The website for Alberta Thoroughbred Aftercare Society should offer the viewer beautiful photos that inspire condifence and joy and tap into our love of horses.

We would like to see a website that displays trust, quality and confidence. Needs to be responsive and mobile friendly for all browsers and coded for both Android & IOS.

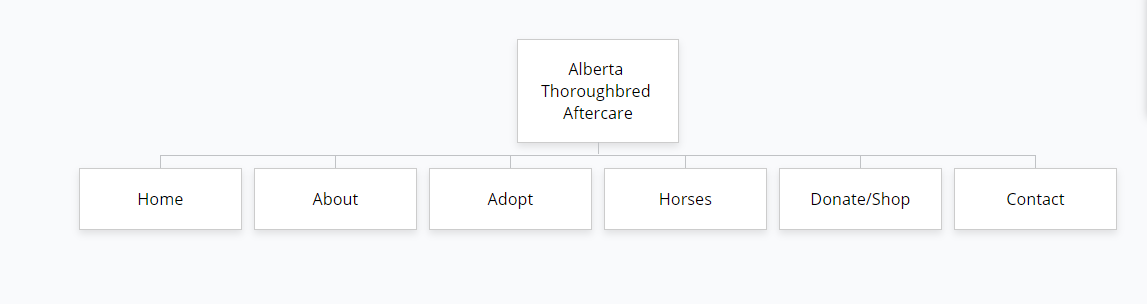
Looking for recommmendations if we should use WordPress/WooCommerce for site or Wordpress with Shopify Plug in or just Shopify.

Must be both desktop and mobile friendly with fast page load speed. Need the ability to edit ourselves.

Logo Colour:

Pantone 7621 C

6 pages



**ATA HOME PAGE**

Photo

Caption: We support and develop retired thoroughbred racehorses for their next chapter in life

Retire. Retrain. Rehome.

Alberta Thoroughbred Aftercare Society (ATA) is a registered not-for-profit organization in Alberta.

What is Thoroughbred Aftercare?

The health, safety and welfare of our equine athletes does not end at the finish line, and retirement and aftercare are critical to the success of the racing industry.

Aftercare is the safe placement of racehorses after their careers as racehorse are completed. Some horses might retire to the breeding shed or broodmare bands, while others are retrained for second careers.

BUTTON – LEARN MORE ABOUT US - link to ABOUT page.

Adopt a Horse – Alberta Thoroughbred Aftercare is committed to helping match you with the perfect horse.

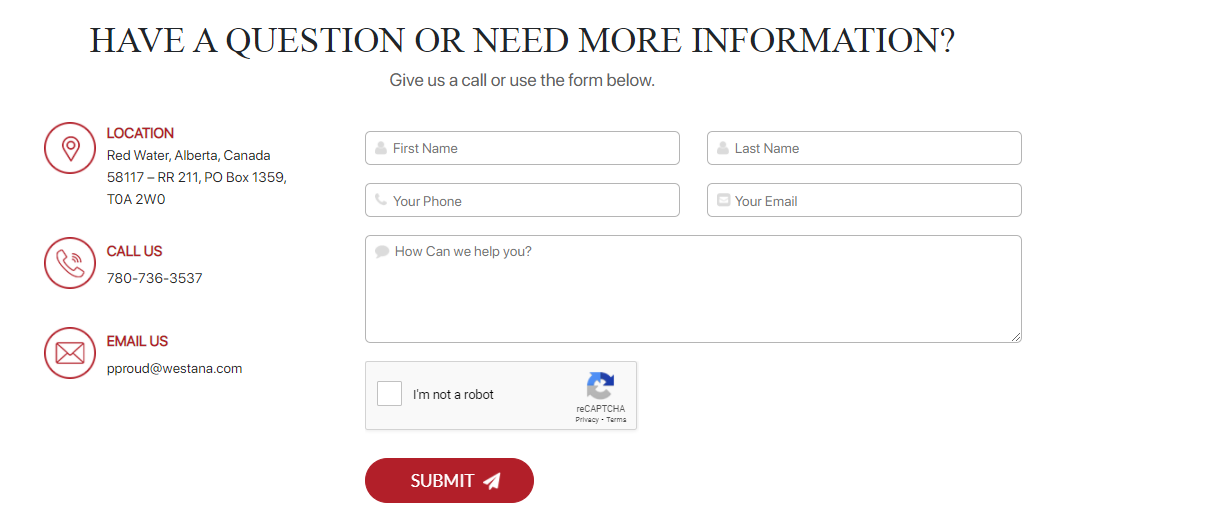
BUTTON – ADOPT NOW - Link to adopt a horse page

