



12 People - 12 Horses - 12 Stories

FAQ Sheet

Why is this project necessary?

The long term growth of the Arabian breed is in jeopardy.

What is the 12 People - 12 Horses - 12 Stories concept?

The concept for this project is to showcase the Arabian horse in a variety of environments in order to educate the public at large about the versatility and human connection of this great breed.

What is the goal of 12 People - 12 Horses - 12 Stories?

The ultimate goal to get more people involved with the Arabian horse through a series of short video stories that highlight the versatile Arabian. The series will use video as the choice of media to:

- Demonstrate the various qualities of the Arabian breed*
- Involve the entire scope of the Arabian horse industry, not just the show aspect*
- Dispel the myths that they are expensive and difficult to handle*

Who are the principal parties involved in production?

Scott Trees is the driving force behind this project and brings to the table four decades of experience photographing and videotaping the Arabian Horse internationally. He is doing this project in association with the Arabian Horseman's Distress Fund, working within their charter guidelines as a 501c3. In addition he has pulled together a board of advisors for the project: Mary Trowbridge, Bob Battaglia, Erica McCaslin, Carol McGinn, Lori Davisson and Dick Adams. As each individual story requires, Scott will hire additional freelance professionals as needed.

Who controls the donated funds?

All proceeds generated for this project will be handled and controlled by representatives of AHDF. Invoices associated with this project will be submitted directly to AHDF by the vendors used in production.

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Where is it going to be shown?

The primary outlet for these short films will be via the internet, utilizing YouTube, various venues of social media, and links and embeds to a variety of major resources.

After production is completed on the first series then what?

Once the initial 12 video projects are completed, they will remain on line indefinitely and will be accessible to AHDF to use in their educational and promotional efforts.

Will the series be available for anyone to link and or embed in their websites?

Yes

How does AHDF benefit from this donation?

AHDF is going to receive 10% of donated funds as an administration fee. In addition, they will receive a new updated video produced by Scott Trees to showcase their great cause. In all of videos produced, AHDF will receive major credit for funding.

How much money is needed?

Each storyline is going to have unique production needs in terms of crew and travel requirements. Budgets for each story will be submitted for review by AHDF. However, the average cost is expected to be around \$15,000 per episode for a total budget of \$180,000. The goal is to produce well shot and edited content, which requires the combined efforts multiple professionals to accomplish.

What happens to the funds donated for the project if all of the stories are not produced?

By written agreement between AHDF and Scott Trees, should there be proceeds collected that are not utilized for this project, any remaining funds will be made available to AHDF to use at their discretion within the guidelines of their charter.

How can I donate?

*To support this project and the AHDF, donations can be made at www.horsemensdistressfund.com. The Donate Now button will take you to Paypal for a secure, online credit card donation. **Be sure to earmark the donation for the Trees Promotion on the payment form.** If you would like to donate via check, make it payable to AHDF with a notation on the bottom for the Trees Promotion, and send to 236 Henry Sanford Road, Bridgewater CT 06752.*