

BROOKE NEWS

SUMMER 2017



Spotlight on Afghanistan

Innovations in South Sudan

A five-day farriery diary

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Contact our Supporter Care team if you'd like to discuss our work, ask for information, update us on your details, or make a donation. We're always delighted to hear from you.

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Welcome

Your summer edition of Brooke News shows how your donations are transforming the lives of hard-working horses, donkeys and mules.

In these uncertain times I'm so encouraged that we've continued to be there for the animals who need us. We couldn't do it alone.

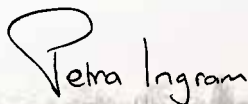


Making a lasting difference to animals' lives means working with their owners. It's moving to see that even the poorest people can show great care and compassion. Whether it's communities collecting refuse in Pakistan, or nomads searching for fresh pastures in South Sudan, supporting people to understand that the donkeys and horses they rely on have needs and feelings is vital.

Animal lovers here at home are also key to our success. They range from successful equestrians like Jessica Mendoza, to people who fundraise in their communities. From people who run, walk and ride for Brooke, to those who give donations or kindly remember us in their Will. We celebrated your role at our Supporter Day in February. It was wonderful to see so many of you and to share our successes with you.

It's thanks to you that we can react quickly when disaster strikes, and equip owners with the knowledge they need to look after their animals' welfare independently, for generations to come, just like we did in Kenya when the drought started having a devastating impact on the communities we support.

These pages bring to life some of the projects, people and animals that are benefiting from your generosity and compassion. Thank you!



Petra Ingram
Chief Executive



From Kenya to Pakistan, from South Sudan to Central America, none of our work would be possible without your invaluable support. **Thank you.**

Meet Jessica Mendoza – Brooke's newest supporter

We're delighted to announce that rising show-jumping star, Jessica Mendoza, is to be a supporter for Brooke, alongside dressage supremo, Charlotte Dujardin.

Jessica is one of the youngest riders for many years to represent Great Britain at senior level and last year went out to Rio as our travelling reserve. In her spare time Jessica loves to paint – donkeys are one of her favourite subjects!



Brought up and educated in Wiltshire, where she was surrounded by horses and ponies from a young age, Jessica is now based in Eindhoven in the Netherlands, the world's show-jumping capital of the world. She competes internationally and is looking forward to flying the flag for Brooke wherever she goes.



© Satu Pirinen

"I'm very proud to be helping Brooke. The world of working equines is one so far removed from that of top equestrian competition. The horses, donkeys and mules that Brooke helps are amazing. They are people's livelihoods so, by supporting Brooke, you are helping to protect people, as well as the animals."

Support a project that inspires you

A big thank you to the supporters who have already contributed to our innovative new fundraising initiative.

Did you know, you can ease the daily suffering of working horses, donkeys and mules by contributing to one of three current equine welfare projects? It's a wonderful opportunity to join owners, local vets, service providers and other supporters to drive lasting positive change for the animals who need us most.

PROJECT MINES

Aims to reach 4,000 owners in Chakwal and Khusab, Pakistan to help improve working conditions for their donkeys in the treacherous coalmines.

PROJECT MILK

Is dedicated to the welfare of 3,000 working equines in Ilam, Nepal who spend their days transporting vast amounts of milk and other goods.

PROJECT CONNECT

Is committed to training local service providers and helping them build links with owners in 84 remote villages in Maharashtra, India, in order to build better welfare practices.

To find out more about the projects, how they're progressing and how you can play your part in helping the animals who need us most visit www.thebrooke.org/unstoppable



Together we can be unstoppable.



An exciting partnership for 2017

Brooke is thrilled to announce that we have been chosen as the official charity partner of Bolesworth International 2017.

The Equerry Bolesworth International Horse Show is one of the leading equestrian competitions in the UK. Five fun-filled family days in June feature world-class show-jumping, dressage presentations and jockey challenges in the picturesque grounds of Bolesworth Castle near Chester.

This exclusive partnership builds on our existing strong relationship with Bolesworth. In 2016 Brooke's Global Ambassador Charlotte Dujardin and our Patron Alastair Stewart visited the Brooke stand and helped to raise awareness of our work. World-renowned show jumpers Nick Skelton and Scott Brash also paid us a visit, along with dressage star Carl Hester.

VISIT OUR STAND AT BOLESWORTH INTERNATIONAL

This year our dedicated Community Fundraising team will be organising an exciting array of activities and designing an eye-catching interactive stand, staffed by volunteers from our Lichfield Community group.

