

--- Today's Date ---

04/01/2023

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

Retired Racehorse Project

--- Federal Tax-Exempt ID# ---

271622725

--- Year Established ---

2010

--- Amount Requested ---

\$15,000

--- Name of Executive Director ---

Kirsten Green

--- Mailing Address ---

3357 Hazelwood Road
Edgewater, MD
21037

--- Email address ---

kgreen@therrp.org

--- Work Phone # ---

+14107985140

--- Organization's website ---

<http://www.therrp.org>

--- Upload Organization's most recent filed IRS Financial Statements (#990) ---

<https://www.terfusa.org/wp-content/uploads/wpforms/809-8fba8c278fa5e5fb5fb2cbe55842a214/RRP-2021-990-5fefa85eae35380379005f1c746e5638.pdf>

--- Contact Name and Title ---

Erin O'Keefe, Development Director

--- Contact Work Phone ---

+13135303090

--- Contact Email ---

eokeefe@therrp.org

--- 1. Brief mission statement and describe the distinguishing features of your organization that supports the mission of TERF and the relevance to this proposal. ---

The Retired Racehorse Project (RRP) exists to facilitate placement of Thoroughbred ex-racehorses in second careers by increasing demand for them in equestrian sports and serving the farms, trainers, and organizations that transition them. A key pillar of the mission of the RRP is to empower those involved in breeding, racing, and equestrian sports with the knowledge and resources to successfully transition Thoroughbreds into second careers. RRP works with everyone involved in the life and career of a Thoroughbred, including amateurs and professionals, for profit and non-profit entities, and those involved in both first careers and second. Through our extensive outreach and audience, the RRP is able to make a meaningful impact on the efficacy and success of Thoroughbreds transition from racing to other equestrian sports.

--- 2. Briefly outline 3-5 goals for the requested funds and how these goals support your mission. ---

- a. To educate those involved in the transition of Thoroughbreds into second careers on best business practices.
- b. To inform those businesses/organizations of the resources available through the RRP and other professionals, such as lawyers, accountants, etc.
- c. To strengthen the network of OTTB advocates and foster an environment of collaboration
- d. To establish a resource for future, and existing, businesses/organizations to utilize when establishing or evaluating their businesses/organizational strategy

These goals all support RRP's overall mission of creating a safe and sustainable future for Thoroughbreds through education.

--- 3. Provide a detailed description of the proposed project, how it is related to the mission of TERF and how it will impact the health and welfare of the horse. (Note: research applications should be understandable to a non-scientific audience and include sufficient detail and rigor for the scientific reviewers.) ---

The RRP plans to launch an OTTB Business Month, comprised of a series of webinars and targeted educational materials to help equip those involved in the transition of Thoroughbreds from the track to structure and market their business/organization properly. This event is an evolution of our annual Aftercare Summit, traditionally held the Tuesday before competition begins at the Thoroughbred Makeover. Taking the feedback we have received from that event and overall participation in educational opportunities during the Thoroughbred Makeover, RRP is shifting to a fully remote format to increase

engagement. While participants consistently report value from the programs offered, we see that we could have a greater impact structuring this educational event for fully remote participation. Prospective participants will be surveyed to finalize the educational topics, to maximize utilization of the material. Proposed topics include:

- Insurance: How to assess what types of coverage you need and how to set it up
- Business structure: How to decide and set up (LLC, sole proprietorship, partnership, nonprofit, etc.)
- Professional team: What outside resources do you need to succeed (lawyer, accountant, photographer, marketing professional, etc.)
- Contracts: How to create and what can be enforced
- Amateur vs Professional status: How your business affects your status
- Marketing: How to establish your base and cater your marketing
- Photography/Videography: How to best present your prospects
- Career limited horses: How to handle marketing, enforcement of contracts, connecting with programs with more appropriate resources, euthanasia policy, etc.
- Establishing connections: How to build relationship with racing connections and expand your network

When those involved in the transition of Thoroughbreds from the track are better educated, they are able to more effectively serve OTTBs. By providing resources to create functional, sustainable businesses/organizations, RRP is ensuring OTTBs will continue to be safely transitioned into second careers. Educating on topics like contract enforcement and handling of limited horses also brings reality to intentions, helping to prevent organizations from taking on unrealistic objectives or unenforceable “safeguards”, further securing safety for OTTBs after they have left the racetrack.

