# Raise the Barn for PALS

Where Healing Finds a Home

palsindiana.org

# Message from the Executive Director

## Rising Stronger: Completing the PALS Campus

When a tornado tore through the PALS campus on May 16, 2025, it damaged barns, fencing, and essential program spaces. What it could not damage was the heart of PALS or the mission at our core.

Thanks to an extraordinary community response—and careful stewardship of our insurance resources—PALS was able to resume lessons just one month after the storm. We worked diligently to maximize every dollar of coverage available. Even so, after deductibles and uncovered rebuilding costs, a significant gap remains. And the need has only grown.

Families and individuals are seeking healing, connection, and belonging through the human–horse bond at record levels. Waitlists are rising. Program hours are stretched. For our community, PALS is more than a program—it is a place of trust, hope, and transformation.

## The PALS Center for Wellness and Learning

The PALS Center for Wellness and Learning is our next step forward—a purpose-built, state-of-the-art campus designed to:

- Expand access and reduce waitlists
- Provide a safer, more accessible environment for people and horses
- Support year-round programming with state-of-the-art infrastructure
- Create dedicated spaces for Equine-Assisted Learning and community partnerships

This is not just about replacing what was lost. It is about building something stronger, lasting, and worthy of the resilience our community has already shown.

## The Need: $500,000 to Finish the Rebuild

Although we were excellent stewards of our insurance and recovery resources, deductibles and uncovered construction costs leave a $500,000 gap to fully complete the main arena and campus.

*On December 3, 2025, PALS hosted a groundbreaking ceremony for the new Center for Wellness and Learning. Pictured (left to right): Christine Herring, Executive Director of PALS, Alex Everett, Chair, and Susan Rinne, Secretary of PALS Board of Directors, and Randy Stanger, CEO of Stanger Excavating.*

These funds will finalize construction, infrastructure, and program-ready spaces—ensuring the facility is not only built, but fully functional, safe, and welcoming at full capacity.

A leadership gift helps:

- Complete critical building and safety systems
- Open programs at full capacity
- Reduce waitlists and expand access to healing services

Every investment brings us closer to a permanent home where healing, growth, and connection can flourish.

## Join Us. Build What's Next.

PALS creates life-changing experiences through the human–horse connection. With your partnership, the PALS Center for Wellness and Learning will become a lasting place of hope—today and for generations to come.

Stand with us. Give generously. Help complete the PALS Campus.

With gratitude and determination,
Chris Herring
Executive Director

# About PALS: Who We Are & What We Do

**Mission:** PALS promotes joy, quality of life, better health, and empowerment by providing therapeutic programs with horses.

**Vision:** By providing a caring, safe, and challenging environment, PALS fosters growth and individual achievement of all participants, enabling them to reach their highest potential.

## 2024 By The Numbers

| | |
|---|---|
| 1,900+ Client Experiences | 12 Counties Served |
| 86 Therapeutic Clients | 40 Diagnoses Served |
| 112 Volunteers | 3,103 Volunteer Hours |

**$107,953*** In Value

*As of early 2025 (setting the baseline for 2026), the Independent Sector, in partnership with the University of Maryland's Do Good Institute, estimated the national value of a volunteer hour in the U.S. at $34.79. This value is used to quantify the massive economic impact of volunteers on nonprofit, government, and community organizations.

## PALS Services: Where Healing Happens, One Horse at a Time

PALS programs are intentionally designed to harness the power of the human–horse connection to meet the diverse needs of individuals and groups across our community. Through engaging, hands-on activities with horses, participants experience emotional, cognitive, social, and physical growth in an environment rooted in trust, respect, and connection. All lessons and classes are facilitated by Certified Horsemanship Association (CHA) and Professional Association of Therapeutic Horsemanship (PATH) Certified Instructors, ensuring excellence, safety, and meaningful impact.

## Overview of Services

PALS provides adaptive riding and ground lessons for children and adults with physical, developmental, learning, or emotional differences. In addition, we offer specialized equine-assisted programs tailored for groups, including at-risk youth, veterans, active-duty service members, first responders, older adults, and individuals on their journey to addiction recovery. Each program is designed to meet participants where they are and support personal growth at every stage of life.

### Adaptive Riding & Ground Lessons

These inclusive lessons offer both mounted and unmounted experiences that build strength, balance, communication, confidence, and emotional regulation. Instruction is individualized, allowing participants of all abilities to achieve success while forming meaningful bonds with horses.

