

You are invited join us ... share our **customer base**.

Respond to this query letter. **Open** the attachments.

Major partners share URLs, logos, special ads

Find Nature by rivers, woods & horses (animals).

Students & Families excel. Share:

1) Outdoor Nature

2) Agriculture

3) Stories

4) Maps, rivers & forests

5) Wisconsin Mid-West Blended Culture

6) Love of animals

7) Heritage not politics

8) Horses

9) Education (See our Brain Candy offering)

10) Computer Games

11) Exploring (adults and students together).

Please respond to Don@HorsesEveryone.org

Subject line = Sustaining Partner Investor

Large investors can also sponsor a local venue.

Restore learning for students & families. Give **Brain Candy**.

Respond: don@HorsesEveryone.org.



Good day for a river ride?

Use a power boat?

A canoe?

A kayak?

A Raft?

See what?



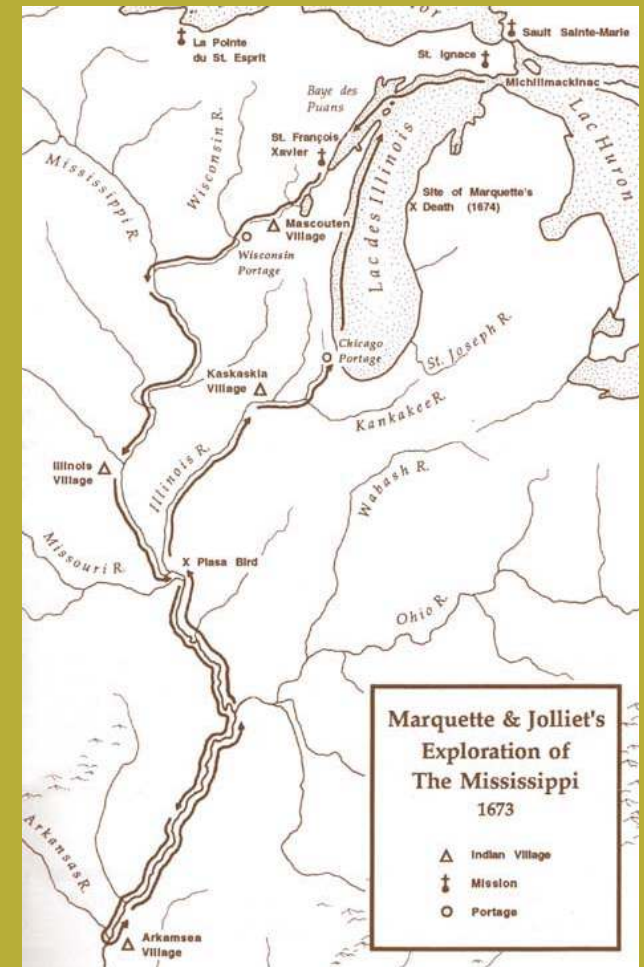
WHERE DID MARQUETTE & JOLIET
GO?

How did they float their boat?

Made Birch Bark Canoes from
trees in the woods.

Used pine tree sap for glue to
prevent leaks and
do repairs.

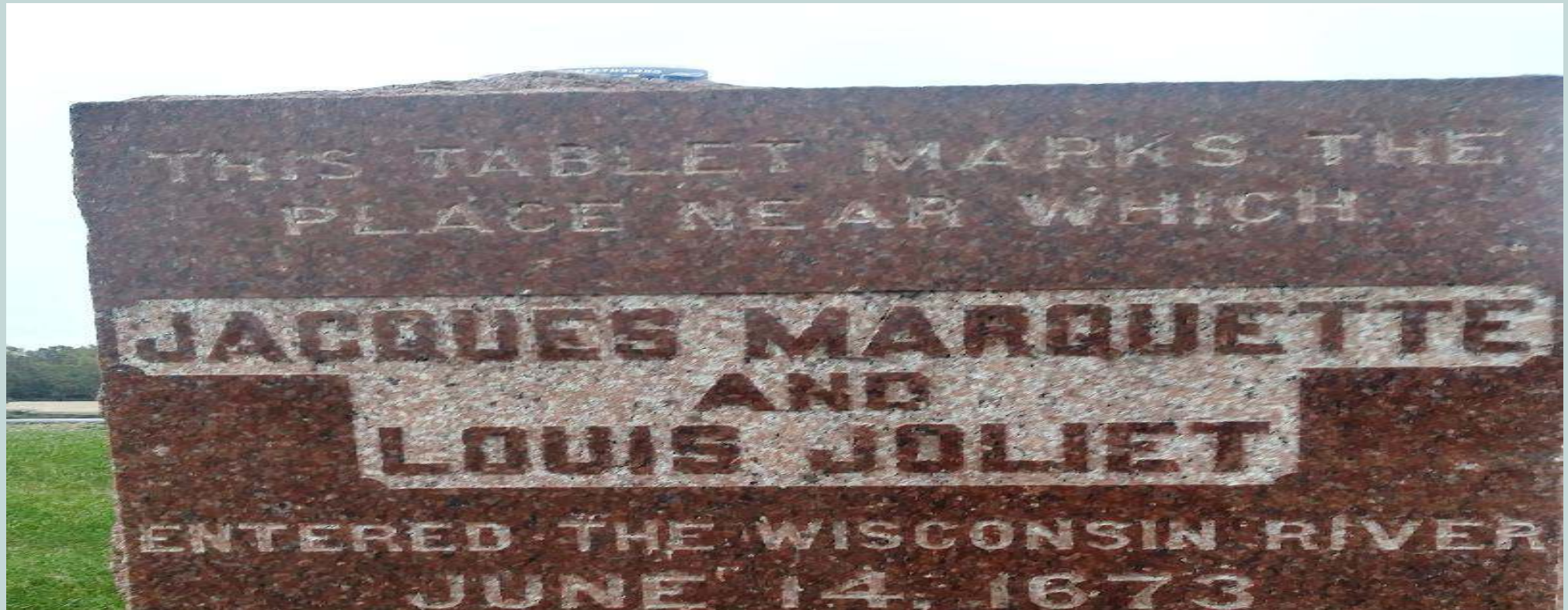
An aerial photograph showing a vibrant blue river meandering through a vast, dense green rainforest. The river's path is highly irregular, with many sharp turns and loops, creating a complex, organic shape. The surrounding forest is a thick, continuous canopy of various shades of green, indicating a healthy, undisturbed ecosystem. The lighting is bright, casting soft shadows that emphasize the texture of the trees and the clarity of the water.



