



HELPING HANDS

HEALING SANCTUARY

MEDIA KIT

helpinghandshorse.org

Partnering with Horses and Other Animals for Personal Transformation and Healing



925K Followers

@helpinghandshealingsanctuary



158K Followers

@helpinghandshealingsanctuary

Healing Both Horses and Humans

HelpingHands Healing Sanctuary is a 501(c)(3) horse rescue and equine therapy sanctuary dedicated to healing both horses and humans. Through our storytelling and educational videos, we share the journey of rescued horses and the transformative power of equine-assisted therapy.

We partner with horses and other animals to help individuals, groups, and teams rise to their full potential. All of the work we do with horses is on the ground, so their worth is never contingent on their athletic ability. Our sanctuary residents will always have a home and a safe place here for the rest of their days.

Dual Mission

We operate as both an animal rescue sanctuary and a therapeutic services provider — rescuing animals from neglect while harnessing their healing power to transform lives.

Eagala Model Certified

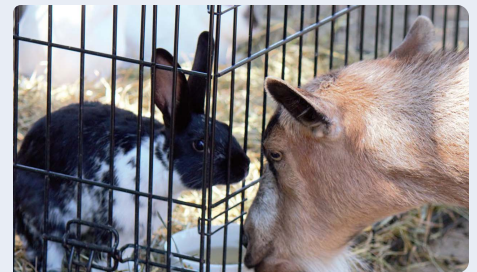
We use the Eagala Model — a highly structured, evidence-based approach to equine-assisted psychotherapy with a licensed mental health professional in every session.

Ground-Based Only

All work with horses is on the ground. Horses are always loose — no harnesses or halters — allowing them to make their own decisions and be their most natural selves.

Permanent Safe Haven

Our sanctuary animals will always have a safe home for the rest of their days, regardless of their "usefulness" to humans. Most horses have injuries preventing riding.



● 501(c)(3) Nonprofit

● Eagala Model

● Newberg, Oregon

● GuideStar Verified

OUR FOUNDER

The Heart Behind the Sanctuary

Rose is the heart and soul behind Helping Hands Healing Sanctuary. With unwavering dedication and a deep passion for animal welfare and therapeutic practices, Rose has transformed her vision into a sanctuary where healing and growth go hand in hand. Under her leadership, the sanctuary not only rescues and rehabilitates animals but also offers transformative therapy programs that benefit both humans and animals alike.

- **Retired Nurse** — professional healthcare background with hands-on medical expertise in patient care
- **International Humanitarian** — church missions to Central America providing medical care to underserved communities
- **Born in Argentina** — found her calling through faith and a deep love for horses, animals, and helping others heal
- **Community Builder** — rehabilitated young people through farm work; distributes necessities to the homeless
- **Rescue Pioneer** — started a rescue organization from her own home, creating a safe haven for animals of all kinds



Rose Sullivan

Founder & Director



Reaching Millions Every Month

Our highly engaged community of animal lovers (especially horses), wellness advocates, and supporters of rescue work continues to grow daily.

925K

FOLLOWERS
& growing daily

9–12M

MONTHLY VIEWS
average reach

8–9K

NEW FOLLOWERS
per month

CONTENT PERFORMANCE

Average reel views	~75K
Average likes per reel	1,000+
Minimum reel views	10K+
Total posts	1,209

MONTHLY ENGAGEMENT

Reactions	250–500K
Comments	6–8K
Shares	3.5–5K
Instagram followers	158K

30

Reels have surpassed 1 million views.

A majority of viewers discovering our content are non-followers, expanding brand exposure beyond our existing audience.



