



2023 IMPACT REPORT





join us in celebrating

**A YEAR OF MEANINGFUL CONNECTIONS,
EDUCATION, AND EXPERIENCES THAT
GIVE CHILDREN THE BEST CHANCE
AT GROWING INTO AN ADULT WITH A
BRIGHT AND HOPEFUL FUTURE!**

a historic milestone for storybook kids!



YOU DID IT!

You sparked history with the 2023 Bright Futures Campaign, setting a new standard for what we can achieve with help from gracious and caring people like you!

Because of extraordinarily generous donations totaling \$925,545, we smashed our \$900,000 goal and supercharged the landscape of learning for kids at Storybook Farm.

Your gift placed a loving dog and a gentle horse by the side of thousands of children who need a friend and companionship, and provided resources for learning and emotional growth that many of us take for granted—but can change a child's life forever.

WHAT'S NEXT

We've all seen the impact of difficult childhoods on adult lives. Nothing motivates us more than that! Our 2024 goal is to ensure every child has the chance to thrive, succeed, and experience the joy of a childhood... one filled with hope and possibility! To do that, we're galloping towards our next milestone, \$1.2 million dollars for Year 2 of the Bright Futures Campaign. And with you by our side, we know it's a sure bet!

With gratitude,

Dena

Dena Little
Founder & CEO

P.S. Get your ticket today for our 16th annual Kentucky Derby Day party on May 4! If you thought last year's event was impressive, just wait until you see what we have planned for this year. Prepare to be dazzled!

Philippians 4:13 "I can do all things through Christ who strengthens me."

ADVERSITY SHOULD NEVER SET THE LIMITS OF A CHILD'S FUTURE, AND WITH YOUR HELP, *it won't.*

THE PROBLEM: LOST CHILDHOODS

Thousands of childhoods are lost to pain, anxiety, sadness, depression, fear, and hopelessness. Many children struggle in school and relationships. They sit at home feeling lonely and sad. And many have no friends and no pets.

Some of these children come from broken homes, have abusive parents, or they have a physical disability, cognitive disorder, or extreme anxiety. Yes, it's tragic and sad. And worst of all, we all know an unhealthy childhood can shape an adult life forever..

