

Robinson Outreach at RiverCross Ranch

2024 Annual Report



Growing Together with
Hope and Healing



A Message From Our Founder



As we reflect on our 2024 season at ROARR, our hearts are filled with deep gratitude for the incredible community that continues to rally around our mission.

2024 has been a truly pivotal year — one marked by growth, resilience, and shared purpose. We are proud of the remarkable increase in both participants and programs, and of the unwavering commitment of our staff, facilitators, and volunteers who keep ROARR running with such care and dedication.

From nurturing talent within our team to building lasting partnerships, expanding our equine-assisted learning programs, and ensuring the safety and well-being of our herd and our grounds, every effort has been focused on fostering sustainable growth.

Together, we are laying a strong foundation for a future where hope, healing, and opportunity continue to thrive at ROARR.

To our amazing donors — thank you for believing in us. Your generosity fuels our sustainability and allows us to keep empowering futures and fostering hope. We are truly honoured to walk this journey with each of you and look forward to the exciting developments ahead.

Katrina Robinson
President/Founder

Our Mission

Our mission is to relieve the conditions associated with youth-at-risk and seniors in need, by providing Equine-Assisted Learning and related activities.

Our Vision Statement

“Empowering youth and enriching the lives of seniors through transformative equine assisted experiences, fostering resilience, and building brighter futures in a nurturing environment.”

Our Purpose

ROARR exists to make a difference in the lives of youth and seniors through the power of horses. Here's what drives us:

- To address and prevent challenges faced by youth especially those at risk or in need, by providing equine-assisted therapy.
- To relieve conditions associated with aging by offering equine-assisted therapy.
- To carry out activities that support and strengthen the achievement of these charitable purposes.

Rationale

For Youth

The youth we serve often face social emotional, or behavioural challenges that make traditional settings difficult. Through equine-assisted learning, they gain vital life skills such as communication, trust, empathy, and leadership in a safe, compassionate environment. These experiences build confidence, resilience, and a more positive outlook on life.



For Seniors



Our programs also enrich the lives of seniors, offering purpose and companionship through equine interaction. The presence of horses provides comfort, reduces isolation, and often sparks cherished memories of earlier days when horses were part of everyday life.

Our Annual Impact

ROARR's 2024 programs expanded with community support, helping participants discover hope, healing, and strength through equine programs and outreach visits.



1260 Senior Participants



560 Youth Participants



100 Volunteers



116 Donors

Senior Programs

In 2024, ROARR provided equine-assisted programming and outreach to over 45 senior care facilities and community programs. We proudly serve seniors across Calgary, Cochrane, Airdrie, Canmore, Strathmore, Okotoks and Rocky View County, with participation continuing to grow each year. Our programs are designed to reach seniors in all stages of life, those living independently, in supportive and high-needs care, and those facing housing insecurity or social isolation.



Youth Programs

In 2024, ROARR strengthened partnerships with a wide range of organizations dedicated to supporting at-risk and high-needs youth. Our collaborators include the Calgary Police Youth Foundation, Hull Services, Woods Homes, Boys and Girls Clubs, Big Brothers Big Sisters, Indigenous schools, Alberta Health Services Addictions, Calgary Board of Education, and many more community agencies and specialized programs. Through these partnerships, youth facing challenges such as behavioural issues, trauma, illness, and family instability are given the chance to build resilience, confidence, and a sense of belonging through equine-assisted learning.



A Message From the Executive Director



2024 has been a year of renewal and growth for ROARR. Each season brought new energy to our programs and new stories of resilience from the youth and seniors we serve. What began years ago as a simple vision to connect people with the healing power of horses has grown into a movement that continues to inspire and uplift our community.

This year, we celebrated milestones that remind us of what is possible when people come together with purpose.

Volunteers bring the heart and strength to every program, ensuring our participants felt seen and supported. Donors fueled our mission with generosity enabling us to keep our programs accessible and free of charge. And our partners walked alongside us, broadening ROARR's impact in ways we could not achieve alone.

Looking ahead, we remain committed to deepening our impact and embracing new opportunities to serve. Horses have a way of grounding us in the present moment while also pointing us forward, and at ROARR, that spirit carries us into the future.

