

# Keeneland: Fulfilling its Mission of Caring for the Community

Keeneland has a rich history of community activism dating back to 1936 when its founders conceived a model race track intended to serve as a leader in the Thoroughbred industry and in Central Kentucky.

Today, this philanthropic mission – known as The Keeneland Way – continues to guide Keeneland employees in their daily operations.

Keeneland blends financial and in-kind sponsorships to benefit numerous civic and charitable organizations and lends its grounds as a backdrop for fundraising activities. Support is focused on the areas of health and human services; education; arts, culture and community; and Thoroughbred industry-related causes.

## Annual Keeneland Giving

Keeneland hosts a number of events during its Spring and Fall Meets that enhance the racing experience for fans while giving back to the community:

- **Military Day at the Races (Spring Meet) and Heroes Day (Fall Meet).** Keeneland hosted nearly 2,500 first responder and military families in 2018, who enjoyed a complimentary day at the races, lunch and activities.



- **Make-A-Wish Day.** During the Fall Meet, Keeneland partners with local Thoroughbred farms and equine organizations to present Make-A-Wish Day to grant wishes for deserving children. Wish Kids and their families enjoy a VIP day at the races. More than \$130,000 was raised for Make-A-Wish in 2018, exceeding the organization's targeted fundraising goal by 57 percent. The program has granted more than 100 wishes and raised more than \$745,000 since 2008.
- **College Scholarship Day.** Keeneland teams with the Kentucky Thoroughbred Association to hold College Scholarship Day each race meet. In 2018, \$60,000 in scholarships was awarded, the largest amount ever offered. The total included four \$10,000 scholarships presented by

Runhappy. Since its inception, College Scholarship Day has awarded more than \$400,000 in scholarships and attracted thousands of students to the race track.

- **Keeneland Kids Club.** While encouraging fans of Thoroughbred racing and involving them in Keeneland's philanthropic efforts, the Keeneland Kids Club offers events and programming year-round for nearly 10,000 children (page 8).
- **Fayette County Fifth Grade Tours.** Some 3,000 fifth grade students from 34 Central Kentucky schools toured Keeneland as part of the track's annual field trip aimed at educating area youth about the region's horse industry. The 2018 program marked the eighth consecutive year Keeneland has hosted the weeklong event.



Keeneland's founders intended it to be a gathering place for all. With this vision, Keeneland uses its grounds year-round for worthy community, fan development and tourism initiatives. Last year, Keeneland hosted more than 17,000 individuals for 16 run/walks, which raised nearly \$1 million for local charities.

Keeneland supported more than 650 local charities and fundraising efforts in 2018. The Keeneland Foundation made major gifts to a number of charities, among them the Lexington Public Library Foundation; Lexington Rescue Mission; The Nest: Center for Women, Children and Families; Lighthouse Ministries; University of Kentucky Arboretum and Ann Hanley Parkinson's Research Fund.

## Partnership with Maker's Mark

Keeneland and Maker's Mark partnered in 1997 to annually produce a commemorative Maker's Mark bottle. Sales of the bottle have generated millions of dollars in charitable gifts for Central Kentucky organizations, among them the University of Kentucky's Center for Academic and Tutorial Services (CATS), UK's Gill Heart Institute, Markey Cancer Foundation, Maker's Mark Secretariat Center at the Kentucky Horse Park and the Tubby Smith Foundation.

## Through the Years

Keeneland's charitable outreach has been at the forefront of historic civic and horse industry initiatives in Central Kentucky for more than 80 years:

- In 1954, Keeneland gave \$200,000 to the University of Kentucky to construct a dormitory.
- In 1959, Keeneland closed for two days as its employees, using Keeneland equipment, moved St. Joseph Hospital (then known as the City's Hospital) from downtown Lexington to its current location.
- At the height of the polio epidemic, Keeneland paid \$10,000 for the Salk vaccine to assist in inoculating Fayette County children who otherwise might not have been vaccinated.
- In the mid-1980s, Keeneland gave \$1 million over several years to establish the University of Kentucky's Maxwell A. Gluck Equine Research Center.

Major funding gifts from Keeneland have positively impacted numerous Central Kentucky institutions and organizations:

- Kentucky Educational Television (KET): \$250,000 to help establish an endowment to develop original Kentucky programming.
- Kentucky Historical Society: \$250,000 to build the Keeneland Changing Exhibits Gallery, a temporary collections space.
- Midway College: \$150,000 to expand its equine studies program.
- Fayette Education Foundation: \$60,000 to reward and recognize Fayette County schools that successfully raise the education standards for all students.
- Lexington's Living Arts & Science Center: \$25,000 for a new classroom.
- Kentucky Blood Center: \$60,000 to help build a new facility.
- University of Kentucky's W.T. Young Library: \$50,000 to transform the Keeneland Room into an active meeting space.