Bolesworth is taking place from 14 - 18 June. Tickets are on sale now, for more information visit www.bolesworthinternational.com or call 0844 8000 509.

For more about our partnership visit www.thebrooke.org/bolesworth



HOW THE OTHER HORSE LIVES

Our 'How The Other Horse Lives' campaign aims to highlight the contrast between the lives of working horses, donkeys and mules in some of the world's poorest countries, with those of well-kept horses here in the UK.

Around 100 million horses, donkeys and mules are the main source of income for the people they work for. They often suffer because their owners don't have access to the skills or resources to look after them properly. There are three ways you can help us to improve their lives:

- **Collect** – fill a Brooke brick collection box with your spare change.
- **Give** – make a lasting impact with a regular gift.
- **Ride** – ride 100 miles in 100 days and raise £100 for Brooke when you sign up to MyHackathon.

BREAKING NEWS:
Brooke is delighted to announce that we have been chosen as the charity of the year for the South of England Show! Remember to keep an eye out for photos in the next edition of Brooke News.

To keep up to date with Brooke's news, visit www.thebrooke.org/news follow @thebrooke on Twitter or like 'The Brooke Charity' on Facebook.

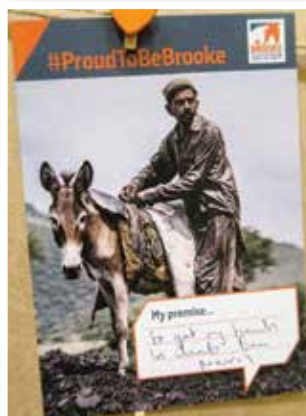
A day to remember

On 2 February earlier this year, 210 supporters and staff joined together for a fun and inspiring day in London.

From fascinating insights into the lives of working equines we help, to stories from the people who make our work possible and an enlightening Q&A session, the day was both informative and enjoyable.

Speakers ranged from Olympic team leader and Brooke Ambassador Richard Waygood MBE and our Patron, broadcaster Alastair Stewart, to our Head of Animal Welfare Karen Reed and staff from across Brooke's country teams including Tibeb Abate from Ethiopia, General Sharma CEO of Brooke India and Major Farooq Malik from Pakistan. Consultant farrier Tom Burch also spoke about the impact of Brooke's farriery training. If you missed it, turn to page 15 to find out more.

If you would like to come to next year's event, please let us know by registering your interest with us via email at events@thebrooke.org



"The day was illuminating and uplifting. We returned home with a motivated heart and a resolve to promote Brooke's lasting commitment to working horses, donkeys and mules." Marilyn of Mar



Supporters rally to save drought-stricken donkeys

When a devastating drought in Kenya left almost 14,000 donkeys in dire need of water and food, we asked for your help.

We appealed for you to raise £23,600 – enough to provide emergency help for the desperate animals. Your response to our appeal via email and social media was amazing. We exceeded our target, raising £25,000 by the end of March, enabling us to get lifesaving water, hay and medical help to the suffering donkeys. Thank you for your incredible support!



Reaping the rewards of innovation

"Man cannot discover new oceans unless he has the courage to lose sight of the shore."

Andre Gide

This great line is as true of organisations like Brooke as it is of any individual. I see it reflected in my creative colleagues here, who are always looking for new ways to give more animals a life worth living. And we help each other build on that, allowing people to grow their ideas into new ways of working.

As we feel our way forwards, determined to overcome the many challenges we face, it's encouraging to look back on where past innovations have led us.

Our advocacy work is one such example. This came to mind when we addressed the United Nations in October, and won their recognition of the importance of working equines. Since Brooke started taking its message to the heart of governments only six years ago we have learned and grown with them.

Our success would not have been possible without the huge commitment and energy of two government officials in particular.

Two men who helped us move mountains

We met Dr Kisa Juma Ngeiywa, the Kenyan Government's most senior vet, four years ago. He immediately understood the need to address the widespread equine suffering in his country and saw Brooke as a key way to achieve that. He asked us to help shape their animal welfare laws and veterinary policy, and often sends his own staff into the districts where animal welfare is on the agenda to make sure discussions stay on track.

Then there's Dr Ali Camara, who leads Senegal's Food Security Council. Although not from a livestock background, Dr Camara saw



that taking good care of his country's equines was vital if the people who rely on them were to feed themselves. He has championed us at every turn. Most recently he started putting international welfare standards for working equines into practice, and got the president's office to formally increase our voice in government policy – putting equine welfare centre stage in the government's agenda.

