



2020 Annual Report

**MORGAN
STRONGER
THAN EVER**



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Executive Director's Message

Memory is a funny thing. Sometimes, we cannot remember what we ate for breakfast or why we specifically went into another room in the house. Sometimes, we can recall the most miniscule detail about

an event that happened decades ago. It is a mystery how the brain sorts, stores, deletes, and recalls data. As things happen throughout life, you never really know what your brain will decide to throw out as clutter. But sometimes, you just know that you are going to remember, always.

That is 2020. We will always remember. A year of unforeseen challenges met by monumental adjustments making us all STRONGER. After all, it takes pressure to turn coal into diamonds, heat to change iron to steel, and resistance to build muscle. This Annual Report is a look back at how the Morgan industry not only rallied together but conquered a year we will always remember. The year the AMHA and the Morgan Industry got MORGAN STRONGER THAN EVER!

Carrie J. Mortensen, AMHA Executive Director



President's Message

It was a year for the history books. We all can easily say we took new experiences to a new level. And, I am happy to report, the Morgan family found new ways to thrive as we navigated this uncharted territory. It goes to show the resilience, strength, and beauty of this great breed and its people.

Mission, Vision, Core Values

Mission

The American Morgan Horse Association exists to preserve, promote and perpetuate the Morgan breed.

Vision

AMHA strives to be the global authority, a resource and educational forum, and advocate for Morgan horses and enthusiasts.

Core Values

Stewardship; Embrace diversity; Accountability; Integrity; Transparency; Stability

Governing Structure

Members

Elect Board of Directors.

Board Of Directors

Sets Association policy; Makes, amends, repeals and enforces Association rules and regulations; Responsible for Association's activities and fiscal integrity.

Standing Committees

Assist in ongoing review of key operations, including bylaws, finance, and registry.

Special/Working Committees

Assist with services and programs content to meet needs of the bulk of membership.

Executive Director

Responsible for day-to-day operation and guidance of the Association; Implements policies adopted by the Board of Directors.



2020 Staff Members

Administration

Carrie Mortensen
Executive Director

Kristen Kelly
Executive Assistant

Kathie Morrow
Accountant

Brenda Newell
Office Manager

Registry

Erica Eulau
Registrar, IT

Jessica Tice
Registry Associate

Programs

Nikki Scovotti
Programs Manager

Molly McGill
Programs Coordinator

Publications

Stephen Kinney
Editorial Director

Kim Oplotnik
Associate Editor

Kimberly Wilkinson
Graphic Designer

Brooke Cote
Graphic Designer

The Registry is one area in which we made great strides in 2020. We continued the trend of positive gains over the last few years in registrations and transfers by ending the year with the highest numbers since 2009. With slightly fewer than 2,000 horses registered, AMHA closed out the year with a solid path into the future.

Popularity and demand were also strong throughout the year. Record sales, both privately and at auction, resulted in an impressive increase in transfers. We welcomed new owners to the Morgan world from outside the breed as well as watching many of our Morgan family add to their already special families.

The Morgan Horse magazine, through the guidance of an amazing staff, adapted to a year of limited competitions with new avenues for advertising and finished the season with a healthy bottom line. A wealth of diverse editorial filled the year with the September issue going to ALL members thanks to a joint partnership with the AMHECT/WMF Stallion Service Auction.

The Grand National & World Championship Morgan Horse Show® successfully completed its 48th show during the final quarter of 2020 thanks to the hard work, dedication, and safe practices of many diligent volunteers and dedicated staff. Again, it was a true testament to the bond we all share for this beautiful breed and the love we have for the Morgan horse.

As we move into a new year, please remember, we all share this passion for the Morgan horse. While we don't all enjoy the same activities or personal preferences, let's work together and keep the MORGAN STRONGER THAN EVER.

