

--- Today's Date ---

03/31/2023

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

Amplify Horse Racing Inc.

--- Federal Tax-Exempt ID# ---

85-1835865

--- Year Established ---

2020

--- Amount Requested ---

\$10,000

--- Name of Executive Director ---

Annise Montplaisir

--- Mailing Address ---

1610 Nicholasville Rd Apt. 8
Lexington, KY
40503

--- Email address ---

annise@amplifyhorseracing.org

--- Organization's website ---

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

--- Upload Organization's most recent filed IRS Financial Statements (#990) ---

<https://www.terfusa.org/wp-content/uploads/wpforms/809-8fba8c278fa5e5fb5fb2cbe55842a214/Amplify-8.1.21-7.21.22-990N-5fefa85eae35380379005f1c746e5638.pdf>

--- Farm/Facility Name ---

(Executive Director works from home)

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

Lexington, KY 40503

--- Farm/Facility Mailing Address ---

1610 Nicholasville Rd Apt. 8
Lexington, KY
40503

--- Contact Name and Title ---

Annise Montplaisir, Executive Director

--- Contact Email ---

annise@amplifyhorseracing.org

--- 1. Brief mission statement and describe the distinguishing features of your organization that supports the mission of TERF and the relevance to this proposal. ---

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!

Distinguishing features of the organization: Amplify Horse Racing welcomes youth into the Thoroughbred community and showcases opportunities for enrichment through education, mentorship and career pathways. Amplify works to create a continuum of resources and programming for families of children 12 and under all the way through young professionals. This includes discovery through virtual outreach, immersion with behind-the-scenes experiences, and connection through mentorship and careers. Amplify fosters a love for horses, promotes accessibility and sparks interest in further involvement with the Thoroughbred industry.

--- 2. Briefly outline 3-5 goals for the requested funds and how these goals support your mission. ---

1. Support the continuation of the Amplify Mentorship Program, which has become the organization's signature initiative for fostering youth and young adult engagement with the Thoroughbred industry.
2. Expand the mentorship program by offering four travel grants to outstanding mentees so they can come to Kentucky for a weekend in November and go on behind-the-scenes industry visits.
3. Host an end-of-year networking event for youth and young adults to join together and meet Thoroughbred industry professionals. This would be open to individuals who are still exploring the Thoroughbred industry, those who are fresh in their careers, all the way up to mentors and industry professionals who want to usher newcomers into the sport. This aligns with Amplify's mission of creating

introductory experiences for newcomers to discover the possibilities of the Thoroughbred industry, and a continuing education opportunity for young people who are already involved.

Amplify's overarching mission is to serve as the first step for youth and young adults to enter the Thoroughbred industry. The Mentorship Program, travel grants and networking event provide a continuum of engagement that ushers newcomers from introduction to active participation.

--- 3. Provide a detailed description of the proposed project, how it is related to the mission of TERF and how it will impact the health and welfare of the horse. (Note: research applications should be understandable to a non-scientific audience and include sufficient detail and rigor for the scientific reviewers.) ---

Mentorship Program: The Amplify Horse Racing Mentorship Program is creating pathways for the industry's next generation.

Since its launch, the program has produced nearly 30 graduates, and propelled its participants to jobs, internships and educational pursuits within various fields of the equine industry. These include media, racetrack and farm work, parimutuel wagering, sales, ownership, and veterinary medicine. Notably, the program has accepted mentees from 17 different states and territories.

In 2023, Amplify opened up the mentorship program to 15-25-year-olds (the suggested age range was previously 18-25), and will facilitate two sessions of the Mentorship Program: Spring (March-May) and Fall (August-October). The program will accept a maximum of 20 mentees per session for a total of 40 for the year. It was decided that this was the most realistic number of mentees that that program can work with based on the organization's limited staff and the thorough nature of the program's application, interview, training and matching process. Amplify is focused on the quality of the learning experience over quantity of mentees.

While the Mentorship Program is free for both mentors and mentees, there are costs associated with its administration, and perks for participants that add cost to the program.

Travel Grants: New for 2023, Amplify plans to offer four \$1,000 end-of-year travel grants to outstanding mentees who complete the program having demonstrated a strong work ethic and dedication to pursuing involvement in the Thoroughbred industry. Award recipients will have the opportunity to travel to Kentucky in November for a weekend of behind-the-scenes tours and networking experiences.

To be eligible for a travel grant, mentees must complete all requirements of the program, and submit an additional application video detailing what they learned through their mentorship and how they plan on applying their new knowledge and experience to pursuing further involvement in the Thoroughbred industry.

End of Year Networking Event: In 2022, with the help of a TERF grant, Amplify piloted hosting a young professionals panel and networking event, inviting high school and early college students to ask questions about careers in the Thoroughbred industry and network with young professionals and more experienced industry mentors. The event was a huge success with over 60 attendees and positive feedback asking for more events such as this. For 2023, Amplify plans to host a larger scale end of year networking event in Lexington, Kentucky, to which all mentors and mentees will be invited and outstanding mentees will be honored. The event will be open to all youth and young adults from high

school upwards who either work in the Thoroughbred industry or have an interest in getting involved. Amplify will facilitate a networking component and an educational panel presentation with snacks and more! The goal is to gather 150+ youth and young adults at this year's event.

