

Partnership & Impact Opportunities



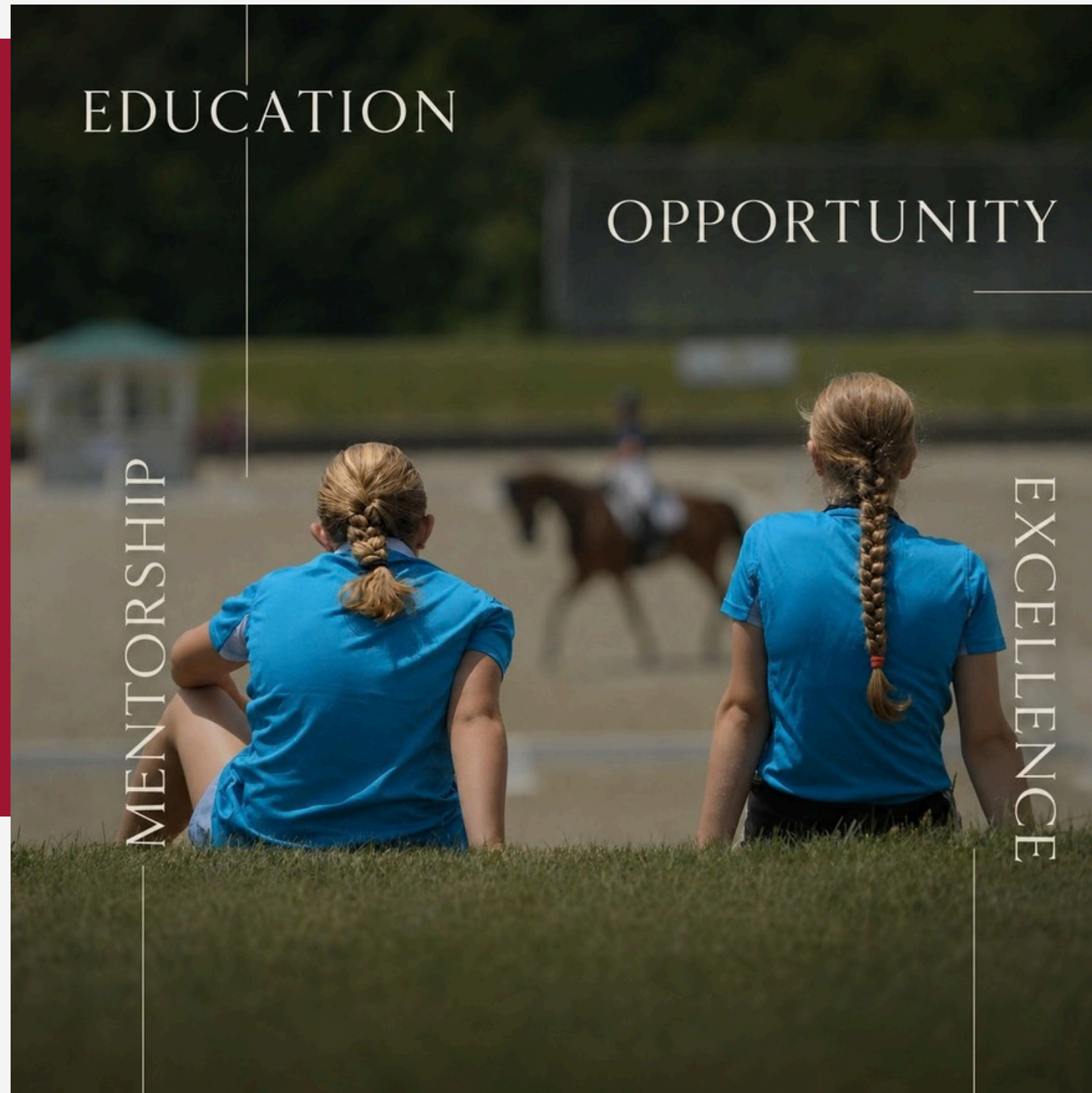
# Dressage4Kids

Dressage4Kids

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www.dressage4kids.org



# The Future Starts Here

**Every equestrian's journey is shaped by opportunity—to learn, to compete, to be mentored, and to discover their highest potential.**

**D4K provides education, experiences and community for every age and stage to thrive in the sport and beyond.**

# What is Dressage4Kids?

Dressage4Kids is a 501(c)(3) nonprofit founded to support the next generation of riders and growing today to serve equestrians at every age and stage.