AUDIENCE DEMOGRAPHICS

Who We Reach

250-500K

REACTIONS / MONTH
Above average for rescue pages

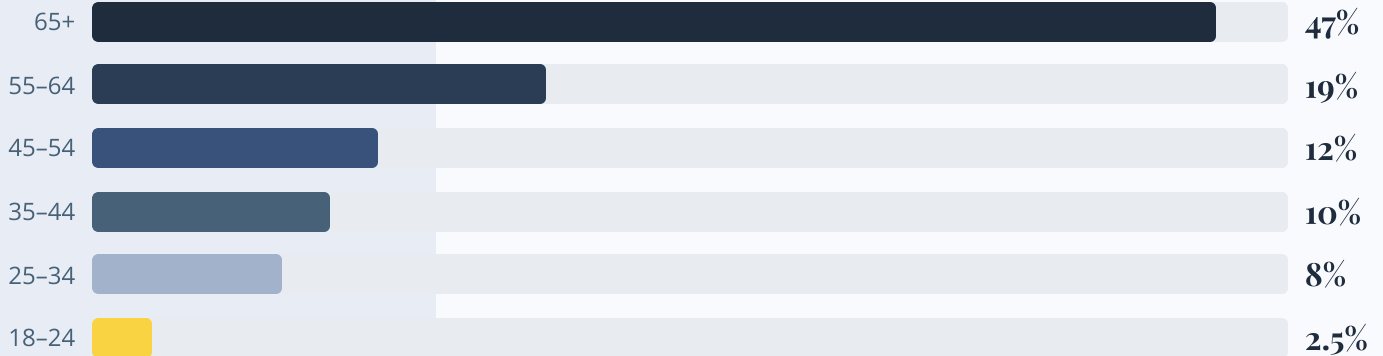
6-8K

COMMENTS / MONTH
Highly engaged community

3.5-5K

SHARES / MONTH
Organic viral reach

AGE DISTRIBUTION



TOP COUNTRIES

United States	73%
United Kingdom	7.5%
Canada	5.3%

TOP U.S. CITIES

New York, NY	14%
Houston, TX	10%
Phoenix, AZ	10%
San Antonio, TX	10%

Our audience is deeply engaged with animal welfare, mental health awareness, healing, alternative wellness, nature-based living, corporate team building, and equine-assisted learning.

Above-average engagement rates compared to other rescue and mental health pages.



Short-Form Video Storytelling

Our content focuses on powerful, emotional rescue stories and educational videos that inspire millions every month.

Facebook Reels

Primary content format with average 75K views per reel and 30 reels exceeding 1 million views.

Story Features

Engaging behind-the-scenes sanctuary moments and daily life with our therapy animals.

Emotional Rescue Stories

Compelling narratives of horses rescued from neglect, their recovery journeys, and new beginnings at the sanctuary.

Educational Videos

Horse care tips, therapy insights, and the science behind equine-assisted healing practices.

\$2-3K
MONTHLY EARNINGS

75
PAID SUBSCRIBERS

25%
FROM REELS & STORIES

*A majority of viewers discovering our content are **non-followers**, expanding brand exposure far beyond our existing audience of **925,000+**.*



Collaborate With Us

We welcome partnerships with brands aligned with animal welfare, horse care and wellness, human wellness, nature, and ethical living.

01

Sponsored Reels

Feature your brand in our high-performing Facebook Reels reaching an average of 75,000 views per reel, with many exceeding 1 million. Authentic storytelling integrated with your product or service.

VIDEO CONTENT

02

Mission-Aligned Storytelling

Integrate your brand into our rescue and healing narratives. We create compelling stories that connect your mission with ours — reaching an audience deeply invested in making a difference.

BRAND INTEGRATION

03

Animal Care Product Features

Showcase horse care, animal wellness, or sanctuary products to our highly targeted audience. Authentic reviews and demonstrations with our sanctuary residents.

PRODUCT FEATURE

04

Wellness & Retreat Partnerships

Partner on wellness initiatives, retreats, or mental health campaigns. Our audience is deeply engaged with alternative healing, nature-based wellness, and therapeutic practices.

WELLNESS

05

Cause-Based Campaigns

Launch campaigns supporting horse rescue, mental health awareness, or community healing. Leverage our engaged audience of 925K+ followers to amplify your cause and create measurable impact. Our content regularly reaches 9–12 million monthly views.

SOCIAL IMPACT

Have a unique partnership idea? We'd love to hear from you — let's create something meaningful together.

SPONSORSHIP PACKAGES

Partnership Pricing

All packages include brand introduction, review, product promotion, or giveaway content posted to our feed on both Instagram (158K followers) and Facebook (925K followers).

\$500

Single Post + Story

One static post and one story published on both Instagram and Facebook. Ideal for brand introductions, product reviews, and promotions.

