

Solution-Based Rescue Handbook

"The Greatest Humane Act Is Prevention"



Outdated Vision: Our Rescue Culture

Replacing Our Rescue Culture With A Prevention Culture



This is Fiesta. Fiesta rescued a human named Barbara. Discover how Solution-Based Rescue can resolve welfare problems for animals and humans.

Join Our Family. Join Our Cause.

Wouldn't you like to stop the suffering of a rescue animal, prevent thousands of animals from needing to be rescued, and save lives?

*"The greatest humane act is prevention,
for it avoids the suffering a rescue had to endure."
-Ken Lian, DVM*

Solution-Based Rescue
A Handbook For Solution-Based Rescue Organizations

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Glossary - Below are definitions of terms that are used throughout this document. Readers have commented that having this glossary has been helpful in clarifying the concepts contained within this handbook.

At-Risk - For the purposes of this document, this term is applied to children, young adults and Thoroughbreds for whom absence of life/foundation skills places them at a high risk for greatly underachieving or failing in our society.

Guiding Principles – These principles include the vision, mission, objective, and goals of an organization. The vision is the utopian outcome, the mission is the purpose/desired outcome and strategy to attain this purpose/desired outcome, the objectives are short term outcomes created by the mission, and the goals are the long term outcomes created by the mission.

Humane Education - This term is generally defined as the use of education to nurture compassion and respect for people and animals. Humane Education also draws on our innate sense of humanity to address problems of animal human and welfare.

Humanity -The quality or state of being kind to other people or to animals.

Life/Foundation Skills - Those core or essential life skills horses and humans need to engage successfully in work and life. For humans, these skills include self-awareness, respect for self and others, communication, self-restraint, empathy, and the ability to reason. For horses, these skills include understanding boundaries and the ability to calmly process and adapt to a variety of situations and environments.

Prevention Culture – The product of solution based thinking and action which emphasizes addressing the root cause of welfare problems instead of individual symptoms.

Self-Empowerment – Taking control of our own life, setting goals, and making positive choices. Basically it means that we have to understand our strengths and weaknesses, and have belief in ourselves. A key concept of Humane because when one truly knows how to help themselves, then they are in the best position to provide compassion and help to others, animals or humans.

Solution-Based Rescue - A comprehensive approach to animal welfare problems that emphasizes prevention. This method utilizes a “passion and logic” approach to animal welfare issues and focuses on resolving the cause of the welfare problem. Rescuing is integrated into this approach as an important safety net for the individual animal, not as a solution. Rescue animals and their journeys provide an emotional basis for the Humane Education programs of a solution-based organization.

Symptom-Based Rescue – A traditional type of rescue entity characterized by a “passion and emotion” approach to animal welfare. This method helps the individual animal but does not resolve the problem that created the rescue. This approach is analogous to treating a symptom of a disease without addressing the root cause.

Welfare - The health, happiness, and fortunes of a person, group or animal.

Thoroughbred - Thoroughbreds are considered "hot-blooded" horses that are known for their agility, speed, and spirit. Predominately associated with racing in today's society, the breed was used widely as ranch and show horses in the past due to their athletic ability, endurance, and versatility. The passionate and kind nature of the breed, combined with their strong spirit, makes the Thoroughbred ideal for Humane Education programs.

Thoroughbred Ambassadors - Thoroughbred horses who embody key characteristics of the breed. They serve to revive the relatability and relevancy of Thoroughbreds and the sports they represent.

Unwanted Thoroughbred – An animal welfare issue that is analogous to the problem of overpopulation among cats and dogs.

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PART I: ABOUT SOLUTION-BASED RESCUE

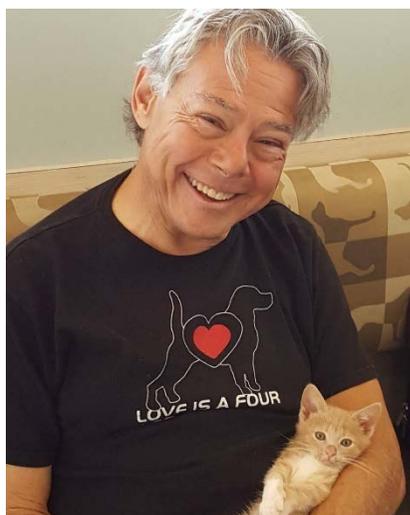
What is Solution-Based Rescue?

Solution-Based Rescue is a comprehensive approach to animal welfare problems that emphasizes prevention. Because many of our animal welfare issues are complex in nature, this comprehensive approach requires an architecture that is efficient and versatile.

Humane Education is the cornerstone of Solution-Based Rescue. This approach teaches compassion and life skills, establishing a platform from which one can learn about a Prevention Culture. It is important to recognize that rescue animals help in teaching life skills and are the emotional basis for volunteers to understand the importance of preventing the suffering a rescue endured.

Who is the “Father” of Solution-Based Rescue?

The father of **Solution-Based Rescue** is Bob Ferber. His vision is to replace a Rescue Culture with a Prevention Culture. Bob is a retired Los Angeles City Attorney who started the first animal welfare prosecution unit in the United States. He has been involved with rescuing and rescue organizations for over 50 years. His rescue animals have been part of a Humane Education program (Baron’s Buddies) focusing on promoting compassion to humans and animals as well as preventing discrimination. Bob’s solution-based approach to dealing with problems in law enforcement is a model for a solution-based non-profit. Bob teamed up with two veterinarians, husband and wife Dr. Ken Lian and Dr. Sheryl Fulop, in 2010, and started a **Solution-Based Rescue** organization dealing with the “Unwanted Thoroughbred” problem named Thoroughbred Education Foundation (ThoroughbredEd). Bob realized that the “Unwanted Thoroughbred” problem is a complex animal welfare issue that requires a solution-based approach.



Bob Ferber with a rescue kitten Monty who was born with a leg deformity. Through rehabilitation that Bob provided, Monty now can play and run around like a normal cat.



Dr. Ken Lian and Dr. Sheryl Fulop with Ambassador Thoroughbred TooSexyForMySaddle.

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Why Solution-Based Rescue?

There are three options one can take when approaching an animal welfare problem. We will use the example of the "Unwanted Thoroughbred" to review and evaluate these options:

- 1) **The "symptom-based" approach:** Most organizations dealing with the "Unwanted Thoroughbred" problem focus on rescuing, which helps the individual horse but does not resolve the problems facing the breed. This "passion and emotion" approach to animal welfare issues is not without its consequences. Rescuing creates a daunting volume challenge when generations of horses are pooled together, leading to an emotionally draining vortex that discards the well-intentioned and enables the hoarders. This hoarder culture is satisfied through the number of animals it saves but not necessarily the number of animals it re-homes. Rescuing in this manner becomes enabling because it provides dumping grounds for those responsible for the disposable culture.
- 2) **The "alienation" approach:** This model focuses on scrutinizing the sport, forcing it to either shrink its ranks or shut down. The consequence of this method is the continued alienation of the sport in our culture, pushing it further into the deep recesses of society. Unfortunately, this enables people who work best in the dark as they "profit" from the lack of visibility created by the alienation. This approach is disheartening to those who want to do right by the breed since it lumps everyone involved in the sport into the inhumane category. One should understand that creating awareness without having a realistic solution can result in alienation.
- 3) **The "solution-based" approach:** This is the ThoroughbredEd method. Through this model, a direct approach is taken. One walks in the sport's front door, shakes their hand and say "we have a program that will help the breed and society and in turn, this program will help the sport." This "passion and logic" method empowers the good people in the sport, those who love the breed and not just the gamble. Also, this method makes it harder for those who thrive in the dark aspects of the sport by making all of the track transparent to society. It is from this perspective that scrutiny of the sport provides the best outcome for the breed.