The increased demand created through RRP’s educational efforts has led to increases in the price of Thoroughbreds retiring from racing, helping to incentivize racing trainers and owners to retire horses responsibly. By continuing to amplify the message that horses retiring sound have value and an easier transition to second careers, these educational opportunities are helping to make racing safer.

--- 4. Provide a timeline detailing the expected progress of the project and specific milestones. ---

- a. April 2023: Prospective participants surveyed (this included previous attendees of the Aftercare Summit, TCA grantees (74 organizations), TAA accredited organizations (81 organizations with 180 facilities), RRP e-mail subscribers, etc.)
- b. May 2023: Survey results reviewed; final topics chosen
- c. June 2023: Subject matter experts for each topics selected and approached for participation in webinars and/or creation of additional educational content. RRP Educational Library assessed for existing materials relevant to topics.
- d. July 2023: Final marketing and promotional plan established; promotional resources distributed to co-organizers (TCA, TAA, TIP)
- e. August 2023: Marketing and promotional campaign launched (social media, e-blasts, etc.)
- f. October 2023: Promotion at the Retired Racehorse Project Thoroughbred Makeover
- g. December 2023: Webinar schedule finalized, corresponding materials created, final promotional push with all co-organizers
- h. January 2024: OTTB Business Month launches

--- 5. Provide a detailed budget for the projected use of the funds. (Note: no funds will be provided for administrative overhead or capital spending; TERF reserves the right to modify funding based on Foundation requirements). Attach budget to submitted proposal as needed. ---

Attached

--- 6. Provide a list of all other sources of funding and the amount(s) received. ---

a. This event does not currently have additional direct funding.

--- 7. Briefly summarize your charity's past public education and research efforts. ---

Education is a core tenet of RRP's efforts to increase demand and value of Thoroughbreds and empower equestrians with resources that lead to successful experiences with the breed. 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 produced public webinar series on our social media platforms called Five-Minute Clinic. These videos showcased 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.). The RRP also maintains a presence at other events. In 2021, we put on educational demonstrations and Master Classes at BreyerFest, USPC Festival, and Equitana. In 2022, we put on a very successful Master Class at the Aiken Grand Prix of Eventing and put on seminars and demonstrations at the Land Rover Kentucky 3-Day Event. We have three demonstrations scheduled during/at this year's Land Rover Kentucky 3-Day event. 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.

--- 8. If you received funding from TERF previously, describe how these funds were used and outcomes achieved. Include any relevant publicity your charity received relating to the funding. (i.e.: media coverage, such as news articles, scientific publications, provide links to copies, as appropriate). ---

a. 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 proper retraining of Thoroughbreds and their value in the sport horse world. TERF partnered with us on the Master Class for the first time in 2019, provided the funding that made it possible for us to put on the virtual Master Class in 2020, and granted us \$5,000 for the 2021 TERF Makeover Master Class. That funding was used for the infrastructure of the 2021 TERF Makeover Master Class, which returned to its in-person format at the 2021 Thoroughbred Makeover and featured three trainers from various backgrounds and three recently retired Thoroughbreds provided by Second Stride, Inc., and Secretariat Center. We hired a team to livestream the Master Class, gather B-roll, and put together an edited down and polished recap video to be shared on our other social media platforms. The initial livestream and edited recap video both had TERF's branding featured throughout. The livestream premiered on YouTube with supporting press and then was promoted with a social media and digital marketing campaign. Our TERF grant for 2022 funded the Master Class at the Makeover, where we debuted a new format in an effort to increase engagement. Rather than bringing in a group of clinicians, we had one professional direct a group of Makeover trainers and their horses on his approach to retraining a horse for polo. The Master Class was attended in person and via livestream, and the recording continues to be available as a lasting resource.

