2027 AMHA Breed Promotion Grant Process & Guidelines

The AMHA Breed Promotion Grant Program helps organizations reach thousands of people with their Morgan horse promotional efforts. AMHA will award up to a total of $10,000 each year, considering grants of all sizes. AMHA reserves the right to award as many or as few grants as deemed appropriate, based upon the grant requests received. ***The application period opens each year on November 1, and for 2027, closes at the end of the day (5 p.m. Eastern) on Friday, January 22, 2027.***

Complete the Breed Promotion Grant Application and submit it to the AMHA Office. Upon receipt, AMHA will send a confirmation email to the address provided on this application. If you do not receive such an email within two (2) business days, please contact us.

All grant recipients must agree to submit post-event expenditure responsibility disclosures within 45 days of expending the funds, which includes:

- A written summary of the activities that the grant funded,
- A detailed accounting of how and to whom the funds were allocated, and
- Evidence that the grant allocation was used for its intended purpose (i.e., photos from an event, newspaper articles, testimonials from those assisted, or other mechanisms approved by AMHA).

This will ensure consideration of future show grant applications. (If you are awarded a grant, this document will be mailed to you along with your check. It is also available on the website at: /upload/photos/page_418_promo_grant_post-event_report_fillable.pdf

~~~ Additional Breed Promo Grant Information ~~~

Eligibility for a Grant: Grants may be awarded to any AMHA club, organized Morgan group, Morgan barn, or AMHA-affiliated organization. At least one member of the applying party must be a current AMHA member and all horses involved must be registered Morgans. Checks may not be made payable to an individual.

Programs, activities, and initiatives for which AMHA will consider funding: Funding may be requested for ANY Morgan breed-promotion purpose. It is up to the applicant to make a compelling grant request and include information regarding the size of audience or reach of the program, along with what they hope to accomplish with the program/event.

Announcement of grant approvals: The Grant Review Committee will announce its decisions in the month following the application deadline. However, the Board always reserves the right to alter the timeline. All applicants, including those not approved for funding, will be notified of the Board's decisions.

Additional questions or comments may be directed to Kathie Morrow at kathie@morganhorse.com.