

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

Amplify Horse Racing

--- Today's Date ---

03/19/2021

--- Year Established ---

2020

--- Amount Requested ---

\$10,000

--- Name of Executive Director ---

No formal executive director – Amplify is run by President Annise Montplaisir as part of her role as Equine Education Coordinator with the Kentucky Equine Education Project (KEEP)

--- Mailing Address ---

1610 Nicholasville Road Apt. 8
Lexington , KY
40503

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

Annise Montplaisir, President

--- Work Phone ---

+17014128748

--- Email ---

annise@amplifyhorseracing.org

--- Website / URL ---

<http://www.amplifyhorseracing.org>

--- Farm/Facility Name ---

N/A

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

Lexington, KY

--- Farm/Facility Mailing Address ---

1610 Nicholasville Road Apt. 8
Lexington, KY
40503

--- Brief Mission Statement ---

Amplify Horse Racing is a 501(c)(3) organization dedicated to ‘amplifying’ Thoroughbred industry education, mentorship and career opportunities. Amplify welcomes newcomers, enhances existing educational initiatives, and promotes collaboration to create new resources that will lead us into the future. Because Thoroughbred racing is not just a sport of kings... it is a sport for everyone!

--- 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. ---

1. Establish a formal mentorship program that will pair youth and young adults with industry professionals -Create a national ambassador network to assist with connecting mentors and mentees - Mentor background checks -Development of a mentorship guidelines packet -Create educational mentor video features for social media marketing
2. Bolster Amplify website and digital marketing -Shoot and edit educational videos for website and social media -Expanded social media presence -Sustain Amplify's existing media outreach (the Amplify Horse Racing educational podcast and monthly virtual Horse Racing Hangouts)
3. Covering Equitana USA exhibitor costs to engage with youth in other equine disciplines

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

We have not previously received a TERF grant.

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

Godolphin – \$5000 donation in Aug. 2020
MyRacehorse – \$250 donation in Jan. 2021

Those are all of the financial contributions we have received.

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

Amplify Horse Racing began as a grassroots initiative in 2019 to “amplify” existing educational efforts. These included hosting enhanced educational tours for youth and their families at Saratoga, raising additional scholarship funds for Keeneland College Scholarship Day, and providing farm tours to

Kentucky 4-H youth members. All of this engagement was followed up with email outreach and sharing careers and educational information with participants to encourage continued involvement in the Thoroughbred industry.

Because live events were not possible in 2020, Amplify launched a full educational website to teach newcomers about career opportunities, Thoroughbred industry basics, and an educational programs directory to make it easier for them to get involved. We also started educational social media channels (Facebook, Instagram, LinkedIn, Twitter, and YouTube) which are updated regularly.

We began hosting virtual "Horse Racing Hangouts" – a monthly virtual seminar with industry professionals, which highlight the wide range of career opportunities with Thoroughbreds. All seminars are live streamed on Twitter, YouTube and Facebook, and are available on YouTube and on the video library page of our website.

In 2020, we collaborated with the National Museum of Racing and Hall of Fame to enhance some of their educational programming, including translating a 3rd grade equine STEM curriculum into Spanish, consulting on their upcoming season of Foal Patrol, and presenting on their virtual summer programming. Amplify also worked with the Harness Horse Youth Foundation to produce a "Careers in Horse Racing" book that will be released later this year. In January 2021 the Amplify Horse Racing Podcast was launched, which is a family-friendly podcast focused on teaching careers and the basics of the Thoroughbred industry.

