



2025 **IMPACT REPORT**

Photo by Maureen Armstrong Photography

If you've ever stood on America's open range, you know the feeling — the rush of clean air, the quiet of endless horizon, the awe of knowing that some places remain truly wild.

I didn't always know wild horses still roamed these lands. Then I saw them — first in Utah with the Onaqui herd, later in Nevada at Fish Springs and the Virginia Range. Watching them move across the land — manes knotted by wind, bodies marked by survival — is to witness freedom itself.

Today, about **55,000 wild horses and burros** still live on our public lands. More than **65,000 others** are confined in government holding facilities — torn from their families and the open landscapes they were born to roam. Many of you have witnessed the roundups: helicopters driving terrified horses for miles, families calling to one another as they're forced into pens.

This is why we fight — for freedom, for wildness, for dignity.

For them, we have just launched The Hold the Line Campaign as our organizational commitment to vigilance and accountability—ensuring that federal wild horse protections are upheld as intended.

In **2025**, that fight delivered results. Together, we:

- **Shut down** the federal Adoption Incentive Program that sent horses and burros to slaughter.
- **Won a landmark court ruling** in Wyoming, halting the largest planned wild horse eradication in U.S. history.
- **Forced government transparency** through Freedom of Information Act lawsuits that exposed the truth behind federal management.

These weren't symbolic wins — **they saved lives.**

As we enter **2026**, the pressure is mounting: more roundups, more legal battles, more moments when someone must be there. And we will be.

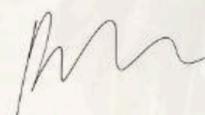
American Wild Horse Conservation exists to protect and defend wild horses and burros — through advocacy, science, and boots-on-the-ground action proving humane, on-range management works.

The helicopters still fly. The threats persist. But so does the wild. And so do we.

Because of you, the horses are still out there — running ridgelines, crossing desert valleys, and living free.

And because of you, more of them will remain wild.

Stay wild,



Patricia Miller, AWHC Board Chair



LANDMARK WINS IN CONGRESS AND THE COURTS

We're fighting for change where it matters most – in the halls of Congress and in the courts. Through bold advocacy in Washington, D.C., and relentless legal action, we work to strengthen federal wild horse policy, increase transparency, and hold agencies accountable. This year, that fight delivered powerful results.



Shutting Down a Major Slaughter Pipeline

This year, a federal judge ruled the government's Adoption Incentive Program was unlawful, and shut it down.

It took five years to get here. We followed the money and the horses, revealing a program designed to find wild horses homes was funneling them to slaughter. Adopters pocketed incentives, then flipped horses at kill-buyer auctions. Our investigation identified over 2,000 wild horses and burros at risk, making the front page of the New York Times and in 2021, we took the government to court.

This victory closed a dangerous loophole, but our work isn't done and we're pushing for stronger safeguards to ensure a slaughter scandal like this never happens again.

Halting A Wyoming Wild Horse Eradication

For over 10 years, AWHC has filed strategic lawsuits to protect Wyoming's Checkerboard Wild Horses. This year, we went before a judge to oppose the government, which planned to eradicate wild horses from three herd management areas across more than 2 million acres of Wyoming, not because of range conditions, but because managing a checkerboard of public and private land was "too impractical."

We sued and halted the planned roundup this summer and, in July, the US Tenth Circuit Court of Appeals ruled that the Bureau of Land Management (BLM) cannot remove wild horses without considering what the law requires: a thriving natural ecological balance. The case is now back in district court to determine the final remedy, and the BLM has agreed not to remove these horses until at least summer 2026. This precedent-setting decision strengthens protections for wild horses nationwide.

