



Making Your Application the Very Best it Can Be: *Tips from TDF Selection Committee Members and Staff*

As we begin a new year, with a new grant and scholarship deadlines, we thought to ourselves, how can we help you write successful applications? We've put together some guidelines, tips and thoughts to make your applications as competitive as possible.

Year after year, we receive more requests than available grants and scholarships. It is always difficult for our Selection Committees to choose the

best candidates for each funding opportunity. How can you stand out from the rest?

While we can't guarantee that any one individual will receive financial assistance, the final decision is always in the hands of our Selection Committees, we can offer some suggestions.

1. Begin the process early enough. We are all so busy, with work, school, riding, kids (or parents), etc, finding the time to devote to the application process can be difficult. If you feel rushed, you will skim over important details in the application. TDF staff do not open the applications until the due date. If they are incomplete or incorrect, it will be too late for you to fix the problem.

Also, be sure to allow enough time for your application to reach our office. If the deadline is September 15th, that means that your application MUST reach our office on or before September 15th. There are no exceptions to this rule. The earlier you start the process, the more relaxed you will be, the more

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Last summer, The Dressage Foundation added a total planned giving solution to our website with the addition of the Gift Legacy pages.

With this exciting service, we can offer interactive tools to illustrate the benefits of different types of gifts, access to important gift-giving literature, weekly eNewsletters, and articles on a variety of topics – not just gift giving! You can visit our website, www.dressagefoundation.org and click on the Gift Legacy tab in the top black menu bar, or go to www.dressagelegacy.org to view the pages directly. You can read donor stories, see how they made their gifts and why, as well as view sample proposals (in easy-to-understand language!).

Visit our website and wander through the Gift Legacy pages today!



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*Members of the Board of Directors
and prominent Dressage leaders
voluntarily serve on a number of
important Selection Committees*



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Exiting the Arena...

As The Dressage Foundation canters past the 20-year mark, we reflect on the joys of managing the Foundation during the past decade. We think of hundreds of recipients of scholarships and grants awarded by the Foundation, which are made possible by Donors to The Dressage Foundation. We applaud our distinguished Board of Directors and cadre of volunteers who have played a major role in the Foundation's success. We have loved our years at the Foundation's helm, and our hearts will continue



Lynn and John Boomer

to be with you as we enter our retirement years! We proudly pass the reins to Melissa Filipi and Jenny Johnson.

Thanks for riding along with us!
John and Lynn Boomer

Coming Down Centerline...



Jenny Johnson and Melissa Filipi

We are very excited and honored to be a part of such a wonderful organization. Melissa Filipi, as Development Director, will raise funds to support

all of our programs as well as working with donors to establish new funds at the Foundation. She will manage the Gift Legacy program of the Foundation, and is ready to assist you with Planned Giving. As the Administrative Manager, Jenny Johnson is responsible for the daily operations of the Foundation, including grant/scholarship programs and financial records/reporting. We look forward to getting to know all of you and hope that you will feel free to contact us at any time!



Have you heard about the USDF Region 9 Teaching Excellence Award at The Dressage Foundation?

The Award was established last year to showcase and honor excellence in dressage teachers. Dressage instructors are nominated by students or peers, and then submit an application that is reviewed by a prominent Selection Committee. In addition to being a USDF Region 9 member in good standing and a Region 9 resident, the recipient must also demonstrate adherence to sound dressage principles and have the ability to communicate these principles of training so that students develop themselves and their horses in a logical, progressive, and humane way up through the levels. The recipient should also have a reputa-

tion for honesty, integrity, and community service.

Marie Morgan (TX) was selected as the first winner at the Great American/USDF Region 9 Championships held in Katy, TX in 2009. She received a \$5,000 award for demonstrating outstanding abilities as a dressage teacher.

Meg Flemming (TX), originator of the award, said that Marie “shows a clear understanding of the training pyramid and an excellent logical and progressive teaching methodology. She has years of experience teaching all levels of riders on all types of horses, and has significantly contributed in various ways to developing the health and

well-being of dressage education in our Region.”

“I’m so proud that USDF Region 9 has taken the lead with this \$5,000 Annual Award for Teaching Excellence,” said Bess Reineman, Regional Director for USDF Region 9. “We hope this recognition of teaching excellence will inspire our Region’s dressage instructors to further enhance their teaching,” Reineman added.

We at The Dressage Foundation are honored to provide the stewardship services role for this award that is given annually to a deserving dressage instructor. We would love nothing more than for every USDF Region to have an award like this. The vast majority of prizes and awards are won at horse shows by top competitors. Occasionally a trainer/instructor can apply for and receive a scholarship or grant for continuing education purposes. Isn’t it time that we recognize those who teach well?

For more information about the Region 9 Teaching Excellence Award, how to establish your own Award, or for general information about The Dressage Foundation, please contact us at (402) 434-8585 or visit www.dressagefoundation.org.

