

WESTERN SPORTS

FOUNDATION

presented by WSM Auctioneers

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Newsletter

Issue No. 3

FALL 2023

2023 Among the Stars Western Awards Gala: CELEBRATING 25 YEARS!

In partnership with PBR's Austin Gamblers, the Among the Stars Western Awards Gala was hosted at the Fairmont Austin and was an evening filled with WSF friends + family celebrating the remarkable people who help bring WSF dreams to fruition. WSF honored some very special people during the event.

TRAIL BLAZER AWARD

Sean Gleason, CEO + Commissioner, Professional Bull Riders

TIFFANY DAVIS FRIEND OF THE WEST AWARD

Peyton Martin-Gay, Founder of Peyton's Project Runway

GREAT WEST AWARD

South Point, Las Vegas Hotel, Casino + Spa

TED WIESE MEMORIAL AWARD

Stran Smith, 2008 World Champion Tie-Down Roper & Founder / Owner STS Ranch

COMEBACK AWARD

JR Vezain, Athlete + Public Figure

SHOOTING STAR AWARD

Caiden Flynn, Athlete



The evening's emcee was Matt West, and this inaugural event was attended by long-time donors + supporters, new friends, and athletes. We could not have imagined the overwhelming generosity displayed by those in attendance, raising more than **\$480,000** toward the mission and goals of WSF!

The enthusiastic response to the Live and Silent Auctions, as well as the Paddle Raises, emphasized the understanding and importance of preserving the Western Lifestyle. The funds raised will enable WSF to continue growing service offerings and ensure the work begun 25 years ago will continue. Our heartfelt gratitude to all! ★





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THANK YOU FOR YOUR CONTINUED SUPPORT!

2023 Schedule

2023 FUNDRAISING / EVENTS

OCTOBER

PBR Team Championship
Oct 20 thru Oct 22
Las Vegas, NV

NOVEMBER

Giving Tuesday
Nov 28

DECEMBER

Cowboy Christmas
Dec 7 thru Dec 16
Las Vegas, NV

2023 WELLNESS CLINICS

(In Frisco, TX)

November 13 - November 15

SUPPORTING TOTAL ATHLETE WELLNESS FOR THOSE COMPETING IN WESTERN LIFESTYLE SPORTS BY PROVIDING RESOURCES FOR LIFE



2023 WSF Quarter 3 Event Recap

Western Sports Foundation is thrilled to be wrapping up an amazing quarter of events. These events play a vital role in our outreach and fundraising efforts, and with your help and support, allow us to continue our mission of supporting Western Athletes. Let's take a moment to reflect on the impact you've helped us make so far.

JULY

In July, WSF had the honor of being selected by Outlaw Partners as the beneficiary of their charity Golf Tournament in Bozeman, Montana. This incredible event, combined with a Calcutta from night one of Big Sky PBR, **raised over \$75,000**.

AUGUST

In August, we hosted the WSF Among the Stars Gala in Austin, where over 200 people gathered for an unforgettable evening of celebration and fundraising. We were humbled by the support of everyone in attendance, as together we raised a **record-breaking \$485,000**.

SEPTEMBER

In September, we held two more events: the WSF Clay Shoot at PBR's Missouri Thunder Days, and the 1st Celebrity Pickleball Tournament at PBR's Arizona Ridge Rider Days. Both events were a huge success, and we had a lot of fun and laughs along the way.

We still have a few more events on the horizon to close out 2023. Be sure to keep an eye out for us at the PBR Team Finals in Las Vegas (October 19-22) and Cowboy Christmas in Las Vegas over NFR (December 7-16). More details will be shared soon! ★



WSF 2023 YTD Statistics

387 ATHLETES

16 ASSOCIATIONS

\$613,232

2 TOTAL WELLNESS CLINICS

1 COLLEGE CLINIC

2 JR. HS & HIGH SCHOOL RODEO FINALS CLINICS

SPENT DIRECTLY ON ATHLETE PROGRAMS + SERVICES

130 TOTAL CLINIC ATTENDEES

36 FEMALE CLINIC ATTENDEES

WESTERN SPORTS FOUNDATION



WELLNESS FOCUS

Education + Career Planning: Career Center

Of The West is a job platform that focuses specifically on jobs in the agriculture and western industries. We work daily to connect job seekers and employers, provide free resources such as resume tips, interview questions to ask, and help the next generation explore various career opportunities in our industries.

As someone who has grown up surrounded by agriculture and western sports, I am incredibly passionate about ensuring the future of our industries. So many advancements have been made in the last 30 years, but the way we find employees and find jobs has not evolved at the same speed. Jobs, and people who are passionate about our way of life, are critical to the future of agriculture and western sports.

In partnership with Western Sports Foundation, **Of The West** provides athletes with the tools they need to build strong personal and professional networks, and also prepare them for what opportunities lie ahead after they exit the arena. ★



“Of The West provides athletes with the tools they need to build strong personal and professional networks, and also prepare them for what opportunities lie ahead after they exit the arena.”

JESSIE JARVIS
FOUNDER+CEO, OF THE WEST

SERVICE HIGHLIGHT: SCHOLARSHIPS

Did you know that WSF has a Scholarship Program? Many Members and supporters of WSF aren't aware that scholarship funds are distributed twice annually (for Spring and Fall Semesters) and (all) Western Lifestyle Sports athletes are eligible. WSF awarded 13 Scholarships in September (for a total of 25 Scholarships distributed in 2023). *The Application portal will open in December for 2024 fund distributions for the 2024 Spring semester.* ★

A Word from the Executive Director

25 years ago, this organization started with a single goal: to provide financial assistance to injured bull riders and bull fighters. 20 years later we realized there was so much more we should and could be doing, so we shifted that goal. Our goal to support Western Sports Athletes when they are injured continues but has been expanded to provide resources to support the husband, the wife, the mother, the father, the Cowboy and the Cowgirl.

Our mission became about providing wellness resources for ALL rodeo athletes, focusing on their mental, financial, and physical health, as well as providing tools to plan for their future.

Since 2018, more than 850 athletes have utilized our services; and we have paid out over \$2.9 million dollars. We've had over 100 athletes access our mental health resources, 50 athletes plan for the next chapter in life by accessing our scholarship funds, and almost 300 athletes attend one of our Wellness Clinics. And all of this is FREE to the rodeo athlete. Pretty remarkable, right?

What is even more remarkable is the amazing team we have built to support these Athletes, the generous donors who support our team and our mission, and the number of athletes who have trusted us to help them on their journey to success! Thank you for your continued support and for trusting us to serve the Western Sport Athlete.

Aubrey O'Quin, Executive Director, Western Sports Foundation



Donate Today!

Our mission continues because of the generosity of our Sponsors.

All donations are welcome ... a one-time gift, a monthly commitment, or part of a matching-gifts program. Each supports our goal of **Total Athlete Wellness** for those competing in Western Lifestyle Sports by providing resources for life!

Online donations are quick + secure. To begin, simply scan the QR Code!

