HOW TO HELP

Why we need your regular gift...

Having a steady and reliable income is essential and means we can help vulnerable ex-racehorses when they need it most. Knowing that we can rely on donations throughout the year means we can plan ahead and continue our work with:

1. Vulnerable and unwanted ex-racehorses
2. Struggling owners of ex-racehorses
3. Young people seeking employment and training within equestrian, equine welfare and racing
4. Volunteers and the community

We also need to continually improve our facilities and develop our staff to make sure our ex-racehorses get the best we can give them.

How to donate regularly...

See below.

You choose the amount that fits into your budget, how often you would like to make a donation and which payment method is best for you. Every £ really counts.

VISIT heroscharity.org or CALL 01488 638820.

SUPPORT HORSES IN A NEW LIFE

Ask us about JOINING the HEROS Supporters Club: your donation is your subscription. All donations go toward the cost of the horses that are here, especially ones that may never leave. Members of The HEROS Supporters Club receive a member's pack and regular newsletters. You will also be entitled to a 10% discount to any of our annual fundraising events.

COMMITTED GIVING: Regular donations by Standing Order are by far the best method – you know what you're donating and we know how much to expect to receive. Payment by card is possible over the phone or you can request a donation form.

GIFTAID IT: If you are a UK Tax payer you can allow HEROS to treat all donations (since 6 April 2000) as gift aid donations. This means your donations to HEROS will currently increase by 25p in every £1, at no extra cost to you.
GRACE’S ROUND UP

So far 2017 has been a very big year for HEROS Charity with lots of changes and new initiatives.

We are now in the second year of the new-style funding from Retraining of Racehorses (RoR) and this is the first year we have been able to take full advantage and claim for a full grant.

We have taken in more new horses, having had a good year so far rehoming more horses than we have for the past couple of years. This was helped by a mild winter as rehoming started in earnest earlier in the year than usual and included finding very good homes for several companion horses. Rehoming these type of horses is always a challenge as not everyone wants these type of horses is always a challenge as not everyone wants

HEROS Racing Academy

We have also concentrated on setting up the HEROS Racing Academy, which has recently started – you can read more about it on the opposite page. This means that some of the horses that haven’t been rehomed will have a vital job to do here, teaching students.

With all the work going on to prepare for this, we have minimised our events to the Horse Show (see page 4) and Golf Day this year. Both of which were highly enjoyable and raised much needed funds. We will be holding both of these events again next year, so do keep an eye on our website and across social media for details.

A major highlight this year has been the addition of an indoor arena with the conversion of a grain store. A new roof and special lighting were required and we were fortunate to obtain the surface from Your Horse Live. The build is now in Phase 2 with an extension and a gallery being built eventually making it ideal for teaching students, holding clinics and competitions and other planned events.

Fundraising is becoming increasingly difficult (please see Grace’s Guide on pages 6/7) and we are always trying to be creative with ideas so any suggestions are always very welcome. An easy way for anyone to help is by becoming a committed giver and joining the HEROS Club for a very small amount each month (see page 12). This helps the horses that we are unable to rehome due to age or problems that make it difficult for people to take them on. These horses stay at North Farm Stud, the home of HEROS Charity, until the end of their days – their welfare is supported by these vital monthly donations.

Anything from a few £s a month and upwards makes a huge difference, we are also able to collect Gift Aid from the HMRC if you complete the required form. A membership form is enclosed – if you are already a HEROS Club member please encourage your friends to join too.

On behalf of the HEROS Charity team I would like to take this opportunity to thank everyone that supports us, in whatever capacity, and we look forward to sharing our plans for 2018 with you soon.

DIARY DATES

DIARY DATES

• Hartpury College Visit: 10th November
• Injured Jockeys Fund (IJF) visit: 14th November
• Venetia Williams Racing Syndicate Visit: 21st November

For more information: heroscharity.org/ Call 01488 638820 or email info@heroscharity.org

EDUCATION & TRAINING...

HEROS Charity is collaborating with education providers and stakeholders in the horseracing industry to address general equestrian education and also the current shortage of stable staff.