Ideally, these approaches should be cooperative, not mutually exclusive. If you replace alienation with scrutiny in a transparent environment, one better understands the problems that need to be addressed. Furthermore, a solution-based approach enhances the rescue efforts of the well-intentioned. This method greatly reduces the number of animals needing to be rescued and makes their transition into society easier and faster. By working together, we establish a powerful team effort capable of serving the immediate and long term animal welfare needs of the Thoroughbred.

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PART II - THE ARCHITECTURE OF SOLUTION-BASED RESCUE

Introduction

In reflecting on the rescue efforts of thousands of organizations over the past decades, we have come to recognize the enormous animal welfare challenges facing the next generation of non-profits. These organizations have inherited a volume crisis as it pertains to the number of animals needing to be rescued. With this recognition, it is important to find solutions to our problems, not just work within an outdated vision of just simply saving animals.

Many animal welfare problems are complex in nature and require extensive research to provide realistic solutions. The knowledge gained through this research allows an organization to consider all the contributing factors to the problem and develop a layered solution. This comprehensive approach needs a flexible and efficient architecture that includes the guiding principles and team structure.

Guiding Principles

Although a daunting task, we must approach this challenge with a passion and logic approach that reduces the number of animals needing to be rescued. Therefore, the **Solution-Based Rescue** model applies a creative logic formula of *awareness and education that leads to change* to deal with the "Unwanted Animal" problem (see figure 1). This logic structure focuses one's passion and creativity through a science-like model in order to develop solutions for animal welfare issues. This focus is designed to produce Humane Education Programs that have, as their product, outcomes that help individuals and society. Overall, this creative logic formula brings life to the cause by providing both the intellectual and emotional basis to effect change.

The following pages of this section will discuss the background information needed to develop the guiding principles for a **Solution-Based Rescue**.

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Figure 1: The formula below creates a logical based sequential narrative to resolve animal welfare problems.



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AWARENESS. EDUCATION CHANGE.

OUTDATED VISION: Our Rescue Culture

Replacing Our Rescue Culture With A Prevention Culture

The most important principle of a non-profit is its vision. First, the vision attracts core volunteers and donors due to its lofty nature that articulates a utopian outcome. Second, by providing the conceptual framework for the non-profit, the vision shapes all outcomes of the organization. Third, the vision imparts relevancy of the cause to today's society. To this point, it is important for an organization to understand the evolution of a welfare issue to determine if a vision truly reflects the current status of the problem.

As our culture continues to evolve, so must our visions. We must turn to inventive thinking to better understand new visions that help us resolve our welfare issues. A comparison of a **Solution-Based Rescue** organization with the classic **Symptom-Based Rescue** organization demonstrates the effects that an outdated vision has on the outcomes of an organization.

A **Solution-Based Rescue** takes a comprehensive approach to animal welfare problems. This approach has its roots in the organization's vision of a Prevention Culture. Thus, the framework of the solution-based vision focuses the mission on resolving and preventing welfare issues. The classic **Symptom-Based Rescue** relies on an outdated vision of a Rescue Culture. This vision operates under the unrealistic approach that we can rescue our way out of the "Unwanted Animal" problem. Thus, when the roots of a symptom-based framework are in place, the mission does not focus on resolving or greatly impacting the causes of the "Unwanted Animal" problem (see table 1)

The influences of a vision can be also seen through the role that it plays in attracting and retaining volunteers. A **Solution-Based Rescue** attracts a core volunteer base of "Humane Thinkers". This core group views prevention as the greatest humane act because it avoids the suffering a rescuing had to endure. This approach cultivates a solution-orientated environment to deal with animal welfare problems. Maintaining this core base of volunteers is the key to implementing and sustaining the vision of a Prevention Culture. A **Symptom-Based Rescue** approach attracts core volunteers interested in simply saving animals. Due to the increase in the number of animals needing to be saved over the years, the Rescue Culture has become distorted and has morphed into a Hoarding Culture. Thus, volunteers work in a hoarding environment that is cultivated in order to implement and sustain the vision of a Rescue Culture. Many of these core volunteers have become disenchanted with both the vision and the leaders of symptom-based organizations and have left the rescue world. This unintended consequence of producing a Hoarding Culture along with the disenchantment it has created finds its roots in the outdated symptom-based vision for dealing with the "Unwanted Animal" problem.

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AWARENESS. EDUCATION CHANGE.

Table 1: The below table depicts how a vision influences the guiding principles of an organization along with the overall outcome to the “Unwanted Animal” problem.

Symptom-Based Rescue	vs.	Solution-Based Rescue
Rescue Culture	Vision	Prevention Culture
Purpose: Saving Animals Strategy: Rescue Animals As The Solution	Mission	Purpose: Preventing Rescues Strategy: Comprehensive Approach To Resolving Problems
Rescue our way out of the “Unwanted Animal” Problem	Objective & Goals	Preventing Rescues Through Human Education Solutions
Minimal Impact on the At-Risk Populations	Overall Outcome	Reduction in the At-Risk Populations

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AWARENESS. EDUCATION. CHANGE.

OUTDATED GOAL: Saving Animals Only

Replacing Symptom-Based Goals With Solution-Based Goals

Symptom-Based Rescues have a shared goal: to resolve the “Unwanted Animal” problem through saving animals. With the large volume of animals needing to be rescued, non-profits have saved many animals but there are still many animals that have been euthanized or are living in hoarding conditions. To make changes to our welfare culture to combat this volume crisis, we must establish a new common goal between organizations that greatly reduces the number of animals needing to be rescued.

Animals in today's society represent more than just companionship. They provide the framework to learn life skills. Nowhere else in our culture are there greater opportunities to enhance our society than through helping animals. By understanding how a rescue animal is created or how animal abuse is inflicted, we can draw parallels to human welfare. Herein lies the common goal for solution-based organizations in our society: animals are the teaching grounds not only for compassion, but also for building skills in our at-risk populations in order to prevent a rescue. This form of Humane Education is designed to solve both human and animal welfare problems and outlines the shared goal of **Solution-Based Rescues** of Social Equality Through Animal Welfare (see figure 2).

In order to be effective in attaining and sustaining this common goal, solution-based organizations must capture their data for analysis and sharing. Outreach programs of a solution-based organization have a continuous engagement campaign reflecting the guiding principles of the organization. The outcome of the Humane Education programs use the following metrics of measurements: engagements, testimonials, narratives, and surveys. The evaluation process will quantify the outcome and effectiveness of the Humane Education programs in reaching the societal goal. In the future, an additional goal would be the sharing of each organization's information to construct an easily accessible global Prevention Database. Overall, this prevention database contains information that helps to reduce at-risk populations along with solutions that can eliminate animal and human welfare problems.

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AWARENESS. EDUCATION. CHANGE.

Figure 2: The table below compares the outcomes that lead to the societal goals of a solution-based and symptom-based organization.

Symptom-Based Rescue	vs.	Solution-Based Rescue
Rescue Culture	Vision	Prevention Culture
Purpose: Saving Animals Strategy: Rescue Animals As The Solution	Mission	Purpose: Preventing Rescues Strategy: Comprehensive Approach To Resolving Problems
Rescue our way out of the "Unwanted Animal" Problem	Objective & Goals	Preventing Rescues Through Human Education Solutions
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AWARENESS. EDUCATION. CHANGE.

UPDATED MODEL: Collaboration

Solving Problems Through A Collaborative Guiding Principles Model

The dream of many in the veterinary community is to be an integral part of a non-profit dealing with animal welfare issues. For a non-profit to be an effective advocate for a cause, the organization must develop guiding principles specifically designed to make changes in our culture. In today's internet and social media culture, we must adjust how we view the model of the guiding principles of an organization to focus on collaborative efforts through Humane Education. In doing so, this change allows us to effect the greatest change on our society.

