



# BELIEVE RANCH & RESCUE

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# ABOUT

**BELIEVE RANCH AND RESCUE  
SAVES HORSES FROM ABUSE,  
NEGLECT AND SLAUGHTER.**

- **329 SAVED LIVES SINCE 2017**
- **26 HORSES SAVED IN 2024**
- **17 ADOPTIONS IN 2024**
- **OVER 100 TOTAL ADOPTIONS**



**RESCUE HORSE: JELLY**

**At Believe Ranch and Rescue, we are dedicated to saving horses from abuse, neglect, and the horrors of slaughter while transforming lives through the healing power of these incredible animals.**

Founded in 2017 by Rebekah Keat and Siri Lindley, Believe Ranch and Rescue is a 501(c)(3) nonprofit organization committed to rescuing, rehabilitating, and rehoming horses in need. To date, we have saved hundreds of horses, providing them with a second chance at life and a future filled with love and care.

Our mission extends beyond rescue. We believe in the profound impact that horses can have on human lives. Through our Equine-Assisted Coaching Programs, and Ranch experiences, we offer unique opportunities for individuals...including cancer survivors, care givers, and children & adults suffering from emotional difficulty ...to experience healing, connection, and empowerment.

By fostering a safe and nurturing environment, we help both horses and humans build trust, confidence, and resilience.

None of this would be possible without the unwavering support of our community. Whether through donations, volunteering, or simply spreading awareness, every act of kindness helps us continue our mission. Together, we are creating a future where every horse is safe, loved, and given the chance to thrive. We invite you to join us in making a difference—one horse, one heart, and one hopeful step at a time.

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# MISSION STATEMENT

**Believe Ranch and Rescue is dedicated to saving horses from abuse, neglect, and slaughter, offering them a second chance at life.**

**Our mission extends beyond rescue, providing healing and support to both horses and humans through rehabilitation programs that foster growth, connection, and transformation. We are also committed to education, advocacy and raising awareness to end horse slaughter.**

**"Our vision is to create a world where every horse can experience love, connection and the opportunity to thrive.**

Our main ranch in California, provides sanctuary to 31 rescued horses, and our satellite locations in Colorado care for 15 more. Together, we form a compassionate network dedicated to restoring hope and healing to these incredible animals. We believe in the transformative power of second chances...not only for the horses we rescue but also for the individuals who come to us seeking healing and connection. Our sanctuary fosters a space where both horses and humans experience profound growth, healing, and transformation. Through our programs, we empower individuals to reconnect with their inner strength, resilience, and purpose, helping them create positive, meaningful change in their lives and communities."



**Ranch Co Founders:**

**2x - World Champion Triathlete, Siri Lindley**

**6x - Iron Distance Champion Rebekah Keat**

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# HEALING PROGRAMS

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AT BELIEVE RANCH AND RESCUE, OUR COMMITMENT GOES FAR BEYOND HORSE RESCUE.



**One of our most impactful programs, [Horses for Healing](#), has already helped over 300 people, offering equine assisted coaching for cancer patients and their families.**

This program creates a safe, nurturing environment where participants can find solace, strength, and emotional healing through meaningful interactions with rescued horses.

Facilitated by co-founder Siri Lindley, Horses for Healing connects the resilience of these majestic animals with individuals facing life's toughest challenges, fostering a transformative journey of recovery and hope.





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# 2024 ADOPTION SUCCESS: 17 HORSES FIND FOREVER HOMES!

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**In 2024, 17 rescued horses found loving, forever homes, bringing our total to over 100 adoptions since 2017!** We don't just save them from horrific conditions...we help them heal and ensure they're ready to start a new chapter with the right family! After being given the love, connection, healing and training that, our horses are carefully match with the perfect forever loving family. Every adoption is a powerful reminder that compassion changes lives...not only for the horses who get a second chance, but also for the families they touch, creating a ripple effect of love and healing.

RAIN



HALO

**NICOLE & DAN ADOPTED 5 HORSES**

NASHI



LOVEY

BETTY

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# EDUCATION & AWARENESS

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**Believe Ranch and Rescue's effective utilization of all types of resources amplifies its impact. The organization leverages its social media platforms to engage, educate, and inspire a global audience.** By sharing compelling stories of rescued horses, Believe Ranch and Rescue raises awareness and fosters community involvement. Believe Ranch and Rescue's initiatives have created a ripple effect of positive change, reaching over 20 million people through their social media channels. Their viral posts drive incredible engagement, drawing in supporters eager to help save, rescue, or seek advice on protecting horses. This vast reach amplifies their mission, enabling them to connect with people worldwide who share their passion for making a difference.



Shannen Doherty on the Kelly Clarkson Show talking about Grace, a blind horse, and her Protector who Believe Ranch and Rescue facilitated saving from auction.

**Click the photo to see the whole story.**

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# GROUND BREAKING ADVOCACY

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Beyond rescue and healing experiences, Believe Ranch and Rescue has leveraged its platform to drive advocacy and education.

**Through our sister nonprofit (501c4), Horses in Our Hands, the organization has successfully lobbied for stricter regulations against horse slaughter, bringing attention to a critical issue while inspiring action.**

Our educational campaigns, included a TV commercial that screened on **CNN, NBC, FOX & Discovery**, reached over **92 million** people, spreading awareness and mobilizing Americans to join the fight against horse slaughter. Since they became involved in the efforts to ban horse slaughter, numbers have decreased from 63,000 in 2019 to approximately 20,000 as of January of 2025. Reducing the horses shipped to slaughter by almost 70% in 5 years.

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# POWERFUL EDUCATIONAL CAMPAIGN TO BAN HORSE SLAUGHTER

## OUR NATIONAL LOBBYING CAMPAIGN TO **BAN HORSE SLAUGHTER** RESULTS:

- **100+ Million** reached with Social Media campaign and Telly Award Winning mini documentary on PBS.
- **1.5 Million +** social engagement a month.
- **250,000** letters sent to Legislators from constituents across the U.S.
- **1600** Letters to the Editor.
- **Reduction in Horse Slaughter numbers by 65%.**

## ABOUT **HORSES IN OUR HANDS**

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Founded by Rebekah Keat and Siri Lindley, Horses in Our Hands (In Our Hands Action Fund) is a 501(c)(4) nonprofit, working collectively with well established organizations in order to pass legislation that will permanently ban horse slaughter in the US and the shipment of horses to foreign countries for slaughter.

**By influencing legislation, we are working toward a future where the horse slaughter pipeline is abolished.**

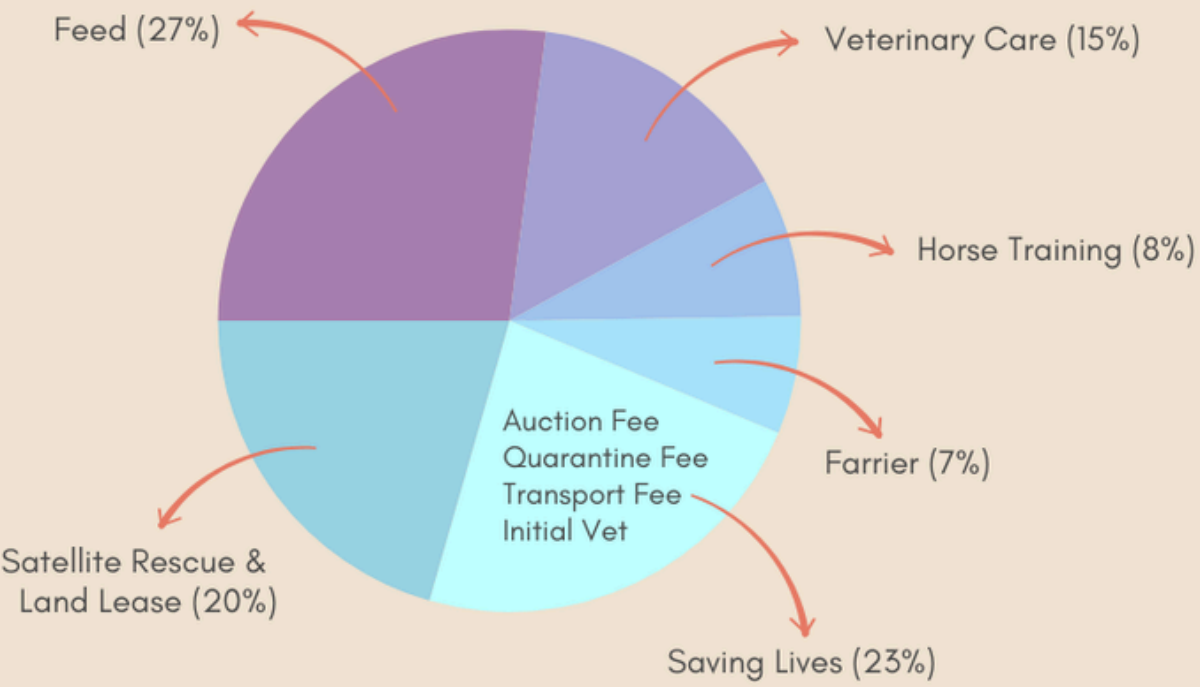


Rebekah and Siri's strong financial stewardship ensures donor contributions directly fund rescues, horse care, and rescue efforts, earning a Guidestar Gold Seal of Transparency.



COST OF CARING FOR HORSES

MONTHLY TOTAL \$30,000



# COST OF CARING FOR 41 HORSES ON SITE IN SANTA YNEZ, CA AND COLORADO SATELLITE RESCUES

## YEARLY EXPENSES BREAKDOWN 2024: TOTAL \$394,000

- **Feed:** \$110,000
- **Ranch Hand/Property Maintenance:** \$76,000
- **Veterinary Care:** \$39,000
- **Auction Fees:** \$32,000
- **Quarantine & Boarding:** \$23,000
- **Land Lease:** \$20,000
- **Horse Training:** \$20,000
- **Farrier Care:** \$17,000
- **Horse Supplies:** \$17,000
- **Professional Services:** \$21,000
- **Utilities:** \$10,000
- **Insurance:** \$9,000



**\*Rebekah and Siri regularly spend more than 40 hrs / week caring for the horses, they personally take no salary for this work or the administrative management of the Ranch.**





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# CELEBRITY SUPPORTERS

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We are honored to have incredible celebrity friends of Believe Ranch and Rescue who are willing to use their voices to help bring awareness to our mission. We are so grateful for:



TONY & SAGE ROBBINS

MELISSA ETHERIDGE & LINDA WALLEM

KATHERINE KELLY LANG

KERRI KASEM



# HOW TO GIVE



**Scan to give** or mail check to:  
PO Box 1138  
Santa Ynez, CA 93460

You may also use a giving fund or wire  
transfer. Contact us at  
[info@believeranchandrescue.org](mailto:info@believeranchandrescue.org)  
for more info.



## How Your Donations Can Make a Difference

- \$40k • covers all medical and veterinary care for approx. 40 horses for a full year**
- \$30k • covers the auction fees costs for saving approx. 30 lives in a year**
- \$20k • covers all training costs for all horses for a year**
- \$10k • covers grain and supplements for all seniors for one full year**
- \$7500 • covers all expenses for 1x horse for an entire year includes- Feed, Vet care, training, farrier, supplements, etc.**
- \$5000 • saves 2 x horses directly from abuse neglect and slaughter and covers their quarantine, initial vet check, farrier and transport to safety**
- \$2500 • saves 1 x horse directly from abuse neglect and slaughter and covers their quarantine, initial vet check, farrier and transport to safety**
- \$1500 • saves 1x horse directly from auction (auction fee only) and gets them to safety**
- \$500 • feeds 2 x horses for a month**
- \$250 • feeds 1 x horse for a month**

**Thank you for being a part of this journey and helping us create a brighter future for both horses and humans alike.**

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# CONTACT US

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**REACH OUT WITH ANY QUESTIONS TO:**  
**Rebekah Keat & Siri Lindley @**  
**Info@BelieveRanchandRescue.org**

**VISIT: [www.BelieveRanchandRescue.org](http://www.BelieveRanchandRescue.org)**

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