

--- Today's Date ---

04/01/2024

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

Amplify Horse Racing Inc.

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

EIN: 85-1835865

--- Year Established ---

2020

--- Amount Requested ---

\$10,000

--- Name of Executive Director ---

Annise Montplaisir

--- Mailing Address ---

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Lexington, KY  
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--- Email address ---

[annise@amplifyhorseracing.org](mailto:annise@amplifyhorseracing.org)

--- Work Phone # ---

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--- Organization's website ---

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

--- Upload all supporting documents required for your application and your organization's most recent filed IRS Financial Statements (#990): ---

<https://www.terfusa.org/wp-content/uploads/wpforms/809-8fba8c278fa5e5fb5fb2cbe55842a214/2022-Amplify-Horse-Racing-990-5fefa85eae35380379005f1c746e5638.pdf>

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

Amplify Horse Racing is paving the way for the next generation of the Thoroughbred industry through innovative horse programs for youth and mentorship pathways, fostering diversity and inclusion while preserving the sport's rich heritage.

Amplify's vision is to harness the Thoroughbred industry as a platform for connecting youth, families, students, and educators with opportunities to engage with horses. Serving as an entry point for newcomers to learn about the industry, it aims to create pathways to vocational training, employment, and ongoing education. Through positive messaging, sharing knowledge, and collaboration, Amplify seeks to cultivate a vibrant and thriving Thoroughbred industry.

Amplify shares the Thoroughbred Education and Research Foundation (TERF)'s commitment to advancing education for future equine caretakers and industry stewards. With TERF's support, Amplify can leverage this shared vision and access additional resources to enhance the reach and effectiveness of its Mentorship Program, thereby cultivating a pipeline of passionate industry professionals who love and respect the horse.

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

1. Enhance Mentee Immersion:

- Provide travel grants to expand opportunities for mentees and program graduates to immerse themselves in the Thoroughbred industry.
- Foster firsthand experiences and networking opportunities to enrich mentees' understanding and connections within the industry.

2. Facilitate Meaningful Networking:

- Elevate the quality of interactions between mentees and industry professionals by enhancing Amplify's year-end networking event.
- Cultivate an environment conducive to meaningful exchanges and relationship-building that can lead to career development opportunities.

3. Improve Program Efficiency:

- Implement a comprehensive mentorship management platform to streamline program administration for Amplify staff.
- Enhance user experience for mentors and mentees, facilitating smoother communication, tracking, and evaluation processes.

4. Elevate the visibility of the Thoroughbred industry within the national youth mentorship community.

- Attend the National Mentoring Summit in Washington D.C. on an annual basis.

These goals collectively bolster Amplify's Mentorship Program, aligning with the organization's overall mission to educate and enhance accessibility to the Thoroughbred industry for youth and young adults nationwide.

--- 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.) ---

Before launching in 2021, the Amplify Horse Racing Mentorship Program underwent strategic development with 40 consulting hours allocated through the national Office of Juvenile Justice and Delinquency Prevention (OJJDP). Staff training in the "Elements of Effective Practice for Mentoring" ensured adherence to best practices for youth mentorship, and the program was tailored to meet Thoroughbred industry recruitment and educational needs while remaining inclusive to youth and young adults across the U.S., U.S. territories, and Canada.

Since its inception, Amplify has actively solicited detailed feedback from both mentors and mentees, engaged in ongoing mentorship education, and positively adapted the program to enhance the experience for all matches. Notably, the program has introduced spring and fall application periods, with a maximum intake of 20 mentees per cycle, determined by the quality of applicants and their alignment with the program's objectives. In 2023, Amplify set a new record by accepting a diverse cohort of 30 mentees for the year. Amplify is proud to now have program graduates from 25 states or territories, and an approximate 80 percent retention rate of those who have moved on to subsequent internships or roles in the Thoroughbred industry.

Now, Amplify is looking to supercharge the effectiveness of its program while minimizing staff oversight by focusing on several key areas: enhancing opportunities for mentees to be immersed in industry experiences, bolstering its end-of-year networking event, implementing new software to improve administrative efficiency for Amplify staff and the overall professionalism of the program, and setting aside funds to attend the National Mentoring Summit in Washington, D.C. on an annual basis.

