

AUDREY GRACE AUCTION



Dear Friends:

We are excited to announce the **20th annual Audrey Grace Benefit Auction on PLEASUREHORSE.com**. The Auction is a favorite of horsemen and women across America. We raised a record net last year of \$52K! For those of you that are not familiar with the Auction's story, we started after we lost our daughter, Audrey Grace, at birth on October 21, 2002. Horse friends across America got together to show that from tragedy can come triumph and to find something positive during a time of sadness. We started raising money for a much-needed children's home in Audrey's honor. In nineteen years, we have raised over \$2,550,000 for the New Horizons' home for sexually and physically abused children. In 2009 the dream became a reality! Our first group of children moved into the **Audrey Grace House**!



Your donations will continue to help us with the full scope of the project. The money has been used for purchasing the land, building the home, maintaining the house, supplying food, clothes, schooling, medical care, and hiring Master's Level Licensed Clinicians and 24 hour caregivers who provide the care these children need. We are truly grateful for the ongoing support keeping the **Audrey Grace House** a top-level children's home.

Each year thousands of children are victims of abuse. For over FIFTY years, **New Horizons (non-profit 501©3)** has provided services to "at-risk" youth and developed a reputation as the benchmark for offering quality, continuum-of-care treatment services for those kids with the

highest level of need. Services include residential care, foster homes, therapeutic group homes, family services, adoption programs and emergency shelter.

The goal is to serve children and their families closer to their homes. **New Horizons' Community Centers of Care** will serve as residential treatment homes for children who are considered the highest risk. The **Audrey Grace House** is the first of these centers and is in Abilene, Texas.

Jason and Robyn Duplisea with **PleasureHorse.com** and **Show Horse Today** will again be helping the **Audrey Grace Auction** to reach a vast equine audience. They will be hosting the online auction and posting a feature section of auction merchandise and services including photos, descriptions

and donor's links on their entire media network. This network includes **PleasureHorse.com**, the **PleasureHorse Forum** with 54K members, **Show Horse Today Magazine** which receives hundreds of thousands of page views each month, and social media where they have 690K Facebook followers. All donated stallions will also be featured in the December Show Horse Today Audrey Grace special feature. In addition, **Instride Edition** will provide exposure for the auction with online links and stories in their print magazine to help spread the word. Together we are dedicated to seeing the **Audrey Grace Auction** reach as many people as possible.

The auction is run on a format developed by **Show Horse Today**. It allows easier access for bidders, **proxy bidding**, email notifications and a more user-friendly auction experience. The platform provides a beautiful display for auction items with your details, photo gallery, video links and links to donors' websites and Facebook.

The online Auction will run **Monday, December 6th through 5:00 pm EASTERN time Sunday, December 12th**. The items consist of stallion services, training services, tack, websites, advertising, artwork, jewelry, show clothes and other horse related items. This year we are extending the payment due date for auction items to **January 10, 2022**.

Please help us again this year by donating to the Auction. The **Audrey Grace Auction** is so successful and loved because unlike MANY charities, 100% of every dollar goes to the children. There are **no salaries paid for the work**; all involved donate their time, letterhead, postage, etc. Jason and Robyn donate the site and horse friends donate the items. ZERO costs means **100% profit going straight to the children in need!!!** Your donation is 100% tax deductible for the full retail value. Please use the enclosed form when submitting your auction donation information to ensure accuracy for websites, phone numbers, full descriptions, and retail value. Please include any extra fees that will need to be paid by the buyer.

We encourage you to spread the word - **children are a universal love. Abuse does not wait; the children cannot wait**. We and all the staff and children at New Horizons sincerely appreciate your involvement.

Warmest regards,

Jane & Leon Backes
<http://www.newhorizonsinc.com/home>