### Changing Leads

Ground-based equine-assisted group program that supports individuals in addiction recovery. Working alongside local community partners, participants explore themes such as accountability, boundaries, trust, and personal responsibility through intentional interactions with horses.

### EQUIPT

EQUIPT empowers youth in at-risk situations to develop essential life skills, resilience, and self-confidence through equine-assisted activities.

Offered in collaboration with local youth organizations, the program encourages communication, teamwork, problem-solving, and emotional awareness in a supportive, nonjudgmental setting.

### Hearts & Hooves

Supports individuals living with dementia or Alzheimer's disease and their care partners through gentle, relationship-centered activities. Participants engage in experiences such as grooming horses and simple crafts that promote memory recall, emotional connection, and shared moments of joy.

### Valiant Strides

Provides ground and riding lessons for veterans, active-duty service members, and first responders. This program fosters healing, reintegration, and an improved quality of life by offering a supportive, peaceful environment where participants can reconnect, build trust, and experience renewed purpose through their partnership with horses.

### Harmony in the Herd

Offers customized corporate team-building workshops designed to strengthen communication, leadership, and collaboration. These 2-4 hour workshops are tailored to the specific goals of each organization, using experiential learning with horses to create lasting insights and stronger teams.

# Financial Overview

| 2024 Financials | |
|---|---|
| Assets | $900,846 |
| Liabilities | $591,782 |
| Total Net Assets | $381,064 |

| Revenue | |
|---|---|
| Events | $30,344 (5.1% of revenue) |
| Donations | $268,966 (45.3% of revenue) |
| Grants | $51,399 (8.7% of revenue) |
| Program | $209,899 (35.3% of revenue) |
| Facility | $33,443 (5.6% of revenue) |

| Expenses | |
|---|---|
| Fundraising/ Marketing | $151,737 (21.6% of expenses) |
| Admin/ Depreciation | $114,414 (16.3% of expenses) |
| Program | $289,415 (41.3% of expenses) |
| Facility | $145,325 (20.7% of expenses) |

| 2024 Grant Awards | |
|---|---|
| Patricia Schaefer | $60,000 |
| Sophia Travis | $2,250 |
| Duke Energy Foundation | $5,500 |
| City of Bloomington Violence Reduction | $22,800 |
| Bloomington Board of Realtors | $1,000 |

| Scholarships Awarded | |
|---|---|
| Adaptive Riding participants | $2,910 |

*Pictured Left: A winning spirit, then and now. Oscar with his trophy and ribbon from the October 22, 2016, PALS Fun Show.*

