

20  
23  
ANNUAL  
REPORT



**SNOWPITY**

# Dear Friends and Supporters,

It is with great pride and gratitude that we are able to embark on this annual journey of reflection and celebration as we present to you the Snowpity, Inc., Annual Report for 2023. This year has been marked by our first major step living up to our mission of caring for and improving the lives of equines in need and to provide a space where we can once again meet and share in new memories. And, we are thrilled to share our achievements with you, our invaluable partners in this endeavor.

Thanks to you, Mare Fair 2023 has been a major success- with over five hundred attendees, an incredible set of panels alongside a rocking concert, and one of the most successful charity auctions ever seen in the fandom.

## Building Confidence, Delivering Results

Although this isn't our first year as an established organization, it certainly is our most public one yet. Our commitment to these majestic creatures, their protection, and their well-being remains unwavering and the results speak for themselves. Through your support, we have reached new heights in the pursuit of our mission, giving us the ability to seek out and partner with people who share in the same mission as us, and to make an enormous difference with your support.

When we first reached out to Kim at Fallen Oak Equine Rescue and Rehabilitation, we knew that we had found a kindred spirit. She had warmth in her words and as we discussed further about the usage of the grant, we knew that we had found our partner for the year. Thanks to your generous donations, we were able to build a new shelter, provide medical care, and give nourishment to these equines in need. With your help, we have made tangible improvements in their lives, ensuring that they thrive in a safe and caring environment, and to hopefully find a new home. And even today, Fallen Oak continues to be a home for downtrodden horses and a space to rehabilitate and open new horizons. We loved our time working with Kim, and we hope to collaborate with her again in the future.

Our aim in the future is to continue to expand our outreach programs, reaching out to more communities and raising awareness about responsible horse ownership and equine welfare. Together, we are fostering a greater appreciation of these wonderful animals and the importance of respecting and caring for them.



## Mare Fair 2023: A Celebration of Unity

This year, we achieved a significant milestone by organizing and running Mare Fair, a convention like no other. The success of Mare Fair was a testament to the enduring unity of our community, and it showcased our collective desires for the same old convention memories and meet-ups that once built bridges and friendships. Mare Fair brought together horse lovers, professionals, and enthusiasts from all walks of life to celebrate mares, exchange stories, and plan for a brighter future. It was an opportunity to have fun, connect with far-away friends, and grow as a group of friends.

None of these achievements would have been possible without the unwavering support from both you and from our partners who share in our passion for mares. A deep and sincere thank you to our partners who aided us with the expertise needed to run this event; thank you to our staffs and volunteers who gave us their dutiful contribution of time and effort; and thank you to our community for giving us the chance to prove ourselves to you.

As we look forward to the coming year, we do so with renewed optimism and determination. We will always aim to be true to our mission, and to continue to grow and expand our horizons. This is an ongoing journey, and together, we will continue to make a lasting impact on the lives of neglected mares. Thank you for standing with us, and for equines, and for a brighter future. We invite you to explore this annual report to learn more about the differences we've made together and our exciting plan for the future.

With heartfelt appreciation,



Kai Byall  
*Head Pony in Charge*



Joshua Hope  
*Background Pony in Charge*



# 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.

In the spirit of collaboration and shared commitments, we are delighted to present the following words from Kim at Fallen Oaks Horse Rescue and Rehabilitation. Their dedication to the well-being of equines is inspiring, and we are honored to be able to amplify their voice and share the impact that you have made.

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*Without all of your help, Fallen Oak might not be here anymore. You guys are the ones that made all this possible and have made the rescue an amazing place to help save horses' lives. You have made such a huge impact on the lives of so many horses already.*

*I also want to thank you all for being such an amazing group of people, helping all these equines. They are all the closest of family to me. There are no words to express how thankful I am to all of you for donating and helping in so many ways to care for these amazing beings that are my closest friends. All of you, pouring your hearts and souls into the amazing experience that is Mare Fair, making it the insane success it was and making it something special. On behalf of the horses, I give the deepest thanks!*

*Just as they are, so this is, it means the world and more to me.*

”





# FINANCIALS

## For the year ended 31 December 2023

We are proud to report a year of strong support from our amazing donors who enable us to serve our mission. We have demonstrated prudent and responsible management of donations, and we take immense pride in our financial stewardship. We recognize the trust you, our donors and supporters, have placed in us, and we aim to enhance and improve the efficacy of our programs. Furthermore, we remain committed to fiscal prudence to ensure that every contribution makes a meaningful and lasting difference in the lives of the equines we serve.

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	2022	2023
<b>Total Revenue</b>	<b>\$76,289.64</b>	<b>\$138,734.39</b>
Donation Income	40.95	58,767.81
Program Income	76,248.69	75,999.79
Other Income	0.00	3,966.79
<b>Total Expense</b>	<b>\$61,528.17</b>	<b>\$116,434.08</b>
Program Expense	61,528.17	40,414.69
Operating Expense	0.00	16,092.58
Grant Expense	0.00	59,926.81
<b>Net Retained Earnings</b>	<b>\$14,761.47</b>	<b>\$23,081.73</b>

\*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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# 42%

of 2023's total revenue comes from our generous donors

# 43%

of 2023's total revenue was given out as grants to other non-profits

# 15%

of 2023's total expenses are general administrative and operational

# The Future

As we conclude this annual report, we look ahead to the future of Snowpity, Inc. The achievements and milestones of the past year have provided us with a strong foundation to build upon, and we are excited to share with you our vision of the future.

We are committed to continuing our Mare Fair events, providing a platform for equine enthusiasts and advocates to unite, learn, and celebrate together. The success of Mare Fair 2023 has only strengthened our resolve to make this next convention another success. Furthermore, we are dedicated to forging strong partnerships with other non-profits that share our values. Collaboration is a cornerstone of our approach, and we aim to leverage our collective strengths to accomplish even greater achievements in the future.

In closing, we extend our heartfelt gratitude to each and every one of you who has made our mission possible through your support, dedication, and passion. Snowpity, Inc.'s future is bright, and together, we can make an enduring difference in the lives of these majestic animals. We look forward to the journey ahead, and we invite you to be an integral part of it.

*Joshua Hope*

*Nicholas Cantor*

*Luis Rivera*

*Kai Byall*

*Greg Naeger*

*Marcel Hinsch*

*Board of Directors for Snowpity, Inc.*