Governments are part of the solution

At the UN session in Rome, Dr Kisa talked about the life of a working donkey, and Dr Camara shared his personal story of getting to grips with the need to support working equines. As I listened, I thought that we would never have expected to find such uncompromising champions of our work six years ago. These officials are so far from the cynical stereotype of self-seeking politicians.

For Brooke, the 'problem' of governments is rapidly becoming a cornerstone of the solution. By being brave enough to try new approaches, we have, in so many ways, happily lost sight of the shore.

Fay Schofield, from Brooke's Communications Team, was inspired by a recent visit to Pakistan.

"My trip to Pakistan will stay with me forever"

Caring and compassion on the streets of Lahore

We left behind a cold UK for the heat, hustle and bustle of Lahore, where I got a real insight into the wonderful work Brooke's doing.

I'll always remember visiting one of Brooke's wayside stations where owners can get treatment for their animals from the mobile vet team. It's almost like an NHS walk-in for working equines! Animals needing longer-term treatment go to Brooke's clinic, where I met some memorable patients including a cheeky foal convalescing in the central paddock!

Later we pulled up by the side of one of Lahore's busiest roads to meet a street farrier and a street clipper, attending to passing traffic! As I watched them groom and trim their 'clients' they explained how their love of animals – and their incomes – had grown since they'd been trained in animal welfare and handling by Brooke. I was inspired to discover that people travel miles to benefit from their skills!

Sharing skills and knowledge at the brick kilns

I will never forget our trip to

the brick kilns – the vastness of the kilns and the sheer number of men, women, children and equines working there. A lovely lady asked if I'd like to try making a brick. We laughed at my terrible attempt and she explained that her family aim to make 1,000 bricks a day – each one costs around 1p.



I saw the impact of Brooke's work firsthand at a community training session there. The owners shared their knowledge and improved their harnessing skills as they watched demonstrations from the mobile team. I was struck by the love they showed their animals. As I was taken to see where the animals rested from work I noticed the pride the owners took in them and how gently they handled them. They told me how much they'd learned from Brooke and how they had a new respect for the important role their equines played in supporting the family.



Contented donkeys and kind people

On the last day we visited a community who work with their donkeys to collect refuse. There were piles of rubbish next to makeshift homes, huge numbers of flies – and the kindest people I've met in my life. We were greeted with smiles when we joined a women's equine welfare group holding a session on grooming. It was lovely to see the attention these women show their donkeys and the knowledge they're passing on to their children.

My trip to Pakistan made me so thankful I work for an organisation that helps working equines and the people who rely on them.



"Now my donkeys won't go hungry"



The 'dry corridor' in eastern Guatemala has one of the world's highest levels of drought. As crops fail, people struggle to feed their animals. We're working with our partner Healthy Equines for the People (ESAP) to support communities to sow drought-resistant seeds, tend them and store hay to feed their animals during the dry season.

Elba Aldana, who lives in Plan del Morro, Zacapa, is devoted to her two donkeys Joaquin and Seforina. While the men work on melon farms, women are in charge of the animals. As there's no water in the community, Elba and the other women must walk for 45 minutes with their donkeys to a stream and return with water for the family. As crops continue to fail, finding enough food for her hardworking donkeys has become more challenging with each year that passes.

Some of Elba's burden has been lifted since ESAP launched their forage project in her neighbourhood. She planted the drought-resistant seeds that were provided and went to a workshop where she learned to make her crop of hay into hay packs. These can be stored in a wooden container ESAP helped her to build, ready to feed her donkeys when food is scarce.

Elba is proud that she made 50 hay packs – more than anyone else in her community – and is encouraging others to learn the technique too. She also tries hard to keep Joaquin and

Seforina in good health, by taking them for deworming and vitamins at ESAP's clinic.

Although Elba has the option of selling her hay packs to boost her income, her priority is feeding the donkeys she values so highly.



"The only thing that matters to me is that my animals have enough food for the summer, that season is hard and it's extremely difficult to find food for them." Elba



To help Brooke reach more animals in need, donate today by visiting www.thebrooke.org/newsletter or call 020 7980 7234



Reaching out to animals in South Sudan

A new project in South Sudan is showing the impact of innovation in a challenging environment

South Sudan is a challenging country. It's hard to reach and ongoing conflict makes it difficult and dangerous to work in. On top of that, equine welfare issues are extreme and the veterinary training provided by the government is virtually non-existent.