The HEROS Racing Staff Academy Programmes make up a new Government-funded college-style education entry stream into the horseracing industry, delivering a complement of courses at levels 1 to 3 for young people wishing to work in the racing industry.

The initiative is made possible with the guidance of the National Trainers Federation (NTF), Careers in Racing and the British Horseracing Authority (BHA) together with an award granted by The Racing Foundation. The partnership between Abingdon & Witney College and HEROS Charity combines the proven expertise of an established training provider with the knowledge and expertise of a thoroughbred retraining and rehoming charity to achieve their shared vision of providing the best training and education for those wishing to work in the racing industry. The first class facilities available both at the college and at HEROS Charity, close to Lambourn in the Valley of the Racehorse, provide a fitting training environment and base for students.

Operating with a strong employability theme the programmes have been developed in discussion with local trainers to ensure they meet the requirements of the industry. Learners will achieve transferable skills to maximise their chances of success with future training and employment opportunities.

Available courses at HEROS Charity:

• The HEROS Racing Staff Academy – a college-style education entry stream into the horseracing industry
• Equestrian-specific First Aid at Work courses
• Flexible learning designed for 14-16 year old school pupils
• The Erasmus Programme – an international programme delivered with assistance from the British Council
• Get Started! – entry-level course for people aged 19 and above

Commenting on the benefits of the programmes Pam Willsler, Head of Faculty Abingdon & Witney College, said: “The new college model offers a refreshing approach for students to gain industry-specific experience alongside developing generic equestrian knowledge and riding skills. Courses will involve daily riding, yard work and theory sessions, including one-day-a-week placements with local trainers for the duration of the course.”

Start planning NOW for the 2018/19 academic year – education@heroscharity.org
HEROS SHOW 2017

The 11th HEROS Charity Horse Show was held for the third successive year at Grove Equestrian Centre (GEC) in July. Thank you very much to GEC for making this possible, also to the Judges, helpers and of course the competitors. We are always delighted to see so many people return from previous years.

We were lucky with the weather and although the ground was quite hard there was still a good turnout. HEROS prides itself on making this a fun and inclusive show and so we were delighted to receive so many favourable comments.

We intend to hold the show again next year at GEC and details will be on the website once dates have been finalised. Please follow us on Twitter and Facebook @HEROScharity for announcements.

Supreme Champion this year was WILLIAMS WAY ridden and owned by Kerry Blundell. Full details of results can be found at heroscharity.org.uk/news or search ‘HEROS show 2017’.

We are considering putting on some different classes next year, so please e-mail any ideas and suggestions to info@heroscharity.org

Volunteers to help at the show, or in any other capacity, are very warmly welcomed – you can e-mail us at the above address or register your details at do-it.org/organisations/heros

SEEKING NEW HOMES...

SEASIDE SIZZLER is an American-bred 10yo chestnut gelding by RAHY out of VIA BORGHESE. He is about 16.2hh and quite light framed.

In racing he ran over longer distances and retired from racing more than a year ago when he had a tendon injury, which has been given plenty of time to heal.

He raced 34 times during his racing career winning six races and being placed nine times earning £61,237 in prize money.

He is a very attractive horse with nice paces that would suit someone wanting to do mainly dressage and hacking. He hacks confidently on his own and is very good to handle in all ways – he was always a favourite in the racing yard. His only vice is that he does wind suck in the stable but not markedly so.

We are looking for a life-long home for him where he will receive loads of the loving care and attention he is used to. He would make an ideal partner, giving lots of fun and enjoyment.

If you think you might be the right person to offer SEASIDE SIZZLER a home please contact HEROS Charity on 01488 638820.

A GOOD YEAR

2017 has been a good year for rehoming so far – in just 10 days in July five horses left us for new homes.

Watching our HEROS horses go out to loving loanee homes makes all the hard work worth it. Receiving enthusiastic emails such as those that follow is an added bonus:

HELLFIRE CLUB

“Thank you all so much! HELLFIRE has been an absolute star and has already made two friends, enjoying his time out in the field. A dream come true for me to have found such a special horse. Thank you for matching me with him. Words can’t describe how happy I am!”