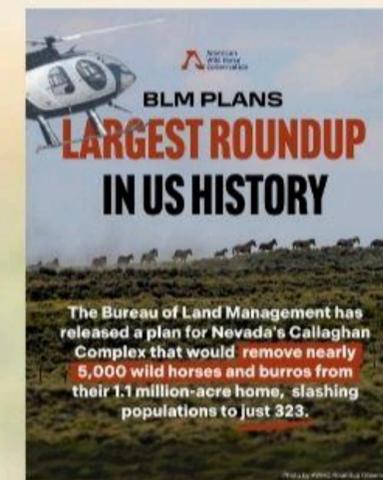
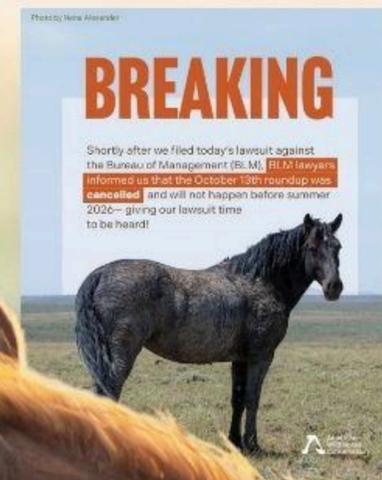


Photo: Nena Alexander

Defending the Slaughter Ban

When the President's budget proposed eliminating the decades-old prohibition on wild horse slaughter, we mobilized. Working with our lobbyists and congressional champions, we ensured these critical protections were restored in pending appropriations bills.

The line held.



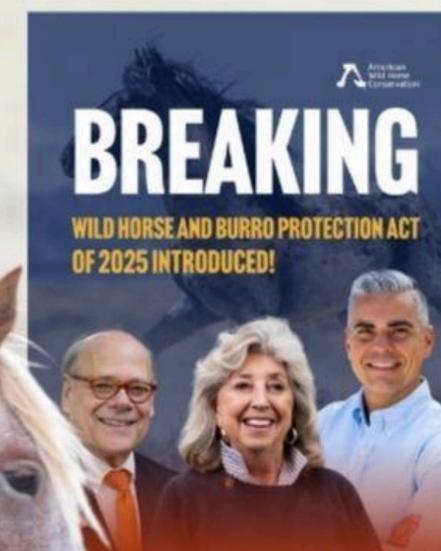
Launching the Wild Horse Caucus

We helped establish the **first-ever Congressional Wild Horse Caucus**. This bipartisan coalition, chaired by Representatives Dina Titus (D-NV), Juan Ciscomani (R-AZ), David Schweikert (R-AZ), and Steve Cohen (D-TN), aims to support, protect, and preserve wild horses and burros in their natural habitat across the United States.



Reintroducing the Wild Horse and Burro Protection Act

We supported Representative Titus's reintroduction of legislation to phase out helicopters over time while immediately installing cameras on helicopters still in use, bringing necessary transparency and accountability to this program.



Colorado

Thanks to a collaborative state-federal partnership, established by Colorado Senate Bill 23-275, the Colorado Wild Horse Working Group (CWHWG) is advancing humane protections, shifting the reliance on helicopter roundups towards fertility control. The core recommendation of the group's Year 2 Report is to make immunocontraceptives central to long-term herd health and increase treatment of reproductive mares from the current average of 51% to 80%, supported by \$1.5M of state funding for professional darters. AWHC lobbyist Sandra Solin has been a key member of the working group since its formation.



\$11 Million for Fertility Control

Our sustained advocacy paid off: the House and Senate Appropriations report now directs the BLM to dedicate \$11 million to humane in the wild management, directing money away from helicopter roundups.

BOOTS ON THE GROUND, PROVING IT WORKS

The AWHC conservation team is revolutionizing wild horse protection in the American West, helping to reimagine a different future for wild horses and their environment.



Virginia Range sets the standard for in-the-wild conservation

Six years in, our flagship fertility control program is delivering undeniable results.

Since 2020, we've reduced foal births by ~76%. This year alone, we treated 1,188 individual mares, made possible by the dedication of nearly 40 community volunteers who help us track and dart horses across the range. We've now signed our Year 7 Cooperative Agreement, cementing this program as a national model for humane wild horse management.



Smarter Systems

We launched a new database to track fertility control treatments, giving us better data, sharper insights, and stronger evidence that humane management works.