Together, we will continue to write stories of hope, belonging, and transformation - one connection at a time.

Kristein Johnson

With Gratitude

ROARR extends heartfelt thanks to our incredible volunteers and generous donors. Your dedication, compassion and support make everything we do possible. Volunteers give their time, energy, and skills to ensure our programs run smoothly and our participants feel welcomed and valued. Donors provide the resources that allow ROARR to continue offering transformative equine-assisted programs free of charge to youth and seniors in need.

Together, you are the heartbeat of ROARR creating moments of joy, comfort, and connection that change lives. We could not do this without you.

Year in Review

January Highlight

Recruitment of close to 20 new volunteers joined ROARR's programs.

May Highlight

ROARR was accepted again into Rogers Birdies for Kids presented by AltaLink. Thanks to the matching program, we raised \$93,512.90



September Highlight

A successful 7th Annual ROARR Gala, reaching a new record of over \$500,000 raised.



December Highlight

We honor every volunteer and donor who helped raise \$98,050, a 4% increase from last year. We are so grateful for their continued support!

Impact

"I want to thank you for a good time and having fun. I also want to thank you for teaching me about horses and being kind. Thank you to the horse for behaving and not using my arm as a carrot. You guys have helped me through a lot, by being there for me."

Youth Participant

"The difference in my children after completing this program is enormous...They became more aware of their surroundings, how their energy influenced others, and they built confidence as leaders helping their horses. The learning continues to impact them every day." - Parent of Participant

"In this setting, they have found safety, mastery, meaning, and belonging. We are incredibly grateful to be offered these opportunities for youth who would otherwise not have access to them. For many, it is one of the healing parts of their time with Wood's Homes.: - Partner Organization

"Thank you for bringing comfort to our family at hospice." - Community Member

"Thank you to the horses - Hammer, Ruth, Hugs, Kisses, and all the others - for being so kind to us." - Program Participant

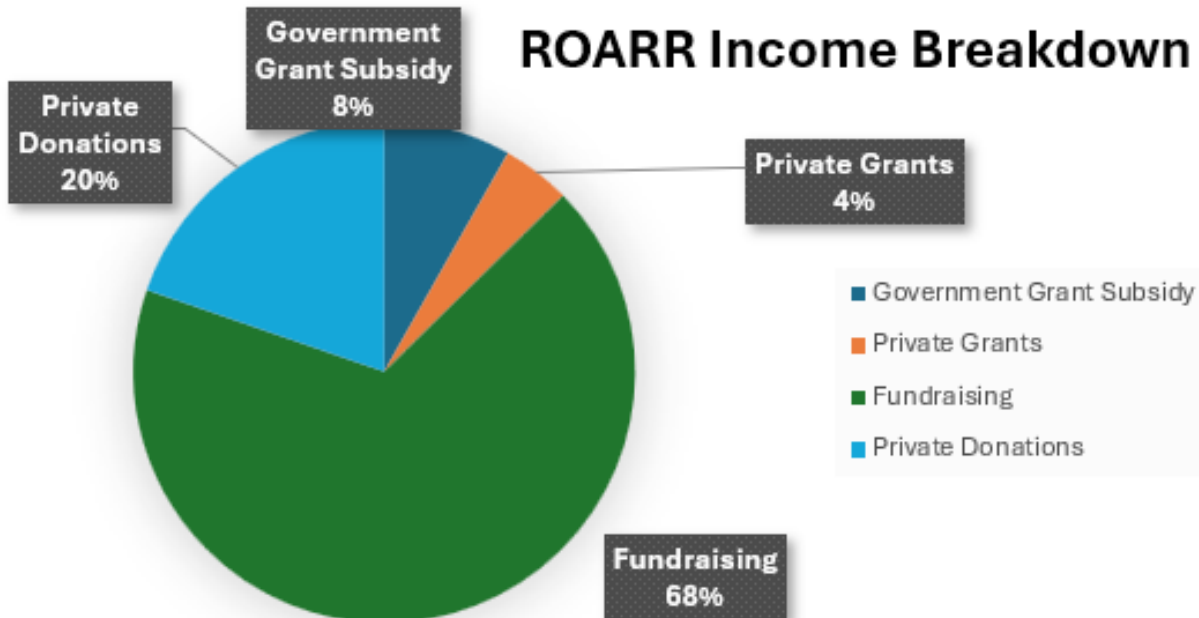
"I was feeling down and had no energy. The lunch and visit with the horses has revived me." Senior Participant