Horses preview of horses like on <https://www.horseadoption.com/>

BUTTON – MORE WAYS TO GIVE – link to donate page

Link to Donate Page

On home page have a form like sample below.



**ABOUT**

Alberta Thoroughbred Aftercare has a committed group of individuals who are working together to create a registered charity for thoroughbred aftercare. We are passionate about the welfare of thoroughbred racehorses both on, and off the track. The purpose of ATA is to provide a safe landing, and a safe transition for our thoroughbred racehorses when they are no longer able to compete. Our mission is to find them loving, adoptive homes as they move to second careers. Our racehorses deserve happy retirements and satisfying second careers in the show ring, as pleasure horses, and companion animals.

In addition, we have a commitment to educate owners, trainers, breeders and the general public about the merits of thoroughbred retirement.

VISION: Your perfect thoroughbred partner for riding, showing and companionship.

MISSION: We support and develop retired thoroughbred racehorses for their next chapter in life.

Objects of Alberta Thoroughbred Aftercare Society

1. Dedicated to finding loving, adoptive retirement homes and/or alternative careers for thoroughbred racehorses who are no longer able to compete.

2. Educate owners, trainers, breeders and the general public about the merits of thoroughbred racehorses and humane care of thoroughbred horses when their racing careers are over.

**HOW DOES ALBERTA THOROUGHBRED AFTERCARE WORK?**

Through fundraising and volunteer work, as well as assistance from the HBPA of Alberta, ATA evaluates retired racehorses, provides all needed care they require at our sponsor farms, and works to place them in permanent, loving homes.

ATA has adopted *the guidelines for transition the retired racehorse recommended by the American Association of Equine Practitioners* (add link https://aaep.org/guidelines/transitioning-retired-racehorses) and selects horses fairly and without bias.

Funds raised by ATA are used to cover expenses, such as: feed, shipping and blacksmith services, basic re-training, medical expenses, as well as for miscellaneous expenses such as blankets and halters.

**ADOPT**

Retired racehorses can be successful show horses, pleasure mounts or companions beyond the track. With proper retraining there are no limits to what these highly athletic and intelligent horses can do. Many have excelled in hunter/jumpers, polo, dressage, eventing, trail riding, foxhunting, 4H, barrel racing, ranch work, pleasure riding and more.

Alberta Thoroughbred Aftercare is committed to helping match you with the perfect horse.

Step 1: Fill out an adoption *form* (we will provide link)

Step 2: We’ll get in touch and have a conversation

Step 3: Make an appointment to visit the farm and meet the horse(s). In person visits are essential and no adoption is approved without them.

Step 4: Reference check and farm inspection.

Step 5: Approval.

Step 6: Arrange for transportation.

Step 7: Follow up.

Step 8: Enjoy your new partner!

**HORSES**

Photos and descriptions

Sample layout

https://www.horseadoption.com/horses

**DONATE/SHOP**

Donate now button which will integrate with <https://www.keela.co/solutions/forms>

Information on how to embed this form on website.

<https://support.keela.co/hc/en-us/articles/360039258031-10-Sharing-Your-Forms>

Keela’s software will configure the donor form and email the customer a tax receipt.

Shopping Section

Want to sell T-shirts and hats through a fulfillment centre. Integrates with Shopify and Woo Commerce.

<https://www.printful.com/how-printful-works/on-demand-drop-shipping>

**CONTACT US**

Insert contact us form and contact info as per below sample.

