

Do you want horse slaughter to end? If you answered yes, then please read on as I have some very important information to share with you. First of all, an introduction. My name is Jason Preisner and for nearly 23 years I have been rescuing horses from the front lines of slaughter, doing everything in my power to stop horse slaughter, and prevent as many horses from going to slaughter as humanly, and humanely, as possible. My wife Tawnee and I built the world's largest horse welfare organization from the ground up, starting with nothing but \$5 and a borrowed barn, and later built the most comprehensive horse shelter network across the United States, bringing together a host of different horse welfare organizations with a common goal and a common philosophy: Say "Yes" to every horse in need, and do everything we can to stop horse slaughter.

In 2006 (?), a couple years after we began rescuing horses from auctions, we started rescuing from a kill pen in Nevada, and saved hundreds of horses over the next year from that horrible situation, but soon reality hit home. The monetary greed and the philosophy of enriching those who earned a posh living killing horses opened our eyes to reality: every horse we 'saved' from the kill pen doomed 2, 3 or even 5 other horses to slaughter. Every life saved killed other horses. Every excessive bail paid helped buy a new truck for the kill pen operators. Every dollar given the kill pen from donations was literally blood money used to kill other horses.

Legitimate horse rescues and shelters work tirelessly to end horse slaughter, and look forward to the day when horses will no longer be facing the butcher's blade. Kill Pen operators, on the other hand, are absolutely terrified of the day horse slaughter is outlawed. Their business exists only to prey upon good hearted individuals succumbing to the emotional blackmail of "Only 2 days until this horse ships."

Ask yourself "How do I want my donation to be used?" I hope you want every dollar you donate to do the most good it can, and as a nonprofit founder and director, I can assure you every dollar donated to Horse Plus is used to further the mission to the absolute maximum, as I take a fiduciary responsibility to ensure your donation is treated as sacred. At a legitimate auction, horses cost between \$250 and \$550, with horse slaughter prices right now hovering at 28-57 cents a pound. It costs our organization on average \$1,000 to rescue a horse from the slaughter pipeline, and provide it initial veterinary care and shelter. A major horse kill pen rescue claims it costs \$5,000 per horse to save each horse from a kill pen. Another major horse welfare organization spends on average \$23,000 per horse saved. Statistics don't lie: your donation saves more lives at Horse Plus Humane Society.

Back to Kill Pen operators. They have found the gravy train of free money. Post a sad picture of a horse on Facebook, jack up the price thousands more than they paid, engage in emotional blackmail by saying "It's shipping tomorrow!" or "This one didn't fit on the truck, but it's going to ship on the next one!" Their posts reach thousands, the money sent to their personal Venmo's, PayPal, CashApp, and other untrackable untaxable money transfer services is untaxed, unregulated and is used for one purpose only: personal profit. The Kill Pen operators are literally personally getting extremely wealthy off of your donations. Does it slow down horse slaughter? No. Often, when the person bailing the horse has nowhere for the horse to go, the

operator finds a “good home” that wants to stay “anonymous,” but instead ships the horse to slaughter. Let’s recap: the Kill Pen Operator buys a horse for \$200. They put it on their Kill Pen page for \$2,000. Ms Anna pays the bail, the quarantine, the medication (that the horse never gets) and ends up giving the Kill Pen operator \$3000 or more. Ms Anna lives in an apartment in Florida and has no room for a horse, so the Kill Pen operator finds a “Good Home” for the horse, but instead ships it to slaughter, takes the \$3,000, buys 3 more horses just like the one Anna bailed, and pockets \$2,400 in pure profit for a few hours of work and emotional blackmail of poor Ms Anna, who now believes she saved a horse. The Kill Pen operator laughs all the way to the bank while Ms Anna was unknowingly scammed.

How do Kill Pen rescues line up with all this? Kill Pen rescues work on much of the same emotional manipulation that Kill Pen operators do, but try to disguise it as “rescue” and will even take out 501(c)(3) paperwork to add legitimacy to their shady actions. Why would a rescue want to take donations and massively enrich Kill Pen operators? I watched a podcast by a prominent breed specific rescue recently, and one of the topics of discussion was “Why we rescue from kill pens instead of auctions.” The mental gymnastics their president went through to justify it nearly gave me a headache. I have heard first hand reports of kill pen rescues ‘saving’ horses from the kill pen, and if they can’t find the horse a home quickly or enough donations don’t come in for that horse, they send them back to the kill pen for the horse to ship to slaughter and they get a kickback personally. Horrifying.

How to ensure your donation is used to not only save horses, but work to actually STOP horse slaughter: donate only to horse welfare organizations that absolutely do not rescue for inflated prices from kill pens. There is no reason your hard earned money should go to enriching the lives of the Kill Pen operators who exist only because horse slaughter is legal and happening. Donate to rescues who want horse slaughter to stop, not those who profit off horse slaughter and will be out of business when slaughter is outlawed. Look for organizations that are independently audited every year. Every year we pass our independent audit with flying colors, and you can trust your donation is used for its intended purpose: saving horses and stopping the slaughter of our beloved equine friends.

I personally look forward to the day when horse slaughter is outlawed, until then, join me in the fight to save horses and stop kill pen operators from preying on kind hearted persons by emotional manipulation and fraudulent activities.

Sincerely,

Jason Preisner