



**Full Moon Farm Eventing Foundation**

## **Playbook 2025**



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## FMFEF Inclusion & Diversity Strategy

**Full Moon Farm Eventing Foundation strives to promote good horsemanship, prevent marginalization, and foster diversity, equity, and inclusion.**

### **What is Full Moon Farm Eventing Foundation?**

FMFEF is a 501(c)(3) nonprofit that serves as a resource within the greater equestrian community by fostering a diverse, inclusive experience for all. FMFEF serves marginalized communities by developing and promoting educational resources, scholarships, and grants. By working with FMFEF, individuals and businesses outside these communities can benefit from increased cultural awareness and community engagement. We partner with other nonprofits, local businesses, and the United States Eventing Association to further our objectives.

### **What Full Moon Farm Eventing Foundation is not:**

FMFEF is not a for profit entity, as the foundation exists to serve our community. The focus of the foundation is to accomplish goals that are nonprofit related, further our mission and support safety against marginalization. FMFEF is not aligned with any political groups.

### **Why does Full Moon Farm have Full Moon Farm Eventing Foundation?**

FMFEF was founded in 2024 by members of Full Moon Farm (FMF), a for-profit equestrian facility, who sought to improve diversity, equity, and inclusion within the equestrian world. FMF has always prided itself in being an inclusive environment, but with the awareness that more could be done. Thus, to improve upon and share FMF's mission, values, and business practices with the greater equestrian community, these members founded FMFEF to act as an internal and external advocate for FMF.

Customers and employees deserve an environment in which they can fully contribute and participate as their authentic selves. They look for a farm that values and respects their uniqueness and that is equitable in ensuring their success. FMFEF assists FMF in fostering an environment that excels in Inclusion & Diversity initiatives by serving as the common voice for people who identify themselves within a minority group in regards to race, gender, sexual orientation, or religion. We want to celebrate differences and assist the horse community in removing barriers that negatively impact the success of its members.



Full Moon Farm Eventing Foundation offers a way for supporters to be more inclusive and drive success for all Full Moon Farm members, the USEA, and the equestrian community as a whole.

### **What are the key objectives of an Full Moon Farm Eventing Foundation?**

FMFEF aims to not only foster relationship building across its members, but also create a forum for productive discussion to address challenges and craft solutions for the community as a whole.

### **Who's involved?**

The goal is for everyone to be involved, even those outside the equestrian or FMF community!! But formally, FMFEF functions under the direct supervision and voting of the Board. The Board strives to maintain a level of necessary business acumen in order to function while ensuring each member is committed to our mission.

President: Karen Fulton

Secretary/Treasurer: Ashley Pearman

Vice Chair: Christine Hryzak

Members at Large: Frank Boston III\*, Katrina Davis, Grace Fulton, Stephen Fulton, Jeremy Scott, &

Christina Lindsay (\*Adjunct Legal Advisor)

All members of Full Moon Farm are encouraged to participate whether as a member of marginalized communities or an ally. We aim to have full participation at trainings to ensure that our FMF family is educated on how to be an outstanding community supporter. These skills serve our members not only at the barn, but also in their academic and professional environments. To ensure that our reach extends outside of our smaller community, we partner with other nonprofits and our local communities to create symbiotic relationships and increase our capabilities. On a national level, our main financial goal for 2025 is to raise \$25,000, which would allow us to offer a DEI-based perpetual grant through the USEA.

### **How can you personally benefit from participating in an FMFEF?**

Whether you are an ally or a member of a marginalized group, FMFEF gives you the opportunity to build relationships with individuals outside of your demographics, whilst providing opportunities and tools to address specific challenges as they arise. FMFEF plays a vital role in fostering an inclusive culture by broadening education and increasing understanding of other groups.

For businesses, this is a great opportunity for publicity and increasing your client base. Whether you choose to promote your brand through sponsorships or by having your products featured in our events, silent auctions, or raffles, you can get your name out there as a company that supports DEI efforts. For nonprofits, our partnership with FMF allows us to offer your members the chance to participate in incredible trainings, camps, and competitions, and gives you opportunities to grow interdisciplinary partnerships.



## **FMFEF Operations**

### **FMFEF Operating Rhythm**

The Board meets once per month, generally the first Saturday at 3:30 PM, both in person and virtually. The Board plans initiatives and events that align with the FMFEF mission statement and vision. FMFEF aims to celebrate and educate the public on at least one topic monthly and we are always raising funds to meet our goals. If you have a particular topic, issue, holiday, or idea that you would like to be added to the agenda, please email [davis.katrinae@gmail.com](mailto:davis.katrinae@gmail.com).

### **FMFEF Budget**

As of January 2025, the nonprofit is less than a year old, thus funds are limited. The majority of our programs are currently supported through the generosity of the Fultons' (the owners of Full Moon Farm) who have allowed riders to attend FMF camps, events, and competitions free of charge. Our partnerships with other nonprofits, our Board members, and other volunteers have allowed us to provide free educational opportunities to the public. FMFEF will not begin self-funding other programs outside of these areas until after we have raised the \$25,000 needed to implement a national grant with the USEA which will allow us to bring our mission to a national scale. If you have an area of expertise for which you would like to conduct a training or discussion session, please email [davis.katrinae@gmail.com](mailto:davis.katrinae@gmail.com).

### **FMFEF Annual Operating Plan (AOP)**

The AOP helps FMFEF remain aligned to our goals. Monthly activities will commonly range from trainings, panel discussions, educational social media posts, fundraising, and scholarship opportunities. We will identify activities and programs that align with FMFEF's Inclusion & Diversity strategy and that resonate with the goals of the nonprofit.

### **2025**

January- January 18: LGBTQIA + Training with Dr. Jennie Towner  
February- Black History Month  
March- Women's History Month  
April- World Autism Month  
May- Mental Health Awareness Month  
June- Pride Month  
July- Disability Pride Month  
August- Intersectionality Awareness Month  
September- Hispanic Heritage Month  
October- Maryland Horse Month, Breast Cancer Awareness Month  
November- Native American Heritage Month  
December- Christmas, Hanukkah, Kwanza, Winter Solstice



## Expectations and Scorecard

Bi-Annually FMFEF will evaluate the success of our programming. As a board, we will ensure that we are consistently working towards creating relevant programming, upholding our mission statement, raising funds and meeting the metrics we set for ourselves.

### FMFEF SCORECARD

Scorecard: (1=Poor, 2=Below Average, 3=Average, 4=Above Average, 5=Exceeds Expectation)	Mid-Year	EOY	Comments
Active Leadership Board meetings are held on a monthly basis with the majority of members in attendance in person or virtually.			
Membership Engagement			
Hiring/Client Attraction/Retention			
Community Involvement			
Fundraising			
Education and Awareness			
Communication Consistent and clear communication			
Participation (Provide approximate amount of core participants.)			
Overall Score			