C. A. "Tony" Lee, AMHA President

Financial Overview

The AMHA Board of Directors routinely approves the budget in the fall preceding the effective year. At that time, nobody could have imagined what lurked ahead for 2020. As the pandemic unfolded, AMHA made many adjustments to ensure the security and existence of our valuable association. Hard decisions were made but thankfully, many factors contributed to the financial health of AMHA in 2020 including:

1. Receipt of the Small Business Association's Paycheck Protection Program's Forgivable Loan,
2. Tight Control of AMHA Expenses including the temporary hiatus of most programs,
3. Creative *TMH* magazine strategies supported by both loyal and new advertisers,
4. Strong Registry Activities throughout the year, and
5. Massive success of the MORGAN STRONGER campaign where the AMHA members knocked it out of the park via donations exceeding \$60,000!

For these reasons and more, AMHA became MORGAN STRONGER THAN EVER!

STATEMENT OF FINANCIAL POSITION

	As of 11/30/2020	As of 11/30/2019
Total Liabilities & Net Assets	\$1,429,516	\$1,218,781
Current Assets/ Liabilities Ratio.	2.76	2.36

STATEMENT OF ACTIVITIES

	12/2019–11/2020	12/2018–11/2019
Revenues	\$1,679,674	\$1,684,030
Expenses	\$1,546,891	\$1,640,027
Change in Assets	+\$132,783	+\$44,003

2020 AMHA Board Members

Eastern Region

Steven Handy
Kate Kirsch (*Vice President, Finance*)
C. A. "Tony" Lee, III (*President*)

Central Region

Kris Breyer
Harlan Grunden
Kelly Kraegel

Western Region

Dallas McLarney-Bolen
Mari Sanderson (*Vice President*)
Terri Sturm

2021 AMHA Board of Directors Meetings

2nd Quarter Meeting
– Lexington, KY, April 31–May 1

3rd Quarter Meeting
– Video Conference, Sept. 11

4th Quarter Meeting
– Lexington, KY, Nov. 5–6

2022 Election Nomination Process

The nomination process for the 2022 election opens on April 1. Nomination materials must be completed by October 1. Nominees must have attended a minimum of 2 board meetings (zoom video conferences count towards attendance requirements due to COVID-19) prior to nomination closing date of October 1.



Morgan Stronger Campaign

Following the outbreak of the pandemic with concern over the possibility of significant revenue loss, AMHA launched the Morgan Stronger campaign to ensure the Association's viability through the crisis. In true Morgan Stronger fashion, the membership accepted the challenge and went above and beyond all expectations. Six different levels of giving were offered as well as AMHA Office Suite "naming rights." Thank you to everyone who donated in any amount. You're a part of an amazingly successful effort at strengthening and maintaining your Association.

NAMED SUITES

The Administration Suite – *Still Available*

The Financial Suite – *Still Available*

The Mail Center – Named in honor of Peggy Hatfield by her many adoring friends

The Reception Suite – Named by Roadshow Morgans in honor of John and Georgie Green

The Registry Suite – Named by Stolen Aces Farm, The Sturm Family

The Morgan Horse Magazine Reading Nook – Named by Jennifer & Ivan Beattie and Phyllis Beattie-Dickie, East of Equinox Farm

JUSTIN MORGAN CONTRIBUTORS

Anonymous Donor (1)

Blue Mountain Morgan Horse Club

East of Equinox Farm

Lexie Ellsworth

Louis and Liz Goldmann, Sutton Morgans

Missouri Valley Morgan Club

New England Morgan Horse Association

Roadshow Morgans

Stolen Aces Farm

BLACK HAWK CONTRIBUTORS

Dr. Serena Brown, Dr. Robert Klein,

Sasha Klein—The Brown/Klein Family

Morgan Horses

SHERMAN CONTRIBUTORS

Dallas Bolen, Sunchaser Morgans

Linda Braddon

Cindy Braham

Steven Handy





SHERMAN CONTRIBUTORS con't.

