

--- Name of 501(c)(3) Organization ---

Retired Racehorse Project

--- Today's Date ---

03/30/2020

--- Year Established ---

2010

--- Amount Requested ---

10,000

--- Name of Executive Director ---

Jen Roytz

--- Mailing Address ---

2976 Solomon's Island Rd.  
Edgewater, MD  
21037

--- Contact Information - Name and Title ---

Jen Roytz

--- Work Phone ---

+18594944712

--- Email ---

[Jroytz@retiredracehorseproject.org](mailto:Jroytz@retiredracehorseproject.org)

--- Website / URL ---

<http://www.retiredracehorseproject.org>

--- Farm/Facility Name ---

Retired Racehorse Project - main office

--- Farm/Facility Mailing Address ---

2976 Solomon's Island Rd.  
Edgewater, MD  
21037

--- Brief Mission Statement ---

The Retired Racehorse Project is a nonprofit organization that works to facilitate placement of Thoroughbred ex-racehorses in second careers by increasing demand for them in the equestrian marketplace and educating equestrians to provide the training that secures their future.

The RRP is best-known for its flagship event, the Thoroughbred Makeover and National Symposium, which is the world's largest retraining competition for recently retired racehorses. Each year equestrians from 40+ states and Canadian provinces give roughly 700 Thoroughbreds a solid foundation of retraining in their first year post-racing (which sets the trajectory for the rest of their lives) in preparation for the Makeover.

In addition, we offer a variety of educational opportunities at the Thoroughbred Makeover, including the RRP Master Class, a clinic in which top professional equestrians from various disciplines each walk the audience through their approach to retraining a Thoroughbred after racing using newly retired racehorses from reputable aftercare organizations. The Makeover is the largest coming together of individuals and organizations working in the world of aftercare. To make their journey to Kentucky even more meaningful, last year we held the inaugural Thoroughbred Aftercare Summit in coordination with the TAA and TCA, offering topics pertinent to those with a professional interest in aftercare.

--- In brief, what is your proposed use of the grant you are applying for? Please include 3 to 5 goals you expect to achieve with the funding. ---

This year we are humbly requesting a \$10,000 grant that would facilitate this year's Makeover Master Class and also help us expand the Thoroughbred Aftercare Summit at this year's Thoroughbred Makeover and National Symposium (October 7-10 at the Kentucky Horse Park).

Approximately \$5,000 - \$7,500 of this grant would go toward costs associated with the Makeover Master Class, such as stipends for horses coming from nonprofit aftercare organizations to cover shipping and staff time, stabling, live stream, marketing and possible clinician fees (though we ask them to donate their time). Started at the 2018 Thoroughbred Makeover, the RRP's Master Class clinic series features 3-4 equestrian professionals from various disciplines each paired with a newly-retired racehorses sourced from reputable aftercare organizations. Each trainer walks the audience through his/her approach to restarting a racehorse for a new career and shares insights into what the next weeks and months would look like if the horse were in his/her program.

The remaining \$2,500 - \$5,000 would be used to support and expand the Thoroughbred Aftercare Summit. Put on in conjunction with the TCA and TAA, the summit will focus on topic pertinent to those working in the aftercare world. Last year's session topics included creating and/or strengthening organizational bylaws, building a strong and sustainable budget and how to create a strong grant proposal (which included a Q and A with a panel of representatives from grant-funding organizations.

Below are three goals for each of those two initiatives

### Makeover Master Class

- Educate equestrians about the many ways to be safe and successful when restarting Thoroughbreds for new careers after racing
- Showcase 3-4 Thoroughbreds available for adoption (typically one, if not all, of the horses used in our Master Classes end up being adopted by a trainer or spectator)
- Have top professionals with strong followings ("social media influencers") share their Master Class experiences working with Thoroughbreds with their own followers to expose more equestrians to Thoroughbreds.

### Thoroughbred Aftercare Summit

- Offer information, tools and resources that will help those working in aftercare to strengthen their protocols and best-practices
- Provide an opportunity for aftercare professionals from throughout North America to network with one another (many of them have never met or have only communicated through email or social media)
- Identify key issues that are common among aftercare advocates and idea-share on how best to address/solve them

--- If you received a grant from TERF (Thoroughbred Education and Research Foundation) previously, please describe how those funds were used. ---

Last year TERF was kind enough to offer the RRP a grant of \$5,000 to be put toward the Makeover, and we used that funding for our Makeover Master Class, which was very popular with spectators, live stream viewers and media alike. The Master Class featured clinicians Elisa Wallace (5\* eventer and Olympic Alternate), Emily Brolier Curtis (Grand Prix eventing trainer/rider who put herself through college galloping at the track) and Doug Nunn (former jockey who starts/restarts Thoroughbreds with a particular focus on "problem horses"), along with international Jumper coach and clinician Martin Douzant, who offered a mini session on how to build and introduce a horse to a jump chute properly and the benefits it can offer them in their training.

