



Cherry Orchard Pony Club

Community Partnership
Opportunity 2026



Supporting Youth. Strengthening Community.
Creating Opportunity.





Our Story

20 Years Supporting Young People Through Horsemanship

Founded in 2005, Cherry Orchard Pony Club is a branch of the Irish Pony Club providing young people aged 10–24 with access to structured equestrian training in a safe, inclusive, and supportive environment.

Our club is unique. Unlike traditional pony clubs, our members do not need to own a pony. This removes financial barriers and ensures that young people from all backgrounds can participate equally.

Cherry Orchard Pony Club provides more than riding lessons. It builds confidence, responsibility, teamwork, and pathways to future education and employment.

Mission

The Irish Pony Club endeavours to promote and encourage horsemanship, sportsmanship, citizenship, and loyalty in a safe and fun atmosphere for all its members and volunteers.

Vision

- To encourage young people to ride and to learn to enjoy all kinds of sport connected with horses and riding.
- To provide instruction in riding and horsemanship, and to instil in members the proper care of their animals.
- To promote the highest ideals of sportsmanship, citizenship, and loyalty, thereby cultivating strength of character and self-discipline.



2005 Established

18 Active Members

10-24 Age Range

100% Accessible – No Pony Ownership Required





Cherry Orchard is home to:

11,117 Residents

19.5% Population Growth since 2006

10 Very Disadvantaged Areas

4% among the most disadvantaged nationally

Supporting Young People Where It Matters Most

Cherry Orchard is a growing community facing significant social and economic challenges. Census and deprivation data highlight the increasing pressures on families in the area, with multiple small areas ranked among the most disadvantaged nationally. In this context, access to structured, positive youth programmes is not simply beneficial — it is essential. Cherry Orchard Pony Club provides a consistent, safe, and aspirational environment where young people can build confidence, develop discipline, and experience opportunities that may otherwise be out of reach. Our programme offers stability, belonging, and a pathway to personal growth within a community that needs it most.



Cherry Orchard Pony Club



Our Programme

At Cherry Orchard Pony Club, each weekly four-hour rally is designed to combine skill development, personal growth, and teamwork. Members are not just learning to ride; they are learning responsibility, discipline, and how to care for their ponies, while building confidence and resilience in a supportive environment. The programme ensures that every young person progresses steadily, develops strong life skills, and experiences a sense of achievement both individually and as part of a team. This structured approach ensures steady skill development while building confidence, responsibility, and teamwork.

Each weekly rally includes:

- Riding instruction
- Stable management lessons
- Pony care and responsibility
- Team-based learning

In addition, members participate in:

- Annual Pony Club tests
- In-house competitions
- Pony camp
- External excursions and equestrian events



Leadership, Structure & Impact

Cherry Orchard Pony Club is led by District Commissioner and Instructor Fiona Cloke, who has dedicated over 16 years to the club. Under her guidance, the club has grown into a supportive, structured, and inclusive environment where young people of varying ages and abilities train together. Members benefit from mentorship, teamwork, and the development of strong core values including enjoyment, respect, inclusion, and learning.

Many past members have gone on to careers in the equine industry — from racing and equine studies to instructor training — demonstrating the lasting value of the club in supporting education, employment, and personal growth.

Skills for Life

Our structured programme has a measurable impact, helping young people develop skills that extend far beyond horsemanship:

- Confidence and self-belief
- Responsibility and accountability
- Teamwork and cooperation
- Respect for animals and others

Cherry Orchard Pony Club



Operating Costs

Running Cherry Orchard Pony Club requires a significant investment to ensure high-quality, safe, and structured opportunities for young people. The club costs €19,888 per year to operate. Income from member rally fees and existing sponsorship currently covers most of this, but the remaining deficit is absorbed by Cherry Orchard Equine Centre — an arrangement that is not sustainable long-term.

Your support will directly contribute to sustaining a programme that teaches horsemanship, life skills, and personal development — making a real difference in the lives of young people in the community.

