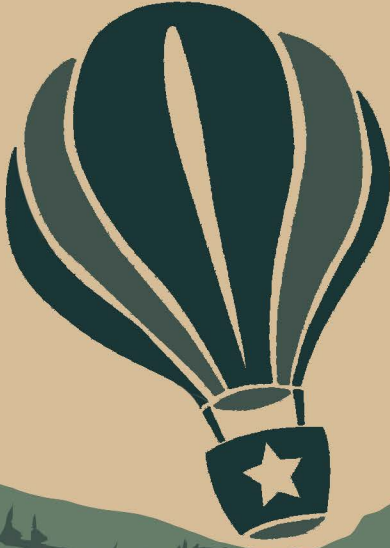


20  
24  
ANNUAL  
REPORT



**SNOWPITY**

# Dear Friends and Supporters,

A lot of questions crossed our mind when it came to doing a second Mare Fair. What if the first year was a fluke? What should we change and what should we keep the same? What can we do to better uphold our mission? But equally with that trepidation was a sense of excitement that kept us true. We felt that it was our duty to continue with what we had launched with Mare Fair 2023 and continue to build a space for us all to again meet. As we reflect on the strides that we have made over the past year, we are again humbled and inspired by the incredible momentum generated from the foundations that we laid last year. Together, we achieved a landmark year, welcoming over 1,000 attendees and raising more than \$100,000 in support for our charity partner- both figures almost doubling our first year's respective numbers. These accomplishments are a testament to the trust, generosity, and passion of those who believe in our mission.

As we look ahead towards 2025 and beyond, we remain steadfast in our commitment to improving the lives of equines in need and to strive to improve your experience at Mare Fair. Thank you for your belief in our cause, for your trust in our work, and for standing with us as we continue to make a profound difference. Together, we are shaping a better future - one year, one con, and one success at a time.

## New Challenges, New Opportunities

Our results from last year opened fresh and compelling doors to new opportunities for our organization; which we have leveraged by welcoming new people to our board of directors as well as to our staffing. We hope to foster a stronger and more diverse community dedicated to equine welfare. We are committed to deepening these connections, amplifying our collective voice, and ensuring that every effort we undertake furthers our shared mission. That isn't to say that 2024 was as pleasant as a cool Florida breeze, we faced multiple hurdles that didn't have clear cut solutions.

The most pressing and public issue that we faced was the unexpected and sudden closure of our venue from 2023. This came to us late in our operation cycle- May- and we scrambled to find a new home that could house our increased projections on short notice while fitting within our budget constraints. Such a pivot required us to work quickly to secure a new location. Thankfully, with help from our incredible partners, we were able to rise to the occasion and deliver a successful event. It was a moment of high pressure for our team, but with determination, resourcefulness, and a shared commitment to making Mare Fair 2024 a reality, we pulled together and secured a new venue contract in time.



The new venue turned out to be a blessing in disguise, offering us greater freedom and additional space to expand our vision for Mare Fair. With this new opportunity, we were able to bring new features to life and provide our attendees with an even richer experience. Yet, this expansion also brought fresh challenges. The larger space and new logistical needs meant more moving parts for our team to manage, requiring our team members to tighten our belts and up our level of coordination. There were a lot of lessons that this year taught us, a lot that we hope to improve upon next year.

This year, we also tried our best to welcome a new charity partner into our network: Skip Over Trouble Horse Rescue. Similar to Fallen Oak Equine Rescue and Rehabilitation, we saw the same dedication to rehabilitation that perfectly aligned with our mission. However, this attempt came with its challenges. Unfortunately, shortly after our announcement, our new partner faced harassment from outside sources due to their association with us. This was an unanticipated hurdle that brought difficulties for both their team and ours. We aimed to prioritize maintaining an open and supportive line of communication to alleviate some of the concerns that were raised.

