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*Photo: the CTRA team at the 2016 seCatalyst Gala with founder (and store namesake) Jane James standing front and centre (in purple). Photo credit: Naomi DeVine*

## **CTRA's Jane James Used Tack Shop Awarded \$8000 at SeCatalyst Gala**

The Cowichan Therapeutic Riding Association (CTRA) relies on the support of the community to deliver their life-changing equine-based services to people with special needs. This support comes in many forms, with CTRA receiving an abundance of donations of used horse equipment and riding apparel from individuals, groups, and businesses from across Vancouver Island.

In 2011, CTRA launched the "Jane James Used Tack Shop" initiative, an on-site store that sells everything from used saddles to riding jodhpurs at very reasonable prices. This shop helps CTRA to turn donations of second-hand horse stuff into much-needed funding to support their charitable program.

In November of 2016, CTRA's tack shop initiative made it to the finals of the Social Enterprise Catalyst Gala – an annual event that showcases Vancouver Island social enterprises in a "Dragon's Den-Style pitch competition." The event tied the three finalists as winners, and awarded CTRA numerous-in kind prizes and \$8000 in cash to help develop the store in 2017.

The Jane James Tack Shop will be moving to a new, larger space at CTRA's facility on Providence Farm by spring 2017. This new facility will allow the store to display more merchandise and will help accommodate customers. The funding received by seCatalyst will help cover staff hours in the store, transitioning the model from "appointment only" to regular hours of operation: 9:30-3:30 Monday-Friday and Saturdays 10-2 (appointments outside of these hours can still be made).

Horse people interested in supporting the Cowichan Therapeutic Riding Association can do so by donating their gently used equestrian goods to CTRA (most will be eligible for a tax receipt) and by visiting the store as customers. Store personnel select the best quality merchandise for sale with odds-and-ends redistributed to the community via the "free store" (also on site). Because the store's entire inventory is donated, CTRA is able to offer very reasonable prices and direct all of the sales proceeds back into the charitable program. This makes shopping at the Jane James Used Tack Shop win-win for customers and community alike.

To speak with someone about the Jane James Used Tack Shop or the CTRA program, please contact the CTRA office at 250-746-1028 or [info@ctra.ca](mailto:info@ctra.ca).