

--- Today's Date ---

03/31/2025

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

National Museum of Racing and Hall of Fame

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

14-1421321

--- Year Established ---

1950

--- Amount Requested ---

\$7,100

--- Name of Executive Director ---

Cate Masterson

--- Mailing Address ---

191 Union Avenue
Saratoga Springs, NY
12866
US

--- Email address ---

cmasterson@racingmuseum.net

--- Work Phone # ---

+15185840400

--- Organization's website ---

<https://racingmuseum.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/NMRHOF2023-990--0dd4ff48248e8eac3ec44d51641bb138.pdf>

<https://www.terfusa.org/wp-content/uploads/wpforms/809-a07c4cb3463c1ac16da216b7fda5277e/2024NMRHOFboardofdirectorsprofileBIOS-29510dbcecb49e63c73a8a141bb583cc.pdf>
<https://www.terfusa.org/wp-content/uploads/wpforms/809-a07c4cb3463c1ac16da216b7fda5277e/NMRStaffListing25-3ebfb6b1a3dbe228fe558c2602592ecb.pdf>

--- Farm/Facility Name ---

National Museum of Racing and Hall of Fame

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

Saratoga Springs, NY 12866

--- Farm/Facility Mailing Address ---

191 Union Avenue
Saratoga Springs, NY
12866
US

--- Contact Name and Title ---

Maureen Pasco, Development Director

--- Contact Work Phone ---

+15185840400

--- Contact Email ---

mpasco@racingmuseum.net

--- 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 mission of the National Museum of Racing and Hall of Fame is to preserve and promote the history of Thoroughbred racing in America and honor the sport's most accomplished participants in the Official National Thoroughbred Racing Hall of Fame.

The Museum is an educational institution chartered by the Board of Regents and the New York State Education Department. The Museum's mission is to educate the general public about the history, impact, and importance of Thoroughbreds and Thoroughbred racing.

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

We are requesting funds to bring "Equine Eyes" to the Museum, for use in educational programming. Our goals for this initiative include:

- Enhancing visitor engagement with Thoroughbreds in a controlled environment at the Museum, through an interactive, research-based experience.
- Support Museum STEM education initiatives by providing a unique tool for exploring perception and anatomy in Thoroughbreds.
- Develop new programs for school groups, Museum members and community stakeholders using this technology.
- Cultivate new understanding and reevaluate the inter-species relationship of humans and Thoroughbreds through experiencing new ways of perception.
- Collect visitor feedback and qualitative data to assess the impact of the programming.

--- 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.) ---

The Museum is applying for funding to bring "Equine Eyes," an interactive, research-driven exhibit, to the National Museum of Racing and Hall of Fame. "Equine Eyes" is a wearable headset that simulates how horses see the world, developed by Dr. Alan Hook of Ulster University. Utilizing a specially developed headset with mounted cameras, the experience provides visitors with an immersive visual and sensory perspective of equine vision. This technology shows differences in depth perception, color spectrum, and motion sensitivity as compared to human vision, offering a deeper understanding of how horses navigate their environment. The exhibit is rooted in extensive research by Dr. Hook and aims to foster empathy, safety, awareness and interspecies connection.

TERF support would fund shipping, travel and accommodations for Dr. Hook and Dr. Jennie Carlsten to bring an "Equine Eyes" headset to the National Museum of Racing and Hall of Fame this summer. Funds would also be used to purchase iPads for the Museum's use during programming, supplies for new educational programming based off of "Equine Eyes," as well as the ongoing care and maintenance of the technology and equipment.

This grant would support the implementation of the headset for educational use at the Museum, for patrons of all ages. This includes staff training as well as public workshops with the researchers for Museum members and community stakeholders before it is introduced to the public. After the week of implementation, the researchers return to Northern Ireland and leave the headset with the Museum. With this partnership, the Museum will continue to collect and share data with Dr. Hook as the headset is used in the Museum's educational programming. This data will allow the Museum and Dr. Hook to analyze perception shifts and user engagement. These collected insights will contribute to Dr. Hook's ongoing research as well as future enhancements of the exhibit and the Museum's educational programming.

The National Museum of Racing and Hall of Fame will use "Equine Eyes" as an engaging and educational tool that will deepen the public's understanding of Thoroughbreds and their prominence in racing. This exhibit is a tool to improve health and welfare of the Thoroughbred through improved understanding and interspecies connection. It will enhance the human to horse bond, cultivating a better understanding of equine perception through experience. This exhibit will enhance the Museum's educational impact and broaden the ways in which we connect diverse audiences with the Thoroughbred.

