

--- Name of 501(c)(3) Organization ---

Maryland Horse Industry Foundation

--- Today's Date ---

03/26/2020

--- Year Established ---

1988

--- Amount Requested ---

\$10,000

--- Name of Executive Director ---

Cricket Goodall

--- Mailing Address ---

P.O. Box 427
Timonium, MD
21094

--- Contact Information - Name and Title ---

Jordyn Egan - Director of Development

--- Work Phone ---

+14102522100

--- Email ---

jordyn@marylandthoroughbred.com

--- Website / URL ---

<http://MarylandHorseIndustryFoundation.org>

--- Farm/Facility Name ---

Maryland Horse Industry Foundation

--- Farm/Facility Physical Location (City, State) ---

1021 Dulaney Valley Road

--- Farm/Facility Mailing Address ---

Towson, MD
21204

--- Brief Mission Statement ---

The Maryland Horse Industry Foundation (MHIF) was chartered in 1988 by the Maryland Horse Breeders Association (MHBA) to serve various educational and charitable needs of the Maryland horse industry. The MHIF supports a number of programs and is responsible for the maintenance and expansion of the Maryland Horse reference library.

--- In brief, what is your proposed use of the grant you are applying for? Please include 3 to 5 goals you expect to achieve with the funding. ---

This grant will be used to sustain and grow our current educational programs. Specifically, our goals are:

1. Work Experience Program - Support at least two participants during the funding period.

The Fair Hill externship is now up-and-running (the second participant will start early June 2020), so it is time to establish a second sustainable externship in another facet of the Maryland horse industry (i.e. breeding). This program was designed with a flexible structure so we can accommodate short work experience stints (over winter break, etc.), but the two established externships will serve as the program's mainstays that we can easily promote.

2. Maryland Thoroughbred Career Program (MTCP) - Maintain the MTCP and continue to recruit qualified candidates from Maryland and beyond.

This six-day program has gained momentum and is providing college-aged participants with valuable experience that helps them explore the range of employment options in the Maryland Thoroughbred industry. MTCP graduates are at different stages in their journey – still in college, pursuing a master's degree/vet school, seeking employment, fully employed – and represent a talented group that will make an impact on the Maryland horse industry in the future. The Maryland Horse Breeders Association's most recent hire is a MTCP graduate, and she is already having a positive impact on our operations.

3. Launch the "How to get a job in the Maryland horse industry" forum

NOTE: This is likely beyond the reach of the \$10,000 in funding, but it is a project I wanted the TERF Board of Trustees to be aware of. We are always coming up with new strategies to engage equine-inclined youth.

This summer, we plan to launch a forum titled, "How to get a job in the Maryland horse industry." In addition to a traditional career fair set up, the forum will connect participants with a mentor so they will have a meaningful takeaway from the experience. Pending the long-term scheduling impacts of COVID-19, we intend to host this forum in early August. We plan for a half day format that will include a welcome breakfast/networking, panel session, mentor small group meetings and lunch. There will be no cost to attend.

--- If you received a grant from TERF (Thoroughbred Education and Research Foundation) previously, please describe how those funds were used. ---

The MHIF was the grateful recipient of \$6,500 from TERF in 2018 and \$10,000 in 2019. Below is a breakdown of how those funds were spent:

Work Experience Program Expenses (2018/2019) - \$9,624 -See breakdown of those expenses attached along with Work Experience Program participant profiles.

-TERF funds have been used to entirely fund this program.

Maryland Thoroughbred Career Program (2019) - \$6,876 -In 2019, grant funds beyond those needed to support the Work Experience Program were put towards Career Development Funds (\$2,000 scholarship to MTCP graduates).

-See attached spreadsheet for the 2017-2019 Career Development Funds breakdown.

--- Please list the other organizations or major contributors that have provided funding to your organization within the last calendar year. ---

Since March 2019, the MHIF has raised just over \$10,000 from individual donations. Our largest annual fundraiser is a live and silent auction at the Maryland Million Gala which raised over \$40,000 in 2019 (a record!). The Maryland Horse Breeders Association made a \$1,200 contribution to the MHIF on behalf of the farms that participated in the MHBA's 90th Anniversary Horse Farm Tours.

--- Please describe your charity's public education/research efforts. ---

In addition to the educational programs listed above, we continue to work with the Maryland 4-H Horse Program to provide their youth participants (and any other interested youth) with the opportunity to visit a variety of Thoroughbred facilities/operations each year. In 2019, those visits included Country Life Farm (breeding), Laurel Park (racing) and Chanceland Farm (yearling prep).

For 2020, we have scheduled visits for Shamrock Farm (breeding), Fasig-Tipton (two-year-old sale), and Laurel Park (racing). This program has no cost and is a great outreach/recruitment opportunity for the MHIF.