Nevertheless, we're making a positive impact there thanks to a brilliant trial project run by Vétérinaires Sans Frontières (VSF-Suisse) and supported by Brooke's Innovation Fund.

Although VSF-Suisse already had a presence in South Sudan they had no specialist equine knowledge. Thanks to ongoing support from Brooke East Africa, VSF-Suisse are making a difference to the horses, donkeys and mules we'd struggle to reach without them.

Building expertise and nurturing compassion

VSF-Suisse works with individuals and smallholders, who use donkeys to take produce to market, water to cattle and to help with domestic chores, such as collecting water

and firewood. Although they're indispensable, these hardworking animals haven't been valued in the same way as other livestock. Traditionally, they're viewed in the same way we might see a car or a bike – we take it for granted until it breaks down!

Owners will feed them, but don't empathise with their needs or take steps to prevent them getting ill or injured. When a donkey does have a problem, animal health workers and vets haven't had the specialist training to treat it.



TRAINING LOCAL PARAVETS

We're working with VSF in two key ways to address this problem. First we've given their paravets specific training in all aspects of equine handling, health and welfare, so they can help horses and donkeys as well as the cattle and goats they currently treat. Secondly, we're helping them to unlock compassion in owners – and to understand their animals have feelings and needs.

Tuning into better welfare

Almost every home in Africa has a radio and this is one way we're able to make a really positive impact on attitudes and behaviour as messages in the local language steadily filter through to animal owners.

We broadcast welfare messages in the local language through a programme called **'Protect your donkey well in order to serve you better'**. Instead of overwhelming owners with technicalities, we help them to understand how treating their animals well will bring them benefits.

For example, pastoralists who travel with their donkeys and livestock in search of fresh grazing two or three times a year would sometimes simply abandon animals suffering from heat exhaustion. Now they know the importance of offering them enough water they can see for themselves that their animals aren't just freed from unnecessary suffering, they're able to survive the journeys they make.

These owners aren't cruel – but they are desperately poor and follow the traditions they grew up with. There's nothing more satisfying than witnessing that 'light bulb' moment, when an owner understands how small practical steps can make a huge difference to the welfare and wellbeing of their animals, benefiting both parties.

Thanks to our partnership with VSF, those magical moments are happening more and more.

"The Innovation Fund means we can explore new ways of working, and trial different approaches. It's about finding creative ways to get around obstacles so we can reach the animals who need us most."

Felix Holman, Innovation Manager, Brooke



Above: paravets being trained in equine handling, health and welfare

To help Brooke reach more animals in need, donate today by visiting www.thebrooke.org/newsletter or call 020 7980 7234


A better life for Afghanistan's donkeys

Together with our partner DCA, Brooke is helping to transform the lives of working donkeys in Afghanistan.

We work with local paravets, farriers, harness makers and repairers and traditional healers to improve their skills and knowledge. And we help community groups to assess and address welfare issues.

"Donkeys are involved in all types of work; they allow us to keep cows, sheep and goats. Without donkeys we cannot survive. Even the poorest in the community have at least two donkeys. Donkeys are our biggest supporters."

Kaka Rasul, Head of the Community Development Centre
in Langar Ulia village, Samangan, Afghanistan



**31% MORE
STABLES
THAN LAST
YEAR ARE NOW
MUD-PLASTERED**

**9% MORE
OWNERS THAN
LAST YEAR
REGULARLY KEEP
THEIR STABLES
FREE FROM
PESTS**

**8% MORE
OWNERS
PROVIDE THEIR
ANIMALS WITH
FEED AND WATER
AT LEAST 3 TIMES
A DAY**



1.7 MILLION
EQUINES IN
AFGHANISTAN.
6,900 WORK IN
BRICK KILNS

42,000
ANIMALS WILL
ENJOY BETTER
WELFARE BY THE
END OF
THIS YEAR

82,000
OWNERS NOW
HAVE A BETTER
UNDERSTANDING
OF THEIR ANIMALS
THANKS TO
BROOKE

To help Brooke work with more communities like this, donate today by
visiting www.thebrooke.org/newsletter or call 020 7980 7234

A quiet revolution

Children are used to learning from adults – but sometimes they're the ones with valuable knowledge to share. One village in Afghanistan, is an example of how older people are also learning from the youngsters – about the best ways to care for their donkeys.