POST + STORY

\$750

Single Reel + Story

One video reel and one story published on both Instagram and Facebook. Leverages our high-performing reel format averaging 75K views.

REEL + STORY

\$900

Double Post + Story

Two static posts and stories published on both Instagram and Facebook. Extended exposure with multiple touchpoints across platforms.

2× POST + STORY

\$1,250

Double Reel + Story

Two video reels and stories published on both Instagram and Facebook. Maximum reach with our most engaging content format.

2× REEL + STORY

Promotional Exclusivity

All packages include one week of promotional exclusivity — your brand is the sole sponsored partner during that period.

Planning Ahead

Our promotional calendar is planned 2–3 months in advance. Approaching us proactively to schedule promotions is greatly appreciated.

Don't see a package that fits? Contact us for a custom proposal tailored to your brand.



What We Offer



Equine-Assisted Psychotherapy

Experiential therapy partnering clients with horses using the Egala Model. Individuals, families, and groups ages 10+.

CORE PROGRAM



Corporate & Team Development

Equine Assisted Learning programs to foster leadership, teamwork, and communication through ground-based workshops.

TEAM BUILDING



Mothers and the Herd

Prenatal support combining Equine Therapy, Hypno-Birthing, and Prenatal Care. Led by Satya MacGregor, LMFT.

NEW PROGRAM



Animal Sanctuary

A permanent, compassionate refuge for farm animals rescued from neglect. Horses, goats, chickens, and bunnies.

RESCUE & REFUGE



Energy Healing with Horses

Holistic healing sessions combining the intuitive nature of horses with energy practices for emotional balance.

HOLISTIC WELLNESS



Equine Couples Retreat

Relationship-strengthening retreats combining equine-assisted therapy with evidence-based couples work.

RETREATS

Real Stories, Real Impact

CORPORATE TEAM BUILDING

"From the moment we arrived, it was clear this would be an experience, not a lecture. The real teachers were the horses, whose honest, nonverbal feedback revealed how we collaborate, communicate, and build trust in ways no classroom ever could. We left not just with stronger relationships, but with practical behaviors and a shared confidence that continue to shape how we succeed as a team."

Kathy Carlson — Customer Service Manager, LIGHTSPEED

VETERAN & PTSD RECOVERY

"I am a Vietnam veteran dealing with PTSD, anxiety disorder, clinical depression, and have been battling cancer for 8 years. What I noticed when I was with the animals was that I felt nothing but joy and happiness. It was like I was a little kid again — nothing else mattered in that moment."

Jerry Cowart — Vietnam Veteran, Sanctuary Visitor

COUPLES THERAPY

"The horses were an essential part of this healing. Their presence offered a grounding, non-judgmental mirror that helped us understand our emotions and patterns more clearly. We left with a renewed sense of closeness, deeper understanding, and practical tools we continue using."

C.S. — Hold Me Tight Equine Couples Retreat

ADOLESCENT MENTAL HEALTH

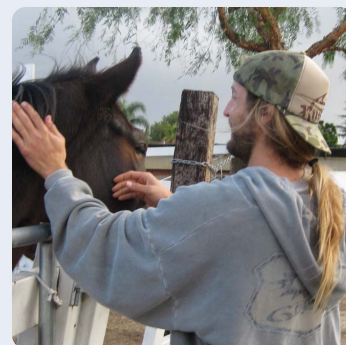
"Once I connected with Tessa, I realized — wow! My self-confidence is increased! She teaches me; the more I learn, the more I understand her power and her gentleness. She helps me learn about myself."

C.G. — Adolescent Client

YOUTH & COMMUNITY

"When I go to the farm during the summer, it always feels welcoming. For me, it is like a break from all the stress and anxieties of my everyday life. All of the animals seem to understand and listen to you."

Christina Knight — Age 12, Sanctuary Visitor





2025 AWARD RECIPIENT

Outstanding Oregon Horse Sanctuary

JDD Claussen Foundation — \$5,000 Grant

Let's Work Together

We look forward to working with organizations that share our passion for healing horses, helping humans, and creating meaningful stories that inspire millions of viewers each month.

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- 17250 NE Lewis Rogers Lane, Newberg, OR 97132
- helpinghandshorse.org



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Helping Hands Horse Rescue and Equine Therapy, Inc.

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