

--- Today's Date ---

03/21/2025

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

Amplify Horse Racing

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

85-1835865

--- Year Established ---

2020

--- Amount Requested ---

10,000

--- Name of Executive Director ---

Annise Montplaisir

--- Mailing Address ---

PO Box 22058

Lexington, KY

40522

US

--- Email address ---

annise@amplifyhorseracing.org

--- Work Phone # ---

+17014128748

--- 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-a07c4cb3463c1ac16da216b7fda5277e/Amplify-80122-73123-990-6f33cd8b7ecfa55a73b25426216cfe37.pdf>

<https://www.terfusa.org/wp-content/uploads/wpforms/809-a07c4cb3463c1ac16da216b7fda5277e/Amplify-8123-73124-Extension-0c3fcde65ad87db1365f91e2141e8be2.pdf>

<https://www.terfusa.org/wp-content/uploads/wpforms/809-a07c4cb3463c1ac16da216b7fda5277e/01-Janaury-2025-Financial-Report-1-a4f9d02f56c57c9ff7de21c5b322d224.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 serves as the national youth arm of the North American Thoroughbred industry, dedicated to expanding industry education, mentorship, and career opportunities through engaging horse programs for youth and young adults. Our mission is to create pathways for newcomers, highlight existing initiatives, and develop new resources that will lead the Thoroughbred industry into the future. While racing has long been called “the sport of kings,” Amplify is committed to making it a sport for everyone.

As the industry's primary national resource for youth engagement, Amplify is actively working to broaden access to Thoroughbred industry education and career pathways. We strive to make industry knowledge more accessible to all, ensuring that young people—regardless of background, location, or prior experience—have the opportunity to learn about and engage with the Thoroughbred industry in meaningful ways. Through mentorship, hands-on learning experiences, and collaboration with industry stakeholders, we are building a diverse and well-prepared future workforce dedicated to horse welfare and industry integrity.

Our mission aligns closely with the Thoroughbred Education and Research Foundation (TERF) in its commitment to equine education and professional development. With TERF’s support, Amplify can continue expanding its reach by enhancing accessibility, increasing program capacity, and equipping the next generation of equine professionals with the knowledge and respect necessary to sustain and advance the Thoroughbred industry.

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

1. Develop and Launch the Amplify Horse Racing Curriculum Amplify will create an interactive high school curriculum (grades 9-12) exploring the science, business, and careers within Thoroughbred racing. The program will feature a four-day classroom lesson plan, with a field trip to a racetrack or an interactive classroom visit by the Amplify team.

Funds will support curriculum writing, graphic design, and website expansion, ensuring free access for educators. The pilot will launch in Kentucky, with plans for nationwide expansion, connecting students with their local racetracks.

2. Produce and Print the “Horse Racing Careers” Booklet Amplify, in partnership with the Harness Horse Youth Foundation (HHYF), is updating its 30-page mini-book on careers in Thoroughbred and Standardbred racing. The new edition will include expanded career content, a comprehension quiz, and reflection pages with a refreshed design. It will be available as a free e-book and in print for distribution at events, ensuring accessibility to students nationwide.

3. Expand the Summer Enrichment Program

Building on the success of last summer’s four-day extracurricular program at Hawthorne Park (IL), Amplify will partner with the National Museum of Racing and Hall of Fame to host a four-day summer horse racing camp. This program will provide hands-on learning experiences for local high school students, reinforcing Amplify’s mission of education, mentorship, and career exploration in the Thoroughbred industry while promoting collaboration across industry organizations.

--- 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.) ---

Over the past two years, Amplify Horse Racing has conducted extensive research to better understand how to engage youth, educators, and communities with the Thoroughbred industry. We have identified significant gaps in industry-related educational resources, particularly within school curricula. Currently, teachers interested in incorporating Thoroughbred-related lessons must source and compile materials independently, making it difficult for students to gain structured knowledge about the sport, its science, and career pathways. Additionally, while many major racetracks are located near large urban

populations, there remains minimal connection between classrooms and local racing venues. By addressing these gaps, Amplify aims to create meaningful educational opportunities that will strengthen industry awareness, promote careers, and foster future generations of responsible horsemen and women.

