

Rider Relief Fund



RIDER RELIEF FUND
ANNUAL REPORT
2015





Let me first start off with a thank you for your dedication and generosity to the Rider Relief Fund. Without your willingness to support us we wouldn't be able to continue our mission.

We have had another very busy year with the Rider Relief Fund continuing to transform how we work and raise funds to meet the ever changing demands that are asked of us. As the year came to a close, we partnered with Real Time Pain Relief for them to become the National Sponsor of the Rider Relief Fund for the next five to 10 years. We are very excited about our partnership with Real Time Pain Relief and the support that they have committed to provide to the Rider Relief Fund.

Additionally, we have implemented an Advisory Board which consists of individuals that while they may not have the time to be a board member, are willing to donate their time to serve as advisors to the full board as well as, individual board members as questions arise or ideas are developed. Our volunteers remain very important to our success and as in years past, if it were not for their continued donation of countless hours at their own expense, we would not be able to raise much of the funds that we do.

Again this year, we continued to provide both medical and financial support to injured bull riders and fighters to help them meet their and their families' basic needs, we have continued to also focus very hard on providing direct intervention with the medical providers as a means to making the funds you give us go that much further.

As I have mentioned in the past, The Rider Relief Fund executes its mission through several methods and in 2015 we achieved the following:

- Through your generosity, we raised \$481,760 this year through programs like Ford's Good Works initiative, our concourse presence at various events, PFI's Party in the Parking Lot, live auctions offering some very unique items and other fund raising activities like the 5K race and the sporting clay outing.
- Several of our Board members spent countless hours contacting, working with and negotiating on the behalf of injured riders to successfully have \$35,860 forgiven by medical providers. In many cases, the resulting debt retirement made the difference for these injured bull riders between moving forward with a clean slate or filing bankruptcy.
- We provided direct support of \$118,109 to 26 bull riders over the past year.

The following pages in our Annual Report provides more information about the Rider Relief Fund, our performance and the direction we are moving in to be an even better support organization for those that may be in need of assistance. Once again, thank you for all that you have done and continue to do for the Rider Relief Fund.

Best wishes,
Mike Giguere
Chairman, Rider Relief Fund



OUR MISSION

Our Mission

The Rider Relief Fund has had one mission since 1998... to provide financial assistance to athletes, bull riders and bullfighters, injured in the competitive sport of bull riding. Athletes from all levels of competition, youngsters just starting out to seasoned professionals, are eligible to apply for assistance.

In November of 1998, the Rider Relief Fund, initially named Resistol Relief Resources, Inc., was founded following Jerome Davis' fall from Jerry Nelson's bull, Knock 'em Out John. Jerome's injury was serious, and it ended his career as a bull rider. The outpouring of care and concern from friends, fans, sponsors, participants in and around the sport of bull riding, along with the PBR Board of Directors, resulted in the establishment of the Rider Relief Fund, a non-profit, 501(c)(3), organization.

Since 1998, Rider Relief Fund has helped over 500 athletes and their families by providing over \$2,500,000 in financial assistance and has negotiated away hundreds of thousands in medical costs.

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BOARD OF DIRECTORS

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LETTER FROM A RIDER

Hi, my name is Alexandre Cardozo and I ride in the PBR Build Ford Tough Series. In 2015 I qualified for my first World Finals in Las Vegas and after a tough season, I was very proud of myself for qualifying. On day 3 of the finals, I bucked off the bull, Firehouse, and landed on my head. I immediately knew something was wrong because of the pain.

For about 30 seconds, it was very hard to breathe. I couldn't get up and the PBR medical staff ran out to where I was inside of the chute to help me. I didn't know whether I had broken my neck or what was wrong, but they secured me on the stretcher and carried me out of the arena. I was taken backstage for Dr. Tandy Freeman to do a quick evaluation before I was taken to the hospital in an ambulance. After the tests, it showed that I had fractured C6 & C7 in my neck and T5 in my back. For a while, I didn't know what my riding future would be. My girlfriend, Paula (who is now my wife), never left my side in the hospital and that night, we watched the PBR event on my phone.



The next day, the doctor came in and told me that I would need to be in a neck and back brace for at least six weeks and when I got home to Texas, he wanted me to see a spine specialist for a follow up. It was very difficult for Paula and I to get ready to go back home on the plane. With me in a neck and back brace and not able to carry anything over 5 pounds, she had to do all of the work for me. The plane ride home was very uncomfortable since I couldn't move, but we finally made it home. For the first couple of weeks I couldn't do anything but sit on the couch, so again, Paula did everything for me. I don't know what I would have done without her. We went to the spine doctor in Dallas and he said that I would need to be in the neck brace until February and then I could probably start riding again in March 2016. This is not the news I wanted to hear, but I was so grateful to God for keeping me alive and having His hand on me that night. It could have been a lot worse and I'm thankful that my riding career is not over.

Since bull riding is my career, I don't have another job that I can fall back on if I'm injured. This is how I make a living and riding pays my bills. Being out of work for 4-5 months without an income is a scary thought. I wasn't sure how I was going to pay my bills once my money ran out. And on top of that, I knew that I would be getting huge hospital bills from my stay in Las Vegas. I don't have any medical insurance except for what the PBR helps us with, so all of this was very overwhelming to think about. But during our stay in Las Vegas (a couple of days before my accident), Paula attended a "Women of the PBR" breakfast put on by the Rider Relief Fund and she learned about how the RRF can help athletes, bull fighters and bull riders who are injured in bull riding. Little did she know that in a couple of days, I would break my neck and would need their help! So I filled out the paperwork for assistance and really prayed about it. I know that everything happens for a reason and despite my serious injuries and not being able to ride for several months, I knew that everything was going to turn out OK. This was God's will and He has my life in His hands. When I got the assistance approval letter, I was overjoyed! It came at just the right time and now I know that I will be able to pay my bills and the weight is lifted off of my shoulders. The Rider Relief Fund is truly a Godsend. Without the help and support of the people who contribute and work for the organization, I don't know what I would do. So thank you to everyone and know that your effort and generosity do not go unnoticed!

Sincerely,
Alexandre Cardozo

2015 was an exciting year of growth for Rider Relief Fund

- 26 Riders received assistance totaling \$118,109
- \$35,860 was negotiated away in medical cost savings
- 1,358 volunteer hours logged with a value of \$31,329
- Acquired Real Time Pain Relief as a ten year National Sponsor
- Hired a full-time Administrative Coordinator
- Formed an Advisory Board of diverse and dedicated professionals
- Created a fresh, new look for marketing and collateral pieces

Revenues, Gains, and Other Support 2015

Contributions	\$ 200,588
Special Events	115,624
In-Kind	62,242
Volunteer Hours	31,318
Medical Debt Retirement	35,860
Interest and Dividend Income	36,128
Total Revenue, Gains, and Other Support	481,760

Expenses

Program Services	118,109
Fundraising	178,805
Management and General	75,106
Unrealized (Gain) Loss on Investments	37,294
Total Expenses	409,314

Assets and Liabilities

Total Assets	1,004,604
Total Liabilities	27,870
Net Assets Beginning of Year	968,831
Net Assets End of Year	976,734

Bull riders don't let the fear of getting hurt stop them from doing what they love, riding bulls. It's in their blood. In fact it might be the threat of injury and the adrenaline rush that comes from a successful ride that keeps bull riders coming back for more.

Getting hurt was the last thing on Canadian born Ty Pozzobon's mind when he started riding calves at a very young age on the ranch his dad and Nono (Italian for Grandpa) ran in Merrit, British Columbia. Ty grew up seeing old pictures and hearing stories of when his father and uncle rode bulls. He was born to ride.

"I was eight years old when I first started riding steers," said Ty. "My first practice steer was named Hershey. He was just a dairy steer. The first time I rode him we didn't have a chute, all we used was a panel and squeezed him up against the fence so he wouldn't move around too much. "

Ty gives credit to his dad for making him a successful rider. "He always told me growing up that he would back me all the way doing this and he did. I always had a place to practice and bulls to get on. When I was sixteen I started going to Gary Leffew's ranch and that helped make me the bull rider I am today."

Growing up his parents gave him the opportunity to play any sport he wanted and bull riding wasn't the only sport where he excelled. Ty also played hockey and was offered scholarships in both hockey and bull riding. With the support of his parents and family, he chose bull riding and has never looked back. "Having to choose between hockey and bull riding was really a no brainer for me. I loved hockey and it was really good to me, but I always knew that I was going to be a bull rider. I remember being asked by my teachers in grade school what I was going to be when I grew up and the looks on their faces when I responded with bull rider."





Two of Ty's favorite riders as he was growing up were Justin McBride and Chris Shivers. "I can remember getting into my first Built Ford Tough event and seeing Chris Shivers rope hung on the fence. I kind of had to pinch myself. It was a pretty cool feeling to go from watching him ride as I was growing up and studying his videos to riding in the same events as him."

Ty was the 2010 rookie of the year in Canada and in 2012 won the PBR Canada Finals and was the Season Leader of Pro Rodeo Canada. He holds several rodeo wins under his belt; Cody Stampede, St. Paul Rodeo, Ponoka, Armstrong, Strathmore, Williams Lake and twice was runner up in the Calgary Stampede. Along with these he has been to the PBR World Finals three times and made the short round in finals twice.

In 2012 Ty met Jayd, the woman who became his wife on October 11, 2015. Ty walked down the aisle on crutches due to a broken femur. Jayd's father was a stock contractor so she grew up around the sport and knew the dangers of being a bull rider. Ty said, "I have had some bad luck in my career when it comes to injuries, but she supports me through the tough times and the good times."

Injuries play a significant part in the sport of bull riding and Canadian born Ty Pozzobon has definitely seen his share. On November 14, 2014 during the first round of the PBR Canada Finals, Ty Pozzobon had a wreck that not only could have ended his career as a professional bull rider, but could have ended his life. Ty suffered a serious brain injury during his dismount when Boot Strap Bill, the bull he had ridden giving him 86 points in the round, stepped on his head breaking his helmet, leaving him unconscious for nearly 20 minutes and waking up as he was being transported to the hospital. "I have family and friends that still refuse to watch the wreck, it's a blessing that I'm alive and well today."

"The first 2 weeks afterward were a complete blur, I slept the days away. I was supposed to return to the Built Ford Tough Series in January, but with the state I was in there was no way I could do so. February came quickly and I still had not returned to bull riding. My income stopped in November and I was quickly beginning to worry about finances."

"I had heard multiple moving stories from people being helped by the Rider Relief Fund in the past and figured I would reach out to them. I had always heard how great the organization was, but I was about to find out first hand. The awesome staff responded to me immediately, helped me through the process and provided help with my finances. Everything piled up doctor bills, mortgage and everyday life expenses. I can't express my appreciation for their help when I was in a time of need."

"I love bull riding and everything that comes with it; the traveling, the lifestyle and all of the great friends I have made. It's cool to be surrounded by such great friends that are the greatest bull riders in the world like Tanner Byrne and Douglas Duncan. Tanner and I grew up seeing each other ride in the amateurs and now we're best friends. Douglas was someone I always looked up to and he's been the exact same way to me from the start when he didn't know who I was. Some guys you have to prove yourself to before they will give you respect but Douglas is awesome, you don't have to prove anything. He's the same to everyone he meets."

This year Ty is focusing more on the rodeo than PBR. The cowboy he is traveling with is 37 year old Beau Hill, another great bull rider who is the man Ty looks up to most, "He is an awesome dude in the arena and out. I just turned 24 and seeing Beau so successful at 37 makes me think I can make it to 34. When I retire from competition I plan on raising bulls. I have been investing in bulls since my first pro rodeo in 2010 and now have eighty head of animals."

When asked if he would encourage people to support the Rider Relief Fund he responded, "Anyone who loves the sport should support the Rider Relief Fund. They make it possible for cowboys like me to keep going after a bad accident. They really live up to the name Rider Relief because as I was sitting at home with no income, I realized how much is spent on everyday needs. They helped me through those times and made it possible for me to get back on my feet and go back to chasing my dream."



RIDER RELIEF FUND
101 W. RIVERWALK, PUEBLO, CO 81003
719-242-2900
INFO@RIDERRELIEF.ORG
WWW.RIDERRELIEF.ORG