--- 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. ---

Fall 2020 edition of "The Horsemen's Journal," article by Melissa Bauer-Herzog The Next Generation in partnership with the Thoroughbred Daily News:

<https://www.thoroughbreddailynews.com/tdnvideo/the-next-generation-with-samantha-bussanich/>

America's Best Racing show: <https://www.youtube.com/watch?v=6-pgGft2mkY>

Website launch: <https://www.americasbestracing.net/lifestyle/2020-amplify-horse-racing-initiative-launches-website-educate-new-fans>

Keeneland scholarships: <https://www.thoroughbreddailynews.com/amplify-offers-support-through-keeneland-college-scholarship-day/>

Saratoga tours: <https://spectrumlocalnews.com/nys/capital-region/news/2019/07/31/new-organization-tries-to-connect-horse-lovers-with-industry-professionals>

Saratoga tours: <https://www.paulickreport.com/news/ray-s-paddock/pair-of-saratoga-initiatives-getting-the-public-closer-to-racehorses/>

Saratoga tours: <https://www.paulickreport.com/news/the-biz/new-fan-development-group-offering-free-in-depth-tours-of-saratoga/>

First press release: <https://www.thoroughbreddailynews.com/amplify-to-promote-racing-to-next-generation/>

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

2. In the U.S. Thoroughbred industry, there is no single body to market our sport to youth and teach them about the wide array of industry opportunities; Ireland has equip; the UK has Careers in Racing; and Australia has Thoroughbred Industry Careers. And most other horse breeds in the U.S. have youth organizations, such as the Harness Horse Youth Foundation, American Quarter Horse Youth Association

or the Arabian Horse Youth branch. Furthermore, there is little work being done throughout the entire equine industry to promote careers, as Amplify is doing. Amplify Horse Racing has the potential to become the industry's organization for youth and young adults, and provide resources that will also attract them to the workforce.

2. Amplify Horse Racing will become "step one" for marketing the Thoroughbred industry to young people, teaching them the basics of the sport, pairing them with a mentor and connecting them with resources in the racing/breeding region closest to them. By amplifying existing programs, we can increase awareness for their existence, develop a network of industry educators to share ideas, and foster a unified body for education and careers that will contribute to the sustainability of the industry.

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

Annise Montplaisir, President
Madison Scott, Treasurer
Hallie Hardy, Secretary

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

6

--- Director Name (1) ---

Annise Montplaisir

--- Director Address (1) ---

1610 Nicholasville Road Apt. 8
Lexington, KY
40503

--- Director Work Phone (1) ---

+17014128748

--- Director Home Phone (1) ---

+17014128748

--- Director Name (2) ---

Madison Scott

--- Director Address (2) ---

535 S Upper St #417
Lexington, KY
40508

--- Director Work Phone (2) ---

+15127716259

--- Director Home Phone (2) ---

+15127716259

--- Director Name (3) ---

Hallie Hardy

--- Director Address (3) ---

508 E Main Street Apt 7
Lexington, KY
40508

--- Director Work Phone (3) ---

+18592558537

--- Director Home Phone (3) ---

+15023202806

--- Director Name (4) ---

Price Bell

--- Director Address (4) ---

211 Chenault Road
Lexington, KY
40502

--- Director Work Phone (4) ---

+18593215117

--- Director Home Phone (4) ---

+18593215117

--- Director Name (5) ---

Cate Masterson

--- Director Address (5) ---

65 Old Schuylerville Road
Saratoga Springs, NY
12866

--- Director Work Phone (5) ---

+15185840400

--- Director Home Phone (5) ---

+15188602894

--- Director Name (6) ---

Laurel Humbert-Stock

--- Director Address (6) ---

272 Brunswick Cir
Versailles, KY
40383

--- Director Work Phone (6) ---

+18592884193

--- Director Home Phone (6) ---

+12707242438

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

Annise Montplaisir, President

--- 1. Salary ---

\$0

--- 1. Duties ---

Annise Montplaisir is Amplify Horse Racing's president, and oversees all programming, social media, communications and outreach for the organization. Amplify does not have any employees. Annise's full-time job is Equine Education Coordinator for the Kentucky Equine Education Project (KEEP), and she is allowed to work on Amplify as part of her role with KEEP. Her goal is to grow Amplify Horse Racing into an independent organization with employees within the next three years.