To address these challenges, Amplify is focusing on curriculum development and hands-on industry immersion, ensuring that students not only learn about the Thoroughbred industry in the classroom but also experience it firsthand. This initiative aligns with TERF's mission to advance equine education and professional development, ultimately benefiting the health and welfare of the horse by cultivating knowledgeable and skilled future caretakers, trainers, veterinarians, and industry professionals.

Key components of the proposed project:

1. Development and Launch of the Amplify Horse Racing Curriculum Amplify will create an interactive high school curriculum (grades 9-12) exploring the science, business, and careers within Thoroughbred racing. The curriculum will be adaptive, allowing it to either be taught in a classroom with an optional immersive tour or field trip at a racetrack or industry facility; or delivered as a fully immersive extracurricular program over summer or school holidays, entirely taught on-site at a racetrack or equine facility.

Amplify has already submitted a request for proposal to commence the project. Development will be overseen by a Director of Graduate Studies in the University of Kentucky's Martin-Gatton College of Agriculture, Food, and Environment, with content written by a graduate student specializing in equine studies and agricultural education, and has extensive knowledge and experience in the Thoroughbred industry. Funds from TERF will support curriculum writing, graphic design, and website expansion, ensuring free access for educators.

The pilot program will launch in Kentucky this fall, with plans for nationwide expansion, connecting classrooms with racetracks in urban communities. The curriculum will be supported by complementary resource materials, including the Careers in Horse Racing

booklet, which will provide students with detailed career exploration tools to enhance their understanding of professional opportunities within the Thoroughbred industry.

2. Production and Distribution of “Careers in Horse Racing” Booklets Amplify, in partnership with the Harness Horse Youth Foundation (HHYF), is updating its 30-page mini-book on careers in the Thoroughbred and Standardbred industries. The revised edition will feature expanded career content, a comprehension quiz, and reflection exercises, helping students explore career paths in equine care and racing management.

The booklet will serve as a complementary resource to the Amplify curriculum, offering students a practical guide to career exploration in the Thoroughbred industry. It will be available as a free e-book and printed for distribution at educational events, further increasing accessibility.

3. Expansion of the Summer Enrichment Program Building on the success of a four-day extracurricular program Amplify facilitated at Hawthorne Park (IL) in 2024, Amplify will partner with the National Museum of Racing and Hall of Fame to launch a four-day summer horse racing camp in Saratoga Springs, New York, in July.

This program will provide hands-on learning opportunities for students in and around the Upstate New York region, offering real-world exposure to racehorse care, industry careers, and equine welfare practices through visits to Saratoga Race Course and other local industry facilities.

The Summer Enrichment Program will be fully integrated into the Amplify curriculum, demonstrating its adaptability as either a classroom-based program with field trip components or a fully immersive experience conducted entirely at a racetrack or industry facility.

By connecting curriculum-based learning with racetrack experiences, Amplify's proposed project will bridge the gap between youth education and industry engagement, ensuring that students—regardless of background—gain the knowledge, skills, and access needed to pursue careers that directly impact the health and welfare of the horse.

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

April 1 – Receive curriculum map outline and officially commence the writing of the Amplify curriculum.

June 1 – Complete graphic design of the Guide to Careers in Horse Racing and begin printing.

June 9 – Upload the e-book version of the Guide to Careers in Horse Racing to the Amplify and HHYF websites and announce availability through a mutual press release.

June 24-26 – Amplify attends the National Ag in the Classroom Conference to introduce the curriculum to educators and begin promotion. (Goal: Official curriculum presentation at this conference in 2026.)

July 18 – Anticipated completion of curriculum writing; begin editing and graphic design phase.