In the village of Mula Quli in the Mazar district of Afghanistan, five boys are leading the way in a quiet revolution.

Brooke's partner, the Dutch Committee for Afghanistan (DCA), trained the boys in animal welfare essentials and they're passing these messages on to their elders. Each month, the boys assess and rate the condition of the donkeys, their equipment and stabling. They feed back their findings regularly to the community – using charts they create themselves – and highlight any particular concerns.

"Now we are looking after our animals well"

Since DCA began working in the village, there's been a dramatic shift in behaviour. "In the past we neglected our animals" owner and community group leader Kaka Rasul explained, "now we are looking after them well. Everything has totally changed."

Most of the villagers farm pistachios and the donkeys trek far into the mountains to harvest them.

Today there are strict guidelines on how much they can carry, so they don't injure themselves. And because they're better cared for and



rested they are more efficient. The owners had noticed that challenges like carrying their loads during a recent dust storm were no longer a problem for the donkeys, as they were in better condition.

Diseases have been reduced because owners have abandoned harmful traditional 'cures' and take their donkeys to one of the two Brooke-trained paravets instead. And now they have access to trained farriers, their hooves are better cared for too.

Best of all, the community now has the knowledge and the compassion for their animals that will help them to continue caring for them independently far into the future.



Mula Quli's donkey care experts



A five-day farriery diary

Brooke is supporting farriers in the countries where we work to improve their skills. Over the course of five days, Brooke's Tom Burch trained a group of Brooke farriers in Lahore. Now they're passing on their knowledge to street farriers across the country.

Our farriery expert Tom Burch has 45 years' experience as a farrier in the UK and across the world – much of it spent shoeing the horses of the London Metropolitan Police.

Day 1 – Learning together

Tom met five farriers working for Brooke across Pakistan. As Tom got to know them and observed them at work he was quick to reassure them of his role: **"We are all working farriers, here to help each other improve."**



Day 2 – A horse is more than its hooves

A good farrier looks beyond an animal's hooves. Tom explained how to assess a horse for lameness. He also supported them so they could spot problems like harness wounds and lip sores from bits and help owners to address them.

"I will remember to assess the horse as a whole before jumping straight to the hooves" Bab Ali told Muhammad Ashraf.

Day 3 – A balancing act

When its hooves aren't level a horse will struggle – particularly when pulling a load. Tom helped the farriers to understand how difficult it is to maintain balance with uneven feet by raising their toes or heels on a wooden block. A heavy backpack to replicate a heavy load added to the challenge!

"I feel unstable" Muhammad Riaz said, **"The horses must feel great pain through their tendons and joints."**

Tom supported the farriers to see how careful trimming could improve a horse's comfort and balance.

Day 4 – Sharpening their skills

Without good quality, affordable tools a farrier can't practise his trade properly.

Meet Brooke Pakistan's farriery team Muhammad Ashraf from Gujranwala, Muhammad Nazir and Multan Allah Raham from Lahore, Muhammad Riaz from Faisalabad and Bab Ali from Peshawar

Working together, Tom and the five farriers turned a simple car coil spring into a farrier's knife. The farriers were delighted to discover they could craft something so useful from materials found on every street corner.

Day 5 – If the shoe fits...

Properly fitting shoes provide comfort, grip and strength – but many street farriers will try to trim a horse's feet to fit a premade shoe. Tom mentored the farriers as they discovered how to use a hammer and anvil to reshape a shoe to fit that individual animal.

"I've learned how to fit a shoe so that it supports the foot better," Muhammad Nazir observed.



To help Brooke change hearts and minds like this, donate today by visiting www.thebrooke.org/newsletter or call 020 7980 7234

Kenyan women say no to nose rings

Many of you will remember reading about the work we're doing in Kenya back in February. Now we can bring you news from the outskirts of Duka Moja in Kajiado County, Kenya, where 92 donkeys are enjoying a better life.

The Maasai women who own them have been supported to learn safe and welfare-friendly handling, freeing their animals from the unintentional suffering they used to endure.

The 25 Maasai women in the Donkey Owners Self-Help Group use their donkeys for household chores like transporting water, firewood and food. Before Brooke teamed up with the Kenya Veterinary Association to train them, the women used painful nose rings to lead their donkeys, whipped them and grasped their ears to restrain them, because this was common practice in their culture.