Protecting the Land They Call Home

Through the AWHC Land Conservancy Project, we acquired an additional parcel through a generous donation this year that preserves a critical migration corridor to water. After the Conner Fire scorched parts of the range, we also secured funding to soon begin reseedling, helping the land recover so it can continue to support the horses and wildlife who depend on it.





Building Community Support

We held six awareness events across Nevada this year, from Las Vegas to Reno, reaching new audiences and deepening local support. From a private event with Chloe Gosselin to presentations at UNLV's Osher Lifelong Learning Institute, a Reno Rotary chapter, the Tahoe Reno Industrial Complex Wild Horse Conference, Washoe County summer programs for kids, and Virginia City, we're growing the movement on the ground. We also tabled at the Biggest Little Business Expo to connect with the broader community.



Photo: Maureen Armstrong Photography

Utah

In Utah's Cedar Mountain Range, we developed something that takes time: A pilot program based on collaboration, knowledge, and presence.

In a herd once said to be impossible, this year we darted 32 mares with PZP. The program was made possible due to collaboration between the BLM, a local rancher, AWHC, and local organization - Wild Horses of America.

But the real value of this work goes beyond the numbers. When you show up week after week, year after year, you start to see things others miss - social structures, seasonal movements, and how the horses utilize the range they call home.



TURNING AWARENESS INTO ACTION

Awareness is the foundation of any successful advocacy effort – it's what transforms an issue from invisible to impossible to ignore. This year, we harnessed the power of storytelling, media, and grassroots action to reach millions, shift public opinion, and turn compassion into concrete action.



March 1 Day of Action

This was our single biggest advocacy day yet.

We transformed National Horse Protection Day into a nationwide movement—and our ambassadors helped lead the charge. From Hollywood to living rooms across America, people answered the call to #HaltTheHelicopters. Pierce Brosnan called on his millions of followers to sign our petition. Brandi Cyrus shared roundup footage that sparked outrage and action. The momentum was undeniable. Colorado declared March Horse Protection Month. And more than 100,000 people added their names to demand change.

When this many voices rise together, lawmakers listen.



Welcome to Wild Horse Country

Drivers crossing into Reno saw it in bold: "Welcome to Wild Horse Country." Our new billboard campaign puts wild horses on the map—literally—and reminds residents and visitors alike that these animals are part of Nevada's identity. And new winter billboards, "Where Wild Horses Still Roam Free" will continue to remind them that Nevada's wild horses are woven into our tapestry.



Eyes on Accountability

This year, we documented all major BLM wild horse roundups and incidents. Our presence holds the government accountable and ensures the public sees what's really happening on the range.



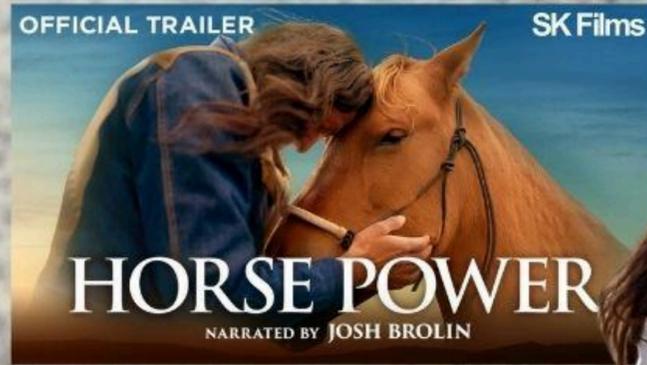
Making Headlines, Sparking Action

Our media work generated 106 stories this year, including an op-ed in The Hill and coverage in E&E News and regional outlets nationwide. On social media, we reached over 27 million impressions and drove nearly 200,000 actions to protect wild horses and burros.



Horse Power: Wild Horses Go Global

We partnered on Horse Power, a global documentary narrated by Josh Brolin that traces the horse's origins back to the American continent—and secures wild horses' rightful place in that story. Premiering in 2026, the film will introduce wild horses to audiences around the world.



Ambassadors Amplify Our Impact

We expanded our Stay Wild Ambassador program with prominent influencers whose combined reach tops 11.9 million followers, generating more than 46 million impressions through their posts alone.

A major highlight of this year's program was a wild horse ambassador tour of our Fish Springs Land Preserve in Nevada. Kaitlynn Carter, Chloe Gosselin, and Ari Zucker joined us to explore the range and see firsthand what we're fighting to protect - we are grateful to all of our Stay Wild Ambassadors for sharing their platforms to build the movement to keep wild horses wild



Volunteer Ambassadors: Our movement is only as strong as the people who power it.

This year, 137 volunteer ambassadors showed up across more than 30 states and 70 congressional districts. They visited holding facilities and attended adoption events. They witnessed roundups firsthand. They tabled at horse expos, libraries, and retirement homes. They met with legislators and advanced advocacy.

Youth Ambassador Layla Churchley brought the message to the next generation, educating young people in her Colorado community about helicopter roundups.

We also invested in our volunteers' wellbeing this year, launching community meditation sessions, bi-monthly webinars, and Mugs & Mustangs coffee hours to keep our community connected and sustained.

These aren't just volunteers. They're the heart of this movement.



STRONGER TOGETHER

Protecting wild horses takes more than passion—it takes infrastructure, partnerships, and sustainable funding. This year, we invested in all three.



Stay Wild LA Presented by Jenni Kayne

Wild horse advocates, animal lovers, and supporters from across the country came together in Los Angeles for an evening of celebration and purpose.

The night featured performances by country artist Tyler Rich and equestrian musician Céline Paolini, a spirited live auction, and a room full of people united by their love for America's wild herds. Every guest, bidder, donor, sponsor, and volunteer played a part in making it possible.



Laina Tortorici Photo

Stay Wild Middleburg

For the first time, we brought Stay Wild East.

In the heart of Virginia horse country, we hosted a pop-up evening celebrating the spirit of the American West and the legacy of its wild horses and burros. It was a chance to introduce AWHC to a new audience—and to remind the equestrian community that protecting wild horses is part of protecting the broader world of horses we all love.



We're grateful to everyone who came out to help ensure these iconic animals remain wild and free for generations to come.

Desert International Horse Park Partnership

AWHC's partnership with Desert International Horse Park brought wild horse conservation into the equestrian world.

In January 2025, we served as title sponsor of the \$200,000 CSI4* American Wild Horse Conservation Grand Prix, a premier international show jumping competition that drew top riders from around the world. Our branded jumps took center stage in the Grand Prix Arena, with AWHC's name and logo prominently displayed as world-class athletes competed under the lights. A branded AWHC jump remains in the arenas at DIHP year round.

We also had a booth at the park sponsored by Jenni Kayne and in partnership with Callidae and Kimerlee Curyl. This week-long event was a platform for reaching new audiences and reminding the equestrian world that protecting America's wild horses is part of protecting the legacy of all horses.



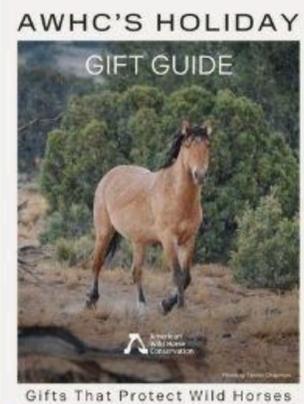
Wild Lands & Habitat Stewardship Fund

We made meaningful progress on our long-term initiative to protect land, restore habitat, and create nature-based management solutions. Early donor commitments, strengthened governance, and expanded outreach have positioned AWHC to accelerate land protection in the years ahead.



Photo: John T. Humphrey

Brand & Corporate Partnerships



Mission-aligned companies across retail, outdoor lifestyle, equestrian, beauty, and design joined us in new and deeper ways, expanding awareness, generating support, and fueling co-branded campaigns that advance humane conservation. This work culminated in our end-of-year Gift Guide, bringing wild horses into homes across the country.

Building for the Future

Behind the scenes, we strengthened donor stewardship, sharpened our communications, and upgraded our data systems, creating clearer pathways for supporters to engage and deepen their impact.



Photo: Nena Alexander

MOVING THE NEEDLE FOR WILD HORSES

Strengthening AWHC is a direct investment in the future of wild horses. By growing the Land Conservancy, expanding partnerships, and building our capacity, we're laying the foundation for lasting, humane conservation. When AWHC grows stronger, our herds grow safer.

BY THE NUMBERS

100%

Roundups
Documented

346K

Total Letters
Sent to Congress

47M

Social
Impressions

626,000

Total Actions Taken
on Behalf of wild horses

109

Media mentions with
a potential audience
of 2.3 billion

92K

New Advocates

137

Volunteer Ambassadors
in 70 Congressional
Districts

800K

Total herd

~340

Days in the field

Freedom Awards

The American Wild Horse Conservation Freedom Award recognizes individuals whose contributions have made an indelible mark on the mission to protect America's majestic wild horses and burros and the western public lands where they roam.

Gov. Jared Polis

Governor Polis' leadership and commitment to keep wild horses wild in Colorado is pioneering a new, collaborative model for cost-effective and humane conservation, which saw Colorado lawmakers create the Colorado Wild Horse Working Group and fund a state-based fertility control program with the long-term goal to reduce helicopter roundups.

On March 1, Governor Polis made history by proclaiming March 2025 as Colorado Horse Protection Month—making Colorado the first state to recognize wild horses with a month-long designation.

We are honored to recognize Governor Polis as the 2025 recipient of the American Wild Horse Conservation Freedom Award, acknowledging his profound impact on the future of wild horses.

Suzanne Roy

Suzanne Roy, AWHC's outgoing Executive Director, led a decade of transformative leadership that has reshaped wild horse conservation in America. Suzanne transformed AWHC from a grassroots start-up into the nation's leading wild horse conservation force — a movement of more than 800,000 supporters strong and growing.

Suzanne's visionary approach has proven that humane, science-based management works — showing that protecting wild horses doesn't mean choosing between compassion and practicality.

Under her leadership, AWHC secured the first federal investment in fertility control, established a wild horse land conservancy, mobilized the largest grassroots movement for wild horses in half a century to defeat slaughter legislation, and won landmark court cases defending wild herds from private interests. We are grateful to honor Suzanne Roy with the American Wild Horse Conservation Freedom Award, recognizing her profound and lasting impact on the future of America's wild horses and burros.



GROWING THE HERD

A strong organization needs strong leadership. This year, we welcomed six new members to the AWHC Board of Directors, each bringing unique expertise and a shared commitment to wild horse protection.

Jenni Kayne is an entrepreneur, philanthropist, and lifelong equestrian whose advocacy has helped raise national awareness and forge key partnerships for wild horses. AWHC honored her with the 2024 Freedom Award.



Olivia Chantecaille is the Creative Director and co-founder of Chantecaille Beauté and a lifelong advocate for wildlife protection. She brings decades of experience in brand leadership, global storytelling, and mission-driven philanthropy.



Stephanie Brown co-founded Mrs. Pastures Cookies for Horses, building it into the leading horse treat brand in the country. She adopted her mustang Marvin in 2017 and credits him with deepening her commitment to protecting wild horses.



Alan Mills is an accomplished litigator with decades of experience in complex legal matters and organizational leadership, bringing deep expertise in governance and finance.



Tyler Lewke is an entrepreneur and investor who has built multiple top-ranked businesses while championing what he calls "aligning the math with the meaning," profit and purpose working together.

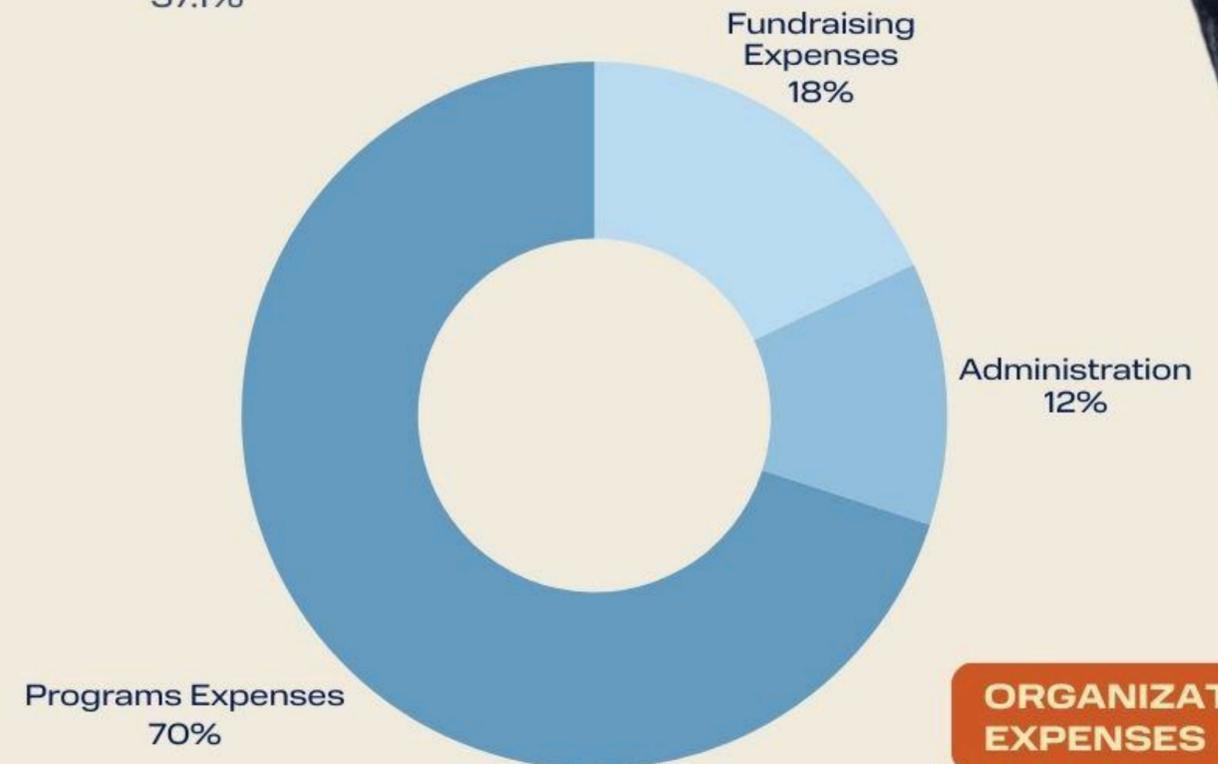
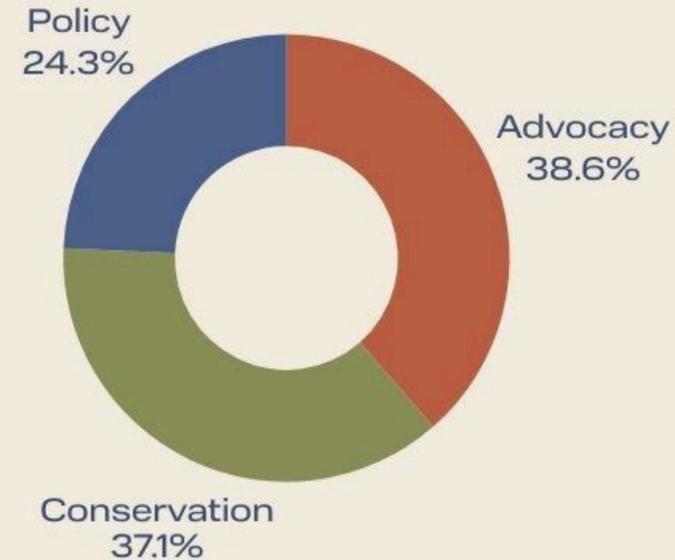


Chloe Field is an environmental lawyer, Harvard Law graduate, and lifelong equestrian. Her passion for horses brought her to AWHC during law school, and she brings expertise at the intersection of animal welfare, climate, and corporate law.



FINANCIALS

PROGRAM EXPENSES



ORGANIZATION EXPENSES