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

Proposed Project Timeline:

June 22-23: Researchers arrive from Northern Ireland to Saratoga Springs, NY.

June 24-26: Project set-up, employee training workshops with researchers, setup/establish data capture technology.

June 27-29: Public workshops demonstrating the headset held daily for the entire weekend, featuring scheduled talks with Dr. Hook June 30th: Researchers return to Northern Ireland, "Equine Eyes" headset remains at the Museum.

July-September: "Equine Eyes" headset used for programming at the Museum and at the Museum's satellite space at the Saratoga Race Course.

In the Fall, after the races at Saratoga, the headset will be used for educational initiatives, both outreach and at the Museum. We will continue collecting data and sharing with Dr. Hook, and use the data to improve the Museum's educational programming.

*This timeline can be adjusted based on timing of grant award.

--- 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. ---

\$300	Shipment of Equine Eyes to Saratoga Springs, NY
\$4,000	Travel and accommodation for two researchers to travel from Northern Ireland to New York and stay for seven days to train staff & host workshops
\$1,000	iPads and cases for public workshops and educational programming
\$1,000	Materials/supplies for public programming (veterinary models, diagrams, education worksheets, etc.)
\$800	Storage/maintenance of headset
\$7,100	Total funds requested

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

We have not applied or sought funds from any other organization or individual for this project.

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

The Museum's mission is education. Founded in 1950, the National Museum of Racing is chartered by the NYS Education Department. In the official charter, the Museum's founders outlined their goals to "establish a museum for the collection, preservation, and exhibition of books, documents and other printed or written material, statuary, paintings, pictures, films, memorials and any and all other kinds of articles associated with the origin, history and development of horse racing and the breeding of thoroughbred horses." The Museum's mission and collection continues to reflect this founding statement.

The Museum serves its local community and beyond by celebrating the sport of thoroughbred racing from coast to coast. Located across from the historic Saratoga Race Course, our mission is to preserve and promote the history of thoroughbred racing in America and honor the sport's most accomplished

participants in the Official National Thoroughbred Racing Hall of Fame. The Museum houses more than 30,000 objects in its diverse collection of art, artifacts, and memorabilia that showcases the sport's history.

The Museum's educational mission is reinforced with programming, tours, a children's interactive gallery, and a reference library and collection. The John A. Morris Research Library is open by appointment and provides access to rare monographs and serials concerning thoroughbred racing in the U.S. and abroad, with archival materials documenting every aspect of the sport, including art and architecture.

Additionally, the Museum has many outreach and online educational opportunities. We have an active social media and YouTube presence and website blog. We pioneered the 5-year Foal Patrol program in 2018. Foal Patrol chronicled Thoroughbred mares from before birth to after foaling via live stream, showing the behind-the-scenes of racing that the general public does not often get to see. We also participate in Museums for Digital Learning, an online free digital resource for educators, and have three active courses available. In addition to robust online programming, the Museum also facilitates field trips and tours to the Oklahoma training track, and delivers many outreach programs annually. One program, called "Readers Up!" supports literacy in classrooms by providing free equine themed books to classes, as well as a visit to discuss the book with special items from the Museum's collection.

The Museum serves a national audience of all ages by offering a variety of unique programming and educational opportunities both at the Museum and beyond its four walls.

--- 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). ---

We have not received any previous funding from TERF.

--- 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. ---

Mr. and Mrs. M. Roy Jackson
John Hendrickson
The Harry M. Stevens Family Foundation, Inc.
Charlotte C. Weber
The Honorable and Mrs. Earle I. Mack
H. C. Boehning
Richard W. Palmer
Mr. and Mrs. Kenny A. Troutt
Stella F. Thayer
The Adirondack Trust Company
Beverly R. Steinman
Mr. and Mrs. Walter S. Borisenok
Mr. and Mrs. Lee Pokoik
Susan Naylor
Mary K. Oxley Foundation
Alfred Z. Solomon Charitable Trust

--- 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. ---

Maureen Pasco

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

Dr. Alan Hook is a researcher in New Media and Play, and has worked in games and virtual environments development for over 15 years. He has exhibited virtual environments research in The Tech Museum, America's largest Science and Technology Museum and continues to work with virtual environments and immersive game experiences as a way to build understanding of complex social, cultural and political issues. Alan was shortlisted for the AHRC and BBC's New Generation Thinkers Award for his work in digital design and play and empathy. His research in immersive technology, games and transmedia has been widely published in edited collections, exhibitions and leading journals.

<https://www.youtube.com/watch?v=SkEY5DM5K4I>

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

47

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

Please see attached for complete listings of staff, volunteers and Board of Trustees.