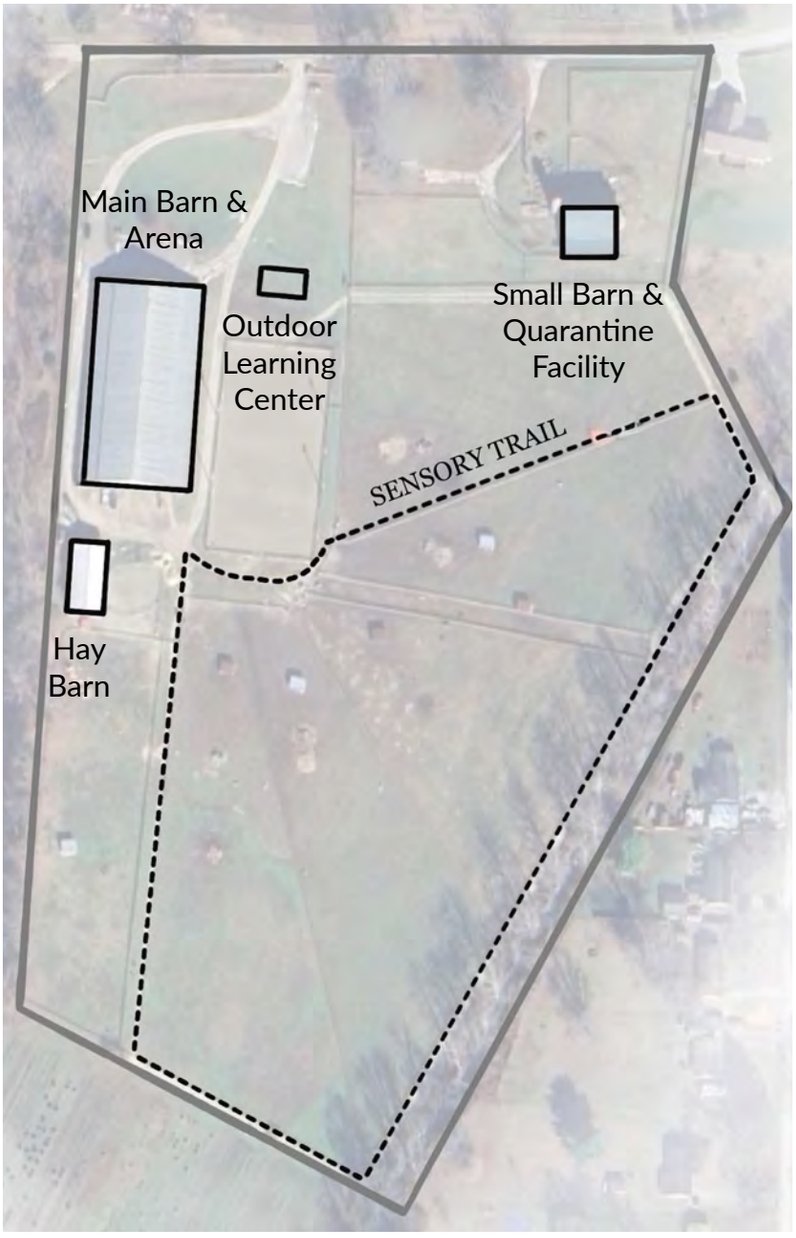
## Client Highlight: Oscar

Therapeutic riding through PALS has been a deeply formative experience for Oscar and his family. Oscar has been a client for twelve years, beginning as a child who required full physical and instructional support in the saddle. Diagnosed with autism and low upper-body muscle tone, he initially struggled with posture, balance, and coordination. Through consistent participation in therapeutic riding, Oscar has built core and upper-body strength, improved posture, and gained greater independence and confidence that carries into everyday life.

One of the most meaningful benefits of riding for Oscar is the calming, regulating sensory input he receives through the movement of the horse. The rhythmic motion helps organize his nervous system, allowing him to remain focused, calm, and engaged in ways few other activities have been able to achieve. This regulation has supported his ability to follow directions, process information, and connect more fully with others.

The environment at PALS makes this progress possible. Thoughtful instruction, patient communication, and carefully selected horses create a setting that supports the whole person—not just the rider. For Oscar and his family, PALS has been more than a therapeutic program; it has been a consistent source of growth, connection, and support year after year.

*Pictured Above: A proud moment from the Fall 2023 PALS Showcase: Oscar, atop Big D, proudly displaying his certificate, joined by his mom, Martha Whitmill, PALS Board Member, a PALS Volunteer, and a PALS Instructor—proof of what encouragement and community can build.*



Small Barn & Quarantine Facility

Main Barn & Arena

# Project Overview:

## The New PALS Center For Wellness & Learning

**Description:**

- State-of-the-art indoor arena and barn
- Outdoor Learning Center
- Accessibility-focused layout
- Additional programming spaces
- Safety and workflow improvements

Hay Barn

# The Future: Growth & Impact Potential

## Community Impact:

### Expanded capacity

Serve more participants annually without sacrificing individualized care

### New Programs

Launch offerings that respond to community needs and support whole-person wellness

### Safer, More Accessible Space

Purpose-built facilities for participants, families, staff, and horses

### Healthier Environment

Modern ventilation for year-round comfort and well-being

### Dedicated EAL Spaces

Designed environments that strengthen equine-assisted learning outcomes

### Stronger Partnerships

Increased collaboration, referrals, and shared community programming

*Pictured Above: PALS Volunteer Robert "Dubie" Dubinski helping Chip Curtis along the PALS sensory trail—building confidence, connection, and opportunity, one step at a time.*

### Volunteer Story: Robert "Dubie" Dubinski

After a 40-year career as a high school band director at Bloomington High School South, Robert "Dubie" Dubinski found his way to PALS in 2019 after a fellow teacher encouraged him to get involved. He completed his first training that June and has been volunteering ever since.

What continues to inspire Dubie most is the joy he sees on riders' faces during each lesson, from young children to Vietnam veterans. The connection between participants, horses, staff, and volunteers creates a safe, supportive environment where meaningful physical and emotional progress is possible.

