

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

Retired Racehorse Project

--- Today's Date ---

03/31/2021

--- Year Established ---

2010

--- Amount Requested ---

\$7,500

--- Name of Executive Director ---

Jen Roytz

--- Mailing Address ---

3357 Hazelwood Road  
Edgewater, MD  
21037

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

Jen Roytz

--- Work Phone ---

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--- Email ---

[jroytz@therrp.org](mailto:jroytz@therrp.org)

--- Website / URL ---

<http://www.therrp.org>

--- Brief Mission Statement ---

The Retired Racehorse Project works to facilitate the placement of Thoroughbred ex-racehorses in second careers by increasing the demand for them in the sport horse marketplace and educating equestrians on providing Thoroughbreds with training that will secure their safe and successful future.

The Thoroughbred Makeover and National Symposium is the organization's signature event and has helped to increase the popularity and viability of Thoroughbreds in the equestrian world. The participation in, and journey to, the Makeover has become a goal for equestrians across the United States and Canada. When the 2020 Thoroughbred Makeover was postponed until 2021, due to the COVID-19 pandemic, the RRP was presented with the opportunity to showcase horses in their first and second years of retraining at the same competition. The 2021 competition is going to be the organization's largest thus far with roughly 1000 horses accepted to compete.

While the RRP has several other year-round initiatives, the Thoroughbred Makeover is an essential place for us to offer additional educational opportunities. The event houses the largest gathering of individuals and organizations working in aftercare, as well as Thoroughbred enthusiasts looking to expand on their knowledge of the breed. The RRP held the inaugural Thoroughbred Aftercare Summit at the Makeover in 2019 and puts on the Makeover Master Class each year to further our mission of educating the community on how to train and care for these horses after racing.

--- 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. ---

The funding would go toward putting on two key educational initiatives at the 2021 Thoroughbred Makeover and National Symposium.

#### Makeover Master Class

The Retired Racehorse Project is requesting a \$7,500 grant to assist in producing this year's Makeover Master Class and Thoroughbred Aftercare Summit at the 2021 Thoroughbred Makeover and National Symposium (October 12-17 at the Kentucky Horse Park).

The 2019 and (virtual) 2020 Makeover Master Classes were made possible thanks to grants from TERF. As such, the RRP worked to afford TERF premier branding and media visibility, both on-site during the clinics and in press releases and publicity done before and after.

The RRP hopes to continue that partnership while returning to the in-person format in 2021. At this year's Thoroughbred Makeover, 3-4 notable equestrian professionals from differing disciplines will be paired with newly retired racehorses from reputable aftercare organizations. Each professional will demonstrate their method of restarting a racehorse for their second career and talk with the audience about how they would approach the following weeks and months of that horse's training program.

\$5,000 of the funding from TERF would be used for 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).

The RRP would aim to achieve the following goals as a result of the Makeover Master Class funding:

- Equip equestrians with the education, and several examples, on how to safely and successfully restart a Thoroughbred. Provide discipline-specific retraining insight and inform the audience on how to evaluate a prospect (through conformation, movement, and general attitude/impression) for their disciplines.
- The professionals in the Master Class are handpicked by the RRP for their retraining experience, public speaking skills, advocacy for Thoroughbreds in sport and celebrity statuses. The large support base and

influential social media presence of these professionals will expose more equestrians to Thoroughbreds and educate them about the versatility of the breed.

-Showcase 3-4 Thoroughbreds that are available for adoption and introduce the audience to reputable aftercare organizations.

#### Thoroughbred Aftercare Summit

The remaining \$2,500 would be used to facilitate the Thoroughbred Aftercare Summit that will take place at the 2021 Thoroughbred Makeover. The Summit is put on each year in conjunction with the TCA and TAA and focuses on pertinent topics for those working in aftercare. Session topics from the 2020 virtual event, which had more than 150 people RSVP, included "Do More, Spend Less" (budget streamlining, utilizing incentives for facility improvements, and lowering herd management costs without compromising care) fundraising in challenging times, and preparing financials for grant requests.

