

--- Today's Date ---

03/31/2026

--- 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 ---

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--- 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/2023-2024-Form-990-Amplify-Horse-Racing-Public-Disclosure-Copy-5b7a6090b320537d5746d1140c5fb5d1.pdf>

<https://www.terfusa.org/wp-content/uploads/wpforms/809-a07c4cb3463c1ac16da216b7fda5277e/Amplify-2025-Signed-Financial-Statements-1-161e57f9d0a1c71e1039878da43b79d3.pdf>

<https://www.terfusa.org/wp-content/uploads/wpforms/809-a07c4cb3463c1ac16da216b7fda5277e/2026-TERF-Grant-Budget-1581743f2ab8fdf1adafc46507b6c1e4.pdf>

--- Farm/Facility Name ---

Amplify Horse Racing's head office is located on the second floor of the KY Racing & Gaming Corporation building

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

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--- Contact Name and Title ---

Annise Montplaisir, Executive Director

--- Contact Work Phone ---

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--- Contact Email ---

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--- 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 connects the next generation to horses through education, mentorship, and career pathways in the Thoroughbred industry so they can discover their place in the sport and help shape its future.

A distinguishing feature of Amplify's work is our vision to bridge classroom learning with real-world industry experience. Through standards-aligned curriculum, mentorship, and immersive programming, we introduce students to Thoroughbred horse racing, expanding access and helping them envision a future in the industry.

This proposal directly supports TERF's mission by integrating equine education into a statewide agricultural education initiative, ensuring that thousands of students learn foundational principles of horse care, health, and safety, along with the Thoroughbred industry that has a substantial economic impact to the state of Kentucky. By equipping educators with accessible, high-quality curriculum materials, Amplify is helping to build a pipeline of future industry participants who understand and prioritize the well-being of the horse.

Additionally, Amplify is developing a scalable national model by adapting curriculum materials to align with state-specific standards and industry landscapes, and partnering with racetracks and industry organizations to establish local Amplify Chapters. This structure enables consistent youth education that strengthens workforce development across the Thoroughbred industry while instilling a deep respect and value for horse welfare in the students we reach.

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

Funding from TERF will support the printing and binding of 750 curriculum books to be distributed to Kentucky middle and high schools as part of the Kentucky Department of Agriculture's fall Ag Education Week initiative.

These funds will directly support the following goals:

1. Provide high-quality, standards-aligned curriculum materials to approximately 750 schools statewide.
2. Introduce students to foundational principles of horse care, including nutrition, disease prevention, and safe handling practices.
3. Deliver ready-to-use curriculum and applied activities that allow educators to confidently teach equine science and industry topics, regardless of prior experience.
4. Expose students to careers that directly support horse welfare, including veterinary medicine, farm management, and regulatory roles.

--- 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.) ---

By the end of 2024, Amplify Horse Racing had identified a critical gap in equine education. While attending middle and high school career fairs in Lexington, Kentucky, we were often the only organization representing equine careers, despite the significant role horses play

in the state's economy and culture. At the same time, we began receiving an increasing number of requests from educators who wanted to teach their students about the Thoroughbred industry but lacked the resources and subject-matter knowledge to do so.

In response, Amplify launched the development of a curriculum titled "Racehorse to Workforce: Exploring the Science, Business, and Careers Behind Horse Racing" in March 2025. This one-week set of lesson plans were intentionally created with educators in mind, equipping them to deliver equine-focused content in the classroom, regardless of their prior experience with horses. The curriculum is designed for high school educators across disciplines including Agricultural Education, Animal Science, Equine Science, Career Readiness, Business and Economics, and STEM and Life Sciences.

Each unit includes standards-aligned lesson plans, discussion prompts, hands-on activities, assessments, and extension opportunities. Topics span equine anatomy and physiology, nutrition, disease prevention, biosecurity, track surface science, industry regulation, and the broader economic and workforce systems that support horse racing. Lessons are flexible and can be delivered as standalone modules, integrated into existing coursework, or implemented as a multi-day unit culminating in an experiential learning opportunity such as a racetrack visit, classroom guest speaker, or applied STEM project.