Marie Morgan (TX) received the first annual USDF Region 9 Teaching Excellence Award at the Great American/USDF Region 9 Championships held in Katy, TX in October 2009. She received a \$5,000 award for demonstrating outstanding abilities as a dressage teacher. Pictured: Meg Flemming, Marie Morgan, & Bess Reineman.



New and Renewed Assistance for 2010

The **Trip Harting Fund** will provide grants up to \$500 for a current or graduate rider with a Pony Club Rating of B or A to assist in attending the USDF "L" Education Program or USDF Instructor Certification Program.



The **Sally Swift Memorial Fund** will give financial assistance to USDF GMOs wishing to provide quality and effective instructional Centered Riding® programs to their members. Up to \$1,000 per application will be available each year. Applications must be received by the Foundation at least 90 days in advance of the scheduled event.



The **Region 9 Teaching Excellence Award** showcases and honors excellence in dressage teachers. Dressage instructors are nominated by students or peers, and then invited by the Foundation to submit an application that is reviewed by a prominent Selection Committee.

And after a taking a year off, the **Olympic Dream Program** and the **Major Anders Lindgren Scholarship** (recently increased from \$6,000 to \$10,000!), both are back for 2010! More information and application procedures are on our website, www.dressage-foundation.org, under "Funds and Programs."



Funding Deadlines

- Continuing Education for Instructors Fund
– 90 days prior to event
- Violet M. Hopkins Fund
– 90 days prior to event
- Sally Swift Memorial Fund
– 90 days prior to event
- Dancing Horse Fund
– 90 days prior to event
- Olympic Dream Program
– To be announced in March
- Region 9 Teaching Excellence Award – Nominations due July 1st
- Carol Lavell Gifted Fund
– September 15th
- Major Anders Lindgren Scholarship – September 30th
- Anne Barlow Ramsay Grant
– October 25th
- Carol Lavell Advanced Dressage Prize
– December 13th

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We're on Facebook!

Many of you have already found us, many of you may not even know – The Dressage Foundation has a Facebook page!

This is a great way for us to keep in touch with everyone and provide updates, ideas, and words of wisdom to riders of all ages and levels. Become a "Fan" today!
www.facebook.com

The Dressage Foundation is working to expand our database of contacts for news releases!

If you work with a GMO newsletter or website and would like to receive press releases about new programs, funding opportunities, grant recipients, and informational updates from us, please email Melissa@dressagefoundation.org with your contact information. Thanks!

To make a donation to any of our funds, please use the enclosed remittance envelope and write in the "memo" line on your check the Fund where you would like your gift directed. All donations to The Dressage Foundation are tax deductible as allowed by law.



The Dressage Foundation Grants and Awards

Years Ended December 31, 2007, 2008, and 2009

| Funding Direct to USDF | 2007 | 2008 | 2009 |
|--|---------------------|----------------------|---------------------|
| USDF FEI Jr/YR Clinic Series | \$ 25,000.00 | \$ 25,000.00 | \$ - |
| USDF/USEF YR Graduate Program | - | 15,000.00 | - |
| USDF Continuing Education for Judges/'L Graduates | - | 3,634.00 | 1,330.00 |
| Founders Endowment Fund, Instructor Certification | 900.00 | - | - |
| Funding Direct to USDF Members, Programs, GMOs/Chapters | | | |
| Olympic Dream Program | \$ 30,113.00 | \$ 33,921.00 | \$ - |
| Violet M. Hopkins Fund | 25,200.00 | 23,655.00 | 21,049.00** |
| Major Anders Lindgren Scholarship | - | 6,000.00 | - |
| Continuing Education for Instructors Fund | - | 2,000.00 | 750.00 |
| Carol Lavell Gifted Fund Scholarships | 6,000.00 | 5,000.00 | 7,200.00 |
| Dancing Horse Fund | 2,700.00 | 2,392.00 | 1,138.00 |
| Michael Poulin Dressage Fund | - | - | - |
| Renee Isler Dressage Support Fund | - | 1,600.00 | 800.00 |
| Trip Harting Fund* | - | - | - |
| Sally Swift Memorial Fund* | - | - | - |
| USDF Region 9 Teaching Excellence Award | - | - | 5,000.00 |
| Cheryl Finke Center Line Fund (IL) Scholarship | 1,000.00 | - | - |
| Amanda Ward Legacy Fund | 1,000.00 | 1,000.00 | 1,000.00 |
| Carol Lavell Advanced Dressage Prize | - | - | 28,757.00 |
| Anne Barlow Ramsay Grant | - | - | 25,000.00 |
| TOTAL GRANTS AND SCHOLARSHIPS AWARDED | \$ 91,913.00 | \$ 119,202.00 | \$ 92,024.00 |

*Newly created funds, first grants/scholarships will be awarded in 2010.