Would we be here if they had not

LOOKED FOR A SECRET PASSAGE TO CHINA.

Did they find where we live today?



Support our new book: **LIFE STREAMING WITH** **RIVER RATS M&J** (1673)

You see: A master book: **River Rats** for adults to lead student project learning:

“Life Streaming with River Rats M&J”

Younger books, a chapter book **“Middle Grades”** &
a picture book, **JoJo & Bucky**.



Can **you** find other non-book venues? :

YouTube, Video,

Meta/Oculus VR,

Peloton tread mill views,

MindCraft Student games

Venture trails of excitement by:

Canoe,

kayak,

bike;

ATV

horse & walking.

WE SEEK DONATING PARTNERS

The River Rats book is owned by the horse charity:

▪ www.HorsesEveryOne.org

Corp OR individual sustaining partners

HorsesEveryOne.org/donate

Support outdoor activities .

Learn from nature and animals.

Learn success with **adult-student Project Teams.**



WILL STUDENTS LEARN FROM OLDER PEOPLE?

CAN NEW TRICKS IN THE TRADE JOBS HELP YOU?

WILL YOU FIND NEW WAYS FROM OUTDOOR SPORTS.

**Build a new way of
Brain Candy**

Students of all ages to excel.

hobbies, crafts and careers.

**Will you Join a fun way to gain
success for life?**

**Can you Support the River Rats
book campaign &**

Horse EveryOne, Inc.?

an IRS 501 (c)(3)

charity).

Horses EveryOne, Inc. will:

- Build attention skills.
- Connect horse groups.
- Find riding lesson stables.



➤ **Track your horse skills**

➤ **Access horse events**

➤ **Speak to student groups.**

➤ **We do not provide rides or
direct referrals.**



WHAT YOU CAN DO NOW?

BUY THE NEW BOOKS & NON-BOOKS

■ **Find a horse friend**

Follow River Rats book & horse news

HorsesEveryOne.org

Encourage others to donate:

HorsesEveryOne.org/donate

Read about horses

Draw & paint horses

Ride

Read [River Rats](#) projects.

Follow:

FB at Horses EveryOne, Inc.

horse charity.

>>>>>>>>>>>

See you on the trails.

++++=====➔>>>>

WE value YOUR ideas



Fifty years ago, most American enjoyed the outdoor life as 60% lived on farms. Today, most stay indoors with their electronics. They miss the lessons of nature, animals, and discovery. We can change that.

YOU are invited to review and support our queries. No cost. We promote:

- ❖ Nature
- ❖ Discovery
- ❖ Parent-student group learning
- ❖ A new education platform of choice with no religious association
- ❖ Using horses as tools to learn about yourself.

Simple click here and open the short presentation which ends in a very short slide show.

It is your choice to look, defer or accept the invitation and respond.

We need your help for our missions about Nature, Discovery, and Horses.

Out the outdoors back in learning. Make learning family and group activities.

Sponsored by www.HorsesEveryOne.org

And the pending Nature, education book collection:

Life Streaming with River Rats M&J (Marquette & Joliet).

- **JoJo & Bucky**
- **Middle Years M&J**
- **And more non-book experiences**

Responses: don@HorsesEveryOne.org to benefit our NFP.

PO Box 5630, Elgin IL 60121 but mostly about Wisconsin.



Dear Citizen, Executive & outdoor people:

First, we want to know that we are traveling in the same circles.

That our activities and customers match the strategic objectives and customers of your company.

If you or they are involved with any of the following, it is a match. The more we overlap, the more we have similar customers.



We seek to share goals and customers and support these two new ventures: **Life Streaming with River Rats M&J** (Marquette & Joliet) AND

The horse charity benefits from the books' revenues: Horses EveryOne, Inc. a charity to get more people involved with horses.