TYPOGRAPHY

“Here is TYPO from the other evening when I took his fly rug off for a bit to get the sun on his back – he is filling out nicely and has a lovely shine. He’s on your feed, toppers spec joint balancer and alfa A oil – and of course carrots, which he loves!

“I have just been on a lovely hack with one of my friends and he walked passed so many scary things. We had a nice canter yesterday too, he was so funny as my friend’s horse did a big spook so TYPO cantered on the spot until the other horse finished then we carried on! It made me laugh. He is already a favourite on the yard and is lapping up the attention.”

In Hand Champion, SIDE GLANCE handled by Sarah Friend. Pictured with Showing Judge Debbie Shilston (left) and Hunter Judge Sarah Layton.

Ridden & Working Hunter Champion, SCUZZY ridden by Georgi Carron.
There are more than 165,000 charities in the UK of which 90% have an annual income below £500k – but the combined gross income of charities is reaching £73bn (Charity Commission: Charity register statistics).

The number of registered charities in 2000 was 159,854 rising to 167,109 by 2016 an increase of 10%. By contrast the number of those charities with an annual income of more than £10m increased by 28% from just 336 in 2000 to 1,191 in 2016. We can say with certainty that HEROES Charity is within the 90% with an annual income below £500k. But it illustrates the competitive environment we have found ourselves operating within. Understandably, this comes with a high level of regulation – there are more than 10 regulators for the charity sector. Giving the declining trust in charities, and recent intense public scrutiny that resulted in the Cross-Party Review, we welcome regulation. HEROES Charity will always aim to strike the balance between the fundamental need to fundraise and respecting the wishes of those we approach for financial support. Anyone who works in racing, and with horses in general, knows without a doubt that the only way to make a small fortune in this industry is to start with a large one. Equestrian pursuits are a passion, rarely are they easy to quantify.

Real value
The retraining and rehoming of ex-racehorses is the result of just such a passion and a necessary response to a disposable attitude towards thoroughbreds. In an ideal world thoroughbreds coming off the racecourse would hold a real value, either commercially or privately, that would negate the need for funds to be raised to ensure a secure future for them following their racing careers. This is not the case in reality. There is also the challenge that anything in the equestrian world (or indeed animal related) is a 24/7 year-round commitment. We have to recognise our differences from organisations such as the Red Cross for example. We do not operate in an environment where international crisis brings our brand to widespread attention. Our area is far more low key, but of no less value. As a charity we are competing for space in a crowded marketplace, and we recognise that supporters have high expectations of a personalised experience across a widening number of communication channels.

Alongside the everyday work of meeting the main objectives of the charity, to maintain on-going support we need to understand our audiences like never before – recognising that we must build a brand that is seen as relevant and trusted in every area. HEROES Charity has developed several avenues by which funds can be raised – some have been more successful in the past than they are now, fundraising events are currently less attractive. Our recent golf day for example (see right) was highly enjoyable, but sponsor commitment was hard to get. We did achieve a profit of just under £6k, which looks good on the face of it but take in to account the man-hours for administration and the fact that, sadly, those pennies don’t go very far when it comes to horses, we have to question the viability of events and seek to spread our net to a wider and more varied audience. Grants have always been a valued source of income for large and vital projects that enable our development. But with an increase in the number of charities, so there is an increased pressure on the money available for such plans. The current view is that there will be a growth in charitable activities that combine fundraising with volunteering or fundraising with campaigning. This is based on the so-called baby boomer generation (children of the 60s) being wealthier and more interested in ‘changing the world’, and with better pensions, than almost any generation in history. This group is more likely to enjoy longer retirement periods in financial comfort and may have more time to commit to volunteering as well as financially supporting charities that interest them through pledges and leaving legacies.

The recommendation of the 2015 Cross-Party Review of Fundraising Regulation was to set up a service for members of the public to control the nature and frequency of charity communications that they receive. The Fundraising Preference Service (FPS) has now been launched. How do these developments impact on our ability to fundraise now and in the future?