Unfortunately, due to COVID-19, we were forced to cancel the annual Egg Hunt on the Farm, but that will return (by popular demand) in 2021. We have found this event to be a terrific opportunity to engage families and welcome them to a farm with no strings attached.

The MHIF also continues to support the Kid's Korral on Jim McKay Maryland Million Day. Our support helps fund a variety of kid-friendly activities (face painters, jugglers, clowns, etc.) that engage and entertain kids at Laurel Park throughout the day of live racing.

--- Please describe any publicity your charity has earned within the last calendar year. Copies of news articles or a brief summary of news coverage are acceptable. ---

Copies of the following are attached.

Thoroughbred Daily News - Maryland Thoroughbred Career Program Announces 2019 Participants

Maryland Horse - Exciting third year for Thoroughbred Career Program

2019 Maryland Thoroughbred Career Program participant testimonials

Note: Work Experience Program participant profiles included with Work Experience Program financial information.

--- List 2-3 things that distinguishes your organization and why TERF should fund this proposal. ---

1. All funds go directly towards our educational programs. As the charitable arm of the Maryland Horse Breeders Association (MHBA), the Maryland Horse Industry Foundation is operated by MHBA staff; therefore, operational costs are very low.

2. We are constantly adapting and creating new programs to serve the immediate needs of the Maryland horse industry. For example, we recently re-vamped the MarylandHorse.com website (which was previously underutilized) to serve as a platform for our educational programs, an industry event calendar, job/internship listings, a place to request a free Maryland flag horse decal, and more.

3. Our programs are engaging equine-inclined youth early on and helping them chart a path to fulfilling (and realistic) jobs in the horse industry. Beyond our educational programs, we make an effort to have meaningful interactions with a number of individuals that reach out to us via a "general interest" survey available on our website. With that information, we are able to set people up with job shadow, volunteer and internship opportunities that will help them explore various aspects of the industry without making a major commitment. We identified early on that our programs cannot support all of the applicants, but we do have a variety of other ways to keep those that are truly interested engaged.

--- Space for Additional Information and Notes ---

In the next couple of years, the long-hoped-for establishment of the Maryland Horse Library and Museum is likely to come to fruition. This project (located within the Maryland Horse Breeders Association's new building) will fall under the Maryland Horse Industry Foundation's domain and greatly increase the demands put on the private/unrestricted funds that we raise throughout the year. I mention this, because it will be more important than ever to maintain (and expand) the current grant funding we receive for existing and emerging educational programs.

We are extremely grateful for the guidance of Dr. Anderson on the development of the Work Experience Program and significant support of TERF in the past two years. I am happy to answer any specific questions you may have.

With gratitude,
Jordyn Egan

--- Please list your Officers with their Titles ---

Josh Pons, President
Dr. R. Thomas Bowman, Vice President

Cricket Goodall - Secretary/Treasurer

--- How many Directors/Trustees does your organization have? ---

8

--- Director Name (1) ---

J. William Boniface

--- Director Address (1) ---

see attached
MD

--- Director Name (2) ---

William K Boniface

--- Director Address (2) ---

see attached
AL

--- Director Name (3) ---

Dr. R. Thomas Bowman

--- Director Address (3) ---

see attached
AL

--- Director Name (4) ---

J.W.Y. Martin, Jr.

--- Director Address (4) ---

see attached
AL

--- Director Name (5) ---

Josh Pons

--- Director Address (5) ---

See attached
AL

--- Director Name (6) ---

Mike Pons

--- Director Address (6) ---

see attached
AL

--- Director Name (7) ---

James B Steele, Jr.

--- Director Address (7) ---

See attached
AL

--- Director Name (8) ---

Katy Voss

--- Director Address (8) ---

see attached
AL

--- 1. Name - Job Title ---

Cricket Goodall - Executive Director

--- 1. Salary ---

0

--- 1. Duties ---

Executive Director of the Maryland Horse Breeders Association. Oversees the operations of the Maryland Horse Industry Foundation.

--- 2. Name - Job Title ---

Jordyn Egan - Director of Development

--- 2. Salary ---

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--- 2. Duties ---

Director of Development for the Maryland Horse Industry Foundation. Develops, promotes and implements programs. Raises funding through events, private donations and grant writing.

--- 3. Name - Job Title ---

Sara Gordon - Communications Manager

--- 3. Salary ---

0

--- 3. Duties ---

Communications manager of the Maryland Horse Breeders Association. Creates social media content, e-mail newsletters and a variety of other communications for the Maryland Horse Industry Foundation. You can follow the MHBA, MHIF and Maryland Million on social media with the handle, @MarylandTB.