



H.O.R.S.E. THERAPIES, INC.
of the
 Jacksonville Equestrian Center
 JACKSONVILLE, FLORIDA



ASHTON KRONER, DIRECTOR OF DEVELOPMENT & STRATEGIC PARTNERSHIPS, NFES H.O.R.S.E. THERAPIES, INC.



Wounded Warrior Project Veteran gets acquainted with Marley, with guidance and support from instructor Susan.



Sam (left) leads a driving lesson while riding Sandy, helping one of H.O.R.S.E. Therapies' clients build confidence and skill.

**HEALING THROUGH HORSES:
 NFES/H.O.R.S.E. THERAPIES SUPPORTS VETERANS AND THE COMMUNITY**

The Northeast Florida Equestrian Society (NFES) and its H.O.R.S.E. Therapies program are making a profound impact on the Jacksonville community by harnessing the healing power of horses. Through equine-assisted services, H.O.R.S.E. Therapies provides vital support for Veterans, first responders, and individuals with disabilities, helping them find a place to grow, heal, and feel supported.

Ashton Kroner, director of development and strategic partnerships, brings her lifelong love of horses and commitment to service to H.O.R.S.E. Therapies. "Horses don't see rank, status, or scars—they see the soul. Through them, we find healing, strength, and connection," said Kroner. Her passion for horses and helping others drives the organization's mission to create an inclusive space for healing and growth.

Managing the Jacksonville Equestrian Center, **NFES hosts over 45 events annually, welcoming more than 90,000 visitors each year.** The revenue from these events supports the H.O.R.S.E. Therapies program, which provides adaptable equine-assisted services for Veterans, active-duty service members, and individuals with physical or emotional challenges.

NFES/H.O.R.S.E. Therapies partners with the MVO Task Force to further their mission of supporting the military and Veteran community. "Partnering with the MVO Task Force allows us to collaborate with Veteran-owned businesses and extend our impact," emphasized Kroner. The partnership creates opportunities for Veteran-owned businesses to showcase their services at the Jacksonville Equestrian Center.

H.O.R.S.E. Therapies offers several programs specifically designed to support Veterans, including their signature Veterans Equine Camp. This program uses therapeutic equine activities designed to promote healing and wellness. Additionally, the organization prioritizes hiring Veterans, supporting their transition to civilian life, and empowering them to contribute to H.O.R.S.E. Therapies' mission.

NFES has made significant strides toward its goals. During recent hurricanes, they provided shelter for 600 horses, solidifying their reputation as a trusted resource for the equestrian community. This effort highlights their commitment to serving both animals and people in need.



H.O.R.S.E. Therapies' youth client practicing groundwork with Butterfinger.

One of NFES's most impactful events is the annual **Horses and Heroes Rodeo**, which returns on October 24-25. **The rodeo benefits military Veterans and first responders, with proceeds supporting TBI treatment through the UF Health Haley Brain Wellness Program and funding H.O.R.S.E. Therapies programs.** This event fosters healing through equine-assisted services.

How to Support NFES/H.O.R.S.E. Therapies:

1. Become a sponsor for the Horses and Heroes Rodeo.
2. Donate to support equine-assisted services for Veterans.
3. Volunteer to help with events and programs.
4. Partner with NFES to expand their reach and impact.
5. Spread the word about their mission on social media.



To learn more contact Ashton Kroner at akroner@coj.net or visit their website: jaxhorsetherapies.org.

H.O.R.S.E. Therapies is more than a program—it's a place of healing, hope, and community for Veterans, first responders, and beyond.

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