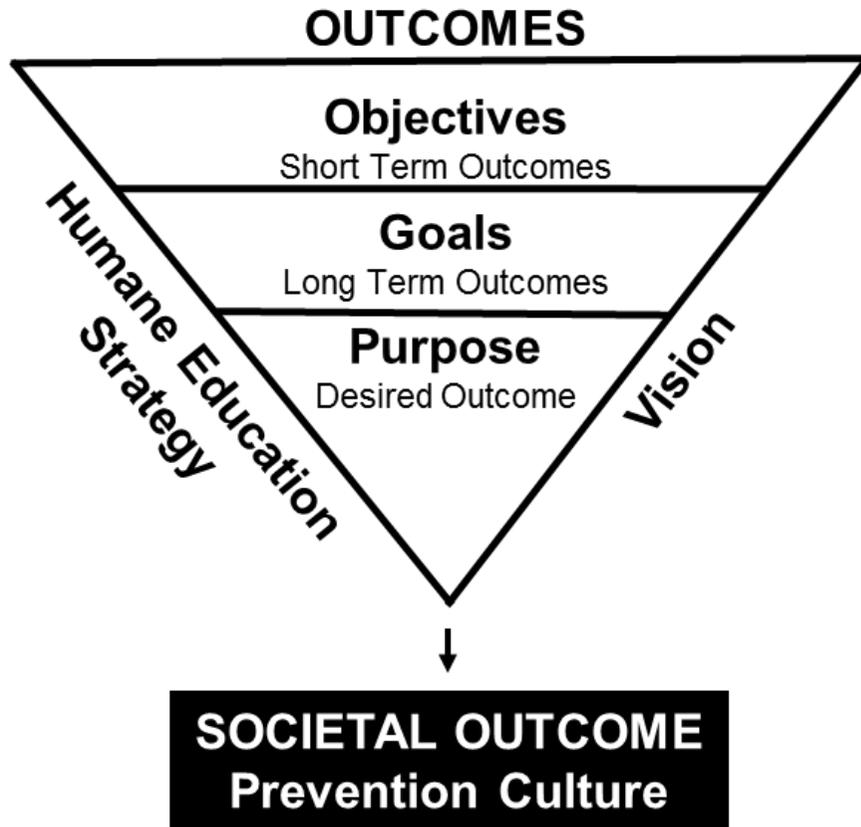
The unique role given to non-profits in our society is that they produce **outcomes** as a **product**, not products for a profit. Many of these outcomes improve the welfare of animals and humans along with having a positive influence on our culture. What these outcomes are, what roles they play, and how they are integrated into guiding principles is key to understanding a collaborative effort model.

The guiding principles contain the components of a plan needed to address the non-profit's cause. In a solution-based rescue model, the mission is separated into its two components, purpose and strategy. The Humane Education strategy and the vision establish a structural and functional model that organizes the guiding principles (see figure 2). The product of this model is a set of sequential outcomes that is needed to accomplish the non-profit's plan: objectives (short term outcomes) and goals (long term outcomes) that allow an organization to accomplish its purpose (desired outcome). Overall, this **Solution-Based Rescue** model creates efficiencies within the organization by providing clarity of execution, structure, and purpose, thus making the non-profit a more effective advocate for their cause. Also, through this clarity, common outcomes can be identified between organizations, providing greater opportunities for collaboration. These collaborations enhance the ability of each organization to attain its outcomes along with realizing any shared societal outcomes.

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AWARENESS. EDUCATION. CHANGE.

Figure 2: Below is a sequential outcome model for the guiding principles of a Solution-Based Rescue.



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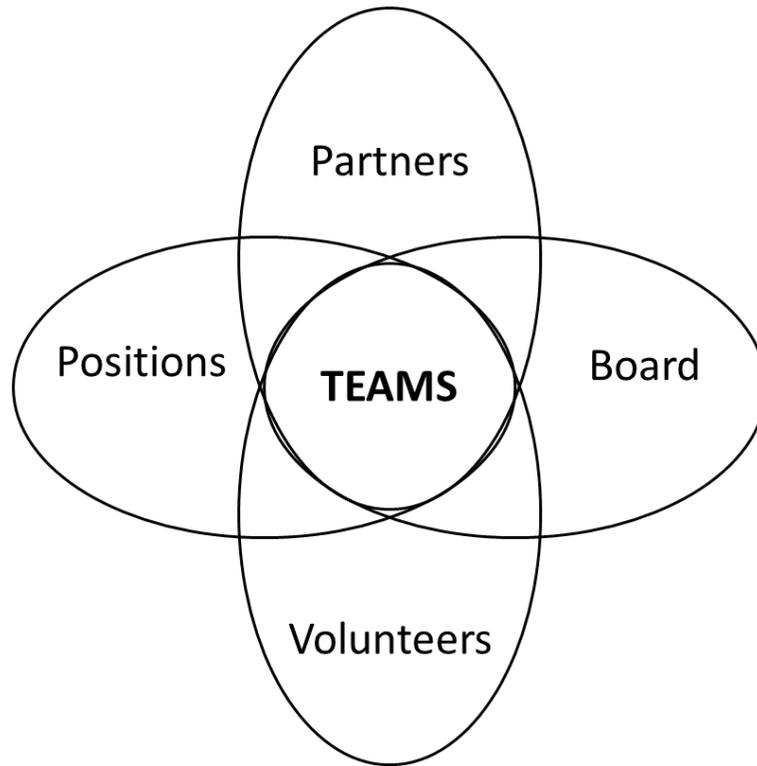
Team Structure

This team framework of a **Solution-Based Rescue** provides the infrastructure and human resources needed for developing and maintaining the Humane Education programs. The core infrastructure is innovative, efficient, and flexible as well as educational to those participating in the development. Partners and volunteers play key role in the development of the team structure along with the staff and the board of an organization. This collective group allows for variety of teams to be formed including the Executive Director Team, Vision Team, Ambassador Team, Humane Education Team, Development Team, and the Leadership Team (see figure 3). The Vision Team plays a critical role in developing ideas for Humane Education programs along with keeping a structural and content integrity to the organization. The overall team structure, by design, provides the greatest opportunity for collaboration from outside of the organizations. This collaboration is key to implementing and sustaining the Humane Education programs and provide the greatest impact on society.

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Figure 3: Team structure of a solution-based organization.



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PART III - THE TOOLKIT FOR A SOLUTION-BASED RESCUE

Introduction

Now that you know what **Solution-Based Rescue** is and how it's organized, this final section will describe the details of developing the guiding principles and collateral materials for the non-profit. We will use the content developed by the Thoroughbred Education Foundation as an example of solution-based information.

Below is an overview of key features of the architecture discussed in Part II that are important factors going forward:

- The flexible and nuanced structure outlined allows for a variety of expressions of humane education interests by different organizations. It is important to note that these various organizations all have the unifying vision of a Prevention Culture along with collectively producing the driving force for societal change through Humane Education.
- This type of architecture attracts inventive thinkers who are emboldened to execute an organization's Humane Education strategy. These core members of the organization are key to the success of a solution-based non-profit.
- Another benefit from this architecture is the establishment of a framework for collaborative efforts between organizations. This framework provides the greatest opportunity for saving animals along with preventing the need to rescue. Notably, the architecture of a traditional **Symptom-Based Rescue** lacks this collaborative feature.

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Developing A Creative Logic Outline

Below is the logic outline for Thoroughbred Education Foundation. The non-profit's focus is to bring attention to the breed through an awareness campaign that showcases the personalities of the ambassador horses and then provides education about their plight through each of the causes of the ambassador horses. These causes are designed to highlight the need to build skills in our at-risk populations in society. The overall societal outcome is shaped by the concept that each individual Solution-Based Rescue non-profit can contribute to our culture through the Humane Education taught when dealing with animal welfare issues.