The Dressage Foundation Board of Directors has approved the awarding of grants and scholarships totaling \$198,500 in 2010.

Violet M. Hopkins Fund 2009

| USDF Region | GMO Grant Recipient | Program/Clinician | Grants Awarded |
|---------------------------|------------------------------------|---|-----------------------|
| 9 | Brazos Assc Classical Horsemanship | Seminar & Clinic/Jane Savoie | \$ 2,000 |
| 7 | Aloha State Dressage Society | Riding Clinic/Jan Ebeling | 1,500 |
| 7 | Pomona Chapter CDS | Clinic/Sandy Howard | 1,000 |
| 9 | Oklahoma DS | Clinic/Sarah Martin, Janice Dulak | 1,750 |
| 6 | Equestrian's Institute | Symposium/Conrad Schumacher | 1,900 |
| 8 | Connecticut DA & CTD&CTA | 3-part workshop I Certification - Tenney/Gray, Geikie/Guptill, Guptill/Hammers-O'Neil | 2,000 |
| 2 | Northeast Chapter Wisconsin D&CTA | Riding Clinic/Amy Mikutowski | 400 |
| 8 | Central Vermont Dressage Assn. | 2 part freestyle and quadrille - Clinic/Laurel Brunn, Ruth Hogan Poulsen | 1,000 |
| 4 | Columbia Dressage & CTA | Camp/Sarah & Clayton Martin, Gigi Nutter | 2,000 |
| 1 | French Creek Dressage Assn. | Camp/Anne Aloï, Victoria Sher | 1,000 |
| 8 | Eastern NY D&CTA | Clinic/Paul Belasik | 1,500 |
| 1 | Oley Valley CTA | Clinic/Gigi Nutter | 350 |
| 7 | Sacramento Valley Chapter CDS | Camp/Liz Hendrix, Tanya Vik | 1,500 |
| 2 | Midwest Dressage | Symposium/Silvia Lock | 500 |
| 3 | Delta Dressage | Clinic/Maryal Barnett | 1,500 |
| 2 | Wisconsin D&CTA | Jr/YR Clinic/Jodi Kelly | 1,200 |
| 7 | Hawaii State Dressage | Clinic/Mary Kehoe | 1,500 |
| 5 | Paso del Norte | Clinic/Tracy Lert | 1,500 |
| 2009 TOTAL AWARDED | | | \$ 24,100.00** |

** Funding provided in 2009 may include grants awarded in 2008, funding awarded in 2009 may be partially paid in 2010.



Making Your Application *(continued)*

your application will follow the format required, provide all necessary information, and allow you time to call with any questions.

We can't emphasize this enough – it breaks our hearts to disqualify an applicant because of an incomplete or late application. Please don't break our hearts in 2010!

2. Read all information before beginning the application process, do this every year as requirements may change. If the instructions say to submit your application online, do so. If the instructions say to mail a certain number of copies to our office, then proceed with that.

3. Consider the funding opportunities. What are your goals? How do your goals fit with the grant or scholarship that interests you? Sometimes it is easy to "stretch" the interpretation of a program or fund's stated purpose to match what you want to do. Be aware that other applicants will take a more literal approach and those that most closely match the stated purpose of the fund will score better with the Selection Committee.

Also consider what other assistance is available to you? Does your GMO offer scholarships as well?

Do you meet the criteria as stated by The Dressage Foundation? What is the amount of the financial assistance available from the Foundation? Is your application appropriate? If you are applying for one of the larger grants, make sure that your application reflects that – does it look professional?

4. Review your application, proofread for grammar and typos as these can make even the best application look as if it was thrown together at the last minute. If possible, have someone else read through your application. Consider how it will look to someone on the Selection Committee. If you were on the Committee how would you score the application? Take a close look at the requirements. Do you meet or exceed all the requirements? Do you "somewhat" meet the requirements? Are there areas where you do not meet the requirements? If so, you may want to work on those areas and wait a year to apply for the grant or scholarship.

5. Closely review your budget. Would it make sense to someone not closely involved with you or your GMO? Do the numbers add up correctly? Have you included all

expenses and income? Double-check your math and explain any areas that may be unclear to the Selection Committee.

6. Before submitting your application, be sure to print or otherwise keep a copy for your records. You will not receive your application back after the selection process.

Now that you've made sure that your application will be a contender, how do you make it rise to the top?

Our Selection Committee members are busy people. They know that you know a lot, are passionate about Dressage and horses. They don't have time to read a book about each of the 20-30 applicants! Keep your application simple and relevant. Answer the questions completely, but keep the information pertinent to the question (don't go off on a tangent, telling a long story that wanders away from the point of the question).

Make sure the information clearly and concisely illustrates WHY you are the best candidate for this grant or scholarship.

Good luck!



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