

TERF Grant Application 2023 (ID #809) - Entry #3848

Today's Date	03/05/2024
Name of 501(c)(3) Organization	The Maryland Horse Foundation
Federal Tax-Exempt ID#	52-161-9893
Year Established	1988
Amount Requested	\$10,000.00
Name of Executive Director	Cricket Goodall
Mailing Address	321 Main Street Reisterstown , MD 21136
Email address	jeanne@marylandthoroughbred.com
Work Phone #	+14102522100
Organization's website	http://www.marylandhorse.com
Upload Organization's most recent filed IRS Financial Statements (#990)	TERF-Application-2024-Supplement_MHF.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.	<p>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.</p> <p>Our programs and educational lectures seek to engage young equine enthusiasts and assist them in learning about and entering the equine industry workforce. We are always working on new and innovative ways to attract and retain talented individuals to the industry. 2023 saw the first full year of opportunities to welcome and provide in-person educational opportunities at our library and education center which included author talks and expansion of the Howard and Sondra Bender educational lecture series.</p>
2. Briefly outline 3-5 goals for the requested funds and how these goals support your mission.	<ol style="list-style-type: none"> 1. Support of the Maryland Thoroughbred Career Program (2024/2025) These funds would cover the remaining operating expenses for the 2024 Maryland Thoroughbred Career Program (MTCP) which will run June 3-7, and the operating expenses for the 2025 MTCP through July 2025. 2. Support of the Work Experience Program – 2 participants We want to support work experience in several facets of the industry for high quality candidates. We are currently recruiting applicants to the Work Experience Program. 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. 4. Establish a Young Equestrians Professional Network The MHF has been collaborating with other industry groups in Maryland to establish a professional networking group for young equestrians ages 18 - 40 who would benefit from professional development and mentoring from industry professionals in various sectors of the equine industry. This is designed to prepare young professionals to face issues plaguing the industry such as but not limited to: the social license to operate, diversity and inclusion, and workplace fatigue and burnout.

<p>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.)</p>	<p>Fostering enthusiasm in young adults interested in the equine industry and providing them with resources to pursue 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.</p> <p>We maintain this in several ways:</p> <p>The Maryland Thoroughbred Career Program (MTCP) and the Work Experience Program (WEP). The MTCP was established in 2017 to:</p> <ul style="list-style-type: none"> • 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 <p>The WEP serves to provide provides qualified individuals 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.</p> <p>Creation of the Young Equestrian Professionals Network will serve to bridge the gap between connections and problem-solving resources amongst young professionals. We aim to provide career development and networking opportunities to the next generation of horse industry professionals to ensure their continued success and longevity in the industry.</p> <p>Some exciting updates from previous MTCP graduates are:</p> <ul style="list-style-type: none"> • Megan Garlich '17 – now the Development Manager for the Retired Racehorse Project • Elizabeth Moorman '19 – employed with Bonita Farm and works in their breeding/foaling and training divisions. • Molly Hutchinson '22 – now the Program Assistant for the Retired Racehorse Project • Sam Franklin '23 – employed at Churchill Downs while finishing up senior year of college. • Sydney Triglio '23 – accepted a position as Assistant Breeding Manager at Cardinal Ranch in Aubrey, Texas.
<p>4. Provide a timeline detailing the expected progress of the project and specific milestones.</p>	<p>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, World Horse Expo, MarylandHorse.com, and career fairs. Spring 2024: Young Professionals Networking Event Late April, 2024: Deadline for MTCP applications. Late May 2024: Work Experience Program participants confirmed and internships finalized. End of April-Early May, 2024: applicants interviewed, selected, and announced. June 3-7, 2024: MTCP week. Summer 2024: Work Experience Program internships begin.</p>
<p>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.</p>	<p>Please see the attached document for proposed budget considerations.</p>
<p>6. Provide a list of all other sources of funding and the amount(s) received.</p>	<p>In addition to the TERF grant, we also received a grant from Thoroughbred Charities of America for \$2,500 to support our educational programs.</p> <p>Other funding came from grants, pledges, general donations, and fundraising opportunities from a variety of individuals and organizations. Below are some of the top contributors (in no particular order):</p>

George Doetsch The Brown Family Foundation

The Bender Foundation Ellen Charles

Robert E. Meyerhoff Maryland Horse Industry Board

Charlotte/Carroll Weinberg MD Charitable Kingfisher Charitable Foundation Trust

The Kinsley Foundation Caroline C. Stautberg

Richard and Rosalee Davison Richard S. Reynolds Foundation

Additionally, we have three annual fundraisers to generate funding for the Maryland Horse Foundation. The following list includes our most recent totals from 2023 events:

- Sip and Win Live Auction (October 2023): \$34,050.00
- Sip and Win Silent Auction (October 2023): \$7,0009.00
- Maryland Stallion Season Auction (January 2024): \$16,950.00

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

In addition to the Maryland Thoroughbred Career Program and the Work Experience Program, the Maryland Horse Foundation produces and promotes public outreach through a variety of platforms including attending horse expos, college career fairs, Future Harvest and other conferences. In addition, we are proud to be a part of the Horseland exhibit at the Maryland State Fair. New for this year is a collaboration between the Maryland Horse Foundation, the Reisterstown Improvement Association, and the United Methodist Church to host Eggstravaganza, an event that sees over 700 hundred families participate in a town-wide Easter egg and scavenger hunt. Our library and education center is the final stop on the scavenger hunt allow us to meet and greet every family that takes part to introduce and educate them about the horse industry.

