



*Youth Scholarship
Application Package*

Reichert Equine Foundation
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TABLE OF CONTENTS

2011 REICHERT CELEBRATION	3
INTRO	3
2011 SCHOLARSHIP APPLICATION FORM.....	4
SCHOLARSHIP CRITERIA	5
TIPS FOR SCHOLARSHIPS.....	6
APPLICATION FAUX PAS.....	8
2011 BOARD OF DIRECTORS	10

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2011 REICHERT CELEBRATION

The Reichert Equine Foundation will award five \$500.00 Scholarships at the Reichert Celebration through the following breed shows: APHA Celebration, ApHC Celebration, AQHA Celebration, PHBA Celebration, and POAC Celebration. Scholarships will be announced at the Reichert Celebration during The Equine Chronicle Color Classic. Applicants will be awarded scholarships based on merit detailed under scholarship criteria.

Scholarship money will be paid after proof of enrollment is supplied to the Reichert Equine Foundation and will be paid directly to the student. For proof of enrollment, scholarship recipient must send copy of 1st semester score card of their freshman year to the Reichert Equine Foundation.

INTRO

The Reichert family has been involved in the horse business since 1934. While the pleasure horse has been the primary equine related sport and business of choice, family members have participated in rodeos, open shows and exhibited horses of all breeds at local, state, regional and national levels, in all disciplines. In addition, the family has been active in the promotion of the equine business across Iowa, the United States and Internationally.

The establishment of the Reichert Equine Foundation in 2008 was to begin the process of building sustainability, not only for the foundation, but to recognize servant leadership development, community and organizational participation while encouraging academic excellence.



2011 APPLICATION FOR SCHOLARSHIP:

Name:

Parents Name:

Address:

City: State: Zip:

Home Phone: Cell Phone:

Email:

Current High School: Month / Year of Graduation:

Intended College:

Years of involvement in equine-related activities:

Years competed at the Reichert Celebration:

Years showing horses:

Scholarship you are applying for:

Scholarships must be submitted no later than August 15, 2011
****Applicants need not compete in any horse show to apply for a scholarship.***

- Return the following information no later than August 15, 2011 to be considered for a scholarship:
1. Application
 2. Essay
 3. Equine-Related Activities
 4. Organizational Involvement
 5. Two Letters of Recommendation

Send Information to:
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SCHOLARSHIP CRITERIA

- 1.) **Essay.** On a separate page, answer the following in 500 words or less:

Describe how being involved with horses and participating in horse-related activities has helped you achieve your goals and define the person you are today.

- 2.) **Equine-Related Activities.** On a separate page, please describe your past involvement in equine-related activities involving work, pleasure, competition, and/or community service. Indicate dates, locations and descriptions of your activities.

Example:

<u>Dates:</u>	<u>Location:</u>	<u>Description of activity:</u>
August 19, 2010	Des Moines, IA	I competed in 3 classes in the AQHA/Western Horse Show at the Iowa State Fair.
August 10, 2010	Tulsa, OK	I competed at the Reichert Celebration in NSBA Novice Rider event in the NSBA show.
2008-2010	Marengo, IA	I raised a horse for my project in the Marengo FFA chapter.
Summer 2010	Swisher, IA	I volunteered 4 times a month for Miracles in Motion, a Non-Profit Company that allows children with disabilities to ride horses for therapy by connecting the children with the spirit and energy of a horse.
May 25, 2010- August 1, 2010	Belle Plaine, IA	I worked at the Belle Plaine Veterinary Clinic assisting Large animal veterinarians.

- 3.) **Organizational Involvement:** List the organizations and leadership roles you have served in your community, church, school, and/or equine industries.

- 4.) **Letters of Recommendation.** Include 2 letters of recommendation. (Writer must NOT be related to applicant.)

The letter should include the following:

- Name, address, business/organization and phone number of the person writing the recommendation.
- What is the relationship of the scholarship applicant and the individual writing the recommendation.

In approximately 250 words or less, describe the servant leadership, community engagement and academic achievement of this applicant and why you are recommending him/her for this scholarship.



TIPS FOR SCHOLARSHIPS

- **Include an application letter.** The cover letter conveys the package from you to the funding organization. It is one more opportunity to demonstrate professionalism and knowledge of appropriate business etiquette. If possible make a determination to whom the letter should be addressed. Be sure you have the individuals name & title spelled correctly. Avoid using either, “Dear Sir or Dear Madam”.
- **Follow the instructions.** Provide everything that is required. However, do not supply things that are not requested – you could be disqualified.
- **Complete the application in full.** Do not leave a question blank - answer every question. If you don't believe that a question applies to you, don't leave it blank – it could be judged incomplete. Don't mark the question N/A, not applicable. The evaluators may have a different point of view on its applicability and can disqualify you for failing to complete the form. Instead, answer the question if you can. If the question is truly not applicable, write a sentence that describes your situation. For example, if the question is, “What is your military history?” it is preferable to write “I have never served in the military”, rather than leave it blank or write N/A. Be sure to supply all additional supporting materials, including transcripts, letters of recommendation, and essays.
- **Neatness counts.** Always type your application, or if you must print, do so neatly and legibly. Make a couple of photocopies of all the forms before you fill them out. Use the copies as working drafts as you develop your application packet.
- **Assemble ALL** requested information in the order in which it was requested, if one is specified. Submit as single application package.
- **Write an essay that makes a strong impression.** The key to writing a strong essay is to be personal and specific. Included concrete details to make your experience come alive: the who, what, where, and when of your topic. The simplest experience can be monumental if you honestly present how you were affected.
- **Watch all deadlines.** To help keep yourself on track, impose your own deadline that is at least two weeks prior to the official deadline. Use the buffer time to make sure everything is ready on time. Do not rely on extensions – very few scholarship providers allow them at all.

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- **Make sure your application gets where it needs to go.** Put your name (and Social Security Number, if applicable) on all pages of the application. Pieces of your application may get lost unless they are clearly identified.
- **Community Service Work.** Reference all community service work and community affiliations.
- **Keep a back-up file in case anything goes wrong.** Before sending the application, make a copy of the entire packet. If your application goes astray, you will be able to reproduce it quickly.
- **Give it a final 'once-over.'** Proofread the entire application carefully. Be on the lookout for misspelled words or grammatical errors. Ask a friend, teacher, or parent to proofread it as well.
- **Ask for help if you need it.** If you have problems with the application, do not hesitate to call the funding organization.
- **It is also important** to make sure your letters of recommendation are addressed to the organization whose scholarship you are applying for and that they are current.
- **When retrieving letters of recommendation** obtain multiple copies and have each signed in ink. Letters of recommendation may not be considered valid if the signature is copied and not signed.
- **Do not add documents that have not been requested.** There are many scholarship guides in the press that encourage you to add additional materials as a way for you to show your creativity and make your application unique. Judging by the available data, if you create an error-free, neat and timely application package, you will have already distinguished your application as unique.



APPLICATION FAUX PAS

Some of the most common mistakes are made because applicants did not follow the instructions.

So make sure you don't miss out due to one of these common errors:

- **Not reading requirements.** The most common mistake we get is when an applicant submits an application from our website and does not include the support documentation described in the guidelines. Make sure and read through the criteria, do your research. No support documentation, no scholarship! It's that simple.
- **Incomplete applications.** Make sure you include all required references, transcripts and/or essays. If your reference provider prefers to send their letter directly to us, it's okay, just make sure their mailing to the correct address. Then call ahead and give us a warning.
- **Deadlines are no joke!** Absolutely no exceptions. Rules...rules...rules!
- **More isn't always better.** The scholarship selection committee has very specifically outlined what is required of all applicants, including limitations on essays, references, etc. Don't submit inappropriate supporting documentation. Stay within the limits.
- **Illegible applications.** Be careful when using fancy, hard to read typefaces on your application and essay. Or handwriting even your doctor would be ashamed of.
- **Spelling errors!** Remember, to take the time to spell check your application!
- **Mr. Clean.** You may not even know about problems that occur with the shipment of your application. For instance, we've received applications that look like they were used as sweepers or squeegees. We suggest a waterproof envelope of some sort; it pays to water-proof.
- **Postage Blunders.** Sending your application with "postage due" is definitely a big Oops! But also make sure when mailing the envelope, don't forget to put the application and all support documentation in it. Surprisingly common mistake!

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2011 BOARD OF DIRECTORS

The Board of Directors of the Reichert Equine Foundation is comprised of 5 outstanding leaders from all sectors of the equine and agricultural community who focus on improving the quality of life of the youth involved in the equine activities.

Board of Directors:

Tom Corea

Shellie Eatwell

Jim Hootman

Mary Johnston

Ronald Ross Reichert

Terry L. Schroeder

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