Sadly, we were not able to overcome these issues and we both parted ways amicably. Looking ahead, we remain committed to expanding our network of partners who share in our vision of improving the lives of equines. We have already achieved incredible results with your help for the horses under Fallen Oak's stewardship, and we aim to carry these results to horses in need at other rescues as well. We recognize that the path to meaningful change isn't always smooth, but each partnership amplifies our impact, reaches more communities, and creates a broader net for which we can continue to support equines.

### **Mare Fair 2024: Rising to New Heights**

Mare Fair 2024 was a resounding success, marking a year of incredible growth and evolution for our beloved convention. This year, we were thrilled to announce that we doubled our attendance figures, welcoming an even larger community of equine enthusiasts. This year included enhancements to the core elements of Mare Fair- the engaging panels, the energetic main stage performances, the ever-popular Mare Gallery, and, of course, the charity auction, which once again raised critical funds to support our mission. These key elements came together to create an unforgettable event that celebrated equine well-being while connecting people who share a passion for these majestic animals.



However, the journey to this success wasn't without its challenges. In September, just days before the convention, we were faced with additional troubles with Hurricane Helene making a substantial impact on the Central Florida area. Concerns for the safety of our guests, partners, and volunteers were paramount and navigating these uncertainties required meticulous contingency planning and constant monitoring. While the unpredictability of nature is beyond our control, we were able to stay on top of the situation to the best of our ability and we wish everyone who was affected by such events all of our best wishes.

In the end, Mare Fair 2024 proved to be another massive success, showcasing not only the dedication of our team but also the unwavering support of our community. The lessons learned from this year's convention have left us better equipped and even more inspired to make next year's event an even greater triumph. As we look ahead to Mare Fair 2025, we carry forward the momentum, the connections, and the insights we've gained, eager to continue building an event worthy of the Mare Fair name.

With heartfelt appreciation,

  
KC Guzman

  
Joshua Hope

  
Nicholas Cantor

[execs@marefair.org](mailto:execs@marefair.org)





MEMORIES

# MISSION

Snowpity, Inc., is a volunteer organization that holds events to raise funds to **rescue, care** for, and **improve** the lives of equines in need; to bring together artists to practice and hone their craft; and to educate the world about the beauty that resides within every mare.

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## Community

Our non-profit is dedicated to expanding our community engagement efforts, providing a platform for start-up initiatives that support our mission. We recognize the immense passion and creativity within our community, and we are committed to showcasing and supporting the incredible projects that stem from it.

## Grants

Our non-profit aims to broaden our reach and impact in equine rescue and rehabilitation. To achieve this, we aim to continue to seek out and give grants to organizations that share in our mission and beliefs. By providing financial support, we aim to create a network of partners and bolster their efforts to ensure that more equines receive care.



## Impact. Results. Change.

We are thrilled to welcome back Kim from Fallen Oak Horse Rescue and Rehabilitation as one of our cherished partners. Kim's unwavering dedication to equines in need continues to inspire us, and we are proud to support her important work. Thanks to the funds raised in 2023, Fallen Oak has been able to expand its rescue efforts, providing more equines with the care, shelter, and second chances they deserve. It is always a privilege to see the direct impact of our community's generosity, and we are delighted to present a special segment from Kim below, where she shares her journey, successes, and vision for the future.



*I am again thankful for the opportunity to be the main charity for Mare Fair 2024. The charity auction combined with other fundraisers and merchandise sales raised over \$110,000 for the horses of Fallen Oak. The rescue currently has 22 horses we are caring for. In the 4 months since the Con we have already been moving forward with improvements.*

*While the expenses are never ending, because of all of you, I have been able to continue doing this. Moving forward, I am making some changes to try to follow our mission statement to rescue, rehabilitate, and rehome. The rescue currently has 17 sanctuary horses and only 5 that can be rehomed. I have a place in my heart for the older horses - the throwaways - that no one wants; and I will continue to have a sanctuary program for them, but moving forward, it will become a bit smaller so that I can focus on rehoming and rehabbing more adoptable horses.*