Through education, training, competition, horsemanship, and community, D4K develops both the physical and mental skills that help equestrians grow, pursue their goals, and thrive in the sport and beyond.

**Strengthening the future.**

## WHO WE SERVE

Equestrians of all ages and stages

## WHAT WE PROVIDE

Education, competition, mentorship, scholarships, and development opportunities

## WHY IT MATTERS

Creating pathways for the next generation of riders while strengthening those already shaping the sport is essential to the future of dressage.

Since 1999



# Code of Ethics

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*Dressage4Kids (D4K) expects all individuals involved with D4K to uphold this code of ethics. These guiding principles are intended to act as a foundation for a respectful and learning-centered environment and are woven into D4K programs through experience and dialogue.*

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- **The horse comes first:** prioritize the welfare of the horse through thoughtful horsemanship and the humane treatment, care, and respect for the horse.
  - **Commit to learning:** embrace a growth mindset, stay curious, and keep growing.
  - **Commit to a supportive environment:** always treat everyone with dignity, kindness, and fairness. Listen with respect and speak with honesty and kindness.
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- **Commit to good sportsmanship:** reflect the positive values of courage, patience, good temper, humility, and generosity.
  - **Act with integrity:** be honest, transparent, and responsible. Uphold D4K's mission, values, and policies.
  - **Always strive to do what is right** - for the horse and for each other.
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Dressage4Kids

# The Visionary Behind D4K

In 1999, Olympic dressage rider Lendon Gray set out to give young riders greater opportunities in the sport she had dedicated her life to. What began as her vision has grown far beyond what she first imagined, with Dressage4Kids now offering training programs, competitions, scholarships, horse donations, and opportunities for both personal and professional development.

At the heart of it all is the same belief that inspired Lendon to start D4K in the first place: developing young riders means giving them more than the tools to succeed in the arena. It means teaching them high standards of horsemanship, encouraging them to become leaders, and giving them the confidence to shape the future of the sport themselves. Today, Lendon continues to lead D4K with that vision at its core.



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[@dressage4kids](https://www.instagram.com/dressage4kids)

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# A Pathway For the Future

*Developing a successful dressage athlete takes more than time in the saddle. It takes access to quality education, experienced trainers & mentors, opportunities to compete, exceptional horses, and the resources to grow.*

**KUNDRUN TEAM CLINICS (TEAM):** Training, Education, and Mentoring clinics provide young dressage riders, ages 4 - 25, with expert instruction from top trainers to strengthen their position, use of aids, and competitive dressage knowledge. Hosted throughout the U.S. and Canada for riders of all levels.

**YOUTH DRESSAGE FESTIVAL (YDF):** is D4K's flagship event offering individual and team competition for riders ages 4-25, plus alumni. The multi-day festival welcomes more than 500 attendees and has expanded to include the Youth Dressage Festival Midwest and Atlanta.

**INTENSIVE PROGRAMS:** These programs provide structured development for young riders, including riding instruction, horse care, training theory, physical fitness, mental training, and competition skills.

**UNMOUNTED PROGRAMS (UP):** Educational in-person and virtual events for riders, trainers, parents, judges, and business owners covering topics from horse care and riding theory to fitness, mental performance, coaching, and business strategy.



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# Why It Matters



## Potential & Discipline Deserve Opportunity

*D4K built its foundation by creating opportunities for youth riders and has grown to support equestrians at every stage, from emerging athletes to established leaders shaping the future of dressage.*

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**TRAINING4TEACHING (T4T):** A program developed by Olympians Lendon Gray and Ali Brock to help equestrian professionals master how to teach riders effectively covering effective instruction, coaching, ethics, rider psychology, and more.