It's OK to circle the ones that apply to you.

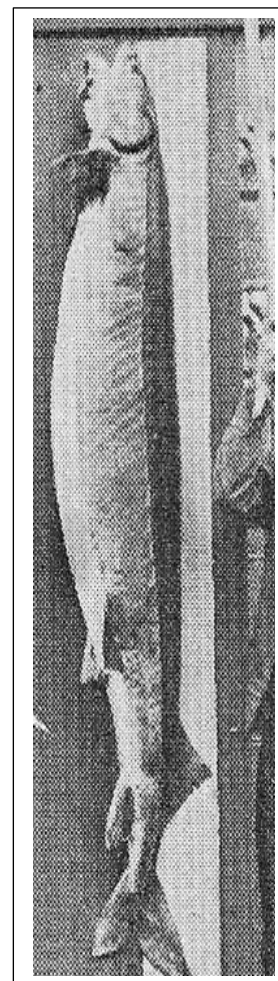
Our customers are your customers. Our goal milestones match yours if they are:

1) Outdoor sports

- 2) Nature/Agriculture
- 3) Stories
- 4) Maps, rivers, forests

5) Wisconsin Blended Culture

- 6) Love of animals
- 7) Citizenship/heritage in a non-political sense
- 8) Horses
- 9) **Education** (See our Brain Candy offering)
- 10) Computer Games
- 11) Exploring

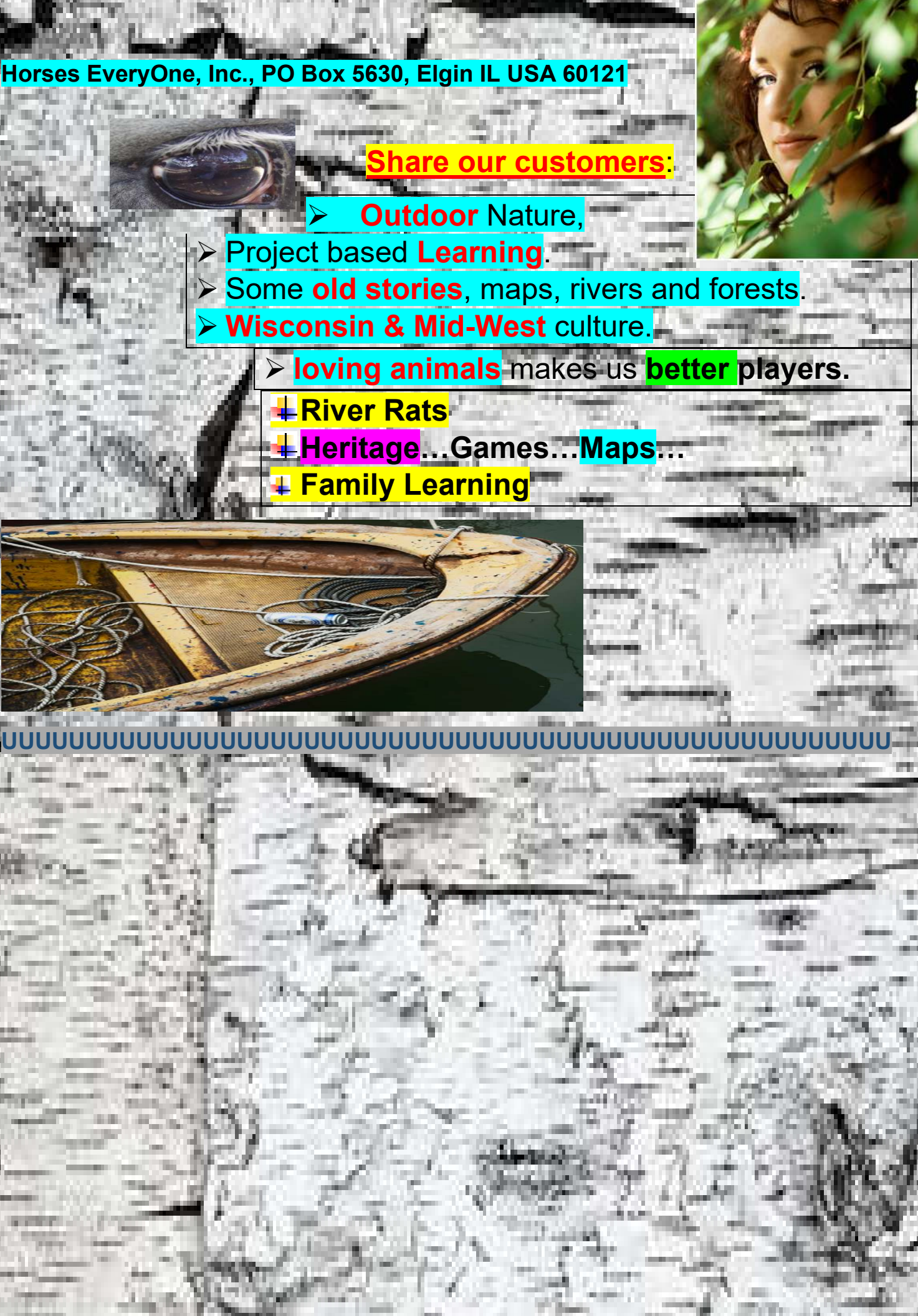


Then please support our cause and **read on. >>>>**
www.HorsesEveryOne.org/Donate