*These moments are only possible
because of our compassionate supporters
- donors, volunteers, and partners like
you. Every gift, every hour, every act of
kindness helps create stories like these.
Thank you for helping us change lives.*

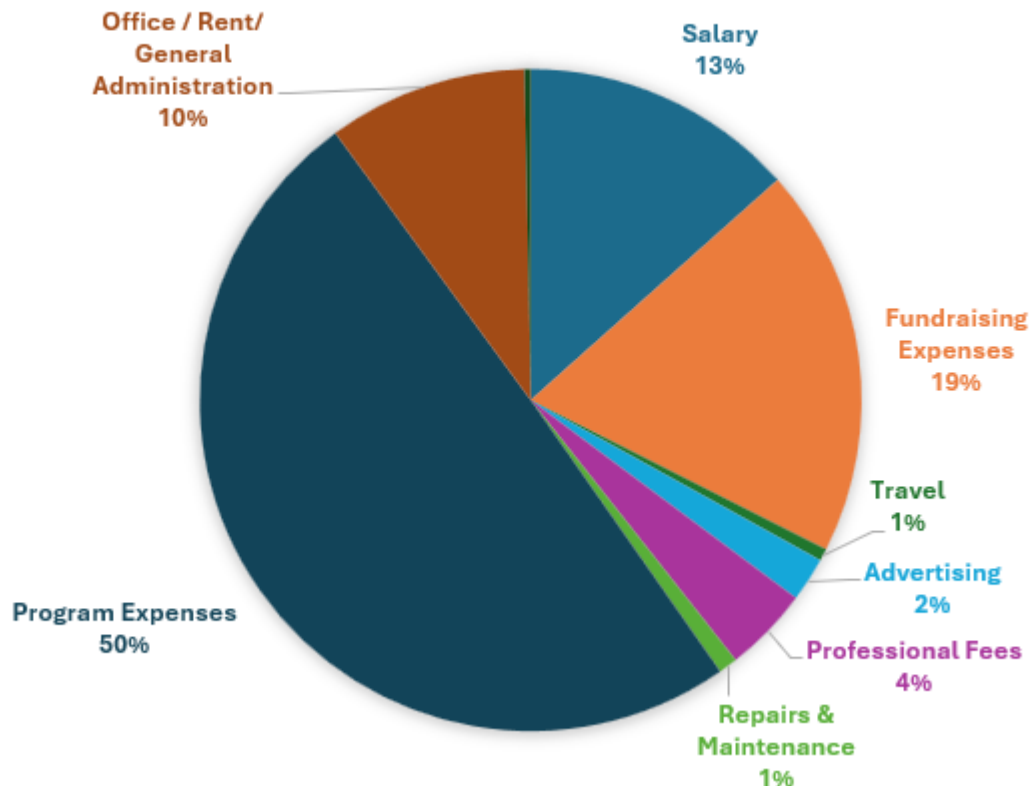


Financial Report

ROARR Income Breakdown



ROARR OPERATING EXPENSES BREAKDOWN



Pride Society

Chairman's Circle

Alex & Cindy Baum
AJB Investments
David & Leslie Bissett
Calgary Flames
Cam & Marina Clark
Cam Clark Ford
Brian & Stephanie Felesky
Jane Grad
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Travis Peckham
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Todd Richardson
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Sharon Siebens
Alan & Emily Smith
Hank & Carol Swartout
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GreenDrop Ltd.
Gustafson Wealth Mgmt.
Soderghen Ranches
Woodridge Ford

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CMP Automotive
Horsemanship For Life
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UFA Co-operative
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Half Diamond JE

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Elizabeth Stirling



2024 Board of Directors



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Ryan Caswell



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Rochelle
Zemlak



Cathy
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Emeritus Director



Doug Grant

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