PUTTING FOR £££

THANK YOU to all our golfers and supporters – you helped us raise a valuable £6,000.
A FRIEND OF JETS

Friends of JETS offer jockeys the practical opportunities to apply their skills in the workplace through work experience or placements.

By joining up with businesses who are aware of the potential of jockeys as employees, and who understand the issues they face when retiring from the sport, the aim is to broaden the network of support available and provide valuable assistance for jockeys taking their next step after race riding.

Lisa Delany of JETS says: “We hope that this new scheme will benefit the businesses we work with as well as our candidates who have gained a lot of skills that are relevant in today’s workplace. Often it is the practical experience and advice that they need and we hope that this new scheme will provide a stronger relationship between our candidates and businesses who can offer a range of career opportunities across different sectors.”

HEROS Charity is delighted to be Friend of JETS and build on its work to develop a #NewLifeAfterRacing not only for the horses after retiring but having had a wonderful time. The running and training fees are in foal and making sure there are no visible signs of problems in the early days of a pregnancy.

As a result Megan was reluctant to take a work placement on a racing yard and so the NRC approached HEROS Charity and North Farm Stud about a placement, which we were delighted to arrange. During her time with us Megan proved to be a very keen learner and progressed so much in six short weeks.

Everyone at North Farm Stud and HEROS Charity made me feel so welcome and at home – I really hope to return soon.”

Which indeed is exactly what happened. Megan is back to complete an 18-month Level 3 Apprenticeship. She has been employed since July and will be studying modules in Stud and Breeding. At the end of her apprenticeship we will help Megan find a permanent employment position either with us or with another suitable employer. It is a pleasure to be part of the progress of such an enthusiastic individual.

If you are interested in, or know anyone who would benefit from, completing a traineeship or apprenticeship with us please contact Eleanor Boden our Education and Training Development Manager on 01488 638820 or eleanor@heroscharity.org

KISSING SPINE SURGERY OBSERVATION

HEROS is very grateful to Equine Veterinary Consultant and HEROS Charity Trustee Dr Jessica Kidd BA DVM Cert ES(Orth) diplomate ECVS MRCVS who offered her time to perform three Kissing Spine surgeries. A few years ago PetPlan Charitable Trust granted funds for HEROS to update the veterinary area, which made this possible. This is invaluable to us as it saves horses being transported to hospital as well as the cost and time involved.

Performing surgery here at HEROS provided the opportunity to invite up to 12 delegates to observe each procedure. They were given a detailed overview about each case and its diagnosis and prognosis together with discussion about aftercare.

All the horses involved are now at various stages of rehabilitation with two being lunged regularly and due to start in riding work very shortly – there has already been a change in the demeanor of them all and we are hopeful that the operations will offer them more opportunities for rehoming.

HORSEPOWERED VETS ON EUROPEAN FUNDRAISING TOUR

Vets with Horsepower have taken their motorbikes on their seventh fundraising tour and this year HEROS was chosen as one of the Charities they were supporting.

HORSEPOWER 7 involves senior specialist vets setting off on an endurance motorcycle lecture tour through Europe. The HORSEPOWER tours, to date, have raised more than £500,000 for equine and children’s charities and has improved the quality of life of people as well as horses and donkeys, leading to healthier and more productive lives.

Project leader Professor Emeritus Derek Knottenbelt said: “The HORSEPOWER project has been instrumental in helping horses at home and abroad and we are very pleased to help HEROS Charity with our 2017 project HORSEPOWER 7.

One member of the team is Jessica Kidd – a trustee of HEROS Charity as well as a keen motorcyclist and, of course, a vet. Jessica said: "HORSEPOWER started as a group of like-minded motorcycle-riding equine vets in 2010. HORSEPOWER is a unique way to raise money while also delivering quality professional development to vets around the world. It’s hard work physically and mentally but the satisfaction from the results cannot be underestimated."

The HORSEPOWER 7 team has now returned home – tired but having had a wonderful time. The running total of funds raised at the time of going to press is £50k. HEROS intends using the money to help purchase a horse box that will deliver horses to new homes. We look forward to adding the HORSEPOWER logo in celebration.

DON’T SAY IT’S TOO EARLY?

