

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

Amplify Horse Racing

--- Today's Date ---

03/21/2022

--- Year Established ---

Sept. 2020

--- Amount Requested ---

10,000

--- Name of Executive Director ---

Programming run by Annise Montplaisir – Amplify President & the Kentucky Equine Education Project Foundation's Equine Education Coordinator

--- Mailing Address ---

1610 NICHOLASVILLE RD, APT 8
Lexington, KY
40503

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

Annise Montplaisir, President & Co-Founder

--- Work Phone ---

+17014128748

--- Email ---

annise@amplifyhorseracing.org

--- Website / URL ---

<https://www.amplifyhorseracing.org/>

--- Farm/Facility Name ---

N/A

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

Office located in Lexington, KY

--- Farm/Facility Mailing Address ---

1610 NICHOLASVILLE RD, 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 for youth and young adults. Amplify welcomes newcomers, collaborates with existing educational initiatives, and creates new resources to lead the Thoroughbred industry 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. ---

The goals Amplify Horse Racing hopes to achieve with TERF funding include the following:

1. Encourage new youth and young adult participation in the Thoroughbred industry by expanding the Amplify Horse Racing Mentorship Program and facilitating more mentor applications.
2. Expand Amplify's presence at trade shows, general equine events, college jobs fairs, and racetracks in order to interact with more youth and young adults and invite them to be part of the Thoroughbred industry.
3. 'Amplify' the presence of other existing educational and training programs and Thoroughbred industry organizations by sharing them with the general public at events and through digital marketing.

The total amount of funding requested is \$10,000. Below is an outline of how funding would be utilized:

Mentorship Program (<https://www.amplifyhorseracing.org/mentorship/>) This program is free to participate in, and we strive to keep it as affordable and accessible as possible. Amplify would like to facilitate 50 new mentor-mentee pairs on an annual basis. This requires budgeting for materials for 100 individuals, and an estimated annual cost of \$5,000. The following is an outline of the costs:

-Background checks: \$40 per Mentor X 50 Mentors = \$2,000 -Zoom account, needed for facilitating mentor-mentee introductions: \$150 annually -Ambassador materials – Each mentor and mentee are treated as Amplify ambassadors, and receive a hat and acknowledgement of their participation in the program: 100 hats X \$11.85 each = \$1,185 -Shipping costs of hats to mentors and mentees, and certificates of completion to each mentee: \$700 -Printing – Each mentee who completes all requirements for the program receives a certificate of completion: \$.55/certificate X 50 mentees = \$27.50 -Year-End Networking Event – Amplify would like to host a Q & A panel and networking event for all mentors and mentees in Lexington, KY: Estimated cost = \$1,000

Live event participation and materials. In 2023, Amplify strives to attend 5-10 trade show events to showcase education and careers in the Thoroughbred industry. The costs associated with having a booth

at events include exhibitor fees, branded backdrop/signage, printed handouts, engaging activities, and purchasing a table, totaling a minimum of \$5,000:

-Exhibitor fees ~\$500 per event x 6 events: \$3,000 -Trade show portable displays with Amplify branding: \$900 (This would be something we could use for years to come) -Printing costs for Handouts: \$1,000
-6 ft. portable table: \$100

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

In 2021, Amplify Horse Racing received grant funding from the Thoroughbred Education and Research Foundation (TERF) to achieve the following goals:

1. Establish a formal mentorship program that will pair youth and young adults with industry professionals
2. Bolster Amplify digital marketing
3. Cover Equitana USA exhibitor costs to engage with youth in other equine disciplines

The following updates detail how we were able to accomplish each item with the help of TERF:

-Mentorship Program

In June of 2021, Amplify Horse Racing officially launched its Mentorship Program, designed to formalize the process of pairing young adults interested in pursuing a Thoroughbred industry career (Mentees) with experienced industry professionals who can offer guidance (Mentors).

After opening applications and interviewing candidates, the initial pilot program took place from August-October. While Amplify initially intended to accept 10 mentees for the pilot project, the flood of amazing candidates led to facilitating 12 mentor-mentee matches. The program operated through a hybrid mentorship approach: Virtual meetings for mentors and mentees who lived a distance apart, which removed geographic or transportation barriers that could limit interested young adults from connecting with the Thoroughbred industry; and in-person meetings and engagement for those who lived in the same state or for mentees who wished to travel to meet their mentor. To wrap up the program, Amplify hosted a year-end virtual Q & A session for all mentors and mentees to expand their networks. Upon completion of the program, feedback was gathered from participants to continue improving its effectiveness moving forward.

