

FAQs for Community Partnership Day Friday, 10/31/14

How does the community partnership work between WUOT, Shangri-La Therapeutic Academy of Riding (STAR), Mark and Heather Murphy at Boulder Designs®, and Tom and Janice Christman?

100% of your donation to WUOT will fund our programming and operations. If WUOT receives 400 pledges by 8 p.m. on Friday, Oct. 31, STAR will receive a \$1,120 discount on a new boulder sign from Mark and Heather Murphy at Boulder Designs AND \$3,880 for the sign balance, erection and landscaping donated by Tom and Janice Christman.

These generous gifts valued at \$5,000 to STAR cost WUOT **nothing** because the Murphys at Boulder Designs and the Christmans are generously providing them to STAR. YOUR donation has double impact TODAY: You'll support public radio AND help a wonderful nonprofit make much-needed updates to its front entrance with a new sign and landscaping.

Is there a minimum donation amount to qualify as a pledge?

No. EVERY pledge WUOT receives by phone, online or in person by 8 p.m. today counts toward the goal of 400 pledges. If we reach that goal, STAR will receive signage and landscaping services valued at \$5,000.

Does how I donate affect qualification as a pledge?

No. You can [donate online](#) or call 974-5500 with your pledge. You can make your pledge via check, bank draft, credit card or payroll deduction (UT employees).

Why did WUOT form this community partnership?

WUOT is part of this community – we serve our listeners and our listeners' support helps keep this station on the air. We form special partnerships like this one to help give back to the community that supports us.



What is STAR? The Shangri-La Therapeutic Academy of Riding is dedicated to fostering personal achievement by providing therapeutic experiences using horse-related activities for persons with disabilities or other special challenges.

STAR serves those in Anderson, Blount, Campbell, Fentress, Knox, Loudon, Jefferson, Monroe, McMinn, Roane and Sevier Counties. It works with **individuals from age four to seniors who have physical, mental and neurological disabilities, as well as at-risk youth and wounded Veterans.**



Why is the new sign important? Since 1987, STAR's logo featured a person coming out of a wheelchair onto a horse because the program focused solely on riding. The original sign is worn and needs to be replaced, AND STAR has a new logo, so a new sign is needed. **STAR recently added a horse-partnership program for at-risk youth as well as a program for wounded warriors with traumatic brain injury, PTSD, sensory loss and amputation.** These individuals did not see themselves reflected in the old design, so STAR created a new logo. It features a horse shoe, which, in addition to being a symbol of luck, is a symbol of strength and safe harbor. The new logo is designed to show that all participants in STAR programs have a safe place to expand their abilities and succeed.

Contact: Lynn Petr, Founder/Exec. Dir., 865-988-4711, www.rideatstar.org/

What is Boulder Designs? Boulder Designs® is the only franchised company in the U.S. that specializes in custom-made personalized boulders for residential landscaping and commercial business signage. Mark and Heather Murphy own the Boulder Designs franchise in Knoxville and serve Roane, Anderson, Loudon, Knox, Blount, Sevier and Jefferson Counties. Their child, who had a disability similar those STAR serves, passed away and they are honoring STAR's work by offering a significantly-reduced sign.

Contact: Mark and Heather Murphy m.murphy@boulderdesigns.net / h.murphy@boulderdesigns.net

Who are Tom and Janice Christman? Tom and Janice Christman are longtime volunteers and supporters of STAR, as well as WUOT fans!