

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

Maryland Horse Industry Foundation - UPDATED APPLICATION

--- Today's Date ---

05/11/2020

--- Year Established ---

1988

--- Amount Requested ---

3,500

--- Name of Executive Director ---

Cricket Goodall

--- Mailing Address ---

PO Box 427  
Timonium, MD  
21093

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

Jordyn Egan - Director of Development

--- Work Phone ---

+14102522100

--- Fax ---

+18886169797

--- Email ---

[jordyn@marylandthoroughbred.com](mailto:jordyn@marylandthoroughbred.com)

--- Website / URL ---

<http://marylandhorseindustryfoundation.org>

--- Farm/Facility Name ---

Maryland Horse Industry Foundation

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

Reisterstown, MD (moving to this location July 2020)

--- Farm/Facility Mailing Address ---

321 Main Street  
Reisterstown, MD  
21136

--- 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 maintain the Work Experience Program in a modified fashion.

Given the current scheduling uncertainties caused by Covid-19, we have scaled our educational programs down for the remainder of 2020. That being said, we aim to engage at least one student for the Work Experience Program by next spring. The \$3,500 will allow them to participate in a full-time eight week (paid \$12/hour) or part-time for a longer duration if that suits better.

The goals of the Work Experience Program are to engage excellent candidates, give them a real-life opportunity to explore a field in the Thoroughbred industry and ultimately help them gain full-time employment in the Maryland. Past Work Experience Program participants have worked at Fair Hill (Mike Trombetta/Dr. Kathy Anderson), with the Maryland Horse Industry Board (coordinating Horseland at the MD State Fair) and the Maryland Thoroughbred Horseman's Association. Profiles on past participants are included in the attached.

Update from prior application: The Work Experience Program participant (Taylor Owens from the University of Arizona) that planned to work with Mike Stidham beginning May 31 was in touch and they rescheduled the summer of 2021.

--- 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 2020 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 office) 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.

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

Board of Trustees - Past presidents of the MHBA

J. William Boniface  
William K. Boniface  
Dr. R. Thomas Bowman – vice president  
J.W.Y. Martin, Jr.  
Josh Pons – president  
Mike Pons  
James B. Steele, Jr.  
Katy Voss

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

8

--- Director Name (1) ---

See full list attached

--- 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 ---

0

--- 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.