WHAT THE MAASAI WOMEN LEARNED

The training includes theory and practice on topics including:

- **The five freedoms a donkey deserves**
- **Spotting the physical and behavioural signs of a healthy donkey**
- **How to make and fit a halter using local materials**
- **How to lead and restrain their animal using their halter and lead rope**
- **How to safely and calmly approach and work with your donkey**
- **Safe and welfare-friendly restraint during husbandry or other tasks**

The skills the women learned will be passed on to others and down the generations, benefiting many more animals today and tomorrow.





Paravets in Pakistan are making a difference

By supporting paravets to improve their skills and understanding we're making sure working animals in Pakistan benefit from better care and treatment far into the future.

"Brooke are the experts" Muhammad Safda

Working in the coalmines of the Chakwal District takes its toll on the donkeys who spend their days there. But because local paravet Muhammad Safda (below) was only trained to work with livestock, he couldn't support his neighbours in the way he would have liked:

"Everyone knows me and I wanted to provide services to those people" he explained.

Brooke's Dr Nawaz stepped in and taught Muhammad the specialist skills he needed to treat donkeys and engage with local owners. He continues to support him to ensure his skills stay up to date.



"Dr Nawaz has demonstrated that it's better to share your experiences with owners rather than lecture them. I also interact with them when giving treatment. For example, I will show them how to clean and dress a wound

themselves and how to prevent it in the future. Being mentored by Dr Nawaz means I can keep improving my skills. I now feel confident in treating an equine case."

"Now I feel comfortable treating equines"

Ghulamya Ssin

Ghulamya Ssin (above) is a private paravet based in Lahore with many years' experience working with livestock and pets – but not with horses and donkeys. Today he is confident in everything from handling equines and administering drugs, to treating colic, wounds and lameness – and understands the importance of interacting with owners:

"I always make sure to talk to owners about how to prevent problems happening again in the future. Implementing this message is very important, but not something I would have thought about before being trained by Brooke."

"Training local paravets on equine treatment is really important. We are tapping into existing infrastructure, so when we leave an area services can be continued."

Dr Sabira, Brooke Pakistan

To help Brooke work with communities and train more paravets like this, donate today by visiting www.thebrooke.org/newsletter or call 020 7980 7234



A legacy of love

"I am leaving a gift in my Will to Brooke because I want my granddaughter to grow up in a better world".

I was incredibly moved to hear these words from one of our very kind supporters. In the past few months I have had the opportunity to meet a number of people who have generously pledged a gift in their Will to Brooke. Some share the sentiments of the supporter quoted above; others tell me it's "because animals cannot look after themselves"; and some simply believe in the way Brooke helps people as well as working horses, donkeys and mules across the world.

The common thread linking all these generous people is an absolute passion for easing animal suffering in a sustainable way – something that I find so inspiring. These supporters trust Brooke to know what's best to do and how to make sure resources are directed to where the need is greatest.

Legacies account for over half of Brooke's income – we simply could not carry out the work we do without that support. In Kenya, for example, gifts in Wills covered the cost of training some Maasai women to make donkey-friendly harnesses. One particular lady created a livelihood for herself by making these harnesses, which not only helped her to pay her children's school fees, but also meant that her donkeys no longer suffered painful wounds from thin ropes. The training – and the subsequent sale of these harnesses – ended up bringing benefits to many more donkeys in the community and beyond.

This story highlights well how compassion and education don't just ensure that Brooke's work is truly sustainable, but ultimately helps to create a "better world" for working animals and people for generations to come – thanks to our generous legacy supporters.

If you would like any information on gifts in Wills to Brooke and how they make a difference, please feel free to contact me or my colleague Verity. We'd love to hear from you.

Thank you for your support.

A handwritten signature in black ink that reads "Hughes." with a stylized flourish.

Susan Hughes,
Legacy Manager

Phone: **020 7653 5816**

Email: susan.hughes@thebrooke.org

Visit: www.thebrooke.org/legacies





Horse Heroes honoured with official partnership

The World War One Centennial Commission has named Brooke USA's Horse Heroes campaign as their official partner.

Since it launched in April, Horse Heroes has been dedicated to honouring the contribution of nearly a million of America's horses and mules to the war effort. The campaign aims to raise \$1 million to improve the welfare of horses, donkeys and mules around the world.

"The Commission is pleased to endorse Brooke USA's Horse Heroes as an official partner. The Commission believes that Horse Heroes will further the Commission's goals of educating the American people about the causes, courses and consequences of World War One."



