




RETIRED
RACEHORSE PROJECT

2026-2030
STRATEGIC PLAN



OUR MISSION

The Retired Racehorse Project (RRP) exists to facilitate the 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.



INCREASING DEMAND FOR THOROUGHBREDS BEYOND RACING

Formed in 2010, the RRP has directly impacted over 5,500 horses through its programming, focusing on three core tenets: inspiration, education and service.

These include:

- The annual Thoroughbred Makeover and National Symposium
- The free online Education Library
- The RRP Horse Listings
- Clinics, demos and seminars around the country

THE RRP IS CONNECTING AFTERCARE

SANCTUARY
ORGANIZATIONS

ADOPTION
ORGANIZATIONS

IN-HOUSE AFTERCARE
PROGRAMS

TRACK-BASED
PROGRAMS

ADVOCACY & INCENTIVE
ORGANIZATIONS

RESELLERS
& RETRAINERS

LISTING AGENTS
OR SERVICES

Without sufficient demand, these programs will struggle to effectively and efficiently to place horses.

The Retired Racehorse Project is the only organization that works with all facets of aftercare and understands the essential need to increase demand for Thoroughbreds beyond racing.

THIS IS WHAT MAKES THE RRP
A CRITICAL DRIVING FORCE





The RRP is committed to building a more informed, unified, and sustainable future for aftercare that supports Thoroughbreds beyond racing.

Guided by industry input and a deep commitment to the breed, the RRP board and staff embarked on strategic plan facilitation in spring of 2025 and adopted the 2026-2030 strategic plan in December. This plan outlines a focused vision for:

- Advancing education
- Expanding support services
- Strengthening the Thoroughbred Makeover
- Deepening collaboration across the racing, equestrian, and aftercare sectors



**BUILDING A STRONGER,
MORE CONNECTED
AFTERCARE COMMUNITY**



PLAN OVERVIEW

PRIORITY 1.

Strengthen capacity through Thoroughbred Makeover refinement and renewed focus on supportive programming for anyone involved with the breed

PRIORITY 2.

Build and amplify the RRP's brand identity as a leading nonprofit and aftercare unifier

PRIORITY 3.

Lead industry-wide accountability and engagement



PRIORITY 1. STRENGTHEN CAPACITY

Strengthen capacity through Thoroughbred Makeover refinement and renewed focus on supportive programming for anyone involved with the breed.



STRENGTHEN

WHY: PROGRAMMING MATTERS

The most impactful way to ensure the well-being of the Thoroughbred breed is to give the people associated with the breed the tools to be successful.

PRIORITY 1. **KEY INITIATIVES**

Launch a diversified funding model for long-term stability

Expand and formalize Thoroughbred transition support & equestrian preparedness

- Compile a professional's directory
- Establish accreditation for professionals
- Develop and utilize more regional clinics and events

Revise and rebrand the Thoroughbred Makeover

- Preserve original first-year division of competition
- Add graduate competition

Launch shared platforms such as centralized horse listings & resource databases

- Leverage tools including Horse Listings and Thoroughbred Sport Tracker to contribute to traceability efforts





PRIORITY 2. BUILD IDENTITY

Build and amplify the RRP's brand identity as a leading nonprofit and aftercare unifier



BUILD

WHY: COLLABORATION MATTERS

The aftercare ecosystem is primed for innovation, and the RRP is uniquely positioned as the only organization that interfaces with all facets of that ecosystem, capable of fostering inclusive and collaborative efforts and data-driven insights.

PRIORITY 2. **KEY INITIATIVES**

Develop a cohesive brand strategy highlighting RRP programs beyond the Makeover

Enhance sponsor and donor engagement through mission-focused recognition

Create a coalition or “shared table” for aftercare organizations and professionals to align strategies and best practices

Publish an annual Aftercare Impact Report to inspire broader participation





PRIORITY 3. LEAD ENGAGEMENT

Lead industry-wide accountability and engagement.



LEAD

WHY: PERCEPTION MATTERS

The Thoroughbred deserves to shake the charity case narrative that's attached to the breed via existing aftercare solutions, and be celebrated for its achievements beyond racing as of part the natural life cycle of the equine athlete.

PRIORITY 3. KEY INITIATIVES

Represent the aftercare perspective – in all its forms – on national policy and industry task forces

Foster opportunities that encourage racing industry to celebrate equine achievements beyond racing

Redefine industry language and perceptions around aftercare

- Convene stakeholders to assess limitations of the term “aftercare”
- Launch national campaign promoting aspirational, forward-looking language for Thoroughbred careers
- Integrate new messaging into RRP communications, events and partnerships





OUR COMMITMENT

As the RRP expands its year-round programs, strengthens collaboration, and leads national conversations, we will continue championing the athleticism, versatility, and lifelong value of the Thoroughbred.