Kirsten Johnson, Arcola Farm
Tamara Moravec, Fidelis Farm
CAL III Horses LLC
Connecticut Morgan Horse Association

WOODBURY CONTRIBUTORS

Big Sky Morgan Horse Association
Sherry and David Cole
Lisi Edwards
Jeffrey Gove
Laura Holder Ward
Sally Plumley
Henry F. Stoltzfus
Richard and Karen Tenneson
Glenn & Anne Winograd Winograd,
West Coast Morgans
Ashley Young

BULRUSH CONTRIBUTORS

AMHA Youth Council
Anonymous Donors (3)
Chrisbell Bednar
Lisa Betteridge
Margaret Boege
Anne Boorman
Amy Brackin
Patti Brooks

Anne Clifford Brown, Mettowe Morgans
Cynthia Brown-Clark
Dorrie Bruso
Elizabeth Burick
Allen W. Byler
Kelly Carson
Kelly Charpentier, Fanfare Productions
Carol Costello
Linda Cowdray, Artista Morgans
Jaxon Craddock
Janie Denning
Andrea Dhillon
Lucia Dizon
Marianne Doherty
Betty Durland
Barbara Ferro
Abram S. Fisher
Carol Fletcher, Moonrun Morgans
Iann Fu Longenecker
Judith Gates
Aaron Gingerich
Levi Glick
Marcia Goins
Shirley Tolman Goodspeed
Eden Greer
Cynthia Griffith
Marian Grimes
Helen Guiheen



BULRUSH CONTRIBUTORS con't.

Gayle & Jonalyn Gwinup
Marilyn Hackett
Linda Hagan Kvanbeck
James Hanna
Elaine Hanscom
James Harris
Nancy Harris
William Hartman
Roberta Haskin
Peggy Hatfield
Angie M. Hay
Janet Heineck
Lisa Hermanson
Stephen Herz
Shelby Hoge
Cynthia Howard
Sheryl Hurley
Denise Janak, HGF Morgans
Sage Avery Jellerson
Shelby Joye
Gail Kelce, Fancy That Morgan Farm
Kris Kemper
Kate Kirsch
Gardner & Carol Knight,
Crescent Hill Morgans
Donna Knipe
Keith Koepke

Kelly Kraegel & Kurt Hufferd,
Cottonwood Creek Ranch, Inc.
Gayle Lampe
Jennifer Lang
Mahlon K. Lapp
Ruth Leonard
Olesya Liberman
Sophia Liberman
Victoria Liberman
Judy Lloyd
Nani Patten Luebke
Joan Maclay, Macland Morgans
Adena Mangrum
Karen Marlin
Massachusetts Morgan Horse Association
Kelly McFaul
Diane Miers
Mona Mikkelsen
M. Catherine Miller
Mary Milns
Jerri Monroe
Ashley and Gail Morrison,
Midnight Sun Morgan Horses
John & Kathie Morrow, Taxihill Farm
Carrie Mortensen
Leta Mueller
Cindy Mugnier
Alice Nazzaro



BULRUSH CONTRIBUTORS con't.

Chris Nerland, R'Surene Morgan Farm
William Parkhurst
Ann Paul
Kathleen Peeples
Lynn Pichette
Marjorie Piepho (*in memory of JoAnn Merians*)
Henrietta Polk
Gina Pruetz, Glamour Morgans
Robin Puryear
Rosie Roegner
Phoebe Rogerson, Larkwood Farm
Shannon Rooney
Olivia Rossman
Teri Rumens, Fire Run Farm
Ashley Russo
Renna Russo
Christine Sackett
Celia Ann Salmon
Lois Schmotzer
Nancy & Ken Sherbert
Barbara Simpkins
Bonnie Lou Slosson

Mary Stephens
Stephen Stoltzfus
Lynne Suchy
Anna Elizabeth Grace Tassinari
Steven Tassinari
Ann Taylor, Wintergreen Morgans
Sally Thomason
Jane Thompson
Diane Turner
Nancy Pappas Trombley, North Wind Morgans
Jennifer Valentine, Figment Morgans
Elizabeth Valway
Heidi Vanamburgh Buol
Pamela Vose
Barbara Ward
Gary Ward
Brenda Wallace
Carol Wesson
Sue Ann White
Mai Wisdom
Woodwell
Judith Wunsch
Deborah Zuhars, Silverheels Farm

If you donated and do not see your name on this list, please contact the office at (802) 985-4944 so we may immediately correct our website listing of donors. Your contribution means a lot and we want to honor your gift appropriately.