AWARENESS

Ambassador Outreach

Individual Thoroughbreds and their stories

- Their journey and personalities for relatability
 - Their individual causes for relevancy

EDUCATION

Empowerment Through Thoroughbreds

Mini-encapsulated life lessons stories told from a Thoroughbred's perspective

- Personalizes for relatability
- Life lessons for relevancy

•

Community Outreach

Bridging Gaps by Building Skills

- In-class building skills for at-risk populations
- Hands-on building skills for at-risk Thoroughbreds & humans

CHANGE

Social Equality Through Animal Welfare

Reducing at-risk populations of animals and humans

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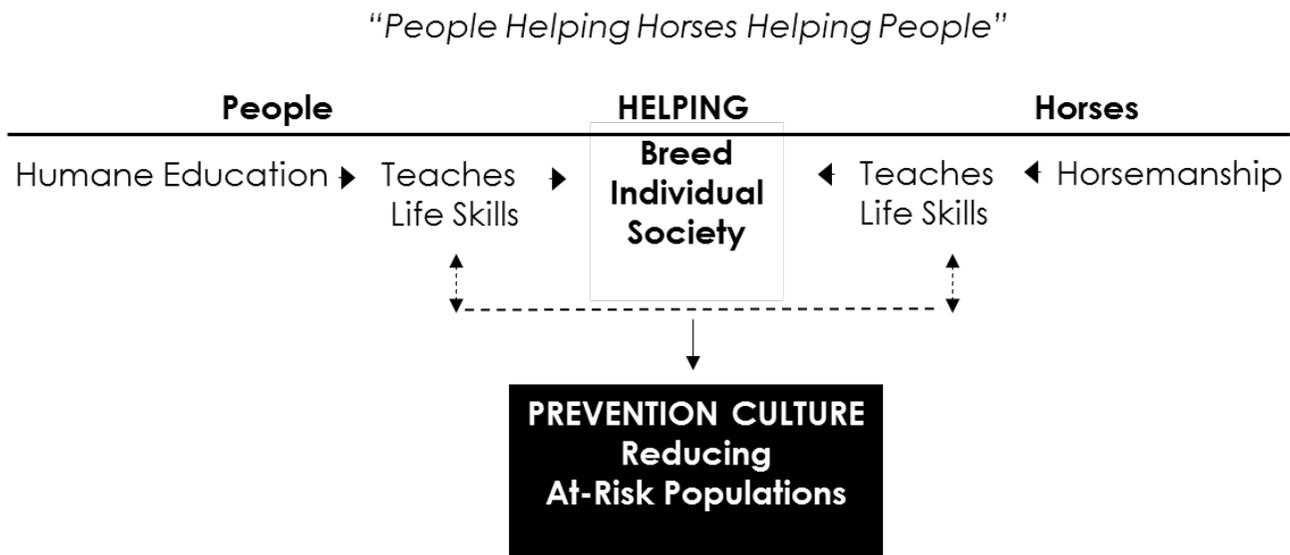
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Developing A Humane Education Formula

ThoroughbredEd’s Humane Education strategy uses Thoroughbreds and humans as teachers. This model parallels the teaching of Humane Education in humans with the teaching of Horsemanship in Thoroughbreds (see figure 5). Both forms of education serve the purpose of building life skills. These skills lay the groundwork for having successful relationships and careers and thus, reduce at-risk populations in society.

In the example of the “Unwanted Thoroughbred” problem, ThoroughbredEd has created a model equation for their cause of reducing the number of “Unwanted Thoroughbreds” (see figure 4). This equation utilizes the principals of humane education and parallels it to the training of a horse. By combining animal and human welfare problems, the organization helps breed along with helping society..

Figure 4: ThoroughbredEd’s formula for teach life skills.



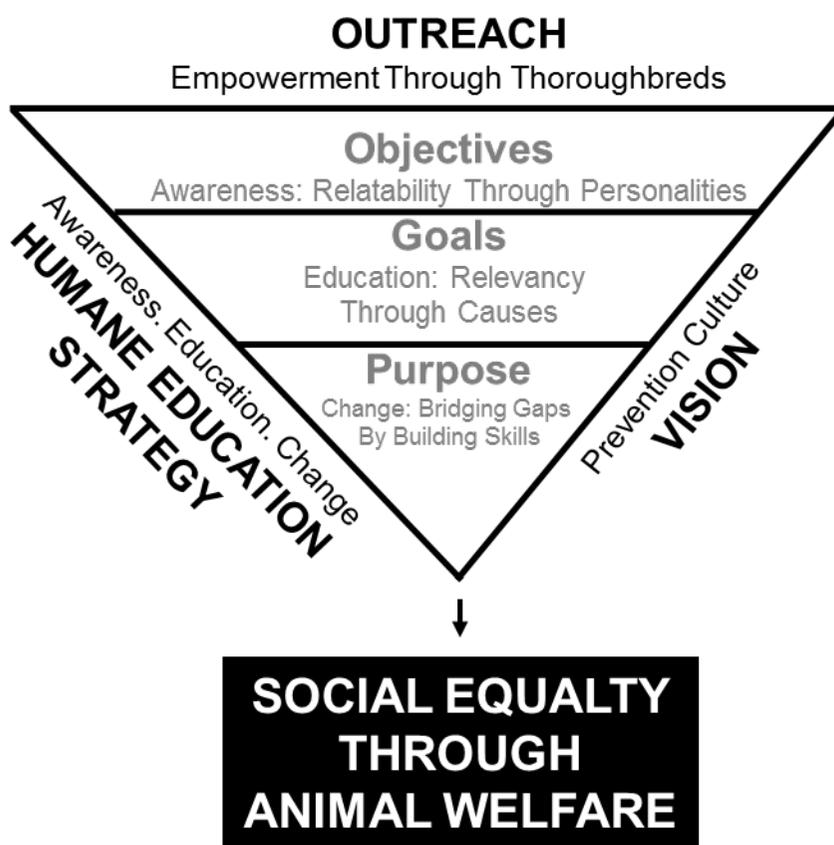
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Developing Your Guiding Principles

In the example of the “Unwanted Thoroughbred” problem, the Humane Education strategy utilizes linear progression of the logic structure to produce a layered set of outcomes: **AWARENESS** through relatability of the breed to society, **EDUCATION** through relevancy of the breed to society, leading to **CHANGE** that reduces at-risk populations in our society (see figure 5). This change is achieved by using the empowering nature of the breed to simultaneously bridge gaps by building skills among people and horses. The skills taught will contribute to society by reducing the at-risk population as well as helping to establish a prevention culture.

Figure 5: ThoroughbredEd’s guiding principle model.



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Developing Your Brochure...

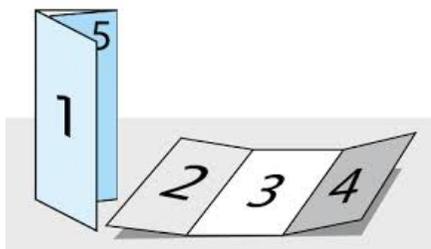
Like the architecture of a Solution-Based Rescue organization, the brochure provides information about the organization in an efficient and versatile manner. Images, narratives, testimonials, program outcomes, and compelling quotes/phrases are key to capturing the attention of the reader as well as being informative about the organization. Below is an outline of the information on each panel of a threefold brochure.

The back panels of a brochure include:

- A cover logo/image that captures the attention of the reader (panel 1)
- An ambassador animal's narrative featuring a key aspect of the organization's Humane Education focus (panel 5)
- The founder's narrative containing an abbreviated history about how and why they started the non-profit (panel 6)

The inside panels of a brochure are used to:

- Discuss the humane education curriculum (panel 2)
- Outline the guiding principles of the organization (panel 3)
- Highlight a key humane education concept (panel 4)



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And Your Rack Card

Rack Cards (also referred to in this document as inserts) provide an opportunity for increased flexibility of both structure and content of an organization's outreach material. These inserts can be placed into the inside of the folded brochure or used as a stand-alone handout.