July 22-25 – Host the Amplify x National Museum of Racing & Hall of Fame Summer Enrichment Program in Saratoga Springs, NY.

October 1 – Official launch of the Amplify Curriculum pilot project, including field trips in collaboration with the Keeneland Fall Meet.

--- 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. ---

1. Amplify Horse Racing Curriculum Development

Curriculum Writing: Engage a qualified curriculum writer to develop comprehensive content.

-Estimated Cost Given at Initial Meeting: \$1,200 – \$2,000

Graphic Design: Hire a professional graphic designer to create visually engaging curriculum books and complementary teaching materials.

-Estimated Hours: 40-60

-Hourly Rate: \$100

-Total Estimated Cost: \$4,000 – \$6,000

Website Expansion: Enhance Amplify's website to host and distribute the curriculum.

-Estimated Hours: 3-5

-Hourly Rate: \$75

-Total Estimated Cost: \$225 – \$375

2. "Guide to Careers in Horse Racing" Booklet

Graphic Design: Collaborate with Amplify's contracted website designer to update and redesign the booklet. -Estimated Hours: 10 -Hourly Rate: \$75 -Total Estimated Cost: \$750

Printing: Produce 1,000 copies for distribution. -Cost per Copy: \$2 -Total Printing Cost: \$2,000

3. Summer Enrichment Program Transportation

Bus Rentals: Provide transportation for students to off-site locations over two days. - Estimated Daily Rental Cost: \$550 – \$950 per day -Total Estimated Cost for Two Days: \$1,100 – \$1,900

Total Estimated Budget: \$9,275 – \$13,025

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

Last fiscal year (Aug. 1, 2023 – July 31, 2024), Amplify received:

-Donations: \$61,184.99

-Event Revenue: \$1,063.97

-Grants & IMPACT Campaign Support: \$115,000

In July of 2024, Amplify launched a capital campaign called the IMPACT Campaign to fund the next stage of the organization's national growth. Campaign goals include the development of a mobile education unit, which will enhance the team's mobility and improve the transport of Amplify materials to events across the country. The campaign will also support the creation and implementation of educational curriculum, as well as the development of an Amplify Ambassador training program to expand regional outreach through chapters and partnerships. These efforts will create more localized opportunities for youth to engage with the Thoroughbred industry and access valuable resources.

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

In 2024, Amplify Horse Racing directly engaged over 28,000 individuals across eight states through mentorship, student programming, career fairs, conferences, and hands-on learning experiences. Our efforts spanned elementary through college-age students, as well as educators and young professionals, strengthening pathways into the Thoroughbred industry.

Last year, 19 mentees from across the U.S. participated in the Amplify Horse Racing Mentorship Program, bringing the total number of graduates since 2021 to 94. This program provides mentees with structured career exploration opportunities through one-on-one mentorship and industry immersion. Additionally, Amplify was recognized as the official mentoring partner of the Horse Racing Women's Summit, which was recently renamed the Horse Racing Women's Association (HRWA). As part of this partnership, Amplify developed a Guide to Mentorship for the organization, a resource designed to support career connections within the industry.

Amplify's school and community engagement efforts expanded significantly in 2024, with student programming hosted in Kentucky, Maryland, Illinois, and New York. Amplify delivered over 20 presentations to student groups, engaged with students at local high schools, and partnered with Shearer Elementary, Sayre School, and Midway University in Kentucky to provide equine educational presentations.

Amplify also collaborated with the Illinois Thoroughbred Horsemen's Association to launch the inaugural Morton Urban Equine Program, a four-day summer extracurricular program held at Hawthorne Race Course in Stickney, IL. This program introduced Morton School District high school students to career opportunities and scientific applications within the Thoroughbred industry. Additionally, Amplify welcomed students from the Maryland-based nonprofit Minary's Dream Alliance for an educational program at Pimlico during Preakness Week.

