



"LENDING A HELPING HAND TO THOSE IN NEED"

With no guaranteed salaries or injured reserve provisions in the sport of rodeo, these professional athletes are often left with no place to turn when faced with serious, sidelining injuries and the accompanying financial hardship. Recognizing that serious injuries can be traumatic enough without the additional burden of financial worries, the Justin Boot Company formed a partnership with the Professional Rodeo Cowboys Association (PRCA) and the Women's Professional Rodeo Association (WPRA) in 1989 to establish the Justin Cowboy Crisis Fund (JCCF).

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The JCCF's premise is to lend a helping hand to professional rodeo athletes and their families in the event of injury related to their participating in professional rodeo. The fund fills the void of financial hardship when the inevitable serious injury interferes with the careers of those who have dedicated their lives to the sport. Assistance awards are based on the severity of injury, the number of dependents and the applicant's financial situation. The Fund also takes into consideration the individual's involvement in and/or contribution to the sport of professional rodeo. Unique among today's numerous charitable organizations, the Justin Cowboy Crisis Fund stands above the rest by dedicating 100% of all contributions received for disbursement to eligible applicants. This uncommon practice for a charitable organization is made possible by the joint commitment of the Justin Boot Company and the PRCA, which underwrite all administrative costs associated with managing the JCCF, leaving all monies received through contributions to serve their intended purpose.

"The Justin Cowboy Crisis Fund: It's a hand up, not a hand out"

Honor the spirit of the American West with a contribution to the Fund that lends a helping hand to injured professional rodeo competitors.

Please accept my contribution of \$ _____ to the Justin Cowboy Crisis Fund.

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

My gift is being made in memory/honor of: _____

with acknowledgment card sent to: _____

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Please mail your contribution to:

Justin Cowboy Crisis Fund, 101 Pro Rodeo Drive, Colorado Springs, CO 80919

Contributions are tax deductible