Our public education efforts have been bolstered by offering free events to the public including author talks and an educational lecture series that provided information on equine nutrition, social media and marketing, retired racehorse aftercare, turf grass and pasture management and farm accounting.

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 Maryland Horse Foundation has been fortunate to have received grant funding from TERF for six years, excluding 20220 when educational programming was suspended due to the Covid-19 pandemic. Below is a breakdown outlining the use of appropriated funds for 2023 to date:

1. 2023/2024 Maryland Thoroughbred Career Program - The 2023 grant has been put towards operational costs of the MTCP and Career Development Funds. Career Development Funds up to \$2,000 are offered to MTCP graduates to help cover any expenses associated with tuition costs, application fees, travel abroad expenses, etc. Since 2017, the Maryland Horse Foundation has paid over \$32,000 (including 2023 numbers – up from 27,000 in 2022) 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: \$4,300 (\$4,300 for ads)

Remaining funds will be put towards operating expenses through June 2024. These projected costs include participant attire, housing, transportation, and additional Career Development Funds. The total cost of is roughly \$9,500.

2. 2024 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 2024 interns: \$836

- Marketing: \$400
- Summer 2024 Intern wages (estimated)
 - Haden Sisk - Fair Hill Training Center: \$3,600
 - Leo Frankel – Maryland Horse Breeders Association: \$3,600
 - Intern – TBA – Fair Hill Training Center: \$1,800

Taking this all into account, the total costs for the Work Experience Program that utilize prior grant money received will amount to roughly \$10,236.

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

- <https://www.thoroughbreddailynews.com/2024-maryland-thoroughbred-career-program-dates-announced/>
- <https://www.bloodhorse.com/horse-racing/articles/272540/terf-awards-10-000-to-md-horse-industry-foundation>
- <https://www.americasbestracing.net/lifestyle/2023-maryland-thoroughbred-career-program-valuable-introduction-horse-industry-students> (Interview with John Piassek, MTCP inaugural class of 2017 and now the Communications Manager for the Maryland Horse Breeders' Association).

<p>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.</p>	<p>In addition to the TERF Grant, we received a \$2,500 grant from Thoroughbred Charities of America. Other top contributors for 2023 include:</p> <ul style="list-style-type: none"> • Howard and Sondra Bender Foundation • Robert E. Meyerhoff • Charlotte/Carroll Weinberg MD Charitable • Richard and Rosalee Davison • Ellen Charles • George Doetsch • Caroline Stautberg • The Brown Family Foundation
<p>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.</p>	<p>Jeanne Schnell</p>
<p>11. Provide appropriate references to support the proposed research.</p>	<p>Not applicable.</p>
<p>12. How many Executive Staff and Board of Directors does your organization have?</p>	<p>4</p>
<p>Director Name (1)</p>	<p>Cricket Goodall - Executive Director</p>
<p>Director Address (1)</p>	<p>321 Main Street Reisterstown , MD 21136</p>
<p>Director Work Phone (1)</p>	<p>+14102522100</p>
<p>Director Home Phone (1)</p>	<p>+14432532500</p>
<p>Director Name (2)</p>	<p>Josh P. Pons Jr. - President</p>
<p>Director Address (2)</p>	<p>PO Box 107 Bel Air, MD 21014</p>
<p>Director Work Phone (2)</p>	<p>+14108791952</p>
<p>Director Home Phone (2)</p>	<p>+14108791952</p>
<p>Director Name (3)</p>	

	James B. Steele, Jr. - Vice President
Director Address (3)	4926 Woodbine Road Woodbine , MD 21797
Director Work Phone (3)	+14107950723
Director Home Phone (3)	+14432863149
Director Name (4)	Katharine Voss - Secretary/Treasurer
Director Address (4)	1975 McKendree Road West Friendship , MD 21794
Director Work Phone (4)	+14104429918
Director Home Phone (4)	+14104408628
1. Name - Job Title	Cricket Goodall - Executive Director
1. Duties	Makes all executive decisions for Foundation including strategic planning, board activities, programs, and staff.
2. Name - Job Title	Becky Remsburg - Executive Assistant and Public Outreach Coordinator
2. Duties	Organizes outreach events and efforts, program coordinator for the Maryland Thoroughbred Career Program, MarylandHorse.com website administrator, interacts with the board.
3. Name - Job Title	Nicole Hart-Richardson - Director of Finance
3. Duties	Handles incoming donations for MHF, interacts with accountant to prepare audits and 990 for MHF.
4. Name - Job Title	John Piasek - Communications Manager
4. Duties	Communicates with the MHF audience through email, social and traditional media.
5. Name - Job Title	Cindy Deubler -
5. Duties	Oversees Maryland Horse Library & Education Center book collections and library programs.
14. Add additional Information and Notes:	Please note that for question 13, the Maryland Horse Foundation has no paid employees. All employees are paid by the Maryland Horse Breeders Association.

[Thoroughbred Education and Research Foundation](#)