The Makeover Master Class was one of the most popular aspects of last year's Thoroughbred Makeover, both with the several hundred spectators in attendance and those watching on the live stream. It also received favorable media coverage (listed in the media section below).

--- Please list the other organizations or major contributors that have provided funding to your organization within the last calendar year. ---

Below is a list of all supporters \$5,000 and above:

Carolyn Karlson - \$50,000  
TCA - \$50,000  
Real Rider Cup (FHTS) - \$33,874  
ASPCA - \$25,000  
Magna Wave PEMF - \$20,000  
Boehringer Ingelheim - \$12,000  
The Thompson family - \$10,021.77  
Churchill Downs - \$10,000  
Godolphin - \$10,000

Plantation Field (2018 Real Rider Cup) - \$10,000 The Muir House Foundation - \$10,000  
AmerisourceBergen Foundation - \$7,500 Kentucky Thoroughbred Owners and Breeders - \$7,500 USEF -  
\$7,500 Nine Thirty Racing - \$7,370 Nina Bonnie - \$7,080 MidAtlantic Horse Rescue - \$7,000 Maryland  
Jockey Club - \$6,824 FL TRAC - \$5,500 JudithAnn Hartman - \$5,000 Taylor Made Sales Agency - \$5,257.80  
Valerie Callcott-Stevens - \$5,045 Excel Equine - \$5,030 Beyond the Wire - \$5,000 Biozyme Inc. - \$5,000  
Dechra Veterinary Products - \$5,000 Dubarry - \$5,000 Fasig-Tipton - \$5,000 Jim and Debbie Brown -  
\$5,000 Juddmonte Farm - \$5,000 Louisiana TB Breeders Assoc. - \$5,000 Masters of Foxhounds Assoc. -  
\$5,000 New Start - \$5,000 Community Foundation of Middle TN - \$5,000 Marquis George MacDonald  
Foundation - \$5,000 The Tucker Foundation - \$5,000 Thoroughbred Education and Research Foundation  
- \$5,000 Triple Crown Feeds - \$5,000 U. S. Polo Assoc. - \$5,000 USA Equestrian Trust - \$5,000 Walmac  
Farm - \$5,000

--- Please describe your charity's public education/research efforts. ---

The driving force behind everything the RRP does is education. Our primary focus is educating equestrians and equine enthusiasts about the adaptability of Thoroughbreds to non-racing equestrian sports and offering them the foundation and skills to transition them themselves or with the guidance of a reputable trainer. In addition, we work to empower the racing and breeding sectors of the industry with the information and tools to rehome their horses responsibly and work to show them what their horses can and do become after their last race has been run. In recent years our focus has also included promoting Thoroughbred aftercare and success stories to the mainstream public in an effort to combat the negative stories about racing with positive content and factual information and statistics.

While we are best-known for the Thoroughbred Makeover, we do this in many other ways, including our Master Class clinic series, publishing our coffee table magazine (Off-Track Thoroughbred Magazine) that goes to 10,000 readers quarterly, and our robust online presence that includes 170,000+ social media followers and offers webinars, contests, rider and horse profiles and has become an active platform where people with a shared love for Thoroughbreds can connect and engage.

We also are keenly focused on marketing and communications and do a significant amount of story pitching to racing, equestrian and mainstream media, which has helped us become one of the most visible and successful movements in Thoroughbred aftercare. We also have relationships with various publications throughout racing and equestrian sports that allow us to plant bloggers with them, who chronicle their journey to the Makeover through monthly posts (we have 12-15 bloggers writing about their Makeover journey this year).

--- Please describe any publicity your charity has earned within the last calendar year. Copies of news articles or a brief summary of news coverage are acceptable. ---

Below is a small sampling of publicity we received this year. In addition, we were focused on NBC during two separate Breeders' Cup Win and Your In broadcasts, as well as during the Breeders' Cup coverage itself.

The Horse, "Thoroughbred Makeover Growing by Leaps and Bounds":  
<https://thehorse.com/179484/thoroughbred-makeover-growing-by-leaps-and-bounds/>

Paulick Report, "Thoroughbred Makeover's New Arrival Exam Sets the Standard for Horsemanship": <https://www.paulickreport.com/horse-care-category/thoroughbred-makeovers-new-arrival-exam-designed-to-set-the-standard-of-horsemanship/>

Chronicle of the Horse, "Makeover Master Class Trainers Demonstrate Three Ways to Restart an Off-Track Thoroughbred": <https://www.chronofhorse.com/article/restarting-a-thoroughbred-three-ways>

America's Best Racing, "Lessons Learned from the Thoroughbred Makeover": <https://www.americasbestracing.net/lifestyle/2019-ten-lessons-learned-2019-thoroughbred-makeover>