Surely it’s never too early to think of the festive season! Our popular ‘Horsing Around’ Christmas Cards are available to order, along with other items suitable for gifts at any time of the year. All proceeds go towards the care of HEROS Horses.

SHOP ONLINE AT HEROSCHARITY.ORG/SHOP/
Kings Inn

Kings Inn is a very athletic and taking three-year-old gelding, who showed great promise on his only Flat start to date, when finishing runner-up in a one mile maiden in August. He showed an excellent attitude that day, staying on really well in the closing stages for an eye-catching debut on soft ground. The intention is for Kings Inn to go juvenile hurdling this season and he has already impressed trainer Paul Nicholls in his schooling sessions. Kings Inn is a half-brother to the four-time winner and 102-Flat rated Demons Rock and he looks set to make his mark in the juvenile hurdling division this season.

“Kings Inn is a lovely horse with a great big stride and lots of scope. He has shown already that he handles soft ground, which will be a help, and he loves his jumping. He's another really exciting prospect for Owners Group.” Paul Nicholls

TO BUY A SHARE CALL 01380 811888 OR VISIT OWNERSGROUP.CO.UK

SHARE APPLICATION FORM

I enclose £ for share(s) at £59 each, in the horse 'Kings Inn', in accordance with the terms and conditions (available by request or via ownersgroup.co.uk). Please make cheques/Postal Orders payable to 'Owners Group'. Alternatively, complete your credit/debit card details below:

Ownership makes a great gift!

Please tick this box if you are buying the share(s) as a gift for someone else.

If so, please also enclose: 1. The name & address of the recipient. 2. Whether you would like the welcome pack sent to you or the recipient. 3. The date that we should start sending newsletters directly to the recipient.

Name:
Address:
Tel:
Email:
Postcode:
Card no:
Exp date:
Last 3 digits on the signature strip:
Signature:

GREENHAM COMMON TRUST 10K & FAMILY FUN RUNS

The Annual Greenham Common Trust 10k & Family Fun Runs return – could you run a mile (or more) for HEROS Charity?

You don't have to be a racehorse to run a race. Have some fun, get a bit of exercise and take in routes around Greenham Common. Perhaps persuade a field of friends to join you. There is plenty of time to plan (and train – and fundraise) with the event taking place in October.

But register early to take advantage of Greenham Common Trust’s fund-matching initiative.

Once you’re registered with StepUp4Good you can visit the Good Exchange and support your favourite project... and HEROS Charity would be delighted to be your favourite project. Greenham Common Trust will fund match money raised on The Good Exchange on a 1:1 basis for the first £5,000 raised. Let us know that you’re running for us and we’ll give you a HEROS Helping Hand.

Find out more at heroscharity.org/news/stepup4good-2017/

GREENHAM TRUST IS MATCHING YOUR DONATIONS UP TO £5,000 – AN OPPORTUNITY OUR HEROShorses WOULD BE DELIGHTED FOR YOU TO TAKE ADVANTAGE OF – FIND OUT MORE AT HEROSCHARITY.ORG/DONATE AND FEEL GOOD ABOUT YOUR EXCHANGE.

Do you own a vehicle that you want to sell or get rid of?

Then please think about donating it to us through Giveacar, which raises money for UK charities by scrapping and selling old cars. They provide a nationwide FREE service – find out more at giveacar.co.uk

FREE donations while you shop online or eat out for HEROS Charity? What could be better?

easyfundraising.org.uk is a great way to raise money for good causes just by shopping online. You don’t pay anything extra. At the time of writing in excess of £13 million has been raised for causes throughout the UK. So feel good while you’re shopping and start earning money for HEROS Charity from nearly 3,000 retailers available to purchase from, which can be turned into a donation.

Book. Support. Enjoy

Make a reservation at any of 4,858 restaurants via ChariTable Bookings and know that £1 NET, for EVERY diner, will be donated by the restaurant to HEROS Charity at no cost to you.

The initiative actively fundraises for more than 7,000 charities across the UK while increasing revenue for participating restaurants by encouraging charitable giving.

Find out more at heroscharity.org/ways-to-support/