

This Can Happen Grand Prix Winner 2021



The Wright 5 * Legacy

This year the award goes to a project that was established by a leader in his field, in a bid to use his own mental health struggles for the benefit of others. Now it has become his legacy, and his wife and team are determined to continue his vital work



Matt Wright was a five-star event rider who competed at the top level of his sport. He was courageously open about his struggles with mental health and worked hard to use his experiences to help others. Matt founded Riders Minds with his wife Victoria and support from the equestrian industry in 2020.

With depression and suicide rates high among equestrians, the organisation aims to offer wellbeing support for all riders and to help build a more compassionate sector with a healthier culture.

Matt described mental health as a war that you either win or die trying. Matt died trying, taking his own life in February 2021 at the age of 38. Matt's wife Victoria and the rest of the team

are determined to make sure Riders Minds stands as Matt's legacy. Still in its early stages, the project offers a bespoke and comprehensive mental health resource. Riders can access a self-help zone and mental health checker, and read case studies, inspirational stories and top tips. A 24/7 phone helpline is available, and the active social media channels offer an inclusive platform for people to connect.

Riders Minds is committed to continuing the work that Matt wanted to do, and to realising his vision of a go-to resource offering unique strategies and coping mechanisms. The project aims to make a difference to the lives of equestrians all around the world, removing the stigma around suicide, making it easier for people to talk and saving lives. ■



What this entry has demonstrated is how to build a plan from scratch and it can take 5/6 years before you really start to see tangible results. Building a core foundation is key at the start and this is what has been achieved.



Really comprehensive and wide-reaching aims. Positioned effectively, with tangible goals.