Horses EveryOne, Inc., PO Box 5630, Elgin IL USA 60121

Share our customers:

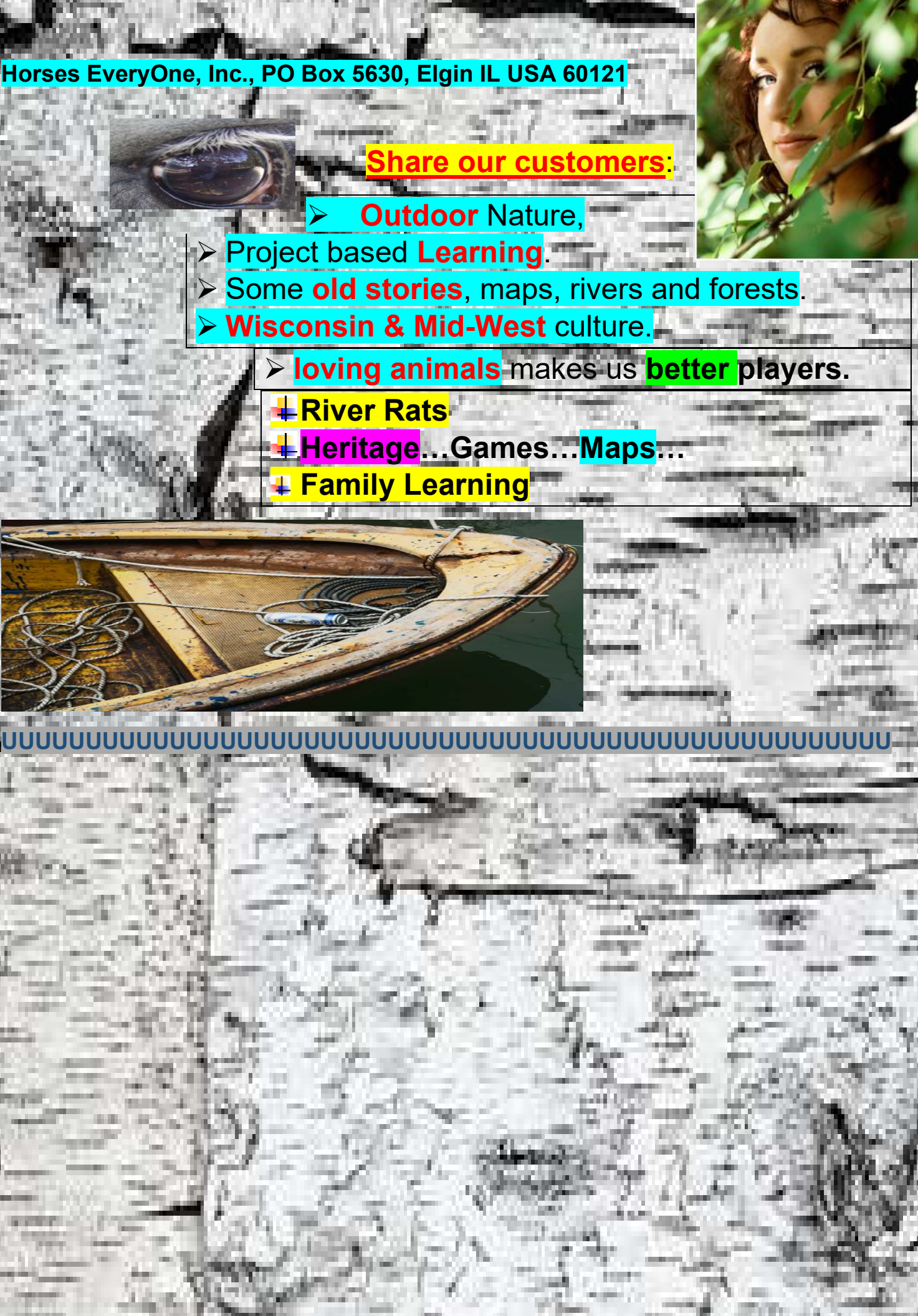
- **Outdoor** Nature,
- Project based **Learning**.
- Some **old stories**, maps, rivers and forests.
- **Wisconsin & Mid-West** culture.
- **loving animals** makes us **better** players.
- ✚ **River Rats**
- ✚ **Heritage**...Games...**Maps**...
- ✚ **Family Learning**