--- List 2-3 things that distinguishes your organization and why TERF should fund this proposal. ---

1. In just 10 years, the Retired Racehorse Project has earned a reputation as one of (some say THE) most successful initiatives in recent decades for creating more demand for Thoroughbreds after racing.
2. According to statistics, in an average year approximately 18,500 Thoroughbreds retire from racing annually, and while females with favorable race records or pedigrees, along with a handful of elite colts, will go onto breeding careers, we can conservatively estimate that 60-70% (11,000-12,950 horses) will require rehoming for non-racing/breeding purposes. All of the non-profit Thoroughbred aftercare organizations combined operating at maximum capacity cannot accommodate even half of that number. That is why it is essential to create initiatives (like the Thoroughbred Makeover, Master Classes, OTTB Magazine, RRP's online community, etc.) that support both the nonprofit and private markets.
3. This year will unfortunately be anything but average. Race/sale cancellations and track closures due to COVID19, combined with the struggles racing was already facing due to negative publicity, infighting, medication issues and more, have created a surge of horses retiring from racing and in need of rehoming. With the average cost for keeping a racehorse in training ranges from \$2,000 - \$5,000 (depending on the trainer, geographic location and level of racing) and with no opportunity for a return on that investment in the foreseeable future, some horsemen simply cannot afford to keep their horses, while some others see this as a final straw and deciding to downsize their stable or get out of the game entirely.

--- Space for Additional Information and Notes ---

This will be a crucial year for aftercare. The Thoroughbred Makeover and the RRP have been the catalyst for bringing many equestrians into (or back into) the off-track Thoroughbred world and that mission is critical now more than ever. For the first time ever, we created a wait list for the 2020 Thoroughbred Makeover, which will allow those who didn't apply to compete in the event during the application window (December-January) to do so at any time between now and August 1. This, along with several other initiatives we and others are working on, will hopefully incentivize more people to adopt or purchase horses retiring from racing in the coming weeks and months and retrain them for the Makeover.

--- Please list your Officers with their Titles ---

RRP Staff

Jen Roytz (Executive Director)

Kirsten Green (Managing Director)

Julia Oughton, (Program Developer)  
Kristen Bentley (Program Manager)  
Rayna Erasmus – (Program Assistant)

Board of Directors  
Carolyn Karlson (Chair)  
Sue Smith (Secretary)  
Amanda DaBruzzo (Treasurer)  
Steuart Pittman  
Christy Clagget  
Rosie Napravnik  
Pavla Nygaard  
Carrie Brogden  
Anita Motion  
Richard Lamb

--- How many Directors/Trustees does your organization have? ---

10

--- Director Name (1) ---

Carolyn Karlson

--- Director Address (1) ---

46 Union Ave., Apt. 303  
Saratoga Springs, NY  
12866

--- Director Home Phone (1) ---

+14438001035

--- Director Name (2) ---

Sue Smith

--- Director Address (2) ---

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New Oxford, PA  
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--- Director Home Phone (2) ---

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--- Director Name (3) ---

Amanda DaBruzzo

--- Director Address (3) ---

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Chicago, IL  
60657

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--- Director Name (4) ---

Steuart Pittman

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Davidsonville, MD

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--- Director Name (5) ---

Christy Clagget

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--- Director Name (6) ---

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--- Director Name (7) ---

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--- Director Name (10) ---

Richard Lamb

--- Director Address (10) ---

937 Oleander Dr Se  
Aiken, SC  
29801

--- Director Home Phone (10) ---

+18288171163

--- 1. Name - Job Title ---

Jen Roytz - Executive Director

--- 1. Salary ---

85,000

--- 1. Duties ---

Oversees the organization's staff and execution of its mission; major gifts and sponsorships; industry initiatives; and representing RRP to its various publics

--- 2. Name - Job Title ---

Kirsten Green - Managing Director

--- 2. Salary ---

70,000

--- 2. Duties ---

Oversees the implementation and management of the Thoroughbred Makeover, day-to-day staff activities and logistics, online store and other initiatives

--- 3. Name - Job Title ---

Julia Oughton

--- 3. Salary ---

50,000

--- 3. Duties ---

Sponsorship recruitment, advertising sales for Off-Track Thoroughbred Magazine and membership development and retention

--- 4. Name - Job Title ---

Rayna Erasmus

--- 4. Salary ---

\$37,50

--- 4. Duties ---

Thoroughbred Makeover secretary, data collection and processing, advertising approvals, administrative tasks

--- 5. Name - Job Title ---

Contractors

--- 5. Salary ---

Varies

--- 5. Duties ---

We also use several contractors paid on an hourly basis for roles and services such as communications, marketing, website/IT, etc. Please let me know if you would like information on their compensation as well.