



VIDEO

BEYOND THE FINISH LINE, BEYOND THE CLASSROOM

*Building Sustainable Futures for
Horses and People Worldwide*

GRACE MUIR MBE
CEO & FOUNDER





A CHARITY WITH PURPOSE

Giving retired thoroughbreds a second career and worthwhile future, including involvement to educate - and provide purposeful lives for horses and young people.

Training & Rehoming



1992



Grace Muir

Industry Recognition



2015

RoR Partnership



2026



2006

HEROS



North Farm Stud



HEROS Education

MBE



CURRENT PROJECTS:

Making a Difference Today

- Horses



RETRAINING & REHOMING THOROUGHBREDS

- Providing purposeful, rewarding second careers.
- Supporting success in both recreational and competitive roles.
- Educate future ultimate owners for lifelong, informed care.
- Using thoroughbreds to support and enrich people's lives

IMPACT:

A "safety net" for hundreds of horses



WELFARE ADVOCACY & INDUSTRY PARTNERSHIPS

- Align welfare policy and practice with racing authorities.
- Work with RoR to improve aftercare pathways.
- Engage owners/trainers in responsible retirement planning.
- Deliver exceptional aftercare through united industry partnerships.

IMPACT:

Raising awareness and influencing better care and welfare



WELFARE MATTERS:

The Scale of the Challenge



- The aftercare sector needs to **support a population** of thoroughbreds comparable to those in active racing.
- Funding for aftercare represents only a **small proportion of total racing revenue**.
- **Every stakeholder in the racing industry** across the world must play their role in sustainable aftercare.
- Current aftercare relies heavily on **small charities** and the commitment of **individuals**.
- A more sustainable and equitable balance of **responsibility and resources is essential**.
- This is not only a domestic issue—it is a challenge faced **across the international racing community**.

“Same Horses, Different Resources”



CURRENT PROJECTS:

Making a Difference Today

- Education



STUDENT EDUCATION PROGRAMMES

- Enrichment, Diploma, Apprenticeship courses.
- Supporting young people to grow and thrive.
- Building confidence, communication, and life skills.
- Helping young people discover their strengths and capabilities.

IMPACT:

Unlock potential and prepare young people for future careers.



VETERINARY PROGRAMME

- Provide training opportunities for students and new graduates.
- Offer hands-on clinical experience at HEROS using real cases, in need of veterinary care.
- Develop the next generation of veterinary excellence.

IMPACT:

Advance education in equine health and welfare, in aftercare, across the globe.



FUTURE VISION AND PLANNED PROJECTS



OUR GOALS



- Showcase the **versatility** of thoroughbreds beyond racing.
- Build global **partnerships** and share **best practice**.
- Establish international centres of **excellence**.
- Advance global **equine welfare and education standards**.
- Set the **professional standards** of the future.





**HOW WILL WE
ACHIEVE THIS?**

- Educate **future** potential loanees/owners through an online platform **supported** by available in-person guidance.
- **Connect aftercare and veterinary** professionals worldwide.
- Unlock **international opportunities** for thoroughbreds through collaboration.
- Promote and share global aftercare knowledge **with the first global collaboration in Equine Aftercare....**



THE FIRST GLOBAL COLLABORATION IN EQUINE AFTERCARE



- One of the oldest retraining and rehoming facilities in the world
- Proven welfare frameworks selected by BHA as the industry's aftercare centre
- Nationally recognized education and best practice leadership



نادي سباقات الخيل
JOCKEY CLUB OF SAUDI ARABIA

- First national structured retraining pathway in Saudi Arabia
- Local industry integration
- Sustainable financial model



EXPECTED OUTCOMES:

- Sharing knowledge
- Aligning standards
- Working as one network



Together we expand our reach, strengthen best practice globally, and deliver better futures for every horse that steps out of racing





ACTION

- ✓ Ensure every horse has a considered future beyond racing.
- ✓ Provide high-quality homes and exceptional aftercare.
- ✓ Make sure no young person is left behind.
- ✓ Support and develop aspiring professionals.



TOGETHER, WE CAN MAKE CHANGE POSSIBLE