

20
25
ANNUAL
REPORT

SNOWPITY

Dear Friends and Supporters,

Coming off of the incredible highs of our 2024 convention year, we stepped into 2025 with energy to spare alongside a desire to continue pushing the envelope. What a year it has been! The momentum we built together surged and we broke milestones we once thought had peaked. Once again, we thank you for being here with us through this period of growth as we continue to pursue our mission statement. Looking back on 2025:

We welcomed nearly 1,300 attendees. This reflects not just a growing interest in Mare Fair, but the continued health of the community behind our rallied mission.

Badge Type	Quantity
Spirit Tiers	31
Fairgoer	606
Latecomer	79
Mare Supporter	179
Mare Enjoyer	115
Mare Enthusiast	50
Mare Connoisseur	5
Mare Aficionado	2
Mare Fanatic	1
Mare Schizo	1

With overwhelming generosity and spirited bidding, we surpassed last year’s charity auction record. With a total of over \$115,000 to support equine rescue and rehabilitation, we are happy to state that all of our partners have received their grants and are actively putting that money to work. And speaking of our partners, 2025 also marks our first year in expanding the total scope of our impact into the world. We broadened our collection with new horse rescues, forging partnerships with five new rescue organizations. Through them, we’ve significantly increased the number of horses we’re able to support- and lending more opportunities for second chances.

Behind the scenes, 2025 was also a year of reflection and renewal for our staff and volunteers. There were a number of internal struggles that needed to be addressed. We dedicated significant efforts to improving communication, fostering engagement, and strengthening the sense of teamwork that has always been central to Mare Fair. Reinvigorating our volunteer culture has been a challenging and important part of the year, and we couldn’t have been more grateful to our incredible staff for their time, commitment, and heart. We’ve seen a marked change in the mood of our team, based on surveys and conversations, and we want to ensure that this passion continues to keep the Mare Fair engine rolling.

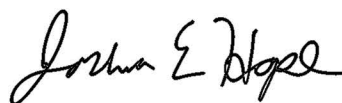


As we look towards the future once more, we can't help but be filled with optimism. Our efforts in 2023 and 2024 set the stage for an incredible lay-up of 2025; we very much believe that we have a winning formula and we hope to continue with even greater progress, deeper community connections, and an even more vibrant convention experience in the following year.

As we celebrate the bright moments of 2025, we also want to acknowledge a significant challenge we've faced. Once again, circumstances are forcing us to move to a new venue for the coming year. We know how disruptive these sudden changes can be, and we want to extend our deepest apologies to every attendee affected by this shift. Your time, your trust, your excitement- they all matter enormously to us, and we will work hard on finding a forever home.

You are the heart of Mare Fair, and your support inspires us to push forward with even greater dedication. We are excited to honor what we've built together- and even more excited to explore what's next. Thank you again for standing with us, cheering for us, and believing in what Mare Fair can be. With your continued support, we are ready to gallop boldly into 2026.

With heartfelt appreciation,



Joshua Hope
Head Pony in Charge, Chairpony of the Board



Nicholas Cantor
Background Pony in Charge, Director



Brad Coleangelo
Background Pony in Charge 2nd Suc, Director

execs@marefair.org



MISSION

Snowpity, Inc., is a volunteer organization that holds events to raise funds to **rescue, care** for, and **improve** the lives of equines in need; to bring together artists to **practice** and **hone their craft** of pony art; and to **educate** the world about the beauty that resides within every mare.

Community

We are dedicated to expanding our community engagement efforts, providing a platform for start-up initiatives that support our mission. We recognize the immense passion and creativity within our community, and we are committed to showcasing and supporting the incredible projects that stem from it.

Grants

We aim to broaden our reach and impact in equine rescue and rehabilitation. To achieve this, we seek out and give grants to organizations that share in our mission and beliefs. By providing financial support, we aim to create a network of partners and bolster their efforts to ensure that more equines receive care.





MEMORIES

Impact. Results. Change.

We are once again humbled and astounded to have surpassed our previous fundraising record, a milestone that would have been impossible were it not for the extraordinary generosity of our attendees and sponsors. The funds raised during our charity auction as well as our additional programs went to improving the lives of equines in need. And so, for everyone that allowed us to continue our mission, thank you for believing in what we are building together.

The funds raised this year have enabled our long-standing partner, Kim from **Fallen Oaks Equine Rescue and Rehabilitation**, to continue her efforts. Ever a friendly face at our convention, Kim is always ready to share stories of how much her horses mean to her and to share with you how much work goes into the betterment of these animals' lives. Beyond her efforts, we are also proud to be able to extend our hand to a number of new charities this year: **South West Florida Horse Rescue; Rainbow's Edge Equine; Sixteen Hands Horse Sanctuary; Royal Blessings Rescue; and Stricker Sunshine Horse Rescue.**

Each of these organizations play a vital role in providing care for equines in need, and we are honored to help further their work.

When we say that we could not have done all of this without you, we mean it. The trust that you have placed in us is something that we never take for granted. We remain committed to honoring this trust through transparent stewardship and thoughtful grant-making. To this end, we have continued to formalize and increase the stringent nature of our selection and review process. A step that we took on this year was to formalize a charity committee ran by internal as well as independent members. We had an incredibly successful first year with this addition in place, and we will continue to seek improvements to our process in the years to come.

We hope to see you at our 2026 convention, where we will continue to expand the scope of our offerings in return for your donations and to showcase to you more of the incredible work that have been accomplished.



Our Team

This year, we are using this space to highlight some of the work and workers that keep this ship running. Mare Fair is a full volunteer force and we would not be able to keep the event going without the continued dedication of our awesome staff. They work tirelessly and meticulously to give you a smooth and memorable experience at each booth, panel, and floor of our event; and we extend additional credit to those volunteers who take time out of their schedules to volunteer for some hands-on work with our charity partners as well. And so, we want to open the floor to our team leads who wanted to give you some insight on their work:

Since 2022, I've had the honor of serving on the Board of Directors for Snowpity, Inc. Working alongside an incredible team of fellow board members, I help guide our organization with a focus on fiscal responsibility, long-term sustainability, and, most importantly, creating joyful, memorable experiences for our community. Every decision we make is driven by the same passion that unites us: A shared love for the six colorful ponies that brought us together in the first place. Beyond my work as a director, I've also had the privilege of leading the Audio/Visual department at Mare Fair for three years running. With a talented and dedicated team at my side, we've brought the event to life through sound, lighting, video, and technical support; everything from showcasing the dazzling intro animation on the big screen to making sure every panelist could be seen and heard. It's a role that combined creativity, technical expertise, and teamwork, all in service of giving our guests the best possible convention experience.


Greg Naeger



With this year being my second serving on the Board of Directors for Snowpity, Inc., I oversaw the Game Room for this year's Mare Fair. The room remained welcoming and respectful throughout the event, with no incidents of vandalism or stolen items, and the overall atmosphere was positive and engaging. Tear-down at the close was swift, a show of our team's preparedness and the dedication ensured that the space was returned without complication. An overall great success!

Like any large-scale event, we did face some challenges along the way. There were moments of disjointed communications between the logistics team and us, as well as amongst the volunteer members that caused issues with coordination and scheduling. However, even in those moments, our team remained flexible and solution-oriented. Each issue was addressed, and through quick decision-making, we were able to resolve them without impacting the attendee experience.

Looking ahead, I am hopeful that the Game Room can be more intentionally worked into the core layout of the convention space for 2026. Better physical integration will allow us to connect with the overall flow of the event and enhance visibility and accessibility for attendees. As I continue my role as a director in 2026, I want to thank everyone who spent time in the game room this year- your enthusiasm made the space a pleasure to run. We look forward to building on what we learned to continue to make this a memorable part of your Mare Fair ride!


Mark Marcoccia





FINANCIALS

For the year ended December 31, 2025

In the spirit of transparency and reinforcing proper reporting processes, we opened our books to an independent party for compilation work. For how long we have run our operations for as well as with the amount of money under our stewardship, we believe that it is important to begin engaging with external auditors to begin building up a long-term relationship with them as well to you, our attendees, to show that our numbers are as we report them. We reiterate time and time again that trust is our biggest asset not listed on our books and it is one that is reinforced by conduct.

With that said, I am also happy to report that Mare Fair / Snowpity, Inc., is fiscally healthy. Our integration with Ramp over the prior year has gone smoothly and Ramp is now part of how all of our departments track and spend their approved budgets. Each department continues to be judicious with their spending and we have also taken to adopting interest bearing accounts to better utilize our excess funds. Our axiom is still to focus on efficient spending and risk-aversed money growth. Our current allocation of funds fit our needs and provide an adequate risk-adjusted return.

Nguyen Do Khoi Le Rivera - treasurer@snowpity.org

	2023	2024	2025
Total Revenue	\$138,734.39	\$350,636.83	\$492,791.75
Donation Income	58,767.81	109,307.45	146,835.10
Program Income	75,999.79	223,917.19	341,563.35
Other Income	3,966.79	17,412.19	4,393.30
Total Expense	\$115,741.92	\$292,111.58	\$400,457.22
Program Expense	39,934.69	163,255.03	198,137.25
Operating Expense	16,092.58	19,915.74	81,399.65
Grant Expense	59,926.81	108,940.81	120,920.33
Net Retained Earnings	\$22,992.47	\$58,525.25	\$92,334.53

*2025 Program Income - includes Mare Fair 2025, Cinemare Night 2025
**2024 Program Income - includes Mare Fair 2024
***2023 Program Income - includes Mare Fair 2023, Winter Warm Up! art pack, 2023's MLP Coin Project pledges

Supporting Expenses	Program and Fundraising	General and Administrative	Total
Awards & grants to others	120,920	---	120,920
Venue expense	110,305	---	110,305
Legal fees	---	39,222	39,222
Con operation expense	37,890	---	37,890
Contract & professional fee	4,688	16,645	21,333
Equipment lease & maintenance	15,839	---	15,839
Insurance	---	12,753	12,753
Bank fees & service charges	---	10,729	10,729
Shipping & postage	---	1,739	1,739
Office expenses	569	10	579
Memberships & subscriptions	---	219	219
Software & apps	---	82	82
Travel	21	---	21
Total Expenses	290,232	81,399	371,631

*Expenses not inclusive of direct merchandise COGs; expenses rounded down to nearest whole number

29%

of 2025's total revenue comes from our generous donors

24%

of 2025's total revenue was given out as grants to other non-profits

21%

of 2025's total expenses are general administrative and operational

The Future

To close out another annual report and another year, we want to extend our deepest gratitude to every attendee, volunteer, vendor, musician, panelist, partner, and supporter who helped make 2025 such an extraordinary year. Mare Fair has been and will continue to be more than just a convention- it's a community built on shared memories, creativity, and a genuine desire to make the world a little bit brighter for horses and humans. None of this would be possible without you.

Each year, when we are able to showcase the incredible talent behind the opening ceremony and see the collective smiles spread across the room- that's how we know that all of the hard work is worth it. Our convention exists so that we can build a space where friendship, fandom, and charitable impact come together. When we are facing troubles, it is your enthusiasm, generosity, and comments that carry us forward through the trials. Thank you for the love that you bring to Mare Fair.

We seek to continue to grow our overall footprint in the horse rescue space, to continue to make a splash on the scene, and get horses in need the attention that they deserve.

And finally, we hope to see you at 2026's event, it will once again be our biggest and boldest yet, but hopefully still carry that same charm that many of you helped foster from our nascent years.

With gratitude and boundless enthusiasm,

Nicholas Cantor

Cameron Fuller

Marcel Hinsch

Joshua Hope

Greg Naeger

Mark Marcoccia

Luis Rivera

The team behind Snowpity, Inc.
board@snowpity.org