For the past two years, Amplify has hosted an end-of-year networking event, welcoming its mentors, mentees, and other youth and young adults interested in exploring the Thoroughbred industry or seeking accessible networking opportunities with peers of similar age. In 2023, Amplify organized a panel of industry professionals, guided networking sessions, elevator pitch workshops, and more, drawing an attendance of over 50 participants. Amplify aims to host the event annually, enhancing participant experience with more activities, improved training, increased capacity, and national promotion. Through this event, Amplify promotes learning, collaboration, and professional development, ultimately contributing to TERF's overarching goal of advancing education and research within the Thoroughbred community.

In 2023, Amplify introduced a travel grant that enabled four outstanding program representatives to attend an immersive mentee experience in Lexington, Kentucky. To qualify, mentees had to fulfill all mentorship program requirements, submit a reference, complete an additional application, and demonstrate exceptional enthusiasm for the Thoroughbred industry. This award granted recipients the opportunity to visit Kentucky in November for exclusive behind-the-scenes tours, including renowned sites such as Coolmore's Ashford Stud, New Vocations, Godolphin's Jonabell Farm, and more, culminating in recognition at the aforementioned networking event.

Amplify will continue offering this unparalleled experience to four outstanding mentees. Additionally, the organization plans to allocate \$2,000 in additional travel grant funding for mentees to attend various industry educational events, such as the Maryland Thoroughbred Career Program, the Global Symposium on Racing, other Amplify-hosted events, and Horse Racing Women's Summit events, among others. Applicants must outline the educational event they wish to attend and articulate its potential

impact on their career. This initiative aims to eliminate barriers for young individuals who may need to travel long distances to engage with the Thoroughbred industry.

Amplify's mentorship program has effectively attracted newcomers to the Thoroughbred industry, but enhancing efficiency is crucial for staff and expanding the program's capacity. To achieve this, Amplify aims to implement the "Innovative Mentoring Software" platform, known for its capacity to streamline administrative tasks, centralize program management, and facilitate participant tracking and communication. This platform will integrate Amplify's background check process, mentor and mentee applications, match onboarding, and periodic assessments into one unified system. Additionally, Amplify seeks to improve Zoom access and capabilities for staff by adding an extra user to their account and utilizing the "Zoom Scheduler" option, addressing scheduling challenges for mentee interviews and match introductions.

In January 2023, Amplify Executive Director Annise Montplaisir attended the National Mentoring Summit for the first time, gaining valuable insights into the broader mentoring landscape. The summit gathers practitioners, researchers, investors, youth leaders, and government officials nationwide to drive positive change for young people. Annise discovered that Amplify was likely the sole equine-centered mentorship program present. Through a connection made at the summit, she will organize a group of Maryland youth to visit Pimlico Race Course for a behind-the-scenes tour ahead of the 2024 Preakness Stakes, exposing them to educational and career opportunities in the Thoroughbred industry. Amplify plans to include the National Mentoring Summit in its annual travel schedule to represent the Thoroughbred industry at a national level in the mentoring community.

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

1. Enhance Mentee Immersion:

-October 2024: Announcement of four recipients for the existing mentee travel grant experience, along with simultaneous announcement of an additional \$2,000 in travel grant funds available to mentee applicants who wish to attend other upcoming industry educational events. The amounts will be allocated in increments to individuals based on funding requests and budgets provided until it is gone.

2. Facilitate Meaningful Networking:

-September-November 2024: Strategic outreach and marketing to promote the end-of-year networking event.

-November 2024: Hosting of year-end networking event targeting high school students, youth educational groups, and college students. Goal to welcome 100 attendees in 2024.

3. Improve Program Efficiency:

-July 2024: Add an additional Zoom for Business user and begin utilizing the "Zoom Scheduler" tool in time for the Fall 2024 intake of the mentorship program.

-December 2024: Implement "Innovative Mentoring Software" so that it is ready to use for the January 2025 intake of the mentorship program. Milestones are to streamline current processes and practices so the program requires less manual oversight.

4. Elevate the visibility of the Thoroughbred industry within the national youth mentorship community.

-January 2025: Attendance at the National Mentoring Summit. Goal of connecting with four new youth organizations outside Kentucky interested in collaborating with Amplify.

--- 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. ---

Total amount requested: \$10,000

1. Travel Award Funds – \$2,000

2. Networking Event – \$2,500

3. Innovative Mentoring Software – \$3,705 -The subscription fee for two users and onboarding costs for the first year is \$2,625 for the first year.

-The cost of the Sterling Volunteers integration for background checks is \$12.50/month (\$150/annually) - The cost of a complete national Sterling Volunteers background check, including a motor vehicle report, is \$46.50/volunteer. Amplify estimates that it will conduct around 20 of these annually, totaling approximately \$930.