Keeneland remained a major Amplify partner, providing opportunities to present and host programming throughout the Keeneland Spring and Fall race meets, as well as during other events throughout the year. Amplify also collaborated with NYRA to host the Saratoga "Leg Up" Tour Series, offering students an up-close look at careers within the racing industry.

Amplify was highly active in national conferences, presenting at the American Youth Horse Council Symposium, the Global Symposium on Racing, and the National HBPA Conference, as well as attending the National Mentoring Summit in Washington, D.C. and representing Amplify at the Horse Racing Women's Summit. Additionally, Amplify represented the Thoroughbred industry at national equine events such as BreyerFest, which drew thousands of attendees from across the country, and the U.S. Pony Club Championships and Festival, which attracted around 4,000 participants.

Amplify attended multiple high school career fairs in Lexington, KY, including the Fayette County Public Schools Inspire Curiosity Fair, engaging over 3,000 students. Amplify also organized an in-depth industry exploration visit for 4-H students attending the Eastern National 4-H Horse Roundup in November.

--- 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). ---

Thanks to the generous support of TERF, Amplify has made significant strides toward advancing youth education, mentorship, and career exploration within the Thoroughbred industry.

The Mentorship Program continues to be a cornerstone of Amplify's efforts, and has been a focal point of Amplify's previous TERF grant applications. Mentee graduate, Eric Resendiz, who participated in the first intake of the program in 2021, shared a powerful testimonial about how the program transformed his career trajectory:

“As a former mentee, I cannot overstate the profound impact Amplify has had on my journey. For newcomers, the Thoroughbred industry can sometimes feel intimidating, but through Amplify's mentorship program, I was able to establish a sense of familiarity with the industry thanks to my mentor. Completing the mentorship program has given me the confidence to navigate and network within the Thoroughbred industry, which has led to much of my success. Personally, I feel very excited to take the next step in my career by traveling to Ireland in January 2025 to complete the Irish National Stud Breeding Course with aspirations of joining the Godolphin Flying Start Program in August 2025.”

Thanks to our 2024 TERF grant, we added Zoom Scheduler for easy meeting coordination with mentors and mentees.

Additionally in November of 2024, we hosted our annual End-of-Year Networking Event at the Keeneland Library, welcoming over 50 students and educators from Lexington and beyond, along with our mentee travel award recipients. This event is an opportunity for young people to interact with industry professionals, gain insights into career paths, and develop professional skills that directly apply to the equine industry. Participants enjoyed light refreshments while networking and rotating through educational stations including professional job “speed dating,” a workshop about the value of mentorship, and a career exploration and ideation activity.

From November 9-11, travel award recipients Ashton Brooks, Grace Conley and Tatum Balli visited seven different industry facilities over the course of three days: Coolmore at Ashford

Stud, Bonne Chance Farm, Jonabell Farm, Keeneland November Breeding Stock Sale, Hagyard Equine Medical Institute, WinStar Farm, and Hallway Feeds.

Amplify also allocated funds to promoting the Spring 2025 mentorship program intake in Horse Illustrated and Young Rider magazines.

As Amplify continues to grow, the TERF grant has been instrumental in helping us expand our programming and implement sustainable solutions for future growth.

The Thoroughbred Daily News recognized Amplify's youth educational work and impact in this outstanding article and video (embedded in article) published in July 2024:

<https://www.thoroughbreddailynews.com/planting-seeds-amplify-horse-racing-aims-to-blossom-nationally/>

--- 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. ---

Last fiscal year (Aug. 1, 2023 – July 31, 2024), major contributors included:

Bill Benter IMPACT Campaign Contribution: \$100,000 Breeders' Cup Donation: \$10,000
Churchill Downs Donation: \$10,000 Godolphin Donation: \$10,000 KEEP Foundation Grant: \$5,000
Keeneland Donation: \$10,000 Repole Racing Donation: \$5,000 TCA Grant: \$10,000
TERF Grant: \$5,000 The Jockey Club Donation: \$10,000 University of Arizona Sponsorship: \$5,000