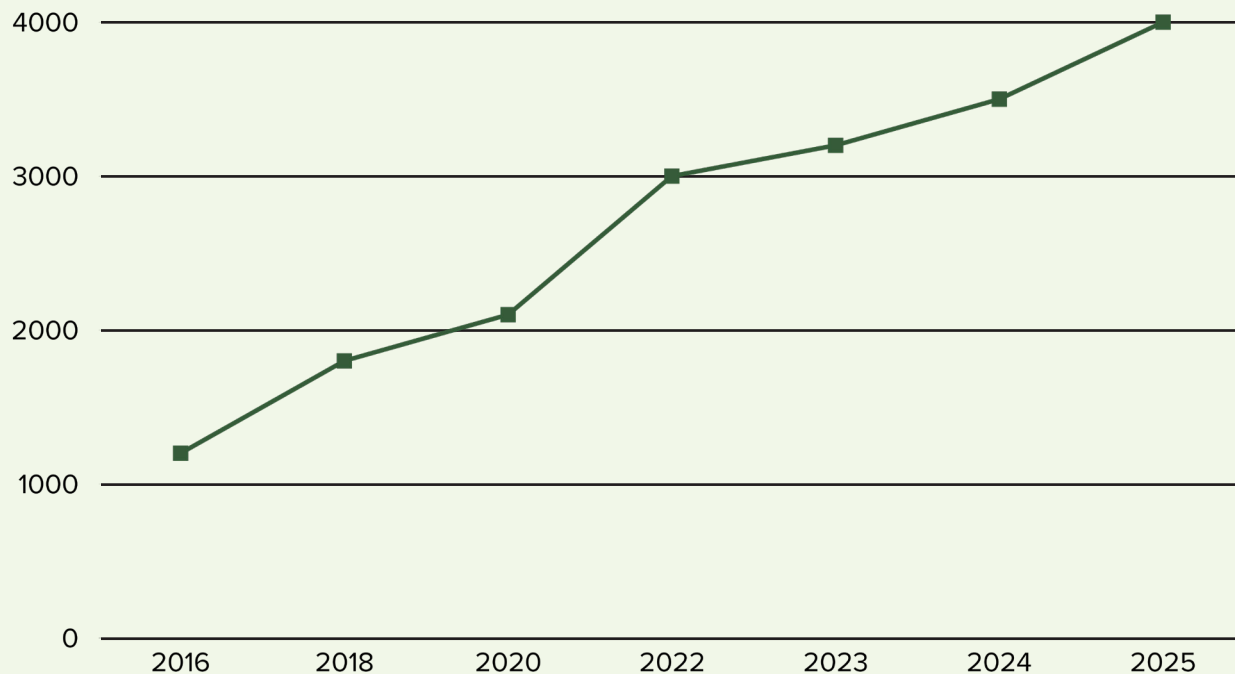
THE SOLUTION: STORYBOOK FARM

At Storybook, we believe every child, from every walk of life, deserves an opportunity to thrive, succeed, and experience the joy of a childhood; one filled with hope and possibility.

To do that, we've built specialized, high-impact programs. They create safe, fun, learning environments that empower children to grow, mature, and succeed in life with more emotional stability.

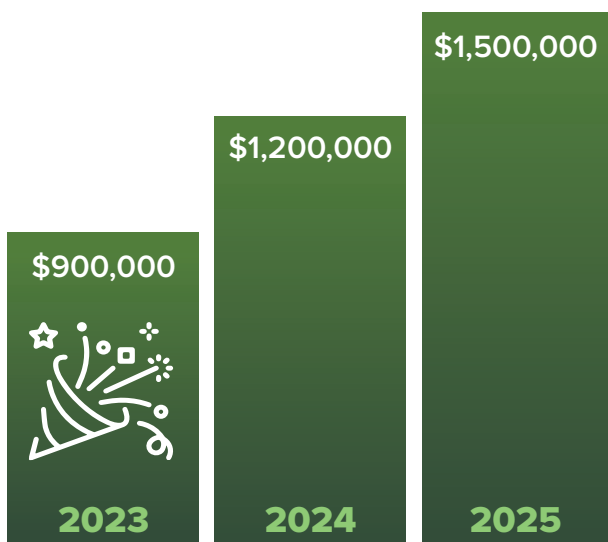


explosive growth



THE BRIGHT FUTURES CAMPAIGN

This campaign is a 3-year, *\$3.6 million dollar campaign* to keep up with demand, build capacity, broaden services, and amplify the impact on the children we serve.



YOUR SUPPORT FUNDS:

- Science supplies, books, and educational materials
- Field trips to Storybook for thousands of underprivileged children
- Program expansion to handle additional children
- Specialized care for children with special needs
- Food and care for our horses, cats, and dogs



STORYBOOK FARM KENTUCKY DERBY DAY

PRESENTED BY:



RED FOX FARM
AUBURN, ALABAMA

SATURDAY, MAY 4, 2024

Regularly mimicked but never matched, our Kentucky Derby Day, now in its 16th year, is the largest (and best) party in Alabama. So grab those fun friends and get ready for the greatest two minutes in sports.

Enjoy an all-inclusive event AND make a meaningful impact on the future of thousands of children.

The day promises nothing less than non-stop excitement!



derby day highlights

- **Chefs Down the Homestretch**

delicious bites from local restaurants

- **Signature Sips by Tito's & Old Forester**

an unforgettable blend of timeless taste and tradition

- **Derby Darling & Dapper Dan Contests**

celebrating the pinnacle of Derby fashion

- **Live Auction**

hosted by auctioneer, Matt Rogers, former Rose Bowl Champion, American Idol finalist, and NFL announcer

- **150th Kentucky Derby**

streamed live from Churchill Downs

- **After-party presented by DJ WellDunn**

dance the derby spirit into the night

**DON'T TROT, GALLOP TO
SECURE YOUR TICKETS NOW!**



DISCOVER THE INCREDIBLE PROGRAMS YOUR GENEROSITY BRINGS TO LIFE!

storybook tails

Dogs enhance learning in zoology, biology, math, and reading for kids like Vivanne. And bonding with our dogs helps kids feel less lonely and anxious.



hope on horseback

Learning how to ride **boosts self-esteem and confidence** for kids like Charlotte and provides a sense of accomplishment and a deeper understanding of teamwork and responsibility.



the secret garden

Horticulture activities stimulate all senses, **highlight science and math skills**, and help kids, especially those with sensory issues, connect with their environment.



short stories

Our minis' small size makes them less intimidating and easier for kids to handle, providing them opportunities to be **in charge and responsible** as they learn basic equine care.



discovery trail

Nature provides limitless opportunities to ignite a lifelong passion for science, serves as a canvas for imaginative play, **nurtures creativity**, and opens doors to hands-on learning.



horse sense

Horses possess a natural ability to **calm and balance a child's emotions**, serving as a comforting friend.



Storybook is the **ONLY** program of its type within **500 MILES** of Opelika, AL.

MEET OUR VOLUNTEER *superheroes*

1,135 Auburn University student volunteers contributed 19,717 hours of essential support significantly lowering overhead costs and boosting our impact!

1 volunteer hour = \$31.80

Cost Saving = \$627,000!



Over **400** people from **27** companies engaged in team-building work days, improving the Farm and their own team dynamics and culture.

1 volunteer hour = \$31.80

Cost Saving = \$50,880!

Thanks to our volunteers' diverse academic backgrounds, our lessons blend **STEM (64%)**, **reading (72%)**, and **soft skills (98%)**, enriching kids' learning experiences.



YOUR IMPACT

3,211 CHILDHOOD EXPERIENCES

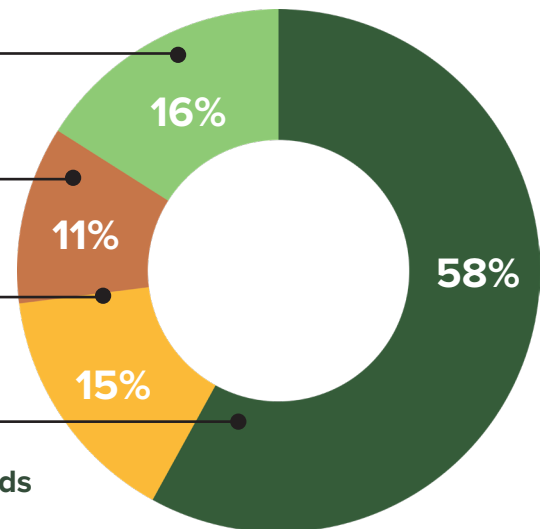
MENTAL HEALTH CONDITIONS

CHRONIC MEDICAL CONDITIONS

COGNITIVE AND/OR PHYSICAL DISABILITY

TRAUMA

55% of these children are from low socioeconomic households



2,400 HOURS

children spent reading at the Farm



LEARNING TOOK CENTER STAGE

during field trips that welcomed 58 classrooms, nonprofits, and clubs from within a 75-mile radius. Through dynamic activities in math, science, and reading, children enriched their knowledge and sharpened essential soft skills.



