

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.

Keeneland Giving in 2017

Keeneland hosted 42 promotions and events, including:

- **Military Day at the Races Presented by Marathon (Spring Meet) and Heroes Day Delivered by Papa John's (Fall Meet)** – Keeneland honors active and veteran military, law enforcement officers, firefighters, EMTs and their families each race meet. Through the support of Heroes Day in October, Papa John's raised \$28,840 for Supporting Heroes.



Keeneland/Photos by Z

- **Make-A-Wish Day** – The 2017 Fall Meet marked the 10th anniversary of Make-A-Wish Day at Keeneland, during which Keeneland teams with local Thoroughbred farms and equine businesses to grant wishes for deserving children. Wish Kids and their families enjoy a VIP day at the races. The event has granted wishes for 92 kids and raised \$612,736 through 2017.
- **College Scholarship Day** – Keeneland holds College Scholarship Day in partnership with the Kentucky Thoroughbred Association each race meet. That day, thousands of college students register to win one of 10 \$1,000 scholarships awarded after each race. In 2017, College Scholarship Day at Keeneland gave away \$40,000 in scholarship money, including two \$10,000

Runhappy Scholarships. Since October 2002, Keeneland's College Scholarship Day has distributed \$332,000 in scholarships.

- **Keeneland Kids Club** – The Keeneland Kids Club encourages members to take an interest in Keeneland and offers philanthropic opportunities for them to support Central Kentucky (page 26).
- **Fayette County Fifth Grade Tours** – In August, Keeneland hosted more than 2,800 fifth graders from 35 area public and private schools to learn about Keeneland and the Thoroughbred industry.



Keeneland/Photos by Z

In 2017, nearly 20,000 people participated in **15 run/walk events** at Keeneland, raising \$1.3 million for various charities.

In December, Keeneland contributed \$10,000 to support the horses and people affected by the tragic Lilac Fire at San Luis Rey Downs Training Center in Bonsall, California.

Keeneland made **nearly 1,000 donations**, offering gift baskets and other items from The Keeneland Shop, tickets and more in support of charitable causes in the U.S. and around the world.

Keeneland provided **financial assistance to more than 30 charitable and civic organizations**, including the Salvation Army, Junior Achievement of the Bluegrass and the Kentucky Thoroughbred Association.

- In 2017, Keeneland completed their \$75,000 sponsorship pledge to the Bluegrass BuildSmart initiative in support of the Interdisciplinary Science Center at the Newtown Campus of Bluegrass Community & Technical College.
- In 2016, Keeneland contributed an installment of \$50,000 to fulfill a pledge of \$100,000 to support construction of the Whitaker Family YMCA in Lexington.

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 more than \$8.2 million 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.