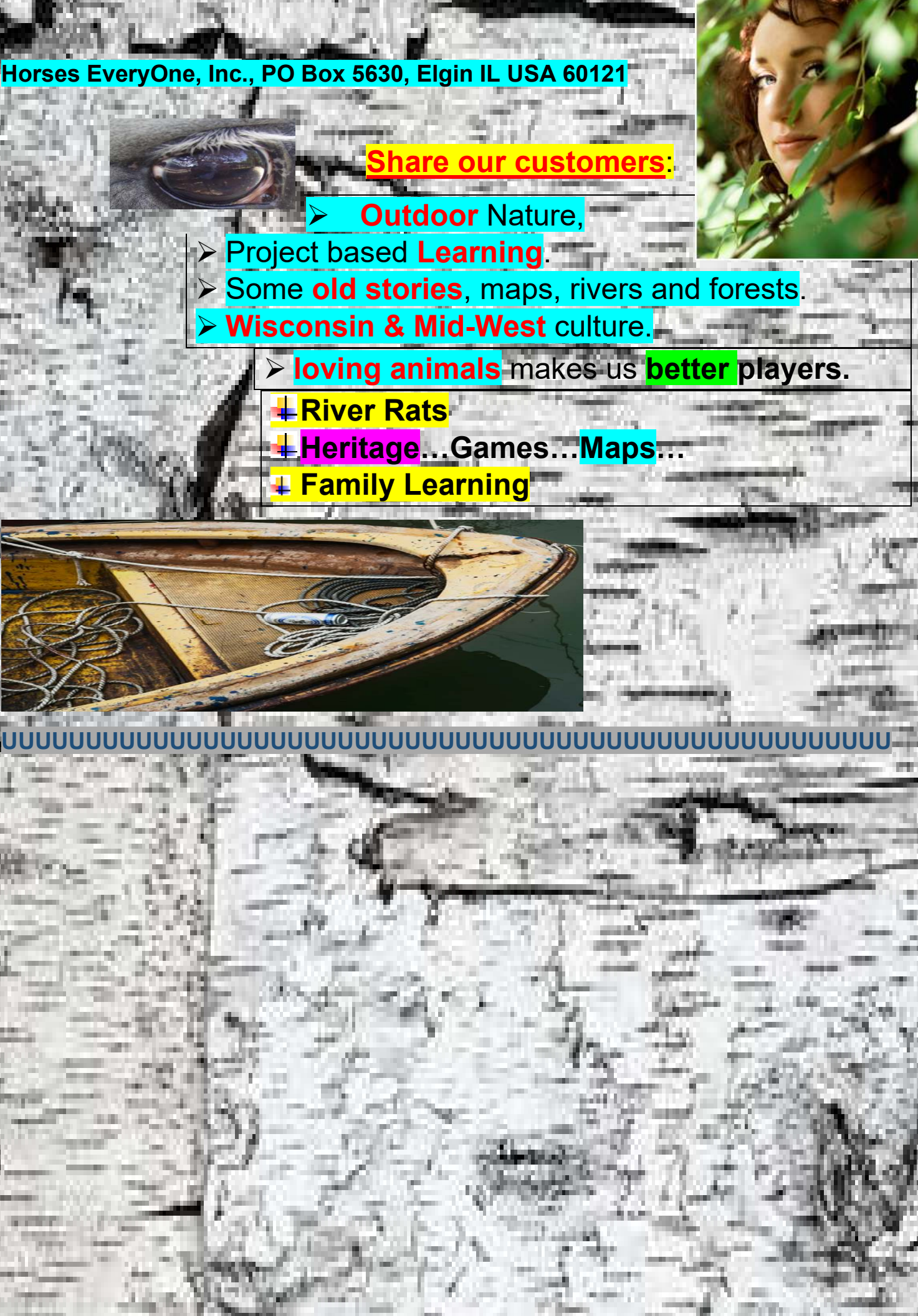
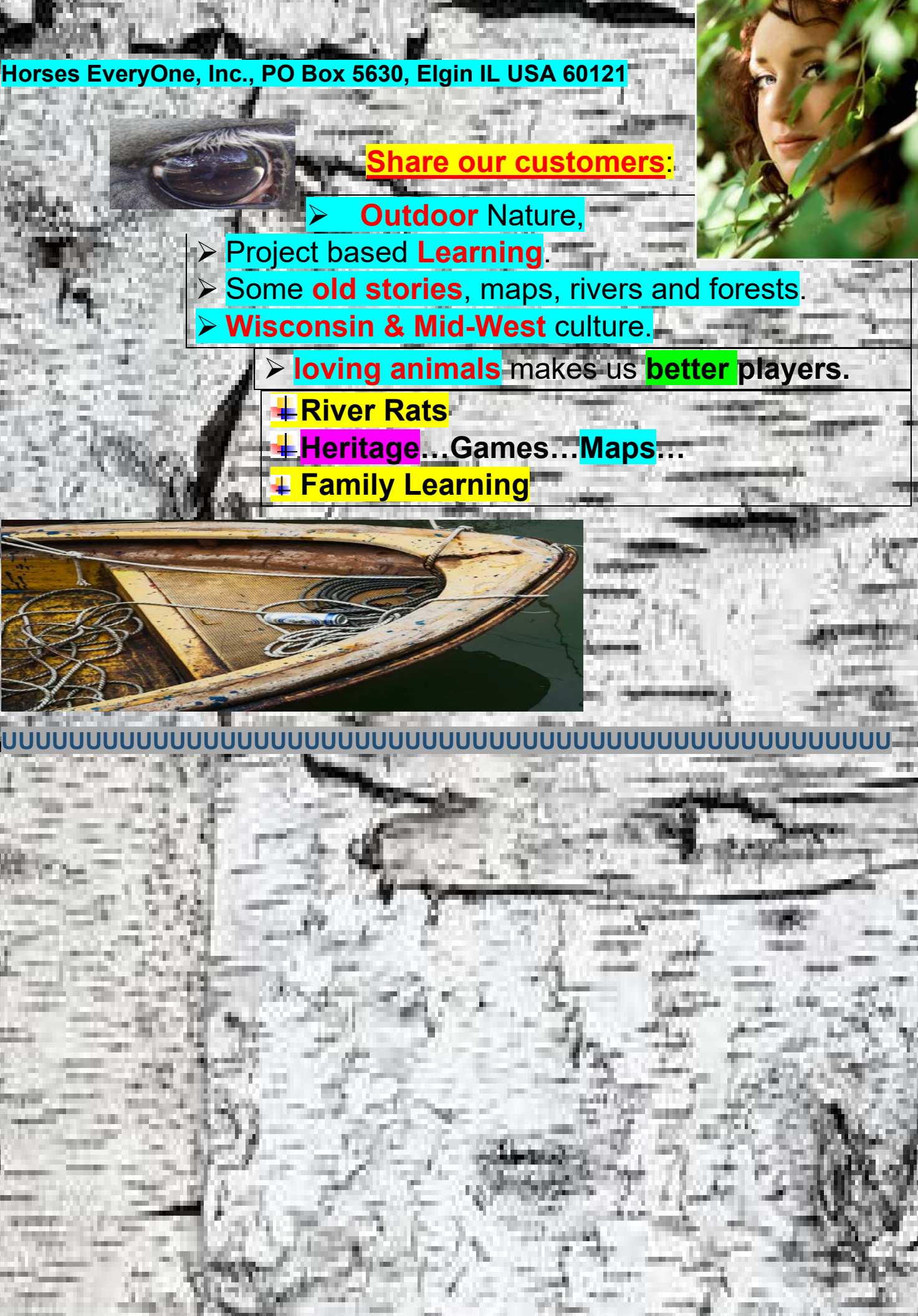
Horses EveryOne, Inc., PO Box 5630, Elgin IL USA 60121

Share our customers:

- **Outdoor** Nature,
- Project based **Learning**.
- Some **old stories**, maps, rivers and forests.
- **Wisconsin & Mid-West** culture.
- **loving animals** makes us **better** players.
- ✚ **River Rats**
- ✚ **Heritage**...Games...**Maps**...
- ✚ **Family Learning**



- A large, high-contrast, black and white image of a horse's head, likely a draft horse, serves as the background. The horse's head is positioned on the right side of the frame, facing left. The image is heavily stylized with high contrast, making the details of the horse's face and mane stand out against a dark background.
- Horses EveryOne, Inc., PO Box 5630, Elgin IL USA 60121
- A close-up photograph of a horse's eye, showing the dark iris and the surrounding skin and hair.
- Share our customers:**
- A photograph of a woman's face, partially obscured by green leaves and branches, looking directly at the camera.
- **Outdoor** Nature,
 - Project based **Learning**.
 - Some **old stories**, maps, rivers and forests.
 - **Wisconsin & Mid-West** culture.
 - **loving animals** makes us **better** players.
 - ✚ **River Rats**
 - ✚ **Heritage**...Games...**Maps**...
 - ✚ **Family Learning**
- A photograph of a wooden boat, possibly a rowing boat, on a body of water. The boat is made of light-colored wood and has a dark interior. It is tied with ropes and has a small motor at the stern.
- A decorative horizontal border consisting of a series of small, repeating blue geometric shapes.



DONATE now:

We spill the proceeds of the book into a horse charity that helps restore the learner's confidence and sensitivity.

Inviting companies to **share our customers** (We are on the same path):

- **Outdoor** Nature,
- Project based **Learning** together.
- Some **old stories**, maps, rivers and forests.
- **Wisconsin** culture.
- And **loving animals** makes us **better citizens**.

We want you as continuous sustaining funding partners.

>>>>> www.HorsesEveryOne.org/donate <<<<<<<

Students cheated out of a good education? We import many of our doctors and scientists from abroad. WHY? Our students deserve their full potential.

www.HorsesEveryOne.org/donate Today's learners deserve a break. They can learn and enjoy. We use a river trail story, group activities and horse riding to restore leaning. We lost one year of learning due to the Pandemic. Young learners miss socializing with friends.

Our **Brain Candy** method offers a new way to share leaning and become the builders of the future. Join us in supporting the pending book, **River Rats** and all of its non-book parts (YouTube (r), MineCraft (r), video etc.). Let horses build confidence and awareness. Outdoor and horse learners are better achievers.

They get their skills by seeing how their parents learn new job and recreation skills.



Life Streaming with River Rats M&J (Marquette & Joliet) and horse-riding guidance from Horses EveryOne, Inc. Everyone can do it. But we need to spread the word.

Support **Brain Candy** to restore education for our kids. Discovery learning can lead to lifetime success. We need help to get Partners, referrals & influencers.

Parents have kept up with technologies on-the-job. They learn new skills

We end up showing how to find horse riding places. Students succeed by building confidence. They learn observation skills from the horses. **We use nature, survival projects and horses handling to pave the path of successful learning.**

We are building a new system of learning by restoring American education, learner confidence and sense of well-being by presenting a story of old Wisconsin river histories. A chance to learn from Outdoor Nature, hobbies, and trade skills

All school teams can follow the **Brain Candy** Learning tool.



Our children have lost so much in education. Let's work together to find a new way.

Not a code of learning. YOU design your own venture. Learning is a fun, family activity ... then we will leap forward. Funds will promote the leaning book, group learning and guides to horse activities.

Please support our efforts.

The book venue: **Life Streaming with River Rats M&J** (Marquette & Joliet).



Please respond and circulate this promo to your contacts.

DONATE now:

>>>>> www.HorsesEveryOne.org/donate <<<<<<<

OR mail: Horses EveryOne, Inc. PO Box 5630, Elgin IL 60121 (IRS accredited charity)

For details about the national horse program see: www.HorsesEveryOne.org

Sustaining participation is invited. We need substantial amounts to promote both programs nationwide and along the Fox River in Wisconsin.

New North Vision

Recognized as nationally and globally competitive for personal and economic growth.

New North Mission

A catalyst for regional prosperity for all through collaborative action.

We align with the New North of NE Wisconsin to promote villages along the Fox River corridor and beyond.

YOU can be part of the Great River >>>>>>>>>

The merging of the Heritage of the villages along the Fox & Wisconsin Rivers.



Courtesy: First Peoples of Canada

The story of the Jesuits: Marquette and Joliet engaging the unknown to forage the river paths toward the Mississippi (The Great River).



Students learn tricks from their parents, aunts, uncles about hunting, discovering how to make buildings, roads, machines, and projects.

These tricks will help **developing learning tools we can use for our whole lives**.

And we all end up riding horses



down the paths along the rivers and paths made earlier by deer and Natives.



We make

new things.

Then outdoor nature lovers of all ages can ride the horses and explore new places.

Help restore our Heritage and seek the future.

And like the way the forests taught the animals, who taught the Natives, who taught the European explorers & pilgrims; **horses will show what is around us.**

The Market for “**Life Streaming with River Rats M&J**” (Marquette & Joliet on the Fox River (WI).



This is not just a book; it is a list of activities that people choose. Some are in other forms not books such as videos (Peloton, YouTube, Meta Quest; Coco melon).

As the player choses which activities to see. Use some maps; do some projects for knowing nature. Use Internet connections to other pieces.

YOU even pick which of 6 book introductions to use. You can **play MineCraft** seeing tribes along the rivers. You can ask for more help from older people who read & learn more complicated parts. Students teach adults their viewpoints and questions.

We will market to 118 major contact lists with over 1,245,043,000 subscribers. If we attract 5% of them (60,000,000) we will be happy. For example, there are 22 million monthly MineCraft subscribers.

We will use 2 Social Media firms, 1 PR firm & 1 Event Management firm.

Additionally, aftermarket 7+ associated products will add to revenue: a Big Maps book, a middle school chapter story version, a younger person's picture book version, scent samples, video including You Tube and Peloton streams and figures for youngsters.

One or more of 5 drama groups will show the stories to local groups. An RV company will help sponsor and road trip the troupe. We expect that other media will show our stories to radio, TV and news sources.

So, there are varied audiences that will use the sources the way they choose.

A separate complex map book of over 50 historic maps can be had. Video, sound, smelling senses are all accessed. The more complete bibliography is available in print or online. This is a series of related events to wake up the discovery skill in families. It is not intended to be a scholarly review. I read over 65 books (including 35 that were over 350 years and more than 200 sites. And we draw on other authors to show some of the skills we can build.

YOUR family can get their **Brain Candy** here to pave new careers.

This is particularly attractive to students who lost class time during the Pandemic lockdowns and homeschool or scout type groups. We employ group project learning and AI diagnostic math. We provide logical shortcuts to mastery learning.

So, the audience can be younger or middle and high school students, parents, outdoor and building crafts people. It can be people who want a different view of an old and under-interpreted story of Marquette and Joliet.

A horse charity will benefit from the profits, but horses became widespread much later in this part of the country, on different trails, probably in the early 1800's.

Something for everybody. We will access as many of our followers as we can using a sliding-scale of funding. At the end. We hope the players can make up their own version of this River Rats story. River Rats are the ones who learned to live off of the land while they explored. They were French, Native and combos (Metis).

We hope you will come to love the nature along these rivers as we have. We especially promote the culture and fun in the cities along the Fox River (WI).

We learned from the land, the Natives, the French and later Wisconsin, and neighboring state people. **Enjoy.** We did.



Impact of outdoor living and horses

How we plan to sell the book and the horse adventures:

Our audience is largely people who want to participate in OutDoor Sports.

According to the Outdoor Sports Association as of June 22,2021:

" In 2020 the world witnessed incredible upheaval, and Americans across the country took to the outdoors in search of respite from COVID-19. The 2021 Outdoor Participation Trends Report, commissioned by the Outdoor Foundation, reveals that **in 2020, 53 percent of Americans ages 6 and over participated in outdoor recreation at least once, the highest participation rate on record. Remarkably, 7.1 million more Americans participated in outdoor recreation in 2020 than in the year prior.** These one-year gains, however, did not fundamentally alter the long-term challenges faced by the outdoor industry. Nearly half of the U.S. population did not share in the proven, positive health outcomes of the outdoors. Additional key findings and challenges detailed in the report include:

- **Retraining COVID participants:** Research from Outdoor Industry Association indicated that about one-quarter of new participants say they don't want to continue their new outdoor activities, a number that may grow sharply as consumers return to pre-pandemic habits.
- **Lack of diversity:** Nearly 75 percent of outdoor participants were white. Participation rates declined 7 percent annually among Asian Americans for the past three years; stagnated for the last three years among Blacks and grew among Hispanics but remained well below whites.
- **Declining intensity:** There were fewer of the most devoted outdoor participants and more casual ones. A decade ago, 24 percent reported participating more than twice a week, while in 2020 just 20 percent did. The same pattern occurred among children, young adults and older adults.
- **Fewer outings:** The average number of outings per participant continued a steady, long-term decline, falling from 87 in 2012 to just 71 in 2020.
- **Stagnant female participation:** Although there are significant industry efforts to address gender disparities, for the last eight years females have represented just 46 percent of outdoor participants, even though 51 percent of Americans are female.

Despite this, there exists incredible opportunity. The outdoor industry and its partners are positioned to champion new ways to engage outdoor participants and invest in making the outdoors accessible and welcoming to all Americans. Collective action through philanthropy, programming, marketing and policy can move the needle.

Together, we can help bring individuals and entire communities outside, and inspire them to build life-long relationships with the outdoors."

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Use of horses in America:

Per a recent ad for Bergstrom Automotive Group of Neenah WI: 2 out of every 3 Wisconsin Fox Valley families have a dog. Never met a dog lover who did not also at least admire horses. Supposedly, there are more horses owned than dogs here.

Further The UW Extension at River Falls did a detailed survey with the Wisconsin State Horse Council and concluded in March of 2008, the last such study, that:

The following are key observations from the general population survey:

1. The SRC's best estimate of the number of households in the state that currently own horses is between 103,432 and 113,078. Ownership of horses is spread fairly evenly across the state with the exception of the sparsely populated northern counties, which have somewhat fewer horse owners.
2. The demographic profile of horse owners differs from the general population in a number of ways: women, the employed, higher income households, and those 45 and older are more likely to report that they currently own one or more horses. A majority of horse owners report household incomes of less than \$75,000.
3. There is a substantial discrepancy between the number of premises with horses that have registered with the state and the number the SRC estimates exist in the state.
4. 18 percent of Wisconsin's households report that they go horseback riding in a typical year.
5. This suggests that more residents go horseback riding than are licensed hunters or report that they go snowmobiling. Most of the state's residents who ride, do so once to several times per year.

6. Horse Owner Population

In January 2008, the SRC mailed surveys to 1,579 Wisconsin horse owners to gather data that would allow us to estimate the number of horses in Wisconsin and the economic impact of the horse sector on the state's economy. The initial survey mailing was followed by a post card and a second mailing to non-respondents. The response rate for the horse owners' survey was 48 percent (764 completed questionnaires). Based on an estimated total of 108,255 households in Wisconsin with horses, the estimates provided in this survey should be accurate to within plus or minus 3.53 percent. There is little evidence that non-response bias is an issue for this survey either and the estimates should accurately reflect the current status of the horse industry in the state.

The following are key observations from the survey of Wisconsin horse owners:

The SRC estimates that there are between 299,341 and 351,208 horses in the state and that their total value is between \$998 million and \$1.2 billion.

1. The equine industry directly generates \$30 million to \$35 million in annual revenues and \$735 million to \$862 million in expenses. (The study did not separate profit owners from recreational or field ornament/retired horse owners. The equine industry is, in short, a significant economic sector in the state.
2. The total impact of the equine industry in Wisconsin, including indirect and induced

impacts, is estimated to be

- \$1.3 billion and \$1.5 billion in sales or total economic impact per year
- 33,259 to 37,416 jobs that generate between \$269 million and \$303 million in labor income
- \$351 million and \$395 million in total income in Wisconsin
- \$106-\$120 million in taxes (local + state + federal) are generated because of the equine industry.

3. Most horse owners keep their horses on their own property (81%) and the most common breed is the Quarter horse (63% of horse owners have at least one Quarter horse). Horses in Wisconsin are primarily used for pleasure/trail riding (78%) or showing/competing (56%) and most owners riding about once a week (52%).

4. The issues facing Wisconsin's horse owners focus primarily on land use concerns. Housing developments that limit where horses can be ridden (61%) and lack of local trails (50%) were the most commonly cited issues facing the state's equestrians. Relatively few horse owners said that they faced a lack of local services (e.g. veterinarians, information, farriers) needed for their horses.

The **Marketing Plan** for the **River Rats** book and HorsesEveryOne.org."

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Modern Interest in the Explorations of Marquette & Joliet and Learning Methods.