The following pages contain an example of a brochure (see figures 6 and 7) and a rack card (see figures 8 and 9) dealing with the "Unwanted Thoroughbred" problem. The examples contain a table header that outlines the layout for each panel of the brochure and rack card.

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Figure 6: The white and grey text in the table correspond to white grey text areas of the back panel of a brochure.

OUTSIDE FRONT COVER (1)	OUTSIDE MIDDLE PANEL (6)	OUTSIDE BACK FLAP (5)
Focus Picture with theme description	Focus Picture with theme description	Focus Key Phrase and Picture
Ambassador Narrative Journey of key ambassador	Founder's Narrative Journey of the founder(s)	Logo Name and Education Strategy
Cause Quote	Cause Call To Action	

Highgunner's Journey



"The sad eyes of a rescue horse tell us all about their journey"

On the right, the tired and spiritless eyes of Highgunner, our first Ambassador horse just after being rescued. On the left, Highgunner after his foundation skills training – the Thoroughbred Spirit has returned.



Above is Highgunner winning a race at the Pomona Fairgrounds and making a friend at one of our events. He was able to live his dream of going to the track after being rescued due to the life skills he acquired at ThoroughbredEd.

Highgunner continues his journey as an Ambassador horse. He teaches people about the importance of life skills that help prevent the need to rescue.

"The Greatest Humane Act is Prevention, for it avoids the suffering a rescue had to endure." - Ken Lian, DVM, Co-Founder

Thoroughbred Education Foundation
is a 501 (c)(3) non-profit.

Our Founders



"The racing industry must emphasize our responsibility as the breed's initial caretakers."

Pictured above are our husband and wife co-founders, Ken Lian, DVM and Sheryl Fulop, DVM. Their mentor was a South Dakota horseman who grew up with Thoroughbreds as the primary working horse. They rode many miles with their mentor in the hills of the San Fernando Valley, CA, on thoroughbreds. During this time, they also rescued numerous horses.

The co-founders learned that most of the rescue horses coming from the track had very few foundation skills. At this point, they knew that they wanted to make more of a difference than just helping one horse at a time. They also knew that in order to make changes, they needed to be part of the sport that they loved. In 2004 they started their racing stables and in 2010 they started ThoroughbredEd.

Join Our Family. Join Our Cause.
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With a Prevention Culture

Donate | Volunteer | Sponsor

Wouldn't you like to stop the suffering of a rescue, prevent thousands of animals from needing to be rescued, and save lives?





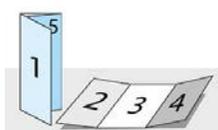
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"The Greatest Humane Act Is Prevention"





THOROUGHbred
EDUCATION FOUNDATION
Awareness. Education. Change.
ThoroughbredEd.org



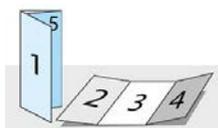
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Figure 7: The white and grey text in the table correspond to white grey text areas of the front panel of brochure.

INSIDE FRONT COVER (2)	INSIDE MIDDLE PANEL (3)	INSIDE BACK FLAP (4)
Focus Humane Education Overview	Focus Solution-Based Vision	Focus Humane Education Key Concept
Summary Of Narrative Key Phrases, Themes, Ideas	Cause Call To Action	Summary Of Narrative Key Phrases, Themes, Ideas
Narrative Description of program	Guiding Principles Vision, Mission	Narrative Description of key concept
Outcome Effects on animals and humans	Outcome Humane Education Goal	Outcome Effects on animals and humans

Humane Education Center	Prevention Culture	Outreach Ambassadors
<div style="text-align: center;">  <p>Empowerment Through Thoroughbreds <i>People Helping Horses, Helping People</i></p> </div> <p>Our Humane Education Programs nurture compassion for humans and animals, along with teaching empowerment through the life skills. Our focus is to prevent the need to rescue by implementing a solution-based rescue model. This model uses a comprehensive approach to animal welfare issues and emphasizes prevention as a means of reducing the rescue population.</p> <ul style="list-style-type: none"> • Meet and Greet Program – This program allows the public to interact with the breed. These interactions offer a chance for individuals to learn about Thoroughbreds and racing. • Humane Education Curriculum – Our lesson plans utilize the self-empowering nature of the breed to build life skills in humans and horses. • Leadership Program – The horses provide opportunities for volunteers to learn leadership skills in order to create solution-based rescues models worldwide. <p style="font-size: small;">Overall, the humanity and life skills the rescues receive are given back to our society through the life skills learned by the participants.</p> <p style="font-size: x-small;">© 2016 Thoroughbred Education Foundation</p>	<div style="text-align: center;">  <p>Join Our Family. Join Our Cause. Solution-Based Rescue Replacing a Rescue Culture With a Prevention Culture</p> <p style="font-size: small;">Donate Volunteer Sponsor</p> </div> <p>Solution-Based Rescue is a comprehensive approach to animal welfare that emphasizes prevention Your support of our Humane Education Center and its Outreach Ambassadors allows us to teach prevention-based solutions that:</p> <ul style="list-style-type: none"> • Build life skills in at-risk populations • Make rescuing more efficient & effective • Establish solution-based rescue leadership <p>Our Vision – A Prevention Culture. This culture emphasizes the building life skills in at-risk populations, thereby reducing the need to rescue.</p> <p>Our Mission – Bridging Gaps by Building Skills. Our organization bridges learning gaps through the building of life skills. We use the empowering and enlightening nature of the Thoroughbred breed to teach key life skills. Our comprehensive awareness and education campaign focuses on prevention in order to attain our goals and make the cultural change necessary to realize our vision.</p> <p>Our Humane Education Goal – Social Equality Through Animal Welfare.</p> <p style="font-size: x-small; text-align: center;">1.818.851.0322 info@thoroughbreded.org</p>	<div style="text-align: center;">  <p style="font-size: x-small;">I Love Lulu Highgunner TooSexyForMySaddle</p> </div> <p>Discover The Breeds Empowering Nature Passionate. Versatile. Kind</p> <p>Highgunner - The Legend His Cause - A Prevention Culture</p> <ul style="list-style-type: none"> • He took his life back after he was rescued by receiving life skills training. • He got to live his dream of going to the track to run and win in his sport. • Learn about Highgunner's winning attitude with any job that he takes on. <p>TooSexyForMySaddle - The Celebrity Her Cause – Don't Bully My Breed</p> <ul style="list-style-type: none"> • TooSexy will teach you about the breed's inner beauty and spirit. • She will empower you to learn about their dream of having a purpose in life, whether it is racing, jumping, or bonding with you. • Ask us about TooSexy's merchandise. <p>I Love Lulu - The Family Girl Her Cause – Kids For Thoroughbreds</p> <ul style="list-style-type: none"> • Lulu will teach you about the kind and gentle nature of the breed with adults and kids alike. • Have fun and bond with Lulu and learn about her dream to be part of your family. <p style="font-size: small;">While learning about their dreams, they will empower you to discover the skills you need you to attain your dreams.</p>



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Figure 8: The white and grey text in the table correspond to white grey text areas of the front panel of a rack card.

FRONT PANEL	
Focus	Key Phrase and Picture
Logo	Name and Education Strategy



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Figure 9: The white and grey text in the table correspond to white grey text areas of the back panel of a rack card.

OUTSIDE BACK FLAP (5)
Focus Key Phrase, Theme, Ideas
Narrative Name and Education Strategy
Cause Call To Action

Make A Difference

Join our comprehensive approach to animal welfare that emphasizes prevention.
"The Greatest Humane Act is Prevention"
 Ken Lian, DVM Co-founder



Pictured above is Tracy Wachbrit holding a young Thoroughbred and teaching our volunteers.