The RRP would aim to achieve the following goals as a result of the Thoroughbred Aftercare funding:

-Help members of the Aftercare sector operate more efficiently and effectively using the resources provided in the summit.

-Offer a unique networking opportunity for aftercare professionals across North America.

-Panelists and attendees will identify common key issues in aftercare and share possible solutions.

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

TERF has been a generous supporter of the RRP since the beginning. Over the years, this partnership has facilitated the RRP to advocate for the value and proper retraining of Thoroughbreds in the sport horse world.

TERF partnered with us on the Master Class for the first time in 2019 and kindly granted us \$4,000 to continue that program in 2020. That funding was used for the infrastructure of the 2020 TERF Makeover Master Class, which was a virtual event that featured three trainers and three recently-retired prospects across the country (Maryland, Kentucky, and Colorado). We hired videographers to film each segment of the Master Class, then had a video editor put together the final product (including editing in B-roll, voiceovers, music beds, etc.).

The final product was a polished, professional video experience with TERF's branding featured throughout, for which we did an online premier and supporting press and then promoted with a social media and digital marketing campaign. To date, the 2020 TERF Makeover Master Class has been streamed by over 8,000 viewers across Facebook and YouTube.

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

Below is a brief list of our major donors. A full list of all donations over \$5,000 can be found as an attachment to this grant request.

\$60,000 Thoroughbred Charities of America

\$33,000 Real Rider Cup

\$25,000 Starting Gate College Consulting

\$12,000 Boehringer Ingelheim  
\$10,000 Godolphin  
\$10,000 Keeneland  
\$10,000 Fasig-Tipton  
\$10,000 Mt. Brilliant Family Foundation  
\$10,000 Mr. and Mrs. Kenny Trout  
\$10,000 The Muir House Foundation

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

Education is the driving force behind the RRP's efforts to increase demand and value of Thoroughbreds and empower equestrians with resources that lead to successful experiences with the breed.

One of our many methods of educating the public is through publishing our award-winning quarterly magazine, Off-Track Thoroughbred Magazine, which is the only publication that exclusively focuses on Thoroughbreds in equestrian sports. With a distribution of 10,000 each quarter, OTTB Magazine provides readers with up-to-date and informative content, including training tips, feature stories, news and more.

The Thoroughbred Makeover is a competition for horses in their first year of retraining after racing, and each year more than half of our (human) competitors are participating in the event for the first time. To support them in taking on the challenge of retraining a horse from racing to a new sport, we offer informative exclusive webinars throughout the year on training and caring for Thoroughbreds transitioning away from the track.

When the pandemic hit, we started a new public webinar series on our social media platforms called Five-Minute Clinic. These videos showcase professionals from various parts of the industry providing short educational segments on topics pertinent to retraining former racehorses (such as useful exercises, developing suppleness and responsiveness, standing at a mounting block, etc.).

We use our platform of more than 200,000 social media followers to feature content like that mentioned above, as well as contests, rider and horse profiles and industry news, and have created a community where Thoroughbred enthusiasts can connect and engage.

Other online initiatives we've developed include the Thoroughbred Sport Tracker, the internet's only user-driven database to track equestrian talent in Thoroughbreds based on their pedigree, and the OTTB United, a horse shopping app that provides users with an easy and efficient way to rehome or purchase a Thoroughbred retiring from racing, as well as arrange shipping for that horse to their new home.

--- 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. ---

HorseNation.com – 2020 Thoroughbred Makeover Goes Virtual:

<https://www.horsenation.com/2020/09/22/retired-racehorse-project-to-run-virtual-makeover/>

TERF 2020 Virtual Makeover Master Class: <https://www.facebook.com/watch/?v=954859241705350>

Blood-Horse: Thoroughbred Makeover Set for Record Participation:

<https://www.bloodhorse.com/horse-racing/articles/246215/thoroughbred-makeover-set-for-record-participation>

America's Best Racing: Makeover Diaries (an ongoing series we have in multiple publications):

<https://www.americasbest racing.net/lifestyle/2021-thoroughbred-makeover-diary-arktikos-unexpected-gift>