Introducing Amigos de Brooke USA

We're delighted to announce the latest Brooke USA supporter group. Amigos de Brooke USA is made up of donors and friends from Latin America. Their first fundraising event – an International Night in Wellington, Florida – raised an incredible \$10,000.



Discounted equestrian insurance for Brooke supporters

Throughout 2016, Brooke has been partnering with KBIS British Equestrian Insurance Ltd. KBIS challenged themselves to raise £10,000 a year, to help hardworking horses, donkeys and mules.

As well as fundraising at equine events, donating money from their calendar sales and encouraging donations, they've provided gifts for our raffles and have been raising awareness of our work. KBIS offer a variety of specialist equestrian insurance policies, from horse insurance to horsebox and trailer insurance and breakdown cover.

SAVE ON YOUR HORSE POLICY KBIS are offering Brooke supporters a discount of 7.5% on all new leisure and competition horse policies.

Please note: As with any financial product you should seek advice from your own broker regarding the suitability of any insurance policy for your own individual circumstances.



To access your discount and receive a quote, please visit www.kbis.co.uk/brooke-membership

How caring for donkeys is connecting classrooms

Brooke's Donkey Care Clubs are transforming life for donkeys in many of the communities where we work.

By teaching children to understand and care for their animals better, we can influence their parents and neighbours and change the hearts and minds of the next generation.

From inspiring talks in assemblies to engaging sessions with individual classes, our trained and knowledgeable speakers are bringing this exciting project to life in UK schools. They'll even make sure the children's questions are sent to the project team to answer.

"I wish Donkey Care Club could last all day, but I have to go home to put my donkeys to bed!"

Bernard 'Muriu' Mwangi, Longonot Donkey Care Club



Could you speak up for Brooke?

If you're confident speaking in public and passionate about Brooke's work you could join our Speaker Network, spreading the word about Brooke to schools, colleges or community groups.

To find out more visit

www.thebrooke.org/get-involved/fundraise/become-volunteer-speaker



Looking for a Brooke speaker?

Request a Brooke speaker from our Speaker Network to give a talk at your community group or school by emailing community@thebrooke.org

Recycle for horses, donkeys and mules

Save your old stamps – and ask your local office, vet or riding school to save theirs. They'll be converted into cash to help hardworking animals.

Simply request your freepost envelopes by visiting www.fundraisingstamps.com/brooke

Your unwanted old jewellery and watches are valuable to us. Send them to Recycling for Good Causes who will make sure the funds they raise will go to Brooke's work.

To find out more visit: www.recyclingforgoodcauses.org/individual-donors



Cantering ahead in North Yorkshire

When Sandi Cole and Lisa Jagger discovered they were both passionate Brooke supporters, they decided to join forces to help hardworking horses, donkeys and mules.

"These animals can't speak for themselves and this is why I love what Brooke does. We can help them even more", Lisa explains.

After organising an impressive cake, tack and tog sale at their local stables, the pair met with Brooke's regional officer to see what more they could do. Together, they planned out a whole year of exciting fundraising ideas – and the North Yorkshire Fundraising Group was born.

Teaming up to help hardworking animals

When Sandi and Lisa put on a Valentine's Day coffee morning at their local café, they didn't just raise £200 they recruited the owner Mark Stokoe and equine artist Bonny Snowdon to join the group. More team members followed, including five new business owners who've supported them with everything from hosting collection tins to donating raffle and tombola prizes and lending venues for events.

Other members include Pam Durrant, who raises awareness of Brooke by giving inspiring speeches at local schools and community groups and Caroline Thomson, who secured a Charity of the Year partnership with equestrian supplier Ride-Away. The group have organised a whole host of events and there are plenty more exciting ideas in the pipeline.



JOIN OUR FUNDRAISING FAMILY

If you're inspired by North Yorkshire's dedicated and enthusiastic team, why not join your local fundraising group – or start your own?

Contact Brooke Community Fundraising team today, details below

"Our volunteer roles allow us to share our passion in spreading awareness and raising funds to help the millions of equines working in unbearable conditions, particularly in the poorest of communities overseas."

Sandi and Lisa



Contact the team on **020 7470 9393** or email community@thebrooke.org to find out more. Or visit www.thebrooke.org/get-involved

Perfect ten



Unstoppable duo vets Carolyne Crowe and Brian Faulkner set themselves an incredible challenge. Starting on Good Friday, they completed no fewer than ten marathons in just ten days – to raise £10,000 for Brooke.

Beginning in John O'Groats, the team's Ten2London challenge took in the North and West of Ireland, Wales and Lands End, before the grand finale at the London Marathon on 23 April.