*"Hundreds of guests and many student volunteers have come through the barn doors of ThoroughbredEd for their 'Meet and Greet' camp, and about ten student volunteers have been accepted into vet school with more intending to apply in the upcoming years. **For over four years I watched individuals enter the barn as students and leave as leaders.** Those who were meek and encased in self-doubt exited with determination and conviction. Those who looked upon the horse with fear and ignorance left with wonder and adoration. And those who waltzed through the barn doors with arrogance and entitlement went home with humbleness and newfound respect." - Tracy Wachbrit, board member, Pierce College Pre-Vet graduate and Virginia-Maryland College of Veterinary Medicine Class of 2020*

Join Our Family. Join Our Cause.
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 Replacing A Rescue Culture
 With a Prevention Culture

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 is a 501(c)(3) non-profit.

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Development Your Content

Testimonials, articles and other content are powerful tools to make the case for support of your organization and should be included in materials presented to donors. On the following page, one of ThoroughbredEd's board members uses her position as a mother and horse rider/trainer to link the importance of teaching life skills to both children and young horses. This link helps to make the breed more relatable to the public. The fact that these horses can help kids learn life skills makes the breed relevant to society. These factors of relatability and relevancy are key components to helping to resolve the "Unwanted Thoroughbred" problem: relatability creates empathy for the plight of the breed and the relevancy of the breed is established through their positive contribution to today's society.

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We Are The Caretakers Of Their Dreams



Volunteer Kaylee enjoying a solo bonding moment with Ambassador Highgunner.

“We all know the first few years of life have the most impact on our future. It is this start that defines and molds us. We are leading by example as we make contact with our newborn. We are teaching the power of touch, how to feel, and understand. With just one hand, we have an ability to share a connection, give reassurance, and show compassion. This is the essence of bonding.

It is in these moments that we allow confidence to be gained, invite doors to be opened, and begin the learning process. Through COMMUNICATION, we develop SKILLS, enable the mind to expand, establish leadership, create strength in character, and offer the chance to be a positive, relevant member of society. These are the rewards of bonding.

Of course, we are talking about the Thoroughbred racehorse..... But who doesn't want this for every child? Children and Horses are one and the same! And one must always remember, that as we teach our children, we teach ourselves. Let's give our next generation the right introduction to enjoy good work ethics and encourage their individual best. Perhaps with this in mind, the less successful racehorse will avoid being disposed of, forgotten, or euthanized. Likewise, the less fortunate child will not be destined to an existence on skid row, imprisoned, or dead.”

Theresa Black, Mother (her daughter Kaylee is pictured above), British Horse Society Assistant Instructor, Exercise Rider in England & U.S., Racehorse Owner, Thoroughbred Rescuer, and Board Member of Thoroughbred Education Foundation.

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Racing to Veterinary School



Volunteer Director Tracy Wachbrit working with our volunteers and our horses.

You can't go very far without opportunity. Whether it's being in the right place at the right time, knowing the right people, or having fortune on your side, no one moves forward unless that door is open. Once that opportunity is acquired, however, holding onto it is the challenge. No amount of good timing, good networking, or good luck will do the job. At that point, it's all about hard work, leadership, and the people you influence. For me, that was the racetrack. That was ThoroughbredEd (Thoroughbred Education Foundation).

From the moment I fell in love with horse racing, I struggled to find my way behind its doors. Though my heart was eager, I was rebuffed by everyone I begged for a chance. It was sheer luck that I met a man while vacationing in Kentucky who saw my plight. Thus, with his help, I started working under Bob Hess, Jr. and fell in love with the horse all over again. With my interest fueled, I applied to the North American Racing Academy with the hopes of making this my profession.

A year into my studies there, I was encouraged to try veterinary medicine by professors and peers alike. I found my interest changing, though my love for the track remained, and I opted to complete my equine science degree before moving onward to pre-veterinary science. The failing economy had finally struck the track when I flew back to California for my internship, however, and I was forced to desperately scrounge for a

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position that would allow me to graduate. Though many trainers would tell me to return the next day, I was consistently turned away. It was déjà vu, and after a month of growing increasingly more discouraged, I stumbled into Howard Zucker's barn and was offered the opportunity I needed. Finally, I could graduate, but what I didn't expect was everything I would learn there. In the shedrow of that concrete building, I was witness to various therapies and medicinal work. Daily, I would arrive and Mr. Zucker would already be there, massaging the legs of his athletes or giving them one-on-one care. I saw passion for the horse in the hands of someone who embraced animal welfare over all the treasures and fame of winning races. It was something I couldn't ever forget or repay. It was a rare reminder of why I truly loved the industry.

When I finally started taking classes in preparation for vet school, I found myself missing the Thoroughbred. It was being in the right place at the right time that led me to ThoroughbredEd, where two veterinarians were attempting the impossible: to not just rescue the horse, but to prevent the need for its rescue in the first place. It was a complex concept that confused many, but it was such a simple thought. Wouldn't it be amazing if all rescues were put out of business because they didn't need to exist? Enamored with their message and how intricately I related with it, I dragged anyone who would listen to the barn under the guise that they could earn hands-on experience with horses. Once they stepped foot on that soil and inhaled that air, they understood.

Many a volunteer has come to ThoroughbredEd for their "Meet and Greet" camp, and of those over ten have been accepted into vet school with more intending to apply in the future. For over four years, I watched individuals enter the barn as students and leave as leaders. Those who were meek and encased in self-doubt exited with determination and conviction. Those who looked upon the horse with fear and ignorance left with wonder and adoration. And those who waltzed through the barn doors with arrogance and entitlement went home with humbleness and newfound respect. One thing they all had in common? They matured and became leaders. Like some of them, I have used my time in this program to bolster my application for graduate school. Unsurprisingly, it was the example I used in response to interview questions about my ability to lead, influence opinions, and encourage change.

In my opinion, the definition of leadership is not to oversee, but to change. As stated by the scholar William Bennis: "becoming a leader is synonymous with becoming yourself... it is precisely that simple and it is also that difficult". A horse is a mirror into the soul, after all, and being beside them is enough to shape us into the individual we want to become. As for me, I'm not yet sure just where I'll end up as my path continues, but I know the Thoroughbred and horse racing will always be a part of who I am. The idealism to prevent the need to rescue by attacking at the source, rather than treating the symptom of this disease, is something I will always strive to accomplish. It is thanks to my experiences on the track, and my time with ThoroughbredEd, that I feel confident in my ability to lead others in that same belief.

Volunteer Director (2013-2016) Tracy Wachbrit, Veterinary School Of Medicine, Virginia Tech 2020

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People Helping Horses Helping People



TooSexyForMySaddle as a baby, in the round pen and on the trail.

TooSexyForMySaddle's Journey – "People helping horses..."

"I started working with Drs. Fulop and Lian as the Volunteer Director for ThoroughbredEd in May of 2011. It's amazing to see how far my love, appreciation, and admiration for these animals has really come. As Dr. Lian once asked me, 'Now a year ago, who would have thought you would be training and working in the round pen with baby Thoroughbreds?' When I first met Vanessa a.k.a. TooSexyForMySaddle, I just knew she and I would have a special bond, though I definitely could not have foreseen the incredible journey we were about to embark on. All the personal connection and bonding moments I have with her make all the behind the scenes time and effort absolutely worth it!! From watching her train on the track at the Day Creek Ranch with Drs. Fulop and Lian, to taking her to Bliss Canyon to be trained on the track there by Kenny Black, to Alamo Pintado Equine Medical Center and back to the Day Creek Ranch.