2020 Registry Statistics

1,866

Registrations

1,739 in 2019
7.30% change

2,377

Mares Bred in 2019 (Reported 4/7/20)

Compared to 2,332 mares reported 4/10/2019. This represented an increase of approximately 1.9 percent.

3,077

Transfers

2,820 in 2019
9.11% change

2,101

DNA Kits

1,826 in 2019
15.06% change

271 Coat Color Tests

241 in 2019
12.45% change

Registry

It was another monumental year in 2020 for the AMHA Registry. Despite the pandemic and changes in staffing the Registry remained strong, registering the most Morgan horses since 2009, when 2,171 Morgans were registered. Thankfully, due to the office relocation, the Registry had already prepared for staff working remotely with a cloud-based system in place.

The Registry handled 8,442 transactions, compared to 7,998 in 2019. These numbers do not reflect additional paperwork that is processed without money, such as castration and death reports.

Of the 1,866 Morgans registered in 2020, 907 were 2020 foals, 623 were foaled in 2019, 149 were foaled in 2018, 68 were foaled in 2017, 30 were foaled in 2016, 25 were foaled in 2015, 13 were foaled in 2014, 12 were foaled in 2013, six were foaled in 2012, eight were foaled in 2011, two were foaled in 2010, three were foaled in 2009, three were foaled in 2008, five were foaled in 2007, five were foaled in 2006, five were foaled in 2005, one in 2004, and one in 2003. In 2014, the AMHA Registry Committee and Board approved the current registration fee schedule, which decreased the fee for registering older horses. Since then, the registry has seen an increase in those registrations.

Stallions/Mares Bred

Stallion Service Reports for 557 stallions were processed as of April 7, 2020. This compares with 565 Stallion Service Reports that had been processed at this time in 2019, representing a decrease of approximately 1.4 percent. Last year we saw an increase of approximately 8.2 percent from the prior year.

2,377 mares were reported bred, compared to 2,332 mares at this time in 2019. This represents an increase of approximately 1.9 percent. Last year, we saw an increase of approximately 14.3 percent from the prior year.

When comparing the percentage of mares bred with foals registered from 2013 through 2017, the average percentage of mares with resulting registered foals was approximately 64 percent. Last year, the average of mares bred with registered foals from 2012 through 2016 was approximately 62 percent.

Foal Crop

Over the last five years, the average percentage of foals registered for the preceding year, at the time the reports were run, was 73 percent.

For instance, as of April 7, 2020 there were 1,542 registered



Morgans foaled in 2018, compared with 1,158 registered Morgans foaled in 2018 registered as of April 10, 2019.

Many are concerned when they see the annual foal crop statistics, however, when the year-end 2020 numbers are compared with 2019, each year the foal crop increases as more Morgans are registered.

Registry Rule Changes and Motions in 2020 (changes in red)

APRIL 2020

Rule 3—Registered Names

Rule 3H A horse's name may be changed once during its lifetime by the recorded owner if

1. The horse has no registered progeny.
2. The horse has not appeared on any AMHA breeding record.
3. **The Registry has the written permission of the owner of the dam at the time of foaling.**
4. Requested names must meet all other requirements of Rule 3.

The Board approved the removal of drawn markings from AMHA Registry Certificates.

AUGUST 2020

The Board approved charging a flat fee of \$30 for members and \$115 for non-members for reciprocity transfers.