Equus Magazine - OTTB United App Uniting Thoroughbred Buyers and Sellers:

<https://equusmagazine.com/news/new-app-for-buying-ottb>

Thoroughbred Daily News – RRP Bill of Sale Available for Download (aimed at encouraging racing connections to use a contract when rehoming their retiring racehorses)

<https://www.thoroughbreddailynews.com/rrp-bill-of-sale-available-for-download/>

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>

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

1. The Retired Racehorse Project is the Thoroughbred industry's only market-based approach to aftercare. By working to expand the pool of equestrians taking on Thoroughbreds after racing for equestrian sports, we are creating more demand for Thoroughbreds after racing, which allows aftercare organizations and private trainers alike the ability to take in, retrain and adopt out/sell more horses each year because there is an ever-expanding market of equestrians with the skills, knowledge and desire to take them on and find success with them in equestrian sports.

Furthermore, our data shows we are increasing the value of post-racing Thoroughbreds in the eyes of the equestrian world. The average off-track purchase price of the horses that compete in the Makeover has steadily increased since we began collecting data in 2015 to over \$2,000 and the average sale price of horses that have graduated from the program has gone up to roughly \$10,000. Our organization is well-established and has proven to be successful at using funding to further our mission.

2. RRP is responsible for putting on the Thoroughbred Makeover and National Symposium, which is the world's largest retraining event. This year will be no exception with a record breaking number of over 800 accepted trainers, and even more spectators and volunteers. It is so important to utilize that setting to educate people about Thoroughbreds in their second careers. The Thoroughbred Makeover Master Class and Thoroughbred Aftercare Summit will be providing important tools to a larger crowd than ever before. Overall, the RRP has a massive reach (1 million annual web page views, 23,800 + email subscribers, 1.2 million annual video views, etc.) and will put TERF's branding and resources out to a wide audience.

3. It's estimated there are between 11,000 and 12,650 horses that require rehoming from racing each year, but all non-profit Thoroughbred aftercare organizations combined and operating at maximum capacity cannot accommodate even half of that number. Funding the RRP, an organization that has a positive impact on the success of both nonprofit and private markets, ensures the safe rehoming of more of these horses every year.

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

The RRP has a wide array of marketing assets, advertising trades with other publications and media contacts that we can leverage to benefit our supporters. We would be happy to put together a list of marketing assets for TERF based on the approved grant funding amount. This could include:

- Press release announcing TERF's support of the RRP and/or key initiatives
- Ads in Off-Track Thoroughbred Magazine
- Social media posts promoting the TERF Makeover Master Class and Aftercare Summit
- eBlasts promoting the TERF Makeover Master Class and Aftercare Summit
- Story pitching about TERF Makeover Master Class and Aftercare Summit to relevant news outlets
- On-site branding at the Thoroughbred Makeover
- Interview on the Thoroughbred Makeover livestream about the work TERF does

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

#### RRP Staff

Jen Roytz (Executive Director)

Kirsten Green (Managing Director)

Julia Oughton, (Program Developer)

Rayna Erasmus (Program Assistant)

Sallie Roberts (Administrative Assistant - part time)

#### Board of Directors

Carolyn Karlson (Chair)

Sue Smith (Secretary)

Amanda DaBruzzo (Treasurer)

Jodie Vella-Gregory

Neil Agate

Buck Davidson

Pavla Nygaard

Carrie Brogden

Anita Motion

Richard Lamb

Steuart Pittman (Director Emeritus)

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

11

--- Director Name (1) ---

Carolyn Karlson

--- Director Address (1) ---

46 Union Ave, Apt. 303

Saratoga Springs, NY

12866

--- Director Work Phone (1) ---

+14438001035

--- Director Name (2) ---

Sue Smith

--- Director Address (2) ---

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Neil Agate

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--- Director Work Phone (10) ---