Of the 12 mentees from 2021, six have since applied for or been accepted to a Thoroughbred industry job or internship. Two are attending college equine programs, and two others are pursuing vet school. One is working on a Thoroughbred industry-focused project for an architecture firm, and another worked at the 2021 Keeneland September Sale for a consignor (a connection made through her mentor) but has not yet decided on next steps for her career.

On January 10, Amplify Horse Racing reopened the Mentorship Program application for 2022. This year, Amplify has decided to offer a rolling application, allowing mentees to apply any time through August 20. Once a mentee has applied, interviewed and been accepted, they will be matched with a mentor who they will work with for three months.

The funding received from TERF underwrote the costs of background checks for mentors, developing training and introduction materials for mentors and mentees, mailing Amplify hats and thank you cards to all mentors, and mailing hats and program completion certificates to all mentees.

To learn more about the Amplify Horse Racing Mentorship Program, please visit: amplifyhorseracing.org/mentorship.

-Amplify Digital Marketing

One of the most important ways for Amplify Horse Racing to promote education and careers in the Thoroughbred industry to youth and young adults is to have a strong and consistent presence on social media.

Funding from TERF allowed Amplify to hire a part time contractor to serve as a social media manager from September-December, 2021. Through her support, Amplify has been able to maintain a more consistent schedule of educational social media posts about the industry, share Amplify events and resources, and industry news that applies to education.

-Equitana USA Booth

Amplify Horse Racing aims to have an educational presence, and positively represent Thoroughbred racing at equine industry events. This helps to create engagement and healthy dialogue with those who might have previously had negative perceptions of the industry, and also promote careers and educational programming to youth who want to work with horses.

With the help of the TERF grant covering exhibitor costs, Amplify had a booth at the inaugural EQUITANA USA event at the Kentucky Horse Park in 2021. In order to “amplify” existing Thoroughbred industry initiatives, Amplify reached out to multiple groups including the Maryland Thoroughbred Career Program, the National Museum of Racing and Hall of Fame, and Kentucky Equine Management Internship (KEMI), among others, to share information and materials about their programming. Amplify also collaborated with the Retired Racehorse Project to host a prize giveaway to individuals who visited both booths.

To further promote careers in the Thoroughbred industry at EQUITANA USA, Amplify organized and hosted a panel titled “Educational Opportunities in Thoroughbred Racing. To read about the speakers and the panel moderator, visit: <https://www.equitanausa.com/en-gb/at-the-show/education-schedule/session-details.2246.85665.educational-opportunities-in-thoroughbred-racing.html>

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

-Godolphin

-Starting in March of 2022, the University of Louisville will begin advertising on the Amplify Horse Racing website and serve as a sponsor of the virtual Amplify "Horse Racing Hangouts"

-The American Youth Horse Council awarded Amplify Horse Racing a \$650 grant to work on a Forum for Education project with Together for Racing International (TfRI) -MyRacehorse is underwriting the cost of a children’s educational tour series titled “Amplify Junior” that will be launching in Kentucky in April

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

Amplify Horse Racing's mission states that racing is not just a sport of kings... It is a sport for everyone, and we welcome all youth and young adults across North America to benefit from our resources.

In 2022, Amplify Horse Racing is offering an Equine Careers Tour Series in Kentucky for 16-25-year-olds, in partnership with the Kentucky Equine Education Project Foundation. In April, it will be launching "Amplify Junior," a children's educational tour series in Kentucky for ages 12 and under. Amplify is also working with NYRA and NYTHA to offer four behind-the-scenes educational tours of Saratoga Racecourse for youth and young adults in August. Amplify's signature initiative, a Thoroughbred careers Mentorship Program, launched in 2021, pairing young adults ages 18-25 with industry mentors to help them achieve their career goals. Amplify hopes to expand this program to include high school students in 2023. To expand communication and keep audiences informed about upcoming Amplify events and information about the Thoroughbred industry, Amplify Horse Racing started a monthly newsletter in 2022.