Amplify will distribute this curriculum to approximately 750 Kentucky middle and high schools as part of Kentucky Ag Education Week 2026, a statewide initiative designed to increase access to agricultural education. By placing high-quality, ready-to-use materials directly into classrooms, this project significantly expands access to equine education for students who may not otherwise have exposure to horses or the industry.

This project directly supports the mission of TERF by advancing education that promotes the health and welfare of the horse. The curriculum emphasizes responsible horsemanship through lessons on nutrition, disease prevention, conditioning, and safe handling practices, as well as environmental factors that impact horse safety like track surfaces and quarantine procedures. By introducing these concepts early, students gain a foundational understanding of what it takes to care for horses properly.

In addition, students are introduced to careers that play a direct role in safeguarding equine welfare, including veterinarians, farm managers, regulatory officials, and equine health specialists. This connection between education and real-world application helps build a pipeline of future industry participants who will be responsible and committed to maintaining high standards of care.

Ultimately, this project will reach thousands of students across Kentucky, many of whom have little to no prior exposure to horses. By embedding equine education into classrooms statewide, Amplify is helping to shape a more knowledgeable future workforce that understands the importance of protecting the health and safety of the Thoroughbred. Our goal is to establish the standards and foundation for a scalable, nationwide framework that can be adapted to state-specific education systems and industry landscapes through partnerships with racetracks and local Amplify Chapters.

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

Spring 2026: The curriculum has been completed, and this initial version will be piloted at Bryan Station High School in Lexington, Kentucky in April. Five 9th grade teachers will be teaching the materials to approximately 500 students. Amplify will provide a culminating experience for students by bringing a horse to their school.

Once the pilot is complete, the teachers will complete surveys and participate in a focus group to provide feedback on the curriculum's effectiveness, usability, and overall impact. Student surveys will measure changes in knowledge of the horse racing industry, perceptions of accessibility and relevance, engagement with the material, development of confidence and transferable skills, and interest in future opportunities. Teacher feedback will assess ease of implementation, student engagement, alignment with academic standards, the value of immersive industry components, and shifts in their own understanding of horses and the racing industry.

Spring–Summer 2026: Incorporation of teacher and student feedback from the pilot will inform final curriculum revisions, design adjustments, and preparation for printing and binding of a final version.

July 2026: Amplify staff will attend and present at the Kentucky Career and Technical Education (CTE) Statewide Summer Program at the Galt House in Louisville. On July 23, Amplify will host a roundtable session introducing the curriculum to educators. The session will run in a 25-minute format across four rotations, allowing multiple groups of teachers to participate. Educators will receive an overview of the curriculum structure, learning standards achieved through the material, and implementation strategies. Amplify staff will guide participants through a sample activity and discuss how the curriculum aligns with CTE standards and agricultural education goals.

This session will serve as a critical teacher onboarding and early adoption opportunity, building awareness ahead of statewide rollout.

August 2026: Curriculum distributed to schools.

September 21-25, 2026 (Ag Education Week): Classroom implementation across Kentucky.

Late Fall 2026: Student feedback and impact evaluation.

Future: Following initial implementation in Kentucky, Amplify plans to expand this curriculum nationally by adapting materials to align with each state’s academic standards and the unique economic impact, workforce needs, and job landscape of its Thoroughbred industry, and scaling delivery through partnerships with racetracks and industry organizations to establish local “Amplify Chapters” that support sustained, place-based education and workforce engagement.

--- 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. ---

See attached budget

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

Sources of funding last fiscal year (Aug. 1, 2024 – July 31, 2025)

Donation Revenue: \$86,860.27

Grants & IMPACT Campaign: \$93,860

Investment Income: \$6,801.13

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

Amplify has rapidly expanded its public education efforts to connect youth and educators with the Thoroughbred industry. In 2025, Amplify directly engaged approximately 9,000 students, educators, and young professionals through school visits, mentorship, professional outreach, and interactive programming, with an additional reach of over 23,000 individuals at major public events.