NOVEMBER 2020

Rule 7—Sale Or Disposal Without Registration Certificate; **Non-Registration**

- A. The recorded owner of any registered horse sold or dispersed without the a Registration Certificate, (i.e., "sold without papers"), shall surrender the original Registration Certificate to the Registry for cancellation along with a written statement: **of the rationale for cancellation. Cancellation will not be accepted if the request is made as a reflection of purchase price or for any other reason deemed by the Registrar to be inappropriate.**
- B. After cancellation of the Registration Certificate, it may be renewed, reissued, or reinstated only on **written** request of the recorded owner.
- C. **A breeder can choose to not register a horse. The breeder may submit to the Registry a letter documenting the breeder's intention that the horse remain unregistered. The stated intention may later be revoked by a further writing from the breeder.**



Membership, Marketing, and Programs

Membership held firm throughout the pandemic falling just 2% from the previous year.

Early in 2020, AMHA issued promotional grants to clubs for a wide variety of events promoting the Morgan horse. Unfortunately, many were cancelled due to the pandemic and funds awarded to the cancelled events were returned to AMHA.

The Board made the decision to allow the five competitions that received small show grants from AMHA to retain the funds as the struggling shows incurred expenses regardless of whether their shows held or not.

To reduce expenses, AMHA printed and mailed only the Fall/Winter 2020 NETWORK, the hard copy membership newsletter and chose rather to utilize the AMHA website, the Sharing Carrots Facebook page, and the weekly global e-mail blast to communicate with its membership.

2020 saw a required upgrade to the AMHA website that was accompanied by a fresh new design. Technology projects are scheduled for 2021 (the website side of our PROTECH software) and for 2022 (the internal database side of our PROTECH software).

2020 Membership Statistics

5,576 Member Accounts (5,732 in 2019)

Seven Membership Levels:

Associate Members 362 (349 in 2019)

Standard Members 3,129 (3,255 in 2019)

Premium Members 593 (555 in 2019)

Youth Members 475 (542 in 2019)

Youth Life Members 454 (470 in 2019)

Life Members 563 (556 in 2019)

Honorary Members 5 (5 in 2019)

While eight Regional Shows were originally scheduled, only one (Jubilee) was able to be held. The Grand National & World Championship Morgan Horse Show® removed qualification requirements and was able to host a successful national show.

The My Morgan & Me Program that recognizes members for time spent with their Morgans continued throughout the pandemic and the Champion Title Program (CH & GCH) continued to thrive.

Programs placed on temporary hiatus for 2020 included:

- Annual Honor Awards, Except Halls of Fame and Judges Milestones
- Year-end STAR Awards
- Distance Riding Championship
- USDF All Breed Awards
- High Scoring Morgan Awards
- Open Competition Program (*placings were recorded for the purpose of medallion points only and those reaching medallion qualifications were awarded accordingly*).

AMHA is excited to welcome all these programs back in full swing for 2021!

While the pandemic may have put some of our activities on temporary hold, AMHA did accomplish other significant achievements such as:

- Extremely successful MORGAN Stronger fundraising campaign
- NEW weekly planner featuring Morgan horses and events every week
- Vermont office officially closed in August
- Remainder of the National Museum of the Morgan Horse collection relocated from Middlebury College in Vermont to Pineland Farm's Equestrian Center in Maine.



2020 Website Statistics

Annual sessions

159,659

(down 16.95%)

Users: 87,030

(down 8.81%)

Page views: 495,777

(down 19.29%)

Top 5 Pages Viewed

Homepage

Registry Landing Page

Registry Online

Membership Landing Page

Competitions Landing Page

Top 5 Referring Sites

Facebook

DuckDuckGo

Pinterest

Google

USEF

Inquiries

144 languages from
158 countries

Top downloaded

PDF Forms

Registration Application

Transfer Application

Bulrush Badge

Amended Complaint Filed

by Victoria Bennett

Horsemastership Achievement

Requirement Booklet

Devices

Mobile:

47.93%

Desktop 47.31%

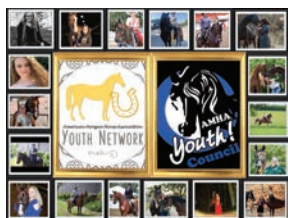
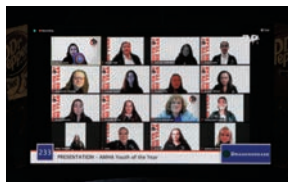
Tablet 4.76%



Youth Programs

Youth of the Year Program

The 2020 Youth of the Year program looked a bit different. There were two local contests that were held prior to the COVID-19 crisis. Because of this, it was decided that the Grand National Youth of the Year Contest would be held virtually, and the qualifications changed. To participate in the contest, youth that did not qualify by winning a local contest or participating in prior Grand National contests, could take a qualifying test. Fifteen youths participated in the 2020 Grand National contest, and seven participated in the Junior Invitational. Overall, the contest was a success under the circumstances, and it opened many doors to virtually adapt youth contests in the future.



Ten students took advantage of the AMHECT/UPHA Learning Center this year at the Grand National & World Championship Morgan Horse Show®. A special thank you to UPHA for providing a grant which made it possible to attend without any cost to the students.

Youth Council

The AMHA Youth Council had a busy year. They launched their own Facebook page called the AMHA Youth Network, where they focus on the AMHA Youth and involvement. It is on this page that they promote their own live web program, “The Morgan Horse Source.” The episodes air monthly and feature guest speakers that are prominent in the Morgan community such as judges, trainers, farriers, and even horse rescues. The council also held two fundraisers in 2020. The first was selling water bottles that they designed themselves featuring the AMHA Youth Network. They raised \$480 that went directly to the AMHA Morgan Stronger campaign. The second fundraiser was to help horse rescues across the country by selling T-Shirts that they designed themselves with the catch phrase “Save the Bays, Buy some Hay.” More than \$500 was raised and sent to Becky’s Gift in New Hampshire and Morgan Safenet in Texas to buy hay for hungry horses. The Youth Council also launched monthly KAHOOT games that they hold live via Zoom where Youth from all over the country can compete with each other in a fun horse trivia interactive game.



Youth Teams Program

The Youth Teams Program was launched in 2020 as a new version of the former Youth Clubs Program. It is a points accumulation competition that gets youth involved from all



aspects involved with the Morgan. There were two teams that participated in the trial year and had great feedback!

Youth Merit Program

The Youth Merit Program, formerly the Horsemastership Program, had a busy year updating the levels of the program. A NEW introductory level was published that earns all non-AMHA members a free youth membership for the remainder of the year upon completion. So far, 43 youth have taken advantage of this great opportunity to become a member.

Youth Medals Program

The AMHA Medals program is continuing to grow. A fundraiser was held in February that collected over \$750 to use towards the medal program and provide fun promotion events at the Grand Nationals in 2021.

Youth Website & “Say Hay” Facebook Pages

The AMHA Youth page on the website was also updated to include photos of past medal winners, YOTY winners, and provide the membership with more information to get involved in the fun programs they offer. The AMHA Facebook “Say Hay” page has been busy with promotions like “Win it Wednesday” and “Medal Monday” getting youth more involved in our program.

Patch Project

AMHA Youth also launched the AMHA Youth Patch Project in 2020. With every youth program that a member participates in, they receive a special patch. If they collect all of the patches, they can then purchase a custom jacket for a place to display their hard-earned patches!



Publications—*The Morgan Horse*

The year 2020 started off with challenges for *The Morgan Horse* as it did for businesses everywhere. But for the magazine team the year closed feeling more rewarding than we might have anticipated.

In March, staff and members of AMHA's Board of Directors met to discuss how to keep the soon-to-be 80-year-old official breed journal viable as the COVID-19 pandemic approached. We made plans for how to react to expected diminished resources, and we brainstormed out-of-the-box ideas.