Dubie was heartbroken when the facility was damaged by the tornado, but deeply moved by the overwhelming community support that followed. As he looks ahead to the new facility, he encourages others to get involved in any way they can—because every volunteer hour and every donated dollar truly makes a difference.

> "Chip has abundant enthusiasm and a wonderful sense of humor. He's got a great command of Scout, and I always look forward to my time with him."
>
> —PALS Volunteer Robert "Dubie" Dubinski

*Pictured Above: Chip Curtis, a participant in PALS Valiant Strides, shares a moment of calm and connection with Phoenix—proof that healing goes both ways.*

*Cover Image:* In the aftermath of the tornado, staff and volunteers discovered that one of the few walls left standing was the one bearing the PALS name. What remained in the midst of the rubble became a powerful symbol of resilience—proof that while structures can be damaged, the mission of PALS endures. This image reflects strength, hope, and the unwavering foundation on which PALS continues to move forward.

**SCAN ME TO LEARN MORE & MAKE A GIFT**

## Ways to Give Include:

- One-time gifts
- Multi-year pledges
- Gifts of appreciated assets (stock, mutual funds)
- Donor-advised fund contributions
- Corporate gifts and sponsorships
- Estate gifts / legacy giving
- Grants

PALS
People & Animal Learning Services, Inc

Contact:
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palsindiana.org
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Bloomington, IN 47402

Raise the Barn for

# PALS

Where Healing Finds a Home

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# Giving Levels

## What $500,000 Makes Possible

Raising $500,000 allows PALS to complete the main arena and campus as part of the rebuild already in process–significantly reducing long-term costs.

With this funding, PALS can:

- Finish the arena so programs can operate safely in every season
- Double program capacity by running multiple services at once
- Build the infrastructure needed for long-term sustainability
- Expand access to life-changing programs for those waiting to be served

| | |
|---|---|
| Finishing the build<br>(includes the deductible and accessibility/safety upgrades not covered by insurance) | $200,000 |
| Outdoor Learning Pavilion | $30,000 |
| Paving | $70,000 |
| Skid Steer | $85,000 |
| Scholarship Fund | $55,000 |
| Endowment | $60,000 |
| **Campaign Goal** | **$500,000** |

## Transformative Sponsorship Levels and Benefits

### Circle of the Horse – Visionary Level
**$100,000+**

- Naming rights for a building structure
  - Special Signage Including Name/Logo in a Prominent Exterior Location
  - Special Signage Inside of the Building
- Recognition as a Circle of the Horse partner on a Special Display Highlighting Major Campaign Contributors
- Private tours with leadership
- Private meet-the-herd experience with staff and horses

### Legacy Rider
**$75,000–$100,000**

- Naming rights for a major facility element (arena, barn wing, classroom or conference/viewing room)
  - Special Signage including Name/Logo in a Prominent Location
- Recognition as a Legacy Rider partner on a Special Display Highlighting Major Campaign Contributors
- Private tours with leadership
- Private meet-the-herd experience with staff and horses