Ultimately, these goals are related to the mission of TERF because Amplify is shining a positive light on the Thoroughbred industry and its educational opportunities. By growing nationally in its recognition as the youth arm of the Thoroughbred industry, Amplify will help to further promote TERF and the other educational initiatives that TERF supports. Without dedicated owners, passionate racing fans and a loyal workforce, the industry cannot be sustained nor the health and welfare of our horses be supported. Amplify is building the industry's future.

--- 4. Provide a timeline detailing the expected progress of the project and specific milestones. ---

- January: Application for the spring intake of the mentorship program opened.
- February: 25 mentees were interviewed for the program.
- March: From 20 selected mentees, 19 fulfilled all the requirements to be paired with a mentor. These mentees are from nine different states. In March these mentees were matched with their mentors.
- April 7: Spring mentees will be provided with criteria to apply for a travel grant. Video application must be submitted by May 31.
- April 30: Amplify is hoping to confirm a date and host site for the end-of-year networking event by April 30. This information will be shared with all mentors and mentees and publicized on Amplify social media.
- June 1: Application for the fall Mentorship Program intake will open.
- July: Interviews for fall Mentorship Program applicants.
- August: Match and introduce fall mentor/mentee pairs.
- September 30: Deadline for fall mentees to submit applications for a travel grant.
- November 11 & 12 (tentative dates): Travel grant recipients will attend the Keeneland November Sale and go on behind-the-scenes industry visits on November 11 & 12.
- November 12 (tentative date): End-of-year networking event scheduled for the evening of the 12th.

--- 5. Provide a detailed budget for the projected use of the funds. (Note: no funds will be provided for administrative overhead or capital spending; TERF reserves the right to modify funding based on Foundation requirements). Attach budget to submitted proposal as needed. ---

Amplify will email a detailed budget.

--- 6. Provide a list of all other sources of funding and the amount(s) received. ---

From 2021-2022, Amplify Horse Racing worked in collaboration with the Kentucky Equine Education Project (KEEP) Foundation through the role of KEEP's equine education coordinator role. In order to better serve the needs of the national Thoroughbred industry as the youth and young adult arm of horse racing, in 2022 Amplify underwent a major fundraising campaign to fund the first 3 years of its expansion, 2023-2025. This funding will support an executive director and one additional full-time staff member, two contract employees, office supplies and materials, and selective research and expansion of programming beyond Kentucky.

From August 2022 through February 2023, Amplify Horse Racing received \$555,000 in anonymous donor designated funds.

--- 7. Briefly summarize your charity's past public education and research efforts. ---

In addition to the previously described Mentorship Program, which launched in 2021, Amplify hosts a “Careers with Horses Tour Series” in collaboration with the KEEP Foundation. These are career-focused visits to equine businesses and locations around Central Kentucky for high school and college students that showcase the wide variety of jobs that are available in the equine industry.

In 2022 Amplify launched a children’s branch of the organization called “Amplify Junior,” hosting a series of events for children 12 and under and their families that showcase the lifecycle of the Thoroughbred. This year, Amplify plans to host a kid-friendly equine educational open house event in the summer in Kentucky, and another children’s event in Saratoga Springs with the National Museum of Racing and Hall of Fame.

Amplify holds activations at various equine events and also at Keeneland’s College Scholarship Day and Kids Club Family Day in April and October, adding an equine educational and careers component by hosting behind-the-scenes paddock and winners circle tours and teaching kids how to ride an equicizer.

Amplify’s Experience Saratoga Tours are the first collaborative project ever conducted by the organization to “amplify” an existing initiative. The tours, specifically geared toward students, build on the New York Racing Association’s backstretch trolley tours to take visitors behind the scenes and introduce them to career opportunities on the backside and frontside of the racetrack. Amplify would like to expand this model by helping other racetracks improve the educational value of their behind-the-scenes tours.

--- 8. If you received funding from TERF previously, describe how these funds were used and outcomes achieved. Include any relevant publicity your charity received relating to the funding. (i.e.: media coverage, such as news articles, scientific publications, provide links to copies, as appropriate). ---

The \$5,000 grant received from TERF in 2022 underwrote the costs of background-checking several new mentors, subscribing to Zoom in order to host mentor-mentee introductions and the final virtual Q & A, providing ambassador materials to all mentors and mentees, piloting a young professionals networking event at Keeneland, and printing and mailing certificates of completion to mentees.