2021 TERF Makeover Master Class:

<https://www.facebook.com/RetiredRacehorseProject/videos/480859499797863/>

https://www.tbmakeover.org/rrp-tb-makeover-spectator-info/tb-education-clinics/makeover-masterclassfbclid=IwAR2p4KNAXyRnNX217J_VmNS7G8nPiaqQEwgGJrl94xsfF_m8-aYyDwPpEOus

[https://www.youtube.com/watch?v=ecdd4grW-](https://www.youtube.com/watch?v=ecdd4grW-k4&fbclid=IwAR1xd7R_KteGte4v0sPwufeenw84jrnC33CjdmMaDRUehi_eqYN_IS2PwfU)

[k4&fbclid=IwAR1xd7R_KteGte4v0sPwufeenw84jrnC33CjdmMaDRUehi_eqYN_IS2PwfU](https://www.youtube.com/watch?v=ecdd4grW-k4&fbclid=IwAR1xd7R_KteGte4v0sPwufeenw84jrnC33CjdmMaDRUehi_eqYN_IS2PwfU)

--- 9. List other organizations or major contributors that have provided funding to your organization in the last calendar/fiscal year. For research grant applications, provide a list of all current funding relating to your current proposal. ---

Attached

--- 10. Name a responsible person with whom TERF may communicate regarding specific questions and who will be responsible for follow-up information regarding the project. ---

Erin O'Keefe

--- 11. Provide appropriate references to support the proposed research. ---

<https://pastthewire.com/meet-the-horses-of-the-2022-thoroughbred-makeover/>

This is the full press release we issued for the 2022 Thoroughbred Makeover participants. This article provides a detailed look into the demographic of horses served by our flagship event. Additionally, it serves as an example of the data gathering, assessment and packaging accomplished by the RRP.

--- 12. How many Executive Staff and Board of Directors does your organization have? ---

12

--- Director Name (1) ---

Kirsten Green, Executive Director

--- Director Name (2) ---

Erin O'Keefe, Development Director

--- Director Name (3) ---

Neil Agate, Board Chair

--- Director Name (4) ---

Jodie Vella-Gregory, Vice Chair

--- Director Name (5) ---

Amanda DaBruzzo, Treasurer

--- Director Name (6) ---

Buck Davidson

--- Director Name (7) ---

JudithAnn Hartman

--- Director Name (8) ---

Richard Lamb

--- Director Name (9) ---

Anita Motion

--- Director Name (10) ---

Tom and Clare Mansmann

--- Director Name (11) ---

Dr. Shannon Reed

--- Director Name (12) ---

Sissy Wickes

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

Kristen Bentley, Communications Manager

--- 1. Duties ---

Manages all social media platforms and press relationships, writes original content for our magazine and website

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

Rhyan Banas, Operations Manager

--- 2. Duties ---

Coordinates participation in all third-party events and initiatives, contracts officials and vendors for the Thoroughbred Makeover, handles sponsor invoicing and servicing.

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

Rayna Erasmus, Program Manager

--- 3. Duties ---

Serves as secretary and primary point of contact for the Makeover trainers, grant writing, other administrative tasks as needed.

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

Julia Oughton, Development Manager

--- 4. Duties ---

Manages corporate sponsor and advertiser relationships, maintains magazine distribution channels.

--- 14. Add additional Information and Notes: ---

Additional supporting documents will be submitted via email

**Retired Racheorse Project
2023 TERF Grant Proposal Budget**

OTTB Business Month

Survey	Design, distribute, review results	\$4,800
Session Coordination	Select topics, subject matter experts, moderators, set schedule	\$4,800
Video Editing	Post-session edit for YouTube publishing	\$420
Graphic Design	Marketing graphics, presentation slides, session worksheets/materials	\$1,680
Session Hosting	Configuring Zoom and Facebook livestream, session RSVP, session set up, and moderation	\$900
Marketing	Pre and post print, social, and email marketing, press release	\$3,600
Total Expenses		\$16,200