

2023 TERF Grant Application Text

Today's Date: 3/30/23

Name of 501 (c)(3) Organization: Maryland Horse Foundation, Inc.

Federal Tax-Exempt ID#: 52-1619893

Year Established: 1988

Amount Requested: \$10,000

Name of Executive Director: Cricket Goodall

Mailing Address: 321 Main Street

City: Reisterstown **State:** MD **ZIP:** 21136

Email Address: cricket@marylandthoroughbred.com

Work Phone #: 410-252-2100

Organization's Website: MarylandHorse.com

Contact Name and Title: Becky Remsberg - Administrative Assistant & Public Outreach Coordinator

Work Telephone: 240-454-3632

Email Address: bremsberg@marylandthoroughbred.com

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

The Maryland Horse Foundation (MHF) 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 a number of educational programs and is responsible for the maintenance and expansion of the Maryland Horse Library & Education Center.

Our programs engage young equine enthusiasts early on and help them chart a path towards fulfilling careers in the horse industry, growing and retaining talented individuals in much-needed jobs. We are committed to providing accessible education and experiences for all and are constantly working new ways to innovate and deliver—2022 saw the opening of our new Maryland Horse Library & Education Center, and this year we'll be launching the Howard & Sondra Bender Education Series.

Through our many industry partners, we are able to provide valuable programs with high quality experiences across equine disciplines.

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

1. Support of the Maryland Thoroughbred Career Program (2023/2024)

These funds would cover the remaining operating expenses for the 2023 Maryland Thoroughbred Career Program (MTCP) which will run June 5-9, and the operating expenses for the 2024 MTCP through July 2024.

2. Support of the Work Experience Program – at least 3 participants

We are currently working on organizing paid internships for two participants at Fair Hill and have another potential participant interested in a summer internship. We want to support work experience in several facets of the industry for high quality candidates.

3. Support the Maryland Horse Foundation and Maryland Horse Council's collaborative Workforce Development initiative

The MHF has been in discussions with the Maryland Horse Council about launching an apprenticeship program that will be targeted at providing young adults with high-quality career development opportunities for sustainable and rewarding jobs in the equine industry.

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.

Launched in 2017, the MTCP is a career-focused educational program targeted towards equine-inclined youth that aims to:

- Increase awareness of the diverse career options in the Thoroughbred industry
- Give participants access to leaders of the Maryland Thoroughbred community
- Highlight various paths for pursuing a career in the Thoroughbred industry
- Address a critical need to attract and retain experienced and devoted employees

Among other topics, the program also covers careers in Thoroughbred aftercare, racetrack management, equine veterinary care, and sports medicine. The 2022 program included tours at Foxie G Foundation, a Thoroughbred rescue, Foxhall Equine, a rehabilitation facility, Fair Hill Training Center and Fair Hill Equine Therapy Center.

Recent exciting updates from some of our MTCP grads: After serving as Broodmare Manager at Northview Stallion Station, Camille Lee from the class of 2018 is returning to school for her doctorate with the hopes of becoming an equine chiropractor. Marina Rohbeck, a 2022 graduate, will be attending veterinary school at St. George's University this Fall as part of her journey towards becoming an equine veterinarian.

The Work Experience Program provides qualified applicants with the opportunity to gain valuable experience in the Maryland horse industry through custom internships. The mission of the program is to retain talent in the Maryland horse industry by providing opportunities for participants at a juncture in their educational or professional endeavors. These internships are targeted and will help participants gain the experience and insights they need to progress to the next level. This program runs on a year-round basis and is designed to be flexible and accessible. We are currently lining up equine veterinary internships at Fair Hill Training Center for two participants interested in Equine Sports Medicine, both of which are graduates from the Maryland Thoroughbred Career Program's 2022 class.

Fostering enthusiasm in young adults interested in these areas and providing them with resources to pursue these career paths – connections, hands-on experience, funding – is the first step for maintaining a strong multitude of dedicated and passionate professionals in the field of equine welfare, ensuring a bright future for the Thoroughbred industry.