Some may say we wasted our time or just simply went in a circle, but what they don't appreciate is the process, what it all means, and what we can learn, together with the horses on their journeys. She showed me how crucial the foundation training is in a young Thoroughbred's life, regardless of if they are going to the track or not. Without any foundation skills, they can be deprived of the opportunity of having a second career if the race track is not a part of their journey through life. When she returned from Bliss Canyon, after only being there for about three weeks, Vanessa was a shining example of how foundation skills are necessary for these thoroughbreds to reach their full potential. I was lucky enough to have worked with Vanessa before she went to Bliss Canyon, as well as after. Prior to her Bliss Canyon training, Vanessa was passionate and very forward, when she returned to the Day Creek Ranch, she showed me that she had learned to focus that passion and keep her forward mentality in a controlled manner. She was a 'big girl!' Vanessa made me realize that this was only another step in her journey; she was moving into her second career as a ThoroughbredEd Empowerment Ambassador and would continue to teach myself, as well as many others, including the other horses, about the strength, personality, and determination these incredible thoroughbreds possess." –
Volunteer Director (2011-2013) Chelsea Fields

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People Helping Horses Helping People



Chelsea on a horse as a child with her dad looking after her. Also, Chelsea with several baby horses in a Kentucky pasture and on TooSexyForMySaddle holding her dog, TEF Trooper.

Chelsea's Journey - "...helping people."

My story started rougher than most, but it is not how your story starts that dictates who you are, it is what you do with it as you continue on your journey. I lost my mother when I was 5 years old and my father when I was 7 years old. Most people have asked, "How do you successfully go on with your life from that point?" My answer is simple, you just do. In the beginning, it was difficult because I felt like I had to live my life for my parents, but I have since discovered that rather, I can live in their honor. It is not always the easier route to take, but it definitely makes all the difference at the end of the day, when you look back and realize that you have worked hard for the place you are in your life. For me, life's accomplishments should be driven by your own spirit and experiences. I'm not here to be your therapist, but it is important for me to explain the therapeutic nature of my journey with these thoroughbreds and maybe my journey can help inspire others in their life's journey.

I have been riding since I was born and have loved it ever since. Being around horses has always been a comfort zone for me. I met TooSexyForMySaddle (pictured above with myself and TEF Trooper in the saddle), also known as Vanissa or Nissa, when I started volunteering at Thoroughbred Education Foundation in the summer of 2011. When I am around Vanissa, she allows me to pick up where I left off and continue to be in the moment when I was a little girl, free range riding with my dad (pictured above). Riding horses has always been my dream. It is a freedom of an open mind with endless possibilities to accomplish anything in the world. Vanissa has taught me that just because your path changes, does not mean the end of your story. She initially was going to be a race horse and because of an injury that was not expected, she is now an ambassador horse for Thoroughbred Education Foundation and takes that responsibility with pride, strength and grace. I feel that I am able to relate to how she overcomes situations and circumstances because of the experiences I have had in my past. She provides me with a true feeling of belonging. Belonging is a mutual relationship of understanding and respect. The feeling of belonging is so empowering in and of itself, more than one could ever imagine. It is not something taught, it is something that is there or is not. Belonging is acceptance earned through hard work and trust.

Vanissa is an incredible Thoroughbred and has a heart that knows no boundaries. I always say, "Vanissa is larger than life!" She speaks her mind physically and through her body and facial expressions. She is bold and forth-coming with her emotions and will put her all into a relationship, when she knows she will receive the same in return. She has a

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true understanding of mutual respect, which she exhibits and is a truly caring and compassionate spirit. Do not get me wrong though, Vanissa has the true spirit of a Thoroughbred and loves to play hard! She loves a good, long work out and chances are, she might tire you out before you tire her out. She follows me like a puppy dog in the round pen when we are done with working out. When I take her lead off and walk around the round pen on foot and she will walk right behind me, stop when I stop, take a step to the right if I do, take a step back if I do, etc. It is a connection that I truly cannot perfectly put into words, it is something you have to feel or experience. It is truly beautiful and I cannot thank her enough for the love and care she has shared with me. Vanissa and I love to spend quality time together and hang out; she is a very social and playful horse. This Thoroughbred has taught me so much, that I cannot ever show her how much I appreciate her in my life. She allowed me to join the "Thoroughbred Family" and it was a way for me to belong back in the world to continue my own journey. - *Volunteer Chelsea Fields*

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Poems

Dedicated to Ferninand, a Kentucky Derby winner, who was sent to slaughter in Japan.

Ferninand

Will you remember me
as I am lead away.
Nowhere do I see you
although I look and listen still.
The hands that hold my bridle
are hands I know so well.
They used to feed me carrots
and brush my mane and tail.
But I still remember other hands
and long so much for them.
Hands that touched me tenderly
hands that belonged to friends.
I ran and won for you, my friend
so you'd remember me.

-Anonymous

Inspired By ThorougghbredEd

Their Dream

Have you ever watched a thoroughbred dream?
Their keen spirit.
Their ambition.
Their majestic athleticism
And their heart to win, in any sport, the envy of all.
What does a thoroughbred dream?
To have you as a part of their life's journey;
For a dream shared is "Their Dream" fulfilled.

- Volunteer Chelsea Fields

Their Sport

They bring life to a sport.
And make it their own.
The sounds of their hooves, the heart beat.
Their breath, its spirit.
And they touch our souls with their majesty.
But humble us with their beauty.
For it is their sport, not our game,
That they wish to share with us.

- Volunteer Chelsea Fields

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Quotes



*"The best place to find a helping hand
is at the end of your own arm."
- Swedish Proverb*

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Quotes

*“With Solution-Based Rescue, there is
so much to learn and even more to consider.”*

-Chanera Peck, Volunteer Director, Ohio State Veterinary School Class 2021

*“Understanding animal behavior gets
you closer to being Dr. Doolittle.”*

-Kekauilani Zukeran-Kerr, Volunteer, Ross Veterinary School Class 2020

*“It is not about the end, it’s about advancing the cause.”
Dakota Cooley, Friend of ThoroughbredEd*

*“When you are a pioneer, everyone thinks they don’t
need you but, in fact, they do.”*

Karen Stone, Friend of ThoroughbredEd

*“Teaching compassion to children paves the way
for developing successful life skills.*

Dani Zaffina, Volunteer

*“For over four years I watched individuals enter the barn
as students and leave as leaders.”*

Tracy Wachbrit, Volunteer Director, Virginia State Veterinary School Class 2020

*“Giving young horses a solid foundation during early training can not
only increase the dollar value of a horse, but it increases the individual
value of the horse’s mind and heart.”*

Holly Web, Ohio State University Veterinary School Class 2017

*“It is amazing how different they
(Thoroughbred Ambassadors) treat me and the baby.”*

Jessica Engle, Friend of ThoroughbredEd

*“Getting people there [the racetrack] to actually see the horses
(not just drink and gamble) is what illuminates their value.”*

Linda Lauper, DVM, classmate of co-founders Sheryl Fulop, DVM and Ken Lian, DVM

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Social Media

Facebook



Last Sunday we had a lot of fun at our Meet & Greet Event featuring ThoroughbredEd Ambassador I Love Lulu and the crew from Red Hat Cowgirl community. Pictured with the kids is Thoroughbred I Love Lulu and minis Clyde and Chopper. Thank you Karen Stone for all your work setting up this event and we greatly appreciated the help of our volunteers



In a Kentucky pasture at Hidden Brook with some of the weanlings, including one of our own colts by Cowboy Cal, out of Sunny and Wild. This crowd was very curious in a bold, but affectionate way. This is definitely a moment that will stay with me forever. Thank you to Ken and Sheryl, as well as Serg, Alan, Sergio, and Coy from Hidden Brook Farms because without each one of them, I would not have had this opportunity of a lifetime. This trip was such an incredible learning experience for me and Monday was one of the best days of my life. Thank you to all who made this trip possible, I appreciate it more than you will ever know

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Yearling Forrest, our newest addition to our stable, with the Pierce College Pre-Vet Volunteers!



Our first event as an organization was run by Chelsea and our volunteers. Pictured is Ambassador Highgunner with our Millennial volunteers at the ranch after the presentation.