BEFORE



AFTER

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*It's expensive to operate a rescue. Overall, the cost of supplements and medications is around \$5,000. My current hay bill is \$1,260 a week, with my future plans hopefully dropping this down to #375 a week. The Ferrier charges \$40 a trim with the current herd, meaning \$7,900 annually. The yearly dental and vaccines for each horse comes to \$4,000 a year, with 3 horses on medication that cost an additional \$2,000 a year with endless vet bills. Finally, the cost to euthanize and bury horses has been \$2,100 as we have lost 3 horses this year to date.*

*On a positive note, I now have a remote gate so that I can keep people out and the horses safe! The old gate was so old and rusted, practically falling off the hinges. Also, I am now able to see during the early morning and evenings in the tack storage room as it now has electricity, no more having to use my phone as a flashlight while I'm making feed buckets!*

”



BEFORE



AFTER



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*The biggest project is the pasture. There is water run off damaging several of the pastures; my plan is to build a berm and dig out a pond for all of the water to drain into, estimated at about \$20,000. Following this, we are planning on reseeding all of the pastures which will cost an additional \$5,000. Additional repairs are needed as well as cleaning for the barns and there is the final removal of the dead trees threatening to fall on said barn. We are hoping to have these project completed by April!*

*Again, I want to thank you all for your love, encouragement, and support over these past 2 years. If it were not for the Con and the generous wonderful people of the fandom, I would have had to close my doors. I am so thankful to be associated with all of you and will forever be grateful for the 2 strangers that showed up 2 years ago and chose my rescue to receive such a wonderful gift. The horses and I look forward to seeing you in 2025.*

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# Our Team

Just as we would not be who we are without you, the same should be said about every member of our volunteer team. As we will be seeing Kai Byall leaving our organization with Joshua Hope moving to replace him as Head Pony in Charge, we wanted to make some room to allow for a proper passing of the torch.

In order for Mare Fair to have a long and healthy run, the transfer of power is a show of trust that should be adopted. Having worked with him since 2019, I can think of no one better suited to take up the mantle than big man Josh. People still bombard me with their concerns with how planning for 2025 is going, but knowing he's at the helm helps me sleep at night. After running the first two Mare Fair's together, I know Josh's focus on transparency and ponies will keep things going in the right direction. As long as the focus remains on ponies and providing a great time for those who show up, Mare Fair can't fail.



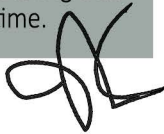
And so, we would like to wish a warm welcome to KC Guzman and Nicholas Cantor as our newest Background Pony(ies) in Charge:

Hello everypony! I'm KC Guzman, and I'm honored to have been voted in as Snowpity Inc.'s new Background Pony in Charge. I've been part of the My Little Pony fandom since 2013, where I've had the privilege of contributing through art, music, and other collaborative projects through the years. My goal is to help keep the magic of ponies alive by supporting the people and projects that make Snowpity, Inc., what it is. I'm excited for what the future holds, and I can't wait to see you all at our next gathering, continuing to create memories and celebrate the bonds that unite us as fans of ponies.



Hello everypony, I am Nicholas Cantor, and I'm absolutely honored to have been chosen as the second Background Pony in Charge by Snowpity Inc. I've worked as a Director on the Board of Directors for the last two years, and I'm excited to help as much as I can with this additional role!

I've been in the pony fandom since 2013, and I cannot wait to express the joy I've experienced from it in my efforts for Snowpity Inc., and their projects. I adore this fandom and the show that spawned it, and my goal is to help keep the magic we've all felt from it alive and well as best as I can. I love mares, you love mares, and let's keep fostering that love until the end of time.



We are happy that Joshua Hope is once again working alongside the team to bring you another Mare Fair, with this year bringing both new challenges and possibilities with him helming operations.