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

January, 2024: Dates for the 2024 MTCP announced and applications open.

January-April, 2024: Marketing and promotion for the MTCP via social media, publications and news outlets such as Mid-Atlantic Thoroughbred, Thoroughbred Daily News, the Equiery and Off-Track Thoroughbred, MarylandHorse.com, and career fairs.

Spring 2024: Work Experience Program participants confirmed and internships finalized.

Late April, 2024: Deadline for MTCP applications.

End of April-Early May, 2024: applicants interviewed, selected, and announced.

Early June, 2024: MTCP week.

Summer 2024: Work Experience Program internships begin.

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.

(Budget attached).

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

In addition to the TERF grant, we also received a grant from Thoroughbred Charities of America for \$5,000 to support our educational programs.

Aside from grants, we launched a capital campaign for the Maryland Horse Library and Education Center in 2021 which has raised over \$1.5 million to date. This money came from a wide variety of generous donors. The following donors are some of the top contributors from 2022 (in no particular order)

- | | |
|-------------------------------|------------------------|
| Our Heavenly Cause Foundation | Benjamin Griswold IV |
| The Bender Foundation | Perry Bolton |
| Robert E. Meyerhoff | David Hayden |
| Richard and Rosalee Davison | The Kinsley Foundation |
| Henry Clark III | Thomas K. Kuegler |
| Charlotte/Carroll Weinberg MD | John Davison |
| Charitable | |

Additionally, we have three annual auctions that raise money for the MHF. The following list shows the most recent results of each auction and the funds raised:

- Sip and Win Live Auction (October 2022): \$41,000
- Online Silent Auction (October 2022): \$10,056
- Stallion Season Auction (January 2023): \$14,700

7. Briefly summarize your charity’s past public education research efforts.

In addition to the above programs, the MHF also organizes and promotes a wide variety of educational outreach opportunities. This includes our annual Egg Hunt event, now hosted at Foxie G Foundation, which gives families access to a local Thoroughbred rescue farm, the Horseland exhibition at the Maryland State Fair, and a number of expos and conferences.

Our public education efforts have expanded since the opening of our new Maryland Horse Library & Education Center on December 16, 2022. So far, we have started a series of regular monthly author talks and speaker panels, such as March’s “Women & Horses” panel, featuring several successful women in Maryland’s horse industry, and February’s Author Talk with Alvin Stone.

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.

The MHF has been a grateful recipient of TERF grants for the past 5 years, excluding 2020, when all education programs were canceled due to the pandemic. Below is a breakdown outlining the use of funds from 2022's \$10,000 grant to date.

1. **2022/2023 Maryland Thoroughbred Career Program** - The 2022 grant has been put towards operational costs of the MTCP and Career Development Funds. Career Development Funds are offered to MTCP graduates to help cover any expenses associated with tuition costs, application fees, travel abroad expenses, etc, and each participant can apply for a maximum of \$2,000. Since 2017, the Maryland Horse Foundation has paid over \$27,000 in Career Development Funds to help qualified applicants with costs associated with furthering their careers and education.
 - Career Development Funds - tuition and vet school application costs: \$5,536
 - Marketing: \$3,189

Funds will also go partially towards this year's operating expenses through June. These projected costs include participant housing, polo shirts, transportation, additional Career Development Funds, and airfare for two potential overseas students, all anticipated to total roughly \$9,500.

2. **2023 Work Experience Program** - Aside from insurance and program advertising expenses, funds will go towards hourly wages for three upcoming internships.
 - Workman's Comp insurance for 2023 interns: \$960
 - Marketing: \$372
 - Summer 2023 Intern wages (estimated)
 - Liz Ridenour - Fair Hill Training Center: \$1,800
 - Ashlin Dohler - Fair Hill Training Center: \$3,600

Taking this all into account, the total costs for the Work Experience Program that utilize prior grant money received will amount to roughly \$7,032.

