

2022 TERF Grant Application – Maryland Horse Foundation

March 7, 2022

Maryland Horse Foundation, Inc. (TIN 52-1619893)

Established – 1988

Amount Requested: \$10,000

Executive Director: Cricket Goodall – cricket@marylandthoroughbred.com

Mailing Address: 321 Main St, Reisterstown, Md 21136

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Contact Name: Jordyn Egan – Director of Development – jordyn@marylandthoroughbred.com

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Brief Mission Statement

The Maryland Horse Foundation was chartered in 1988 by the Maryland Horse Breeders Association to serve various educational and charitable needs of the Maryland horse industry. The MHF has developed and supports several educational programs and is responsible for the maintenance and expansion of the Maryland Horse Library & Education Center.

In brief, what is your proposed use of the grant you are applying for?

1. Maintain the Maryland Thoroughbred Career Program (2022/2023)

The MTCP will run June 6-11, 2022. In addition to the expenses of running the program, we support graduates with a \$2,000 scholarship to help them further their endeavors in the Thoroughbred industry – college tuition, ongoing education, business ideas. The overall cost of the MTCP is approximately \$20,000/year (dependent on applications).

2. Maintain the Work Experience Program (2022/2023)

We are excited to report that we had a Work Experience Program candidate at a new facility this winter (Bonita Farm) and will be supporting another participant this spring in the equine nutrition field. The funding from 2021 will also cover the summer Work Experience Program participant (location and participant to be confirmed). The Work Experience Program costs between \$5,000-\$10,000 each year (depending on need for housing, workers comp, etc.)

3. Support Workforce Development initiative in conjunction with the Maryland Horse Council (2022/2023)

Representatives from the Maryland Horse Foundation and Maryland Horse Council have been meeting regularly to discuss the feasibility of launching a Workforce Development initiative for the Maryland horse industry. This initiative will leverage existing educational programs and new apprenticeships with employers in the equine-related space to provide high-quality career development opportunities to young adults interested in pursuing a sustainable career in the equine industry.

If you received a grant from TERF previously, please describe how those funds were used

1. 2021 Maryland Thoroughbred Career Program - \$7,384
2. 2021/2022 Work Experience Program
 - Winter 2022 – Elizabeth Moorman – Bonita Farm - \$1,586
 - Spring 2022 – \$2,500 (estimated) – program will commence in April

Please list the other organizations or major contributors that have provided funding to you

In addition to TERF, the following grants specifically supported our educational programs.

- Thoroughbred Charities of America
- Maryland Horse Industry Board

We launched a capital campaign for the Maryland Horse Library and Education Center in 2021 which has raised nearly \$1.5m to date. The top donors are listed (in no specific order) below:

Apple Ford Lincoln	The family of Bob Manfuso
Jay Griswold	Frank Bonsal, Jr.
The Bender Foundation	Swenson Family Foundation
John Davison	Glennie Martin
Country Life Farm	Victor Frenkil, Jr.
Richard & Rosalee Davison	H. Turney McKnight
David & JoAnn Hayden	Willow Oaks Farm

Please describe your charity's public outreach/research efforts

In addition to the Maryland Thoroughbred Career Program and Work Experience Program, the Maryland Horse Foundation collaborates with other Maryland horse partners on educational and outreach programs, the Maryland Horse Month campaign and management of MarylandHorse.com (a new version will launch in May 2022).

Additionally, the Maryland Horse Library and Education Center Capital Campaign was launched in 2021 and sufficient funds have been raised to complete the project. Work on the facility began in February and we are aiming for a summer opening.

Please describe any publicity your charity has earned within the last calendar year

- MTCP Dates Release - <https://bit.ly/3Mmx6q9>
- "Why Horses" Video Award release - <https://bit.ly/35RbL7n>
- Work Experience Program – Elizabeth Moorman - <https://bit.ly/35xh3oP>
- MHLEC Named Part of the Maryland Horse Park System - <https://bit.ly/3CmEywX>

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

1. The Maryland Horse Foundation is strengthened by partnerships throughout the Maryland horse industry. Our educational programs and their impact are amplified by our partners and their constituents. This results in robust participation in our programs and valuable education across equine disciplines in Maryland.
2. The Maryland Horse Foundation is committed to continuing our established educational programs while continuing to innovate. This year we are working with a larger industry group to further a workforce development initiative that will support the entire Maryland equine industry.
3. Our programs are designed to be flexible and inclusive so that young adults with a variety of backgrounds can participate with very few barriers to entry.

MHF Officers

- Josh Pons – president
- Jim Steele – vice president
- Katy Voss – secretary/treasurer

MHF Board of Directors

- Jocelyn Brooks – 410-530-5938
- J. William Boniface – 410-404-0847
- William K. Boniface – 410-404-6927
- J.W.Y. Martin, Jr. – 410-370-1144
- Toniann Mendelzon – 410-387-6943
- Josh Pons – 443-807-0644
- Mike Pons – 410-459-8517
- Jim Steele – 443-286-3149
- Dan Tordjman – 917-572-7075
- Katy Voss- 410-440-8628
- Ned Worthington – 410-245-6230

Advisory members

- Michael J. Harrison, DVM
- Adair Stifel

MHF Staff - No salaries are paid by the Maryland Horse Foundation at this point. Staffing is all shared with the Maryland Horse Breeders Association team. This will change with the completion of the Maryland Horse Library and Education Center (FY 2022/2023).

- Cricket Goodall – executive director
- Jordyn Egan – director of development
- Sara Gordon – communications manager