Amplify delivers hands-on educational programming across elementary through college audiences, including classroom presentations, career fairs, racetrack-based experiences, and farm visits. In Kentucky alone, Amplify engaged thousands of students through initiatives such as the Fayette County Public Schools Career Expo, classroom visits at local elementary, middle, and high schools, and Keeneland's 5th Grade Field Trips. These experiences introduce students to equine science, industry infrastructure, and the wide range of careers that support the Thoroughbred industry.

Amplify's mentorship program welcomed 23 mentees in 2025 and has facilitated well over 100 mentor-mentee matches since its launch, reaching participants from more than 28 states and territories. The current cohort alone represents 15 different states, demonstrating the program's growing national reach. Through one-on-one mentorship, students gain meaningful exposure to careers in veterinary medicine, farm management, racing operations, among other roles.

Beyond year-round programming, Amplify continues to develop immersive and regionally-based learning opportunities through partnerships with industry leaders. The organization is currently preparing for its third annual Morton Urban Equine Program at Hawthorne Race Course in collaboration with the Illinois Backstretch Charitable Foundation (IBCF), the benevolent arm of the Illinois Thoroughbred Horsemen's Association (ITHA). In 2025, Amplify also partnered with the National Museum of Racing and Hall of Fame to host the "Winner's Circle Summer Camp" in Saratoga, providing middle and high school students with an in-depth introduction to the industry through hands-on learning and career exploration.

Amplify has also expanded its educational infrastructure through the development of its high school curriculum, Racehorse to Workforce, and was awarded a national CareerViewXR grant to produce a virtual reality Thoroughbred industry field trip. This immersive experience will allow students nationwide to explore racetrack environments and equine careers in an accessible, engaging format.

--- 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). ---

Amplify is grateful to have received a \$5,000 grant from TERF in 2025. In alignment with the goals outlined in our 2025 application, TERF funding supported three key areas of work:

1. Youth mentorship and career pathway development
2. Hands-on, racetrack-connected educational programming

3. Career awareness resources that introduce students to the breadth of equine professions

These initiatives advanced Amplify's mission to make the Thoroughbred industry more accessible, understandable, and welcoming to young people, while supporting the long-term health and welfare of the horse through education and workforce development.

In 2025, Amplify connected with thousands of students and educators across Kentucky and beyond. One particularly impactful week in November alone reached more than 2,000 participants, reflecting both growing local demand for programming like Amplify's, and our increasing capacity to meet that demand.

Through classroom visits, racetrack programs, camps, career expos, and digital resources, Amplify continues to serve as a bridge between young people and the industry, often providing a first introduction to Thoroughbred racing, horse care, and career possibilities.

The aforementioned Amplify Horse Racing Mentorship Program remains a cornerstone of our work and a direct contributor to long-term workforce development. In 2025, mentorship programming supported by TERF funding helped mentees explore career paths across racing, breeding, sales, aftercare, communications, and operations; build professional skills such as networking, goal setting, and industry literacy; and gain exposure to equine welfare practices and the roles that support horse health and safety.

Fall 2025 mentee Ethan Owens of Tennessee shared the following reflection: "The Mentorship Program not only gave me insights into the industry, it also made finding a possible place in the industry much more accessible and provided me with opportunities to learn in a hands-on environment."

To conclude the mentorship year, Amplify hosted five outstanding mentees from California, Indiana, Michigan, New York, and Pennsylvania for an immersive educational experience in Kentucky. With support from Glen Hill Farm, mentees toured the Keeneland sales grounds, evaluated horses alongside industry professionals, visited Godolphin's Jonabell Farm,

explored the Keeneland Library, and participated in Amplify's annual end-of-year student networking event, Storyteller Night: Exploring Careers in the Thoroughbred Industry. This experience reinforced classroom learning with real-world exposure to industry standards, professionalism, and horse-centered decision-making.