To accommodate individuals who are not located near a Thoroughbred racing or breeding hub, Amplify hosts monthly virtual "Horse Racing Hangouts" – webinar-style live stream events in which industry professionals discuss their careers, early education and training, and action points for other young people to pursue those pathways. The Amplify Horse Racing Podcast publishes two monthly episodes, highlighting educational programming and opportunities around the country. Amplify's website and social media are curated with educational videos and materials, a downloadable Thoroughbred careers packet, along with a "Guide to Careers in Horse Racing" booklet, developed in collaboration with the Harness Horse Youth Foundation.

Amplify Horse Racing expanded its global reach in 2021, becoming the US affiliate of Together for Racing International (TfRI), an alliance of six racing countries that promote and share ideas about education, community engagement and workforce development. Amplify developed with the ambition to 'amplify' existing initiatives, and direct youth and young adults to the programs that are located near them or best suited to their needs. Amplify welcomes any requests from education and workforce organizations around the country to promote and share their materials and programming.

--- 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. ---

Press release from 2021 Mentorship Program launch:

<https://www.theplaidhorse.com/2021/06/11/amplify-horse-racing-launches-mentorship-program/>

Publicity about Mentorship Pilot Project success: <https://www.thoroughbreddailynews.com/amplify-racing-mentorship-pilot-program-a-success/>

Press release about 2022 Mentorship Program application reopening:

<https://www.americasbestracing.net/lifestyle/2022-amplify-horse-racing-brings-back-mentorship-program-2022>

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

1. Amplify Horse Racing is working to create an inclusive, national Thoroughbred industry youth organization, in line with the youth initiatives of other horse breeds such as the American Quarter Horse Youth Association or Arabian Horse Youth Association.

2. Amplify works collaboratively with existing initiatives to promote and enhance their programming and outreach. We want to benefit the entire industry, its people and horses.

3. Amplify cultivates interest in the Thoroughbred industry, and then connects education and workforce – developing pipelines for industry newcomers to work in our sport.

TERF should fund this proposal so that Amplify Horse Racing can grow into a nationally recognized organization that serves the entire North American Thoroughbred industry’s education, recruitment and workforce goals.

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

While Amplify Horse Racing is currently based in Kentucky, the organization is aiming to expand its reach nationally in 2023, and serve the North American Thoroughbred industry as a collaborative organization supporting youth and young adult involvement and career education.

Starting in April, Amplify Horse Racing is embarking on a \$150,000 capital campaign, with the goals of hiring an executive director in January of 2023, expanding in-person and virtual educational engagement, and traveling across the US to connect more youth and young adults with the Thoroughbred.

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

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

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

6

--- Director Name (1) ---

Annise Montplaisir

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--- Director Name (2) ---

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--- Director Name (3) ---

Madison Scott

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--- Director Name (5) ---

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

Annise Montplaisir, Equine Education Coordinator

--- 1. Salary ---

\$0

--- 1. Duties ---

Annise Montplaisir is the President and Co-Founder of Amplify Horse Racing, and operates all Amplify Horse Racing programming through her role with the Kentucky Equine Education Project (KEEP) Foundation as their Equine Education Coordinator. Annise's role with the KEEP Foundation is a 2-year contract from 2021-2022, and the KEEP Foundation has served as an industry partner and incubator to Amplify Horse Racing as the organization grows.

Annise is not employed or paid by Amplify, but oversees the day-to-day operation of all Amplify Horse Racing program planning and execution. She hosts the virtual Horse Racing Hangouts, co-hosts the Amplify Horse Racing Podcast, plans and hosts all educational tours and children's events, and coordinates the matching of mentors and mentees.

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

Melissa Bauer-Herzog, Social Media Manager

--- 2. Salary ---

\$550/month

--- 2. Duties ---

Melissa Bauer-Herzog is contracted, and is charged with developing social media content and posting to all Amplify social media channels (Instagram, LinkedIn, Facebook, Twitter). She is paid \$550 per month.

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

Kasandra Kloc, Communications Management Intern

--- 3. Salary ---

\$400/month

--- 3. Duties ---

Kasandra Kloc writes and distributes Amplify's monthly educational newsletter, which includes sections about upcoming Amplify events, applying for the Mentorship Program, industry news, and an "Education Corner" column. She also supports the social media manager by requesting video content from industry members. She receives a stipend of \$400 per month.