Although the pair sometimes found training a challenge, they never lost sight of their goal.

"It's not always easy to get motivated... especially on a Sunday morning and when it's raining. But it will absolutely be worth it. We know the money we raise will make a big difference to the horses, donkeys and their owners." – Carolyne and Brian, before the challenge

STOP PRESS: Carolyne and Brian have now completed their challenge and raised an amazing £16,000.



Follow in their footsteps

Whether you fancy a running challenge or a gentle walk, there are all kinds of active events you can get involved with to raise money for Brooke.

Running events

There's a whole range of running events you can participate in to raise money for Brooke – from the Great North Run to the 2018 London Marathon.

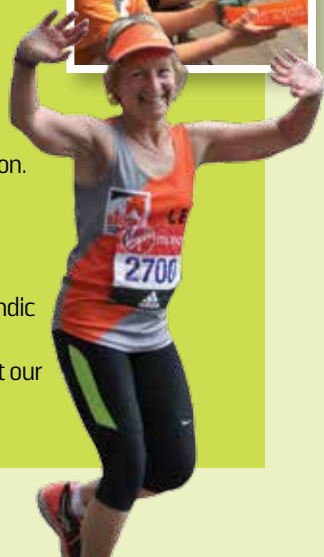
To find out more or register visit

www.thebrooke.org/run

Walking events

Choose a leisurely dog walk or an Icelandic lava trek; follow the Thames Path or Hadrian's Wall – to find out more about our walking challenges or to sign up, visit

www.thebrooke.org/walk



Can you hack it?

We're calling on riders here at home to get in the saddle in support of hardworking horses, donkeys and mules overseas through MyHackathon.



Join riders up and down the country who are challenging themselves to ride 100 miles in 100 days – to raise £100 for Brooke.

You can go it alone, riding the whole 100 miles yourself. Or you can get together with friends and split the distance – so if there are ten of you, each one could ride 10 miles. Don't forget to ask friends and family to support you by sponsoring you – you'll need to raise a minimum of £100 (that's just £10 each for a group of ten).

The challenge ends on 31 October and it's free to take part. To find out more and to sign up, visit www.thebrooke.org/myhackathon

Thanks to our sponsor Trackener. You can precisely track all your rides with the My Hackathon app available on the app store. More information at www.trackener.com/brooke.

Kindly sponsored by:



If you want to go even further with your ride, why not also sign up to Your Horse Magazine's Hack 1000 Miles? The team at Your Horse are encouraging readers to do their first 100 miles for Brooke's MyHackathon, but registering with Hack 1000 Miles as well will allow you to enter competitions with Your Horse, and give you a chance to be featured in the magazine!

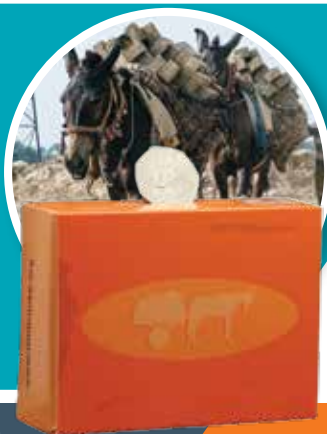
Go to www.hack1000miles.co.uk to find out more.

Bag yourself a Brooke brick

It's easy to help hardworking brick kiln donkeys with a distinctive Brooke brick collection box.

Keep one at home or display in your local library, riding centre, shop or church hall. Then all you have to do is fill it with loose change to help make life easier for donkeys like those who work hard transporting bricks in hot and dusty kilns.

To order your Brooke bricks and find out more, call our Community Fundraising team on 020 7470 9393 or email community@thebrooke.org



To sign up, find out more, or tell us about your own challenge or event, visit www.thebrooke.org/fundraise or email community@thebrooke.org

A lasting way to honour the memory of someone special

If you have lost someone who cared about animals, you may find that supporting Brooke is a fitting way to respect their passion.

Whether you ask for donations instead of flowers at their funeral; set up an online tribute fund; or raise money in their name, helping working horses, donkeys and mules is a wonderful way to make sure their memory lives on.

"Dad's tribute fund honours him by keeping his spirit and what he believed in alive and working through me."

Diana Taylor

For further help or information, or to order funeral collection envelopes, please get in touch.

Visit: www.thebrooke.org/give-in-memory

Call: 020 7470 9393

Email: inmemory@thebrooke.org