The Thoroughbred Daily News even started a new series called "Tomorrow's Front Runners" featuring successful Amplify mentee grads. Here is each installment so far:

<https://www.thoroughbreddailynews.com/tomorrows-front-runners-amplify-opens-door-for-west-to-pursue-passion-professionally/>

<https://www.thoroughbreddailynews.com/tomorrows-front-runners-through-amplify-15-year-old-ashton-brooks-targets-career-in-racing/>

<https://www.thoroughbreddailynews.com/tomorrows-front-runners-amplify-mentorship-graduate-matt-scoll-paying-it-forward-with-first-rodeo-racing/>

<https://www.thoroughbreddailynews.com/tomorrows-front-runners-amplify-opens-door-for-future-vet-paola-castro/>

TERF funding also supported Amplify's broader outreach efforts in 2025, including:

-Thoroughbred Industry Discovery Day at Keeneland: Welcomed more than 75 students and 4-H leaders from 11 states attending the Eastern National 4-H Horse Roundup. Students learned about racehorse training, equine safety, and career pathways while engaging directly with a working racetrack environment.

-Field Trips and Camps: Hosted 40 students from The Walden School at Godolphin's Gainsborough Farm; co-hosted the Winner's Circle Summer Camp in Saratoga Springs, NY with the National Museum of Racing and Hall of Fame; and partnered with the Illinois Thoroughbred Horsemen's Association and Illinois Backstretch Charitable Foundation to deliver the second annual Morton Urban Equine Program at Hawthorne Park.

The Saratoga Special wrote a feature story about the “Winner’s Circle Summer Camp” (starting on page 36): <https://thisishorseracing.com/wp-content/uploads/2025/08/08-05-25.pdf>

-Career Expo Engagement: Exhibited at the Fayette County Public Schools Career Expo at Tates Creek High School, introducing more than 2,000 ninth-grade students to careers in horse racing.

In collaboration with the Harness Horse Youth Foundation, Amplify updated and printed the Guide to Careers in Horse Racing. This resource introduces students to a wide range of careers across Thoroughbred and Standardbred racing, emphasizing the industry’s role in agribusiness, the economy, and equine care. The guide serves as a companion tool for classroom lessons, camps, and outreach events nationwide.

You can view a digital version of the guide here: <https://bit.ly/4sDKqLy>

--- 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. ---

Major contributors (\$5,000+) during fiscal year Aug. 1, 2024 – July 31, 2025:

Repole Stable

Godolphin

New York Racing Association

Churchill Downs Inc.

The Jockey Club

Breeders’ Cup

Chester County Community Foundation

Thoroughbred Charities of America

James & Shari Ough

Lavin Family Foundation/Craig Bernick

Keeneland Association Inc.

--- 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? ---

10

--- Director Name (1) ---

Annise Montplaisir (Executive Director/Staff Member)

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

Annise Montplaisir, Executive Director

--- 1. Salary ---

\$72,408.96

--- 1. Duties ---

- Lead organizational strategy, growth, and national program expansion initiatives
- Oversee the development, implementation, and evaluation of all educational programs and curriculum
- Direct fundraising strategy, including grant writing, sponsorship development, and donor relations
- Manage external communications, including press releases, partnerships, and brand positioning
- Design and deliver educational programming, including classroom instruction, career exploration events, and industry activations

- Cultivate and manage partnerships with racetracks, industry organizations, and educational institutions to support regional and national programming
- Oversee the Amplify Mentorship Program, including program design, participant selection, and industry engagement

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

Mary Courtney Combs, Operations Manager

--- 2. Salary ---

\$57,016.55

--- 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.

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

Amplify Horse Racing has filed an extension for its 2024–2025 Form 990, which will be submitted upon completion. In the meantime, we have included our finalized financial review for the fiscal year August 1, 2024 through July 31, 2025.