Sponsorship Impact

We are seeking sponsors to bridge this gap and ensure the club can continue providing access to young people in Cherry Orchard who might otherwise be unable to participate. Credit Union sponsorship, for example, would help us:

- Keep participation affordable for every child
- Provide essential equipment and gear for families in need
- Ensure a safe, consistent, and inspiring programme for all members



Sponsorship Opportunity & Benefits

Cherry Orchard Pony Club offers sponsors the opportunity to support a well-established, community-focused youth programme. Your support will directly enable young people to access structured riding lessons, mentorship, and life skills in a safe and inclusive environment. Sponsorship helps break down financial barriers, ensuring all children, regardless of background, can participate fully.

“For many of our members, the Pony Club is not just an activity — it is a turning point.”

Impact Highlights:

- 20 years delivering youth equestrian programmes
- Members progress through Pony Club tests annually
- Many past members continue into equine careers

Your Impact as a Partner:

- Recognition as an official supporter of Cherry Orchard Pony Club
- Brand visibility at club events and showcases
- Social media acknowledgement across our channels
- Invitations to key club events and activities
- Association with a respected local youth development programme

Cherry Orchard Pony Club



Our Commitment

Cherry Orchard Pony Club is committed to providing young people in Cherry Orchard and Ballyfermot with access to horsemanship, life skills, and personal development in a safe, inclusive, and inspiring environment. For over 20 years, we have helped young people grow through riding and teamwork, fostering confidence, responsibility, and resilience.

Through these objectives, we create a pathway for young people to develop skills that last a lifetime and to experience opportunities that might otherwise be beyond their reach.

Our core objectives guide everything we do:

- To encourage young people to ride and enjoy all sports connected with horses
- To provide instruction in riding and horsemanship, and instil proper care of animals
- To promote the highest ideals of sportsmanship, loyalty, and self-discipline
- To hold Pony Club tests, ensuring members progress in their skills and confidence
- To offer external excursions, broadening horizons and introducing members to the wider equine industry



Digital & Social Media Performance

(12 months - 2025 -2026)

Platform Overview

593.1% ↑ 37,926 ↑ 13.3K Instagram 10,480

Facebook	TikTok	LinkedIn	YouTube	Instagram
1,108,803 Views	153K Views	22,34K Impressions	70,3K Views	344K Watch Hours
318,245 Engagements	7,555 7,555 R.	591 Followers	591 145 LnL	284K Watch Hours
Total: 1,690,000+ views/ impressions			10,480	116,082

Facebook 103,776

5738 Followers 138,245 ++414 Reactions 55

Audience: 56% 76% Aging 25-54

Top content: Student achievements
 • Centre events
 • Horse & stable photos

LinkedIn YouTube 71

22,344 Impressions 3906 Clicks 591 + 98 Followers

860 + 860 Reactions 860 + 1 18:34 71% Female

79% Dublin | 83% professionals
 78% managers, Directors & Executives

YouTube 343,776

153K 5,317 Followers 2082 +502 Followers 591

Audience: 47% from For You Page

71% Female
 50% aged 18:34

Top content: Programme highlights
 • Youth sessions

Instagram 343,776 ↑

343,776 ↑ 28K Followers
 59.3K Content Interactions 23,272
 Dublin, Ireland | 20% female

Top content: Zipit Forest Adventures
 • Youth accomplishments
 • Community partnerships

TOTAL 1,690,000+

Total Views / Views / impressions

Website Analytics ↑ 2,082

5,819 Pageviews 4,521 Sessions 2,727 Organic Visits



Let's Get to Work Together




Cherry Pony Club is a Branch Of:





Irish Pony Club

Get Involved Today!

This is a powerful opportunity to align your organisation with a community-driven initiative that is creating meaningful, lasting impact. By partnering with us, you are not only enhancing your brand visibility — you are actively investing in the local community and in the confidence, development, and future of young people.

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