**BUSINESS ASSIST (BA):** An innovative initiative, created by D4K to help participants build financially sustainable and personally fulfilling equestrian careers and businesses.

**ACT PROGRAM (Advocacy, Community, Team):** Empowering youth riders to give back and make an impact through volunteer opportunities within the equestrian community.

**SCHOLARSHIPS:** Providing financial support and professional development opportunities to help equestrians advance their horsemanship, competition experience, and equestrian careers. Since its inception, D4K has awarded over \$500,000 in scholarships to support the pursuit of excellence in dressage education.

**HORSE DONATION PROGRAM:** Matching donated horses and ponies with the right lifelong rider, creating partnerships where both horse and rider can thrive.

# The Impact

*For more than 25 years, Dressage4Kids has transformed Lendon’s vision into a lasting impact on generations of equestrians.*

What these numbers represent:

| Opportunity                                                            | Development                                                     | Access                                                                  |
|------------------------------------------------------------------------|-----------------------------------------------------------------|-------------------------------------------------------------------------|
| Thousands of young riders gaining access to education and competition. | Riders, trainers and educators continuing to grow their skills. | Scholarships and donated resources helping make participation possible. |

Behind every program is an investment in opportunity—empowering equestrians with the knowledge, experience, and confidence to shape the future of dressage



# From Opportunity to Achievement

*From their first D4K program to the biggest stages in the sport, D4K creates pathways that stay with athletes throughout their careers.*



**2026 NAYC**  
**65% of athletes**  
**were D4K participants**



**2026 Festival Of Champions**  
**60% in the Youth Division**  
**+ multiple in the Young Horse Divisions**



**2026 Regional Championships**  
**Multiple D4K athletes**

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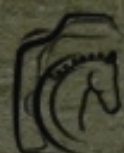
12,000+  
participants reached

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ALLYSSIA TIMBERLAKE  
photography

# Testimonials

**Claudine Kundrun - TEAM Clinics Sponsor**

"Fritz and I are proud to support D4K. It is a truly unique and exceptional program. Not only do students learn to be excellent horsemen but also fine, well-rounded human beings that anyone would be glad to have on their team. We cannot emphasize enough the importance of D4K for the future of the sport."

**Kim Van Kampen Crook (Hampton Green Farm, Discover Dressage)**

"Your program has kept alive a now lost tradition of equestrianism that emphasizes character, morality, responsibility and hard work--preparing these young people for many different roles in life, not least the important role of parenting. It's been an honor to have been a part of it all."

**Ali Brock - Olympic Bronze Medalist, Trainer, Coach**

"I firmly believe that your programs have the strongest impact on our sport and building good human beings. Thank you for letting me be a part of it!!"

**Noah Rattner - Event Manager, General Manager-DevonWood Equestrian, USDF Region 6 Director**

The youth of our sport would be at a terrible disadvantage without the guidance and influence of Lendon and her Dressage4kids programs. Ever grateful for what she does for the future of our sport. Lendon is a true visionary.

# Testimonials

Corie Bannon - D4K Participant, Grand Prix Rider,  
International Groom, Facility Business Manager

"I have been involved with the program for more than 20 years, and I can gratefully say that I would not have found success without the incredible work of Lendon. Dressage4Kids is continuing to create a pipeline of well-educated youth riders for the sport in the U.S."

Tegan Pedigo - Young Rider, New Professional

"I can't thank you enough for all that you've given me. Between the clinics, WIT, and the countless education opportunities, I feel I've been shaped into the ever evolving rider I've found myself to be today."

WIT Participant:

"It's now ingrained in me, to always pick up manure in the ring, when I'm not busy sweeping and organizing. ALWAYS ask questions when someone is giving you their time to teach you something. Never skimp on gratitude and understanding, and help those who ask."

Youth Dressage Rider

"I love coming to these clinics! I learn so much in such a short amount of time. especially not having a trainer, I take every ride I get with help as a blessing and try to get everything I can out of each lesson."

# Testimonials

Parent

"D4K, Lendon, and her staff, have been the best personal and equestrian related influence on my daughter I could of ever hoped for the last 10 years. As a single parent, with all you've done for my daughter, I could never repay the benefits D4K has provided us."

Parent

"While I know my daughter just one rider among many, your program has built something truly special. The friendships and sense of community—something we haven't found at home—have helped her grow not just as a rider, but as a person. Thank you, D4K. You've truly made an impact on our family."

Parent

"In a sport that isn't a "team" sport, your program allows riders a sense of team work, relationship building, camaraderie and friendships. D4K gives these kids so much more than quietly instruction and opportunity. It molds them in life and helps them become confident , kind and responsible humans."

Parent

"My daughter is just so in love with this sport because of this program. So thank you so much for for everything. My appreciation is greater than words can express, not just because of her love for the sport but what D4K has done for her as a person and her confidence."

Dressage4Kids

# Our Community

D4K connects the people who shape dressage at every stage, from emerging athletes and families to trainers, coaches, professionals, supporters, and industry leaders. Together, they form a community invested in the growth and future of the sport.



## OUR AUDIENCE

Athletes & Families | Trainers & Coaches | Equestrian Professionals |  
Business Owners | Fans & Supporters | Sponsors & Industry Partners

## COMMUNITY REACH

Social Following: 15K | Email Audience: 5K | Event Attendance: 2K\* |  
Geographic Reach: 50 states + Europe + Mexico + Canada + South America

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# YOUR SUPPORT



Three Ways to Invest in the Future



## CORNERSTONE

Support the mission



## GROWTH

Support + connect



## COLLABORATION

Build together





# CORNERSTONE

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## *Support the Mission*

**Support D4K operations and foundational programs that yield success across the continuum of dressage**

- Youth Dressage Festivals (YDF)
- Training 4 Teaching (T4T)
- Business Assist (BA)
- Advocacy, Community, Team (ACT)
- Unmounted Programs (UP)
- Kundrun TEAM clinics

100% IMPACT, every gift helps advance the Dressage4Kids mission

# GROWTH

*Support + Connect*

**Invest in programs that accelerate athlete development**

- Horsemastership clinics
- Intensive training programs
- Mentorship programs
- Scholarships

Reach young riders, families and the broader equestrian community.





# COLLABORATION

*Build Together*

**Become a program partner and underwrite or support a specific D4K program.**

- Funding
- Products
- Services
- Expertise
- Experiences

**\*\*Example -The Kundrun TEAM clinics**

*Together, we can create a partnership designed around your organization's goals and D4K's greatest opportunities for impact.*



# How to Give

*Choose. Give. Make an impact.*

**Your Passion. Our Shared Mission.**

Discover the programs that inspire you and help strengthen the mission of Dressage4Kids.

**Choose your commitment.**

Select a monthly or annual contribution.

**Have an idea?**

Contact us to explore a new opportunity to give.  
[d4k.org@gmail.com](mailto:d4k.org@gmail.com)

**Thank you for investing in the future of dressage!**

**Zelle:**

Dressage 4 Kids, Inc  
[fernfeldman@gmail.com](mailto:fernfeldman@gmail.com)

**Venmo:**

@dressage4kids

**Check:**

Payable to Dressage4Kids

**Mail to:**

Fern Feldman, 890 Mountain Road,  
Cheshire, CT 06410

# Scan QR Code to Donate or for More Info



**Donation Page**



**Home Page**

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Dressage4Kids

# Imagine What We Could Build Together.

A future with more access, more opportunity,  
and more possibilities for every equestrian athlete.

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Let's Build the  
Future of  
Dressage  
Together.

Become a  
Dressage4Kids  
Partner.

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