Publicity:

Press release about 2022 Mentorship Program application reopening:

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

Keeneland Magazine Article

*Amplify will email the PDF of this article with the budget

2023 Mentorship Application

<https://paulickreport.com/news/people/amplify-horse-racing-opens-applications-for-spring-mentorship-program/>

<https://www.thoroughbreddailynews.com/applications-open-for-amplify-mentorship-program/>

Recording of the panel from Nov. 14, 2022 Amplify Young Professionals Panel & Networking Night
<https://youtu.be/OLWtTe-eWHs>

--- 9. List other organizations or major contributors that have provided funding to your organization in the last calendar/fiscal year. For research grant applications, provide a list of all current funding relating to your current proposal. ---

Contributors of Amplify Horse Racing in the last fiscal year include Breeders' Cup, Churchill Downs, Godolphin, Keeneland, Maryland Horse Foundation, and The Jockey Club.

--- 10. Name a responsible person with whom TERF may communicate regarding specific questions and who will be responsible for follow-up information regarding the project. ---

Annise Montplaisir

--- 11. Provide appropriate references to support the proposed research. ---

N/A

--- 12. How many Executive Staff and Board of Directors does your organization have? ---

8

--- Director Name (1) ---

Annise Montplaisir

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

Annise Montplaisir, Executive Director

--- 1. Salary ---

\$65,000

--- 1. Duties ---

-Plan annual schedule of in-person and virtual programming -Plan and execute on Amplify educational events and outreach -Analyze success of programming and how it must change and adapt -Host monthly virtual "Horse Racing Hangout" seminar and co-host twice monthly podcast -Revise and publish Amplify Mentorship Program Materials, recruit mentors, interview mentees, host orientations -Write press releases/serve as Amplify spokesperson -Develop connections for national expansion of programming - Write grants and fundraise -Lead 2023 Amplify website overhaul -Other duties as they arise

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

Mary-Courtney Gaddini, Executive Assistant

--- 2. Salary ---

\$50,000

--- 2. Duties ---

-Assist with administrative duties related to the overall running of Amplify, including the mentorship program, live and virtual events, and more -Communicate with current and former mentees and liaise with mentors -Assist executive director with all live events and outreach in Kentucky, and oversee Kentucky programming when ED is traveling -Oversee organizational email communications, including monthly Amplify newsletter and answering general email inquiries to the organization -Keep the website updated, and support 2023 website overhaul process -Maintain photo database -Liaise with social media manager -Other duties as assigned

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

Melissa Bauer-Herzog, contracted Social Media Manager

--- 3. Salary ---

\$750/month

--- 3. Duties ---

-Plan, write and schedule Amplify Horse Racing social media posts -Oversee Instagram, Facebook, Twitter and to a lesser extent LinkedIn -Photograph Amplify events and programming

--- 4. Name - Job Title ---

Timothy Littau, contracted Podcast Co-Host & Producer

--- 4. Salary ---

\$400/month

--- 4. Duties ---

-Co-host Amplify Horse Racing Podcast episodes -Invite guests to the show -Edit and publish podcast episodes

--- 14. Add additional Information and Notes: ---

*Annise Montplaisir will email a project budget and article written about Amplify in the Keeneland Magazine

5. Provide a detailed budget for the projected use of the funds. (Note: no funds will be provided for administrative overhead or capital spending; TERF reserves the right to modify funding based on Foundation requirements). Attach budget to submitted proposal as needed.

Amplify Horse Racing Mentorship Program

- Background checks: All mentors receive a background check, which is valid for 3 years. For the spring 2023 program intake, 13 new background checks were completed, with seven returning mentors. While Amplify previously did not conduct background checks until a mentor was found to be a match for a mentee, it is now changing that policy to checking all individuals immediately after submission of their application to become a mentor. Amplify also has several mentors who are approaching renewal in 2024. Based on this new policy and new potential mentors, Amplify estimates that it will be conducting approximately 40 more background checks between June 2023 – June 2024.
 - \$40 per background check (Advanced Check by Criminal Watchdog) X 40 Mentors = **\$1,600**
- Virtual conferencing: Zoom is used for hosting mentor and mentee orientation seminars and facilitating match introductions.
 - Zoom One Pro Account (One user): **\$149.90** annually
- Ambassador materials: Mentors and mentees are treated as Amplify ambassadors, and receive a hat and acknowledgement of their participation in the program: 80 hats X \$11.85 each = **\$948.00**
- Shipping costs of hats to mentors and mentees, and shipping certificates of completion to each mentee: (Estimated shipping \$5 X 80 = \$400 for hats, and at least \$1.00 per certificate of completion X 40) Approximately **\$440.00**
- Printing: Each mentee who completes all requirements for the program receives a certificate of completion: \$.55/certificate X 40 mentees = **\$22.00**

Travel Award Grants

- \$1,000 X 4 mentees = **\$4,000**

Year-End Networking Event

- Estimated cost of audio/video/labor costs by Studio46 media to assist with mics, sound and lighting (based on 2022 costs and goal of creating a bigger event in 2023) = **\$1,800**
- Estimated cost of beverages and snacks: **\$1,000**

Total Grant Request: \$10,000