

RDA CHANGES LIVES



NZRDA
New Zealand Riding for the Disabled

Corporate Partnership Proposal

Who we are

New Zealand Riding for the Disabled is a charitable organisation that provides opportunities for anyone with a disability to enjoy safe, healthy, stimulating, therapeutic Horse riding and horse-related activities in New Zealand.

Since 1962, Riding for the Disabled in New Zealand has helped to change the lives of tens of thousands of children and adults for the better, improving their quality of life by providing a regular therapeutic activity specifically tailored to each Rider's needs.

Find out more about the vital work of New Zealand Riding for the Disabled (NZRDA) at www.rda.org.nz



The role of NZRDA

New Zealand Riding for the Disabled (NZRDA) is an Incorporated Society and a registered charity (CC38921), governed by a Board of Directors and with a CEO and National Team who manage day-to-day operations.

As the national body for RDA, it provides ongoing support to the 55 Groups in New Zealand, including:

- **Governance** of all RDA Groups, including the provision of the Operational Certificate to ensure consistent minimum Health and Safety and Rider programme requirements for all Groups, and Group policies, procedures and standards.
- The primary deliverer of all **training** to the Coaches, Therapists, Volunteers and Committees based in these Groups, in the form of courses, annual training seminars, resources, advice and support.
- The provision of **marketing, branding** and **fundraising expertise** to RDA Groups, to ensure they maintain a consistent and sustainable funding stream.

Combined Group Statistics (2013)

3,291
INDIVIDUAL
RIDERS



513

TRAINED RDA HORSES



81,665
RIDING
SESSIONS



55
RDA
GROUPS

1,835
VOLUNTEERS
HELPING



NZRDA's core purpose is to provide interaction with horses to develop increased ability, independence and self-esteem for children and adults with physical, intellectual, emotional and social challenges.

An RDA programme is used to develop, increase and improve:

- **Physical abilities** including muscle tone, balance, coordination, muscle strength, flexibility, fitness, posture, respiration, circulation, metabolism, sensory perception, independence: self-care & mobility.
- **Psychological abilities** including concentration, problem solving and decision making, motivation, self-esteem, confidence, learning/practicing concepts e.g. letters, numbers, colours, shapes etc.
- **Social abilities** including communication and social skills, learning appropriate behaviour and manners, interaction with peers, building relationships, consideration for others and taking on responsibility.

- **Recreational / sport / vocational abilities** including equestrian skills and horse management, challenge and success in competition (with self and others), stimulation/relaxation, integration and participation, work experience.

Benefits of Riding

Riders attend RDA riding sessions to achieve specific goals or outcomes, whether it is therapeutic, education or sporting / recreational.

Riding develops, improves and promotes:

- Balance and co-ordination, posture and muscle tone
- Concentration, self-discipline and self-worth
- Perception and spacial awareness
- Communication and social skills
- Independence and decision making skills





Jordan (Auckland)

12 year old Jordan was born with cerebral palsy, which makes it hard for him to control his muscle movements. As a result, Jordan is unable to talk or walk independently, and only has limited use of his limbs.

Despite this, Jordan is like any other boy. He loves life, has a great sense of humour and is passionate about music, his picture books and animals - particularly horses.

Jordan joined the RDA Riding Programme at age 10, following surgery on his hip which had negatively impacted his strength. After eight weeks in bed, he could no longer sit straight in his wheelchair or hold his head up, despite intensive therapy following the surgery.

During his first ride at RDA, Jordan barely managed to complete two laps of the arena, but despite the hard work he loved the experience.

In the sessions that followed, the goal was to strengthen Jordan's neck and upper body and improve his posture, and as the weeks went by his rides became longer as he grew stronger.

Two years later and thanks to RDA, Jordan is now able to sit straight and weight bear again, which has had a huge impact on his quality of life.



Danielle (Christchurch)

Danielle, 7, rides every Friday at Christchurch Group RDA, where she looks forward to riding on 'Blokey'. Danielle suffers from Selective Mutism, a childhood anxiety disorder characterized by a child's inability to speak and communicate effectively in select social settings.

In Danielle's case she is managing her condition - thanks in part to her regular therapeutic riding sessions at Christchurch RDA.

Danielle's mother, Sonya, says that she has seen her daughter's confidence and social skills grow in the past year, as Danielle has also been tasked with the grooming, saddle and preparation of her Horse prior to her riding session in addition to the riding itself.

Fast forward to today, and Danielle has made great strides in her verbal communication. She will now clearly say 'walk on' and other commands to her Horse, as well as talk to her family, friends and the RDA Volunteers.

Her family is excited to see Danielle continue to grow into a confident and self-assured person.

Read more stories about our Riders at:

www.rda.org.nz/riderstories.htm



A Corporate Partnership with NZRDA

It costs over \$600,000 for NZRDA to operate each year, so that we can provide the support and governance the RDA Groups need to deliver over 80,000 therapeutic riding sessions annually.

In order to deliver this vital support for our Groups, NZRDA is seeking liked-minded businesses and organisations to partner with - working together to help change the lives of our 3,000 Riders for the better.

A partnership with NZRDA provides organisations with an opportunity to align with a well-recognised and respected, effective and growing charity, who every day makes a tangible difference to the lives of children and adults living with disabilities.

If your company or organisation is thinking about partnering with a major national charity, then NZRDA would like to talk with you about developing a campaign that works for both parties.