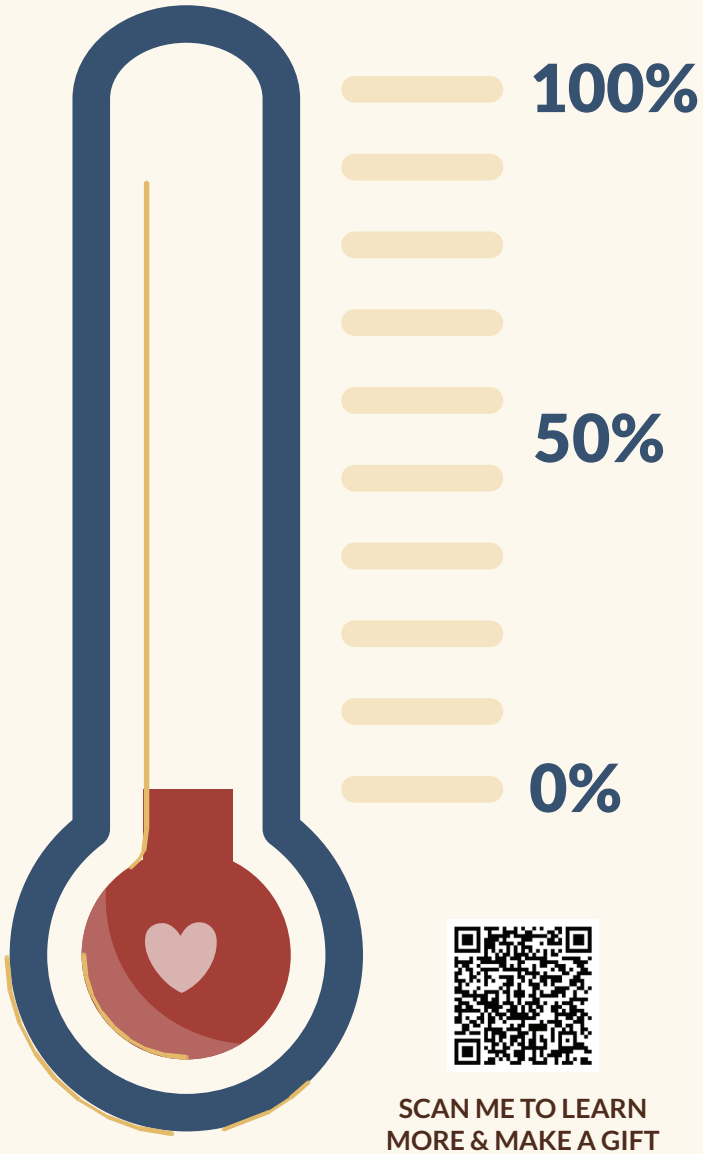
### Herd Champion
**$50,000–$75,000**

- Naming rights for a major facility element (arena, barn wing, classroom or conference/viewing room)
  - Special Signage including Name/Logo in a Prominent Location
- Recognition as a Legacy Rider partner on a Special Display Highlighting Major Campaign Contributors
- Private tours with leadership
- Private meet-the-herd experience with staff and horses

### Naming Opportunities Include:

- Outdoor Learning Center
- Boot and Helmet Room
- Classroom (Indoor)
- Conference Room (2nd Floor)
- Counseling Rooms (2)
- Feed Room
- Kitchen
- Reception Room
- Volunteer Community Room

# Help Us Reach Our Goal




SCAN ME TO LEARN MORE & MAKE A GIFT

> "It is my humble privilege to recognize those whose strength and potential are so often unseen. PALS offers individuals the opportunity to experience meaningful friendships, physical activity, and a renewed sense of purpose and value. By fostering confidence and connection, PALS helps participants carry a sense of belonging and possibility forward into their lives."
>
> —PALS Donor

The PALS Center for Wellness and Learning is a purpose-built, state-of-the-art campus designed to expand life-changing equine therapy programs for youth, adults, veterans, and families in our community.

## The Need: $500,000 to Finish the Rebuild

Although we were excellent stewards of our insurance and recovery resources, deductibles and uncovered construction costs leave a $500,000 gap to fully complete the main arena and campus.

These funds will help finalize construction, infrastructure, and program-ready spaces—ensuring the facility is not only built, but fully functional, safe, and welcoming at full capacity.

Every investment brings us closer to a permanent home where healing, growth, and connection can flourish. **Help us build a brighter future.**

# Thank You to our Partners

**The following individuals and organizations were instrumental during the recovery stage:**

- Amvets Ladies Auxiliary 2000
- Bastin Inspection Services
- Big Boy Moving
- Big Star Stables
- Black Lumber
- Bloomington North
- Bloomington North Rotary Club
- Brick House Bakery
- Brightside Cafe
- Bruster's Real Ice Cream
- Building Associates, Inc.
- Cassady Electric
- City of Bloomington
- Dad and the Boys
- Duke Energy Foundation
- Fraternal Order of Eagles
- Freedom Rider (Vashti Watson)
- Fleet of Angels
- Forvis Mazars
- Fresh Thyme
- Gabriel Wheeler, LLC
- Greg Young Trucking
- Greene County Chapel Church
- Hanna Trucking
- Jeff Crider
- K&S
- Keystone International
- Koosen
- Levi Wagler
- Lighthouse Christian Academy
- Loren Wood Builders
- Lowes
- Marshall Security, LLC
- PATH International
- PayPal Giving Fund
- Phoenix Closures, Inc.
- Rogers Group, Inc.
- Rural King
- SCI Membership Community Fund
- Shredding and Storage Unlimited
- Sons of the American Legion Squadron #18
- Stanger Excavating
- The Network of Independent Brokers
- Timken Company Charitable
- Tito's Handmade Vodka
- Tough 1
- Young Trucking, Inc.
- Vector Solutions
- Wagler Mini Barns
- Walmart