4. Additional Zoom Business user with “Scheduler” capabilities – \$220/annually

5. 2025 National Mentoring Summit – \$1,450

-Registration: \$450

-Round trip flights: \$400

-Hotel, \$200/night hotel for 3 nights = \$600

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

In the 2023 calendar year, Amplify received funding in the following ways:

-Donations: \$50,145.00

-Grants: \$12,600

-Educational Tour/Event Ticket Revenue: \$773.86

-Sponsorships: \$6,000

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

In 2023, Amplify significantly expanded its reach and impact with the addition of full-time staff, including Executive Director Annise Montplaisir and Executive Assistant Mary-Courtney Combs. This helped to further propel Amplify towards national recognition as the youth arm of the North American Thoroughbred industry. Throughout the year, Team Amplify engaged with 2,584 students through presentations at schools, educational events, and special tours facilitated by industry partnerships and organizational requests. Additionally, Amplify hosted programs, tours, and events that attracted 400 participants. Notably, the Amplify Horse Racing Mentorship Program experienced substantial growth, with 30 mentees accepted, nearly doubling the previous year's intake.

Amplify also made impactful appearances at prominent events such as BreyerFest, Eastern National 4-H Horse Roundup, the National Association of Equine Affiliated Academics (NAEAA) conference, and the Global Symposium on Racing, expanding its presence both within and beyond the Thoroughbred

industry. Through educational booth activations and conference presentations, Amplify directly reached approximately 20,000 individuals, disseminating valuable information about the Thoroughbred industry.

Special projects in 2023 included launching a new Amplify website featuring an industry job board, partnering with BetterHelp to enhance accessibility to mental health resources for current and prospective industry employees, and conducting international visits to England and Ireland to meet with eight program leaders. These efforts aimed to assess global best practices and challenges, informing Amplify's strategic expansion initiatives.

--- 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). ---

In 2023, Amplify received a generous grant of \$2,500 from TERF, which contributed significantly to the success of Amplify's end-of-year networking event held at the Keeneland Library. The event, spanning approximately three hours, incurred costs totaling \$2,273.45 for food, beverage, and hospitality staffing. The remaining \$226.55 was allocated towards essential Mentorship Program expenses, including printing and shipping costs for fall 2023 mentee certificates of completion, as well as shipping Amplify hats to welcome spring 2024 mentees to the program.

Moreover, Amplify's impactful work and the mentorship program were prominently featured in the Fall 2023 issue of the Horsemen's Journal, further amplifying awareness and recognition of Amplify's efforts within the Thoroughbred community.

You can view the feature in the Horsemen's Journal here:

<https://issuu.com/thehorsemensjournal/docs/fall2023>

--- 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. ---

Breeders' Cup  
The Jockey Club  
Godolphin  
Keeneland  
Churchill Downs  
University of Arizona Race Track Industry Program

--- 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

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

8

--- Director Name (1) ---

Annise Montplaisir (Executive Director)

--- Director Address (1) ---

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Lexington, KY  
40503

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Lexington, KY  
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--- Director Home Phone (8) ---

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

Annise Montplaisir, Executive Director

--- 1. Salary ---

\$68,250/year

--- 1. Duties ---

- Organizational oversight
- Fundraising
- Pursue and manage collaborations
- Plan and manage events
- Co-host podcast
- Grow organization nationally

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

Mary-Courtney Combs, Executive Assistant

--- 2. Salary ---

\$52,500/year

--- 2. Duties ---

- Monthly check-ins with mentors/mentees
- Liaise with event speakers

- Graphics and design
- Any administrative projects
- Support any executive director requests -Support interns

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

Cady Coulardot, Digital Media Intern, contractor

--- 3. Salary ---

\$20/hour

--- 3. Duties ---

- Write blogs
- Develop reels for Instagram
- Some graphic design projects
- Creative brainstorming and planning for Amplify Social Media -Some photography -Event support

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

Melissa Bauer-Herzog, Social Media Manager, contractor

--- 4. Salary ---

\$550/month

--- 4. Duties ---

- Write social media posts
- Schedule social media posts five times per week -Some photography

--- 5. Name - Job Title ---

Kaitlin Christopherson, Podcast Co-Host, volunteer

--- 5. Salary ---

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--- 5. Duties ---

- Co-Host of the Amplify Horse Racing Podcast -Episode research and assisting with lining up guests - Kaitlin works for GSS the Marketing Agency, which edits and produces the Amplify podcast monthly for a per-episode fee