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--- Director Name (11) ---

Steuart Pittman - Director Emeritus

--- Director Address (11) ---

440 Dodon Rd.  
Davidsonville, MD  
21035

--- Director Work Phone (11) ---

+14105073351

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

Jen Roytz - Executive Director

--- 1. Salary ---

\$85,000

--- 1. Duties ---

External Responsibilities

- Develop and maintain relationships with key donors and sponsors
- Develop and maintain relationships and strategic partnerships with individuals, associations, and businesses related to Thoroughbred breeding, sales and racing; equestrian sports; aftercare; state and national equine advocacy and welfare.
- Speak at/attend conferences, major events and other gatherings within the Thoroughbred and equine communities
- Helping to oversee RRP's major events (Thoroughbred Makeover, etc.) and host VIPs
- Emcee RRP Master Classes
- Serving as the media representative for the organization on key/major issues
- Representing the organization when key industry issues/ad hoc committees arise
- Coordinate the RRP's involvement in some third-party events (Breyerfest, USPC Festival, Real Rider Cup, GP Eventing, Breeders' Cup, Keeneland post-Makeover, etc.)
- Identify and apply for grants and serve as the point of contact for grant reports, follow-up and relationship maintenance
- Identify and develop new initiatives and partnerships aimed at expanding RRP's reach (Breeders' Cup, Gauntlet of Polo, Equitana, etc.)
- Represent the RRP on industry-related boards and committees, such as the American Horse Council's United Horse Coalition, National HBPA's Aftercare Committee, Kentucky Horse Council, ASPCA/The Right Horse partners, etc.
- Respond to inquiries from competitors, sponsors, donors, industry members and other interested parties
- Fielding inquiries about rehoming best practices/coordination for everyone from board members and donors to cold calls

Internal Responsibilities

- Oversee strategic planning and operations of the organization and staff
- Develop a strong board and engage with members individually
- Weekly staff meetings and other organizational meetings (magazine, OTTB United, Makeover, etc.)
- Consult on the marketing and brand management of the organization and its partner initiatives
- Consult on sponsor/donor recognition programs to create viable longstanding partnerships
- Review sponsorship proposals at the \$10K level or higher
- Review legally binding documents
- Proofing of all public communications (magazine, eBlasts, formal communications, etc.)
- Proofing or writing press releases
- Managing and/or assisting with internal projects
- Managing board member relationships and related projects/issues

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

Kirsten Green - Managing Director

--- 2. Salary ---

\$70,000

--- 2. Duties ---

- Maintain day-to-day bookkeeping
- Keep insurance policies and other registrations current
- Oversee filing of state and federal returns
- Oversee data management and logistics
- Develop and implement staff policies and procedures
- Supervise MD-based staff
- Coordinate efforts of staff and contractors on RRP programs
- Serve as event organizer for Thoroughbred Makeover
- Manage development, purchasing and sales of RRP merchandise
- Other tasks as assigned by Executive Director

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

Julia Oughton - Program Developer

--- 3. Salary ---

\$50,000

--- 3. Duties ---

- Donor and sponsor relations and fulfillment
- Advertising sales for Off-Track Thoroughbred Magazine
- Assist with development and distribution of magazine distribution and member discount program
- Assist with sponsor and vendor management for the Thoroughbred Makeover
- Travel as needed for RRP and industry events
- Cultivate and maintain MD racing industry relations
- Other duties as assigned by the Managing Director and Executive Director

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

Rayna Erasmus - Program Assistant

--- 4. Salary ---

\$37,500

--- 4. Duties ---

- Administrative assistant for MD office
- Serve as Thoroughbred Makeover show secretary
- Manage Thoroughbred Makeover applications
- Respond to competitor/applicant inquiries
- Fulfill online store orders
- Assist with data entry
- Take minutes at staff, board and organizational meetings
- Other duties as assigned by the Managing Director and Executive Director

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

Sallie Roberts - Part Time Administrative Assistant

--- 5. Salary ---

\$13/hour

--- 5. Duties ---

- Data entry
- Review and approve submissions to TB Sport Tracker database
- Review and approve submissions to RRP Classifieds
- Review and approve submissions horse entries for Thoroughbred Makeover
- Process RRP Consignor Pledge Program invoicing and accounting