See below for relevant links to recent articles related to the funding:

- [Maryland Horse Weekly, May 26, 2022 Issue](#) - Work Experience Program: Rachel Gordon (article attached)
- [Maryland Horse Weekly, June 30, 2022 Issue](#) - Maryland Thoroughbred Career Program: Class of 2022 Photo Gallery (article attached)
- BloodHorse: [Maryland Horse Foundation Announces 2023 MTCP Dates](https://www.bloodhorse.com/horse-racing/articles/265910/maryland-horse-foundation-announces-2023-mtcp-dates) (https://www.bloodhorse.com/horse-racing/articles/265910/maryland-horse-foundation-announces-2023-mtcp-dates)
- MarylandHorse.com - [Maryland Horse Foundation Awarded 2022 Thoroughbred Education And Research Foundation Grant](#)

(<https://marylandhorse.com/article/maryland-horse-foundation-awarded-2022-thoroughbred-education-and-research-foundation-grant/>)

- Thoroughbred Daily News - [One-of-a-Kind Maryland Horse Library and Education Center Officially Open to Public](#) -Article written by Sara Gordon, a graduate of the 2017 MTCP who now works as the Social Media Manager at Thoroughbred Daily News (<https://www.thoroughbreddailynews.com/one-of-a-kind-maryland-horse-library-and-education-center-officially-open-to-public/>)

9. List other organizations or major contributors that have provided funding to your organization in the last calendar/fiscal year.

- Thoroughbred Charities of America - \$5,000 grant

Other Top Contributors from this past year (2022):

- Bender Foundation
- Our Heavenly Cause Foundation
- Henry Clark III
- Robert E. Meyerhoff
- Charlotte/Carroll Weinberg MD Charitable
- Richard and Rosalee Davison
- Benjamin Griswold IV
- Perry Bolton
- Ellen Charles
- George Doetsch

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.

Becky Remsberg - bremberg@marylandthoroughbred.com

12. List the names and titles of your organization's executive staff and Board of Directors names and affiliations.

- Joseph P. Pons, Jr. (President) - 410-879-1952
Bel Air, MD 21014
- James B. Steele, Jr. (Vice President) - 443-286-3149
Westminster, MD 21158
- Katharine M. Voss (Secretary/Treasurer) - 410-440-8628
West Friendship, MD 21794
- Jocelyn Brooks - 410-530-5938

- Lexington, KY 40502
- J. William Boniface - 410-404-0847
Darlington, MD 21034
- William K. Boniface - 410-404-6927
Darlington, MD 21034
- J.W.Y. Martin, Jr. - 410-833-1167
Glyndon, MD 21136
- Michael Pons - 410-459-8517
Benson, MD 21018
- Adair B. Stifel - 410-299-0006
Reisterstown, MD 21136
- Dan Tordjman - 917-572-7075
West Orange, NJ 07052
- Edward H. Worthington, IV - 410-245-6230
Brooklandville, MD 21022

13. List names and, briefly, the duties of volunteers and paid employees in your organization. Also, provide salaries paid to directors and employees if applicable.

*Staff are currently shared with the Maryland Horse Breeders Association-- no salaries paid by the MHF.

- **Cricket Goodall**, Executive Director
Oversees board activities, programs, and staff.
- **Becky Remsberg**, Administrative Assistant and Public Outreach Coordinator
Organizes outreach events and efforts, Maryland Thoroughbred Career Program, MarylandHorse.com website, interacts with the board.
- **Erin Swope**, Bookkeeper
Organizes career development programs, handles donations and expenses.
- **John Piasek**, Communications Manager
Communicates with the MHF audience through email, social and traditional media.
- **Cindy Deubler**, Library Manager
Oversees Maryland Horse Library & Education Center book collections and library programs.
- **Wesley Wilson**, Library Volunteer
Organizes and catalogs book collections.
- **Jordyn Egan**, Volunteer Advisor
Offers advice and support on managing educational programs and fundraising.