Our team can work with you to agree on:

- The kind of partnership that would be appropriate
- How you are likely to benefit from the relationship
- The commitment levels that are expected and how the relationship will develop over time
- How your staff can be involved

Forms of Support

NZRDA welcomes the opportunity to work in partnership with a range of organisations and corporates, and would be very pleased to talk with you.

Sponsorship can be in many forms, including:

- Sponsoring of high-profile campaigns such as the **NZRDA Horse of the Year**, **Gingerbread Horse** and the **Great RDA Horse Doodle**.
- Sponsoring key events such as the National Training Seminar and Coach/Volunteer training courses.
- A business choosing to donate a percentage from a particular product or service they sell to NZRDA.
- NZRDA developing/implementing a fit-for-purpose, corporate-led fundraising campaign for your business
- Directly contributing towards our running costs

In exchange for this support, NZRDA can offer a range of enticing rewards and incentives, as detailed on the following page.

Interested?

Find out more at www.rda.org.nz/sponsorus.htm, or contact us to discuss a partnership in more detail.



Mutual Benefits

NZRDA believes that corporate partnerships should be mutually beneficial, and not just a 'one-way street' where companies give and we take. NZRDA understands that the need to contribute to your community must be balanced with the needs of your shareholders, customers and employees.

In addition to the social responsibility and goodwill aspects of a potential partnership, NZRDA can also provide a Corporate Partner with substantial profile and acknowledgment benefits - to help grow your organisation as well as showing customers that you are actively involved in the community.

Some of the benefits that NZRDA can offer to a Corporate Partner include:

- **Differentiation from your competitors:** By forming a partnership with NZRDA, you can achieve a competitive edge in the market place by publicly demonstrating corporate social responsibility and putting back into your local community.
- **Positive brand association:** Build your company's brand, profile and reputation through an association with NZRDA as we change the lives of thousands of people each year.
- **Employee engagement:** Exciting volunteering and fundraising opportunities are available for your staff, providing opportunities for team building and boosting staff morale.
- **Access to NZRDA supporters** via the NZRDA website, social media and E-Newsletter platforms, with opportunities to promote your organisation through these popular communication streams.
- **Partnership Acknowledgments** via NZRDA's online and printed media channels, including our direct mail campaigns. NZRDA can also promote the partnership across its Volunteers and Rider network (as well as their friends and families) around the country.
- A chance to engage with the **rural and equine community** across New Zealand, where RDA enjoys a particularly strong presence as a grassroots charity, and opportunities for your staff to engage directly with RDA Volunteers, Riders and Horses at events held across our RDA Groups.
- **Partnership support:** Great relationships are built on communication and common agreed objectives, so we will provide support and regular updates to keep you up to date with how the relationship is working.

Interested?

Find out more at www.rda.org.nz/sponsorus.htm, or contact us to discuss a partnership in more detail.

NZRDA Board

Patron	HRH The Princess Royal G.C.V.O.	
Chair	Sarah Haydon	Co-opted Member
Vice Chair	Jayne Findlay	RDA Member
Board	Belinda Jackson	RDA Member
	Fiona Wilson	RDA Member
	Gavin Whiting	Co-opted Member
	Sally Wenley	Co-opted Member



Members from the 55 RDA Groups at the 2014 National Training Seminar



NZRDA Chief Executive - Guy Ockenden

Since joining NZRDA as CEO in 2004, Guy has grown the organisation into a highly efficient and respected charity, which focusses first and foremost on achieving effective

Rider outcomes. Under Guy's direction, RDA is proud to be regarded both locally and internationally as a leading provider of effective therapeutic programmes for people with disabilities.



National Training Manager - Dna Wells

Dna's role is to manage the delivery of training courses and resources to the 1,800 Volunteers, Coaches and staff across the 55 Groups, as well as to ensure that all Groups are

operating safely and effectively. Dna has had many years of experience in the equestrian world, including as a member of the New Zealand Equestrian Team in 1993 / 1994 and competing in both New Zealand and Australia.



Funding & Marketing Manager - James Crow

James joined the NZRDA team in 2013, after a strong career in fundraising, marketing and communications in New Zealand over the past 10 years.

James' focus at NZRDA is to build consistent revenue and communications streams, creating high-profile events such as the Gingerbread Horse Campaign and Great RDA Horse Doodle, and to work with new and existing Corporate Partners.



NZRDA Ambassador - Melanie Kerr

Melanie Kerr is a well-known face from TV's Good Morning show, a familiar voice on local radio and at public engagements, and a highly valued Ambassador for NZRDA.

As a regular Volunteer at North Shore RDA in addition to her Ambassador role, Melanie is an invaluable part of the organisation. Most recently Melanie was the spokesperson for the Gingerbread Horse Campaign, appearing on TV and in videos to promote the event.

Thank you

Thank you for taking the time to read this document and for considering NZRDA as a partner for your organisation.

We hope to be able to work together with you to continue making a difference in the community, to change lives and positively impact the lives of people who need our help.

Contact Details

For more information or to discuss a partnership with NZRDA, please contact:

James Crow, Funding and Marketing Manager

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Or

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Core Purpose: To provide interaction with horses to develop increased ability, independence and self-esteem for children and adults with physical, intellectual, emotional or social challenges.

Vision: To deliver safe and effective programmes in more local communities to benefit more Riders.

Values: In our organisation we value Safety, Teamwork, Respect, Quality and Enjoyment.