Learn about the Thoroughbred Spirit from Ambassador TooSexyForMySaddle.

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Twitter



@Highgunner: Check out Highgunner's new profile picture with two of our volunteers.



@Highgunner: Our ranch friends had a blast [@santaanitapark](#) recently. They really enjoyed meeting the great people on the backside.

@Highgunner: To paraphrase more on [@nataliegallops](#) article: blue ribbon training produces blue ribbon trainers, but not our future horsemen.

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Blogs

Blog comment: "To Highgunner. Last year 9300 people, mostly young black men, were murdered in this country. Last year 13,000,000 children in this country went hungry at least a few days of the year. If you have such high moral values and animal ethics why not start by spending your time and efforts helping a few human animals? You have an odd focus in your priorities. Why not become the voice of the unwanted human?"

Highgunner replies: Not sure I would call animal ethics an odd focus. Our NPO includes helping low income families and disadvantaged people through bonding with "Unwanted Thoroughbreds". Whether its people, horses, cats, dogs etc., much of it is the same madness. If you are interested in helping us, please follow the @Highgunner twitter account.

Highgunner responding to an article on trainer Bobby Frankel

Blog comment: "His appreciation for equine athletes and their heart is as much a part of his legacy as the Eclipse Awards and Grade 1...."

Highgunner replies: True horsemen elevate the game by their respect for and admiration of the true spirit and athleticism of a thoroughbred.

Blog comment: "Note to Highgunner - The TB racing industry is doing far more than all the other equestrian disciplines combined to provide options for ex-racers....While I admire your passion...."

Highgunner replies: They are doing more now but are still not addressing the culture that has created SO MANY "Unwanted Thoroughbreds", and will continue to do so until we address the root cause. We are treating the symptom, the "Unwanted Thoroughbred, but ignoring the disease, the culture that creates these "Unwanted Animals".

In reference to our passion, thank you. Passion and logic are what we strive for as an organization and hope others would apply this discipline to their worthy causes... We need to make changes within our industry, but it must be by informed advocates.

Blog comment: "We all have some kind of a voice for the unwanted thoroughbred-give it a break!"

Highgunner replies: Yes, you are right, BUT obviously there has not been enough of these voices speaking out or they are not loud enough. Racing's status-quo has been going on for decades and continues today. "Give it a break" is not an option, unless one thinks we have implemented solutions that will greatly reduce the number of "Unwanted Thoroughbreds".

Highgunner responding to comments about thoroughbred racing's culture

Article states: "Horse racing is coming back in America...."

Highgunner replies: The next line will be that when the new fans discover the culture in racing and that the horses they are betting on are throw aways, they will leave the sport. Feeling alienated, as many others have before them, from a sport that has been "accepting the unacceptable for so long. And the cycle continues. WE MUST learn to "take care of our own" or all attempts to revitalize the sport will be in vain.

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Blog comment: "...owners weren't aware that you could train good horses anywhere but at the race track (referring to Kentucky Derby winning trainer's method not training his horses off the track).

Highgunner replies: Owner education has become even more important over the last decades. Our population has become more urban, thus fewer people have been exposed to horse husbandry and horsemanship. Therefore, the owners have relied more on trainers to make even the basic decisions about their horses. Knowledge allows one to know when you are "being lied to" and to know when you have met a genuine horseman.

Highgunner responding to comments about marketing in thoroughbred racing.

Blog Comment: "Good advice to all racing execs (about marketing thoroughbred racing).....keep it simple."

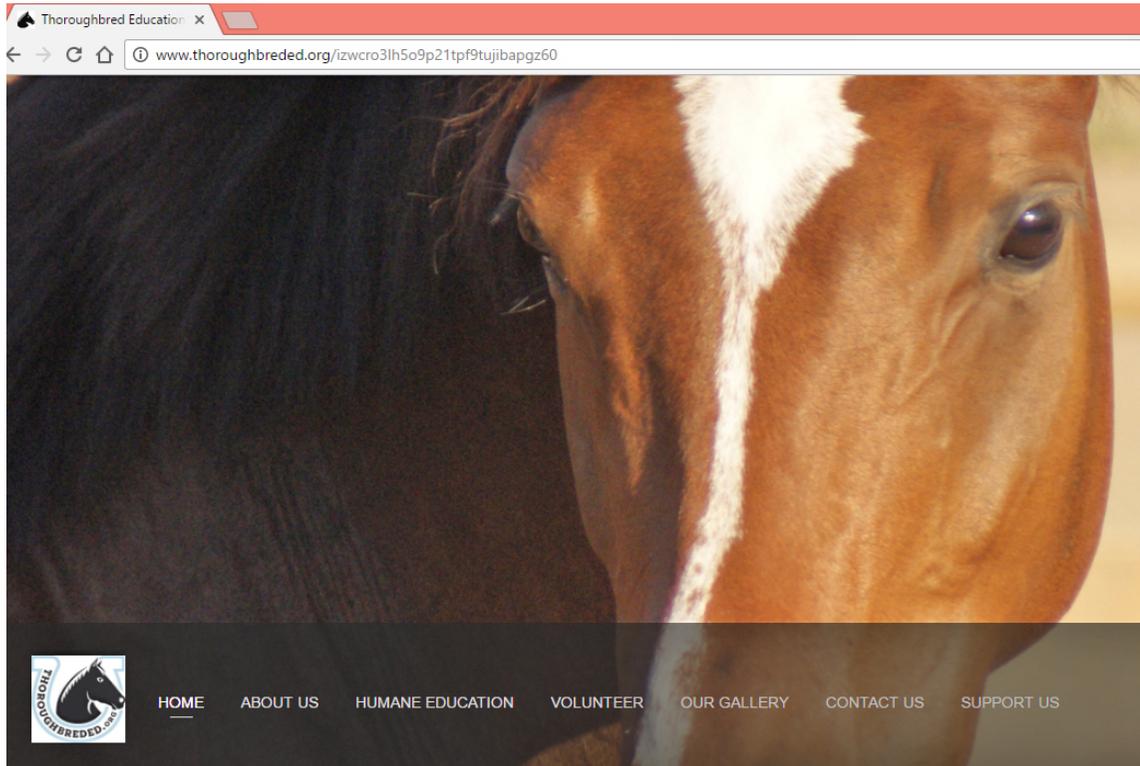
Highgunner replies: What about the love of Thoroughbreds if you want to "keep it simple". It is always amazing how people bond to Thoroughbreds when they are given a chance to interact with them. The intrigue and mystique of our breed is unparalleled in sports. The only problem will be when they figure out that many of the horses they see at the track will end up "Unwanted" after their racing career. Then what do we tell them? We have the one of the most marketable products in the world, The Thoroughbred Race Horse, and we have no idea how to take care of them, let alone market them.

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Additional Resources

Additional resources will be published online and are available at www.ThoroughbredEd.org/resources. Also, please check our Facebook page at www.facebook.com/ThoroughbredEd for regular updates.



Pictured above is Ambassador Thoroughbred TooSexyForMySaddle on the ThoroughbredEd's home page. Her outreach content, which includes hoodies and hats, will be featured in our additional resources section of the website.

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With a Prevention Culture

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For questions or inquiries about more information,
please feel free to email us at info@thoroughbred.org

We would like to thank the following people for their contributions to this handbook and our cause: Bob Ferber, Dr. Sheryl Fulop, Dr. Ken Lian, Theresa Black, Tracy Wachbrit, Will Friday, Michael Teitelbaum, Chelsea Fields, Chanera Peck, Kekaulani Zukeran-Kerr, Fabienne Chanovel, Paula Deming, Marie-Victorine McKeown, and Dani Zaffina.

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Notes

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"The Greatness Of Humanity is not in being human, but in Being Humane" - Mahatma Gandhi