LOOKING BACK & L

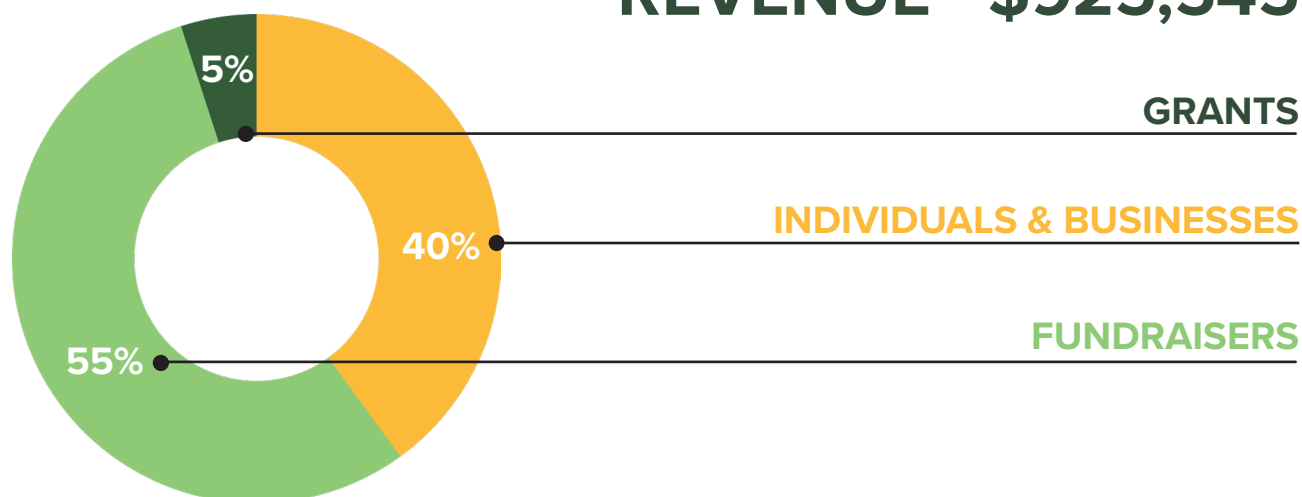
2023 FINANCIALS



\$0.00

Thanks to your amazing support, families have EVER paid even a penny to participate!

REVENUE - \$925,545

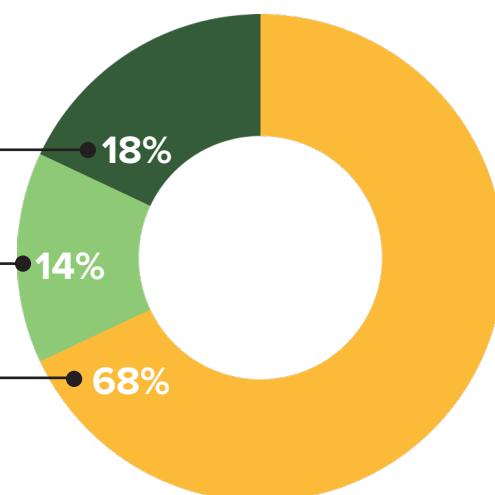


EXPENSE - \$890,548

ADMINISTRATION

FUNDRAISING

PROGRAM SERVICES



LOOKING FORWARD

WHAT'S NEW IN 2024

We enter the second year of our Bright Futures Campaign, aiming to raise **1.2M**. This funding will enhance our capacity to deliver specialized, impactful programs to a staggering **3,500** children, offering them new, innovative learning experiences that promise to shape brighter futures.

- ADA TWIST'S SCIENCE STAGE

Fostering a love for science, and igniting the excitement of performance

- HUNDRED ACRE WOOD STORYWALK

Expanding our whimsical, fun-filled reading escapade through nature

- AUBURN CITY SCHOOLS' SPECIAL EDUCATION DEPARTMENT

Partnering to provide programs that enhance job skill training

\$1.2M BRIGHT FUTURES GOAL





**SUPPORT OUR BRIGHT
FUTURES CAMPAIGN
AND BRING *lasting joy*
TO CHILDREN IN NEED!**



334-444-5966 | hopeonhorseback.org | [@storybookfarm](https://www.instagram.com/storybookfarm)

300 Cusseta Road, Opelika, AL 36801