Our expectations were buoyed, however, when AMHA members reached out and asked specifically for ways they could be supportive. We quickly secured commitments for premium positions, such as covers, going forward. Unique advertising concepts such as “Our Breed • Your Future” and “Why the Morgan Matters” not only got us through the initial lean months, but brought us gratifying one-on-one interactions with the Morgan community.

Once the horse world discovered there would be a show season many things normalized, at least as normal as publishing ever gets. *TMH* closed 2020 with magazines that attracted revenue and, we hope, delivered on our mission of providing unique content on the horses and people of the Morgan world.

Times of uncertainty are assumed to be stressful. However, at *The Morgan Horse* we found 2020 a year of involvement and familiarity with our community that reminded us of the strength the Morgan family invests in preserving its official breed journal.

Thank you,

Stephen Kinney, Kim Oplotnik, Kim Wilkinson, Brooke Cote

2020 Publication Statistics | Issues 8 • Pages 1,574
Advertisement/Editorial Ratio 55%/45% | Average pages per issue 197





2020 AMHA Honors

Our sincerest congratulations to the 2020 AMHA Award Winners! Since an in-person convention is not possible in 2021, the 2020 honorees will be announced at the Annual Meeting of Members being held virtually on Saturday, February 27, 2021 but will be formally recognized at the UPHA Annual Conference planned for January 4–8, 2022 in Orlando, Florida.

HALL OF FAME

Peggy Alderman, North Clarendon, VT

BREEDERS' HALL OF FAME

Vegas Valley Morgans, Las Vegas, NV

SHOW HORSE HALL OF FAME

Melendy Cash Bonus • **CBMF Restless GCH** • **Cedar Creek Flambeau GCH**

USEF JUDGING MILESTONES

Anne Judd, Lutz, FL (40 years)

Clifford Swanson, Castle Rock, CO (30 years)

Julie Fisher Addante, Salida, CO (25 years)

John Hufferd, Roanoke, IN (25 years)

Lisa Cunningham Waller, Heiskell, TN (25 years)

OUTGOING DIRECTOR

Kris Breyer, Wauconda, IL (12 years as Director)



AMHECT

Up to nine Trustees are seated for a three-year term and rotate so that three trustee terms expire annually.

2020 TRUSTEES

Mike Goebig, *President* • Carol Fletcher, *Finance Chair* • Meredith Bodnar • Teri Rumens • C. A. Lee, III • Lyn Estell • Mari Sanderson • Terri Sturm • Steven Handy

The American Morgan Horse Educational Charitable Trust is a 501(c)3 tax-exempt organization established in 2002 to support AMHA educational programs and services, and other charitable organizations. Funds are used to:

1. Provide grants and related expenses for on-going educational efforts to support an understanding of the history and benefits derived from raising and owning Morgan horses.
2. Encourage members in promoting an appreciation of Morgan horses.
3. Educate the general population regarding the substantial benefits provided by equine activities.
4. Actively engage the Morgan community to ensure that a quality, enriching experience is available to leaders and workers in the Morgan horse community of tomorrow. And,
5. Build public awareness and knowledge of the Morgan horse breed.

In 2020, AMHECT granted AMHA over \$47,000 in grant monies to assist with programs and promotion. Be sure to support upcoming AMHECT fundraisers so they may continue their commitment to furthering AMHA programs.



A Final Note

We have provided a lot of information for your review in this report. We are currently working with the accounting firm McSoley, McCoy and Company on the 2020 annual audit. Once finalized and available, the formal audit report and post-audit year end financials will be posted on the AMHA's website for review and reference. Now is the time to be looking forward to our new "normal," including safety and well-being at all the shows and events planned for 2021. Mark your calendars now as AMHA will be hosting their 2022 Annual Meeting and Awards Celebration in conjunction with the UPHA National Conference, scheduled for January 4–8, 2022 in Orlando, Florida. More information will be released at www.uphaonline.com/national-conference as it becomes available.

Now, let's keep growing MORGAN STRONGER THAN EVER!





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2020



2020 Annual Report

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