCK. We are extremely grateful and thank you for your support of our mission. The following names include individuals, foundations and corporations that have invested $500 or more from July 1, 2016 - June 30, 2017.

Adkins & Associates
Becky Adkins
Louis & Sarah Alsteen
Joe & Barbara Ammerman
Phillip Annis
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TAMUS Courtney Cares
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PMB Helin-Donovan Accountants
Pope Material
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Nolan & Ruth Ryan
Claudia A. Ryner
Jamie Schoch
James & Charleen Scott
Seeds of Strength
Randy & Martha Sellers
Martin & Sandra Shedeck
Ronald & JoAnna Shelly
Steve Shook
Silicon Valley Community Foundation
Scott & Neva Sjule
Bart & Rachel Smith
Donnie & Christy Smith
Javier Soliz
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Peggy Wichmann
Wild Basin Investments
Sandy Wilkens
Williamson County Sun
Nathan & Amanda Winstead
WJM Foundation
Women Helping Others
Carol D. Woods
John & Friscilla Yearwood
Zion Lutheran Church

In our continued quest for best practices, every effort has been made to ensure the accuracy of our information. Please let us know if you notice an omission or misspelling so that we can correct it in our records.
HOW CAN YOU HELP?

Please consider investing your time, talent, or treasure in ROCK.
Share this annual report. Come out for a tour of ROCK & bring a friend.
Invite us to tell your club, friends, or family about ‘Healing Thru Horses’.

ROCK GIVING OPPORTUNITIES

- Rider Cup Classic Golf Tournament (October 27, 2017)
- #GivingTuesday (November 28, 2017)
- End of Year Giving (by December 31, 2017)
- Amplify Austin (March 1-2, 2018)
- Barn Dance (April 7, 2018)
- Horseshoe Club: Year-round sponsorship of a horse

INVEST IN ENDO车站MENT

- Chisholm Trail Community Foundation
  chisholm-trail.org
  512-863-4186
- Greater Round Rock Community Foundation
  rrcommunityfoundation.org
  512-514-0046

VOLUNTEER OPPORTUNITIES

- Sidewalker/Horse Handler/Feeder
- Provide a Veteran Meal
- Summer Camps
- Veteran Volunteer
- Welcome Wrangler
- Special Events
- Board of Directors

Click Here to Donate Now!

2050 Rockride Lane • P.O. Box 2422 • Georgetown, Texas 78627 • 512-930-7625 • www.ROCKride.org