I am deeply honored to take the reins as Head Pony in Charge for Snowpity, Inc., and Mare Fair 2025. Following in the footsteps of my predecessor, Kai, is no small task, but with a talented and dynamic team of leaders- some familiar faces and some exciting new ones- I am confident we are poised for an exceptional year. As I step into this role, I carry with me the importance of kindness in our efforts, loyalty to the incredible community that has built Mare Fair into what it is today, and honesty in my commitment to lead with transparency and care.

Above all, I will strive to keep the magic of friendship at the heart of everything we do, as we come together to make Mare Fair 2025 an event brimming with joy, surprises, and miniature equine magic. Let's make this the best Mare Fair yet!





# FINANCIALS

## For the year ended 31 December 2024

This year, we took significant steps to refine and strengthen our financial processes, introducing regimented budgeting and expense approval systems that empowered our team leads to plan and manage their departments with greater confidence. By providing clarity and structure months in advance, we enabled them to better meet their goals. To this end, we adopted a new payment processing system - Ramp - which has allowed us to streamline our disbursement process and simplify workflow. As always, we remain steadfast in our commitment to meticulous bookkeeping and the prudent management of donor funds. We extend our heartfelt gratitude to our donors and supporters for the trust they have placed in us and assure you that we will continue to work to make every contribution go the distance.

*Nguyen Do Khoi Le Rivera - treasurer@snowpity.org*

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	2022	2023	2024
<b>Total Revenue</b>	<b>\$76,289.64</b>	<b>\$138,734.39</b>	<b>\$350,636.83</b>
Donation Income	40.95	58,767.81	109,307.45
Program Income	76,248.69	75,999.79	223,917.19
Other Income	0.00	3,966.79	17,412.19
<b>Total Expense</b>	<b>\$61,528.17</b>	<b>\$115,741.92</b>	<b>\$292,111.58</b>
Program Expense	61,528.17	39,934.69	163,255.03
Operating Expense	0.00	16,092.58	19,915.74
Grant Expense	0.00	59,926.81	108,940.81
<b>Net Retained Earnings</b>	<b>\$14,761.47</b>	<b>\$22,992.47</b>	<b>\$58,525.25</b>

\*2024 Program Income - includes Mare Fair 2024

\*\*2023 Program Income - includes Mare Fair 2023, Winter Warm Up! art pack, and 2023's MLP Coin Project pledges

\*\*\*2022 Program Income - includes 2022's MLP Coin Project pledges

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# The Future

As we bring this year's annual report to a close, we can't help but look ahead to the future of Snowpity, Inc., and Mare Fair with optimism and excitement. The growth we've achieved this year is a testament to the unwavering support of our community. Yet, even with all that we've accomplished, we firmly believe we have not reached the apex of what we can achieve. The journey is far from over.

Our commitment to making Mare Fair an event worthy of your time, energy, and generosity remains steadfast. In the coming years, we aim to expand our offerings and services, creating an even more dynamic and engaging experience for attendees while staying true to the essence that made Mare Fair so special. Beyond the event itself, we are determined to grow the impact of the funds we raise, channeling them to help more equines at more farms and rescue centers. Through thoughtful planning and collaboration with our charity partners, we will work to maximize every dollar's potential.

At the heart of it, we remain deeply committed to retaining the core identity that defines Mare Fair- the joy, camaraderie, and shared passion are the commonality that unites us, and we will never lose sight of these values as we continue to grow.

To every reader and supporter who has stood by us, thank you from the bottom of our hearts. Your unwavering support has been the cornerstone of our progress. We are already hard at work behind the scenes preparing everything for the next Mare Fair; and to once again welcome everyone back for another year. And to those discovering us for the first time, we invite you to take a chance on us, to join us in our mission, and to be a part of this incredible journey.

With gratitude and boundless enthusiasm,

*Joshua Hope*

*Cameron Fuller*

*Nicholas Cantor*

*Luis Rivera*

*KC Guzman*

*Greg Naeger*

*Marcel Hinsch*

*Mark Marcoccia*

The team behind Snowpity, Inc.  
[board@snowpity.org](mailto:board@snowpity.org)