--- 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? ---

9

--- Director Name (1) ---

Annise Montplaisir (Executive Director/Staff Member)

--- Director Address (1) ---

1625 Nicholasville Road Unit 601

Lexington, KY

40503

US

--- Director Work Phone (1) ---

+17014128748

--- Director Name (2) ---

Jordyn Egan (President)

--- Director Address (2) ---

716 E Cypress Ave

Glendora, CA

91741

US

--- Director Work Phone (2) ---

+18595761221

--- Director Home Phone (2) ---

+18595761221

--- Director Name (3) ---

Laurel Humbert-Stock (Treasurer)

--- Director Address (3) ---

272 Brunswick Cir

Versailles, KY

40383

US

--- Director Home Phone (3) ---

+12707242438

--- Director Name (4) ---

Hallie Hardy, (Secretary)

--- Director Address (4) ---

508 E Main Street Apt 7

Lexington, KY

40508

US

--- Director Home Phone (4) ---

+15023202806

--- Director Name (5) ---

Madison Scott

--- Director Address (5) ---

409 Johnson Ave

Lexington, KY

40508

US

--- Director Home Phone (5) ---

+15127716259

--- Director Name (6) ---

Price Bell

--- Director Address (6) ---

211 Chenault Road

Lexington, KY

40502

US

--- Director Home Phone (6) ---

+18593215117

--- Director Name (7) ---

Cate Masterson

--- Director Address (7) ---

65 Old Schuylerville Road

Saratoga Springs, NY

12866

US

--- Director Home Phone (7) ---

+15188602894

--- Director Name (8) ---

Katie LaMonica

--- Director Address (8) ---

1788 Mooreland Drive

Lexington, KY

40502

US

--- Director Home Phone (8) ---

+18599839921

--- Director Name (9) ---

Patrick Cummings

--- Director Address (9) ---

679 Gingermill Ln

Lexington, KY

40509

US

--- Director Home Phone (9) ---

+12152050985

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

Annise Montplaisir, Executive Director

--- 1. Salary ---

\$70,298

--- 1. Duties ---

-Oversee all program development and administration -Lead organizational strategy and rollout -Fundraise & apply for grants -Write and send organizational press releases -Lead all educational initiatives, presenting to youth in classes and events -Liaise with industry

partners and facilitate regional programs and expansion -Oversee mentorship program administration -Manage organizational budgeting, finances, and compliance reporting

Payroll percentage breakdown by program category:

Mentorship Program: 5%

Virtual Outreach: 10%

Program Events: 30%

General Admin: 55%

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

Mary Courtney Combs, Operations Manager

--- 2. Salary ---

\$54,075

--- 2. Duties ---

-Manage the application process for the mentorship program for mentors and mentees, including application review, interviews, and selection.

-Coordinate mentorship pairings, ensuring alignment between mentees and industry professionals.

-Communicate with mentees and mentors to provide support and track progress.

-Help in developing educational resources and opportunities for the mentorship program.

-Track program outcomes and gather feedback for continuous improvement.

-Assist in program outreach planning and execution.

-Handle additional administrative tasks related to program execution.

Payroll percentage breakdown by program category:

Mentorship program: 22%

Virtual Outreach: 32%

Program Events: 13%

General Admin: 33%

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

Cady Coulardot, Digital Media Manager

--- 3. Salary ---

\$42,000

--- 3. Duties ---

-Develop and follow a comprehensive social media plan, assessing existing strategy and areas for growth -Schedule and post on Amplify social media channels a minimum of 5 days per week -Research social media trends and their viability/relevance for Amplify Horse Racing -Monitor social media comments, help with account engagement/interaction -Event & racetrack photography on case-by-case basis -Assist Amplify Team at events - Assist with website (blogs, outreach, other as-needed projects)

Payroll percentage breakdown by program category:

Mentorship program: 1%

Virtual